

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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AYER WARNS REPS ON SPOTS: Rate-chiseling must be stopped in spot TV & radio, and station reps may no longer maintain innocent bystandership toward the industry's perennial local-vs.-national-rate problem. That's the gist of what N. W. Ayer & Son media vp Leslie D. Farnath told some 50 top reps in N.Y. June 1 at a special by-invitation luncheon.

Atmosphere of meeting was "friendly but realistic," we learned from rep executives present. Ayer's prime beef: Clients of rival agencies have lately been able to obtain spot time at prices lower than Ayer is paying—usually by persuading a station through special field men to accept national spot business at off-card rates or at local rates. Ayer's warning: Ayer will be forced to bypass reps and put its own timebuying squad in the field to make local deals unless stations stick strictly to card rates.

Agency's ultimatum produced few complaints, inasmuch as firms have vital stake in preserving agency-to-rep-to-station procedure. "We're very much in favor of Ayer's stand," the TV sales vp of one of the 3 largest N.Y. rep concerns told us privately. "TV should be justifying its rates, not trying to undermine them. Ayer should be congratulated on its gentlemanly approach."

Meeting had produced much advance speculation. Several reps we contacted in advance of June 1 luncheon were convinced meeting would deal with an Ayer request for a downward revision of summertime

TV spot rates, as did a recent station letter from BBDO (Vol. 16:19 p18). Reps who thus went to the session with chips on their shoulders wound up being surprised that Ayer was actually on their side in maintaining rates, although in no mood to ignore preferential rate-cutting.

Objective of the meeting was later characterized as naive by one uninhibited leading figure in the industry. And he believed, too, that calling such a meeting with regard to rates was flirting with anti-trust. He did not see how reps could possibly go about the impossible task of getting station operators to standardize their varying interpretations of local & national business, eliminate their competitive attitudes, and—in some cases—upgrade their personal integrity.

Anti-trust worries kept some reps away from the meeting. In Washington, one experienced attorney said: "Any time competitors get together to talk about prices they're in danger." Another took a less anxious view: "It depends on what they do. Are the agencies threatening to boycott stations & reps if rates aren't respected? That would give them trouble. But if Ayer is just urging people to stick to their rates, I don't think there's anything wrong with that." It was recalled that some in the industry once considered agreeing on a uniform graduation of quantity discounts for spots but got worried about anti-trust angles and dropped it.

MUST NEW SEASON DELAY DEBUT? New fall film shows may be seriously delayed by 20-week-old WGA strike which has steadily dried up the supply of telefilm screenplays. Evidence that problem was reaching a crisis stage—despite earlier network assurance that fall season would start as planned (Vol. 16:20 p5)—was plentiful in N.Y. last week.

Sextet of top telefilm executives appealed to key program customers to keep premiere deadlines on new shows extremely flexible so long as WGA strike is in effect. The 6 men—exec. producer William T. Orr of Warner Bros, Pres. Taft Schreiber of MCA's Revue, exec. vp Thomas McDermott of Four Star, vp & gen. mgr. Jerry Hyams of Screen Gems, production vp Maurice Unger of ZIV-UA, and Pres. Peter Levathes of 20th Century-Fox TV—told networks & agencies that it may become necessary for producers to make expensive (to program buyers) settlement with WGA if firm premiere deadlines must be met. Recommendation of the film executives: Extend the summer rerun period until strike picture clarifies.

WGA meanwhile is attempting to counter this move, and has protested to American Assn. of Advertising Agencies against breathing spell that would be afforded to producers by late start on new film shows. Replied Pres. Fred Gamble: AAAA plans no official action in strike; it's up to individual members.

It's in the agency area that a breakthrough may come, however. Theoretically, there's nothing to stop an agency signing some form of "minimum basic agreement" with WGA, and then going into union-approved TV production for itself. At least one major agency, reputedly McCann-Erickson, has already contacted WGA to explore this possibility (Vol. 16:22 p10).

McCann-Erickson move is not really surprising. For one thing, M-E last week hired ex-CBS-TV Pres. Jack L. van Volkenburg as pres. of its semi-autonomous M-E Productions, reporting to Chmn. C. Terence Clyne. (M-E's official statement to us concerning the reason for bringing in the former network pres., however, was that "we are merely filling out the ranks of our top hierarchy, since each M-E division has a pres. & a chmn.") For another, M-E Productions is virtually the framework for a full-fledged production organization, since it produces no TV commercials (the job of M-E's creative dept.) and exists only to service programming.

M-E agency is no stranger to program production. In past season, house-produced shows have been primarily in realm of specials ("America Pauses" series for Coca-Cola, "Some of Manny's Friends" special) with the agency preferring to buy bread-&-butter film shows from networks and independent producers as basic TV program vehicles. Admen with long memories were also recalling last week that it was M-E that held the production reins, or directly commissioned shows like the original radio "Dr. Christian" series and the spot-placed "Death Valley Days" in TV.

Networks, concerned about situation, are preparing special plans to meet it. ABC-TV has a greater percentage of film programming (nearly 90%) in its nighttime schedule. Program vp Tom Moore tells us the network has had under wraps for past 6 weeks a blueprint for an extended summer rerun season and a delayed on-air start for new fall shows and older film shows hit hard by WGA strike. CBS-TV and NBC-TV, we also learned, have mapped comparable plans.

Situation stirred up rumor storm in both N.Y. & Hollywood last week and created trade press headlines (actually incorrect) that networks had firmly agreed to postpone fall starts, subject to agency & client

approval. In both cities, officials of 3 networks denied June 3 that this was so—and from Hollywood, Alliance and AMPP issued a joint statement that 2 networks were "re-examining their schedules . . . wherever required" and the 3rd "already has prepared a revised schedule." On agency front, "no comment" was the rule, although one enterprising trade paper carried a June 2 story that agencies & producers had agreed to a postponement—some 24 hours before meetings were held.

BIRTH OF FCC 'WATCHDOG' DIV: FCC's new Complaints & Compliance Div. has started—on paper. At least it's got a chief—Broadcast Bureau attorney John C. Harrington, who has served as a top level advisor to bureau chief Harold G. Cowgill, to whom he'll still report in the new job.

Harrington still doesn't know exactly who will be on his staff, won't know until Congress decides whether to give Commission the \$300,000 it wants to make the division a full-fledged operation. He will have, however, at least the personnel of now-abolished Compliance Branch of the Renewal & Transfer Div.—LeRoy Schaff, William H. Hunter, Louis Bryan. It's expected more people will be transferred from Renewal Branch.

Most observers regard Harrington as an excellent selection, capable & careful. He has been a top-notch trouble-shooter on all phases of broadcast activity, working on many of Commission's tougher problems. He was born in Fall River, Mass. in 1911, received Holy Cross A.B. in 1932, Georgetown LL.B. in 1940.

He started with FBI in 1936, served with Federal Security Agency 1939-1943, Justice Dept. Lands Div. 1943-1946, FCC 1946-1948, back to Justice Lands Div. 1948-1956, then with FCC since 1956.

Asked for his concept of job, Harrington pointed to FCC's announcement: "The new Division will serve as a clearing house for all complaints concerning the conduct of radio & TV broadcast operations and compliance with statutes, international agreements, and policies & rules of the Commission. It is charged with the responsibility of ascertaining facts, in response to specific complaints or on its own initiative, and keeping the Commission informed of developments in the broadcast industry. Its purpose is to enable the Commission to better discharge its own obligations under the Communications Act, and ultimately to assist broadcasters in discharging their obligations to operate in the public interest, without impairing their basic responsibility as licensees."

STOPGAP EQUAL-TIME EXEMPTION ADOPTED: Shelving hotly controversial plan to compel TV networks & stations to give free time to Republican & Democratic Presidential nominees, Senate Commerce Committee last week approved alternative proposal: suspension of equal-time rules to permit debates by 2 candidates on air (Vol. 16:22 p14).

Broadcasters won big—if not unexpected—victory with pigeonholing of mandatory TV debate bill (S-3171), which was denounced at hearings last month as unconstitutional. Networks (CBS Inc.'s Frank Stanton in particular) won argument—with Committee, at least—that Communications Act's Sec. 315 was only thing preventing them from voluntarily offering free time to major candidates anyway. It was Stanton who first proposed suspension of Sec. 315 to accomplish professed "great debate" objectives of measure, co-sponsored by Committee Chmn. Magnuson (D-Wash.), Sen. Monroney (D-Okla.) and score of other Senators.

But big question remained: Will Congress act before adjournment early next month to lift application of law so that networks won't be subjected to equal-time harassment by minor candidates?

Easy passage of recommended joint resolution in Senate was predicted by Committee sources, despite expected opposition of some holdouts for Magnuson-Monroney bill, such as Sen. Yarborough (D-Tex.). Committee report on stopgap proposal was being rushed so Magnuson could submit resolution on floor early this week. But House must approve resolution, too, and it may run into pre-adjournment legislative logjam there.

Sec. 315 suspension resolution is simple & short. It says law's requirement that broadcasters must provide equal air opportunities for all candidates for same office isn't applicable in 1960 campaign so far as candidates for President are concerned. It also charges FCC with responsibility for seeing how exemption works out and for filing report to Congress by March 1, 1961—implication being that Magnuson-Monroney bill will be revived then if networks haven't fulfilled promises under exemption to give nominees full opportunities.

Proposed temporary abrogation of law has no precedent in broadcasting's legislative history, nevertheless. And such a joint Congressional resolution, in effect repealing law for specific purposes for specific period, is rarity on Capitol Hill. Office of Senate Parliamentarian told us no similar proposals have come up in recent years, at least, although joint resolutions & private bills providing individual exemptions in such areas as tariff & immigration laws are common.

Note: FCC wasn't waiting for Congressional action on Sec. 315 resolution before proceeding with its own 1960 campaign watchdog operation. It sternly reminded TV stations last week that all questions in political policy-&-planning questionnaire sent out last month (Vol. 16:21 p7) must be answered. Replies so far from stations "indicate a neglect by many to answer 2 specific questions," FCC said. One deals with general policy on free political time, other with plans for clearing time for sustaining Presidential election broadcasts. FCC will carry out its role by asking all stations to report just how they've handled political broadcasting during the campaign. Even if the suspension resolution isn't approved, it will ask licensees to tell how they've implemented Sec. 315 as it stands.

Milestone in electronic journalism—that was NBC Chmn. Robert W. Sarnoff's praise June 3 of Senate Commerce Committee's action re suspension of Sec. 315 during the Presidential campaign. The measure, if passed by Congress, would "free responsible broadcasters to do what they have long sought—to exercise their initiative in presenting the major-party candidates without incurring the penalty of giving equal time to 15-odd minor & splinter-party candidates," said Sarnoff. Meanwhile, he added, NBC would stand by its plan to present major-party nominees in 60-min., prime-time telecasts of "Meet The Press" prior to Election Day.

VHF CHANNEL-HUNT NEARS DEAD END: Always-dim prospects of getting more vhf channels for TV from the military have just about flickered out. There's nothing official yet, and FCC Chmn. Ford has yet to conclude negotiations with OCDM and inform Senate Commerce Committee of results.

Outlook has always been bleak, but no military spokesman had ever said so publicly—until Adm. Arleigh Burke, Chief of Naval Operations, spoke up at recent convention of Armed Forces Communications & Electronics Assn. He didn't mention TV or any other service, but there was little doubt about what he meant when he said:

"All of us must be alert in fighting this silent enemy, high cost, which robs us of our defense dollars. We must guard against unnecessary use of expensive materials, against costly modifications, which fail to produce significant improvements.

"Unwarranted criticism, and campaigns against the limited military frequencies of the radio spectrum are a good example of non-productive expense. Should the armed forces be forced to shift to new frequencies, to change equipment to do so, the result would be harmful; not just in waste of the taxpayer's money, but also in prolonged reduced readiness. The money could be employed elsewhere in the advancement of electronics, and be reflected in a stronger national defense."

If Adm. Burke's views are typical of military attitude—and there's scarcely any doubt they are—FCC will go back to trying to implement what it has, 12 vhf's & 70 uhf's. This will mean more pressure for vhf mileage-cut drop-ins and vhf-uhf deintermixture.

FRESH SET-COUNT & PENETRATION FIGURES: Both ARB & Nielsen are coming up with brand-new industry tools in the form of updated county-by-county set counts.

ARB reports that its tabulations, to be released June 13, will include Alaska & Hawaii for the first time. The results are based on sampling done last Nov. & March. Unusual angle: There are 700 "reversals"—i.e., counties showing fewer sets than in Advertising Research Foundation's 1958 figures. However, all markets (county groups) show a net increase. ARB will follow up, at end of June, with market-by-market and metropolitan area totals.

Nielsen releases U.S. state & Canadian province totals today, June 6 (see next page), following up with county-by-county tabulations June 13. As usual, figures of both will show number of sets, households & percentage penetration. (For Nielsen's last estimates, as of spring 1959, see TV Factbook No. 30, pp. 37-47.)

Stations

Ban on use of American TV & radio stations by candidates for public office in Canada has been proposed to the House of Commons elections committee. Examples of current use are KVOS-TV in Bellingham, Wash. and several radio stations in northern Maine and along the border, where candidates seeking election to Parliament need U.S. TV & radio facilities to cover their constituencies.

American TV stations along border points will also lose revenue to Canadian stations under a new change in Ontario regulations permitting breweries, distilleries and wineries to advertise on TV and radio. The new code, effective Sept. 4, will allow these advertisers to use public-service programs with sponsor identification, but no spot announcements. The Ontario action is expected to spread to other provinces following next month's Banff conference of provincial liquor commissioners.

More about

TV NOW IN 87% OF U.S. HOMES: The growth of TV continues, although the "mature" expansion of the medium has now become gradual. As of Jan. 1960, there were 45,200,000 U.S. TV homes, representing 87% of the 52 million households in the nation, according to A. C. Nielsen's newest state-&-county U.S. TV ownership estimates. This compared with 44 million TV homes and 86% a year earlier. (See next column.)

"Practical estimates" is what Nielsen terms its figures (which were seen by conventioners recently in its NAB hospitality suite). They were derived by applying Nielsen-calculated "growth rates" against estimates of total U.S. homes made by *Sales Management*. Full data in the Nielsen Study, available in a \$5-per-copy book, shows TV ownership county by county.

The most-saturated area, indicates the report, is the North East, which includes the industrialized, heavily-urban New England and Middle Atlantic states. There, TV reached 92% saturation and a TV home count of 12,043,800 in Jan., as compared with 91% saturation and 11,851,960 homes 12 months before.

The South is still the least-saturated area, although slowly catching up. In the South, TV is now in 80% of homes (11,908,000) as against 78% (11,425,320) the previous year.

There's a 5-way tie for first place among individual states in terms of TV penetration. Conn., Mass., R.I., N.J. and Ohio all have 93% TV saturation. On the low end of Nielsen's TV totem pole is Miss., with only 64% saturation.

Canadian TV ownership, for the first time, is also measured in the new Nielsen report. Of the 4,266,800 homes in Canada's 9 major provinces, 80%—3,423,410 homes—are TV-equipped. The heaviest saturation—88%—occurs in the province of Quebec. Due soon from Nielsen: a report, to complete the Canadian picture, on Newfoundland.

* * *

Results of ARB's new 100-market overnight rating system experiment, being conducted this week, will be made public "within 10 days," ARB's N.Y. mgr. Jack Gross told us last week. ARB has set up 100 sample areas, of which 24 will be equipped with automatic Arbitron meters. Coincidental telephone calls to pre-selected homes will be conducted in the remaining areas. The initial plan calls for use of about 800 homes per 30-min. period, with figures supplied the next morning for national ratings & homes reached in all network periods.

Uhf plan for N.Y. City, endorsed by Mayor Robert Wagner, has been lauded in a *N.Y. Times* editorial. "The proposal to erect an experimental ultra-high frequency TV station in N.Y. promises to serve a variety of useful purposes. We hope the Senate will endorse the action of the House in approving the necessary appropriation of \$2 million. With commendable alertness, Mayor Wagner recognized that this experiment may present a heaven-sent opportunity for N.Y. City to engage in non-commercial TV," said the *Times*. On May 19, Mayor Wagner sent a telegram to Sen. Warren G. Magnuson (D-Wash.), urging the approval of the recently-recommended FCC \$2-million allotment for a 2¼-year N.Y. City uhf research program (Vol. 16:16 p2). If the project is approved, the mayor will ask the city's Board of Estimate for \$100,000 a year to supply station programs.

Television Ownership by Geographic Area

	Total Homes	Television Homes	
TOTAL U.S.	52,000,000	45,200,000	87%
North East	13,057,000	12,043,800	92
New England	2,951,800	2,725,060	92
Connecticut	707,700	655,550	93
Maine	260,900	234,580	90
Massachusetts	1,461,700	1,358,160	93
New Hampshire	168,200	153,320	91
Rhode Island	249,800	232,810	93
Vermont	103,500	90,640	88
Middle Atlantic	10,105,200	9,318,740	92
New Jersey	1,751,500	1,628,530	93
New York	5,084,000	4,694,940	92
Pennsylvania	3,269,700	2,995,270	92
North Central	15,611,500	14,061,900	90
East North Central	10,917,100	10,032,610	92
Illinois	3,106,600	2,848,170	92
Indiana	1,424,200	1,297,250	91
Michigan	2,336,700	2,151,580	92
Ohio	2,898,200	2,700,660	93
Wisconsin	1,151,400	1,034,950	90
West North Central	4,694,400	4,029,290	86
Iowa	859,800	775,950	90
Kansas	675,300	557,660	83
Minnesota	974,300	847,360	87
Missouri	1,373,300	1,215,750	89
Nebraska	443,000	372,520	84
North Dakota	170,600	124,890	73
South Dakota	198,100	135,160	68
South	14,968,000	11,908,440	80
South Atlantic	6,971,300	5,700,400	82
Delaware	126,900	116,850	92
Dist. of Columbia	243,500	223,900	92
Florida	1,448,500	1,177,440	81
Georgia	1,024,400	809,900	79
Maryland	865,600	776,940	90
North Carolina	1,115,400	877,480	79
South Carolina	594,900	459,800	77
Virginia	1,039,500	854,550	82
West Virginia	512,600	403,540	79
East South Central	3,188,300	2,336,000	74
Alabama	838,600	638,230	76
Kentucky	831,100	622,170	75
Mississippi	555,700	354,310	64
Tennessee	962,900	751,290	78
West South Central	4,808,400	3,842,040	80
Arkansas	482,100	344,100	71
Louisiana	855,800	676,420	79
Oklahoma	679,700	556,310	82
Texas	2,790,800	2,265,210	81
West	8,363,500	7,185,860	86
Mountain	1,946,600	1,528,330	79
Arizona	357,200	297,940	83
Colorado	514,600	425,520	83
Idaho	185,600	142,100	77
Montana	213,900	137,040	64
Nevada	89,600	69,040	77
New Mexico	245,900	182,150	74
Utah	243,500	216,060	89
Wyoming	96,300	58,480	61
Pacific	6,416,900	5,657,530	88
California	4,901,300	4,401,480	90
Oregon	588,500	466,920	79
Washington	927,100	789,130	85

CANADA

	Total Homes	Television Homes*	
Canada (9 Provinces)†	4,266,800	3,423,410	80%
Maritimes	319,000	228,930	72
Prince Edward Island	23,200	14,390	62
Nova Scotia	165,700	129,980	78
New Brunswick	130,100	84,560	65
Quebec	1,123,000	983,130	88
Ontario	1,547,700	1,336,930	86
Prairie Provinces	810,700	536,860	66
Manitoba	230,800	159,610	69
Saskatchewan	243,300	148,000	61
Alberta	336,600	229,250	68
British Columbia	446,400	337,560	72

*Includes TV homes for counties with less than 10% ownership. †Newfoundland available at later date.

Westinghouse Bestg. Pres. Donald H. McGannon last week debated former Harris Subcommittee chief counsel Dr. Bernard Schwartz on FM radio WFUV N.Y. Subject was problem of federal control of broadcasting in first of Fordham U.'s new series, "Current Problems & the Law."

NBC DEALS ARE LEGAL, BICKS SAYS: "Careful investigation & review" by the Justice Dept. of NBC's proposed station swap-&-purchase deals in Philadelphia, Boston, Washington and San Francisco (Vol. 16:21 p10) disclosed no evidence that they "run afoul" of the 1956 RCA-NBC consent decree, anti-trust chief Robert A. Bicks said last week.

In a letter to House Judiciary Committee Chmn. Celler (D-N.Y.), Bicks wrote that he & his aides could find no legal basis for intervention now. He suggested that complainants (such as Westinghouse, whose WBZ-TV Boston would lose its NBC affiliation to NBC-acquired WNAC-TV; or KRON-TV San Francisco, which would lose out to NBC-acquired KTVU) could "plead their cause in other judicial forums or before the FCC."

Bicks said that neither Justice's hands-off decision nor the 1956 Philadelphia decree "intrudes upon powers or responsibilities of the FCC in its application of the statutory standard of 'public interest, convenience and necessity.'"

Network critic Celler wasn't pleased by the word from Justice. He had told Bicks he was "profoundly disturbed" by Justice inaction, which he said "makes a nullity" of the decree. After reading Bicks' letter, he warned: "I am seriously considering resumption of hearings [by the Judiciary Anti-trust Subcommittee] on the TV industry."

In the course of Justice's study of NBC's multi-faceted proposals, Bicks said, anti-trust lawyers fanned out across the country from Jan. 21 to April 27, interviewing principals, parties and protestants. He listed these participants in the interviews: 8 NBC-RCA, 6 RKO General, 4 KRON-TV, 10 KTVU, 7 WBC, 4 ABC—and 4 brokers.

Findings Reported By Bicks

These were among findings reported to Celler by Bicks:

NBC negotiations with RKO General for WRC-TV Washington: "Evidence obtained . . . showed no economic leverage by NBC . . . As a matter of fact, the evidence obtained seems more consistent with the proposition that RKO General occupied a stronger bargaining position than NBC."

NBC negotiations with KRON-TV: They "were carefully scrutinized for any acts or conduct relating to the negotiations showing abuse of the network affiliation power. From facts obtained, we concluded that acts or conduct of NBC amounting to a restraint of trade cognizable under the decree could not be established."

"Persistence of the RCA-NBC conspiracy": "In light of the presumption that the conspiracy had ended with entry of the final [consent] judgment, we thought it highly unlikely that the court would find this initial conspiracy . . . to have been resurrected . . . solely on the ground that one end sought by the conspirators had been achieved with the acquisition by NBC of stations in Boston & San Francisco."

NBC negotiations with Westinghouse: Facts couldn't be developed to establish "that the network power of NBC had been used with respect to one market in order to gain an economic advantage in another. True, the loss of NBC affiliation by Westinghouse & KRON-TV may result in economic injury to their broadcasting operations in Boston & San Francisco. Such injury, however, is attributable to exercise by NBC of its option to terminate the affiliation relationship rather than to acts or conduct of RCA or NBC improper under the decree."

At week's end, NBC & RKO General filed voluminous applications for transfer—supplying details on the whole series of transactions.

Search for NAB Chief Narrows: The 2 divergent camps in NAB's hierarchy may come to an agreement during its June 17 board meeting and decide when to pick a president to succeed the late Harold E. Fellows. One group says: "Let's do it now." The other: "Wait for the elections and see how the political wind blows."

Special selection committee under C. Howard Lane, KOIN-TV Portland, is said to have been concentrating on 2 or 3 outstanding prospects. One mentioned very frequently is Norman P. Mason, administrator of the Housing & Home Finance Agency—described as "a true administrator." He's a businessman, spent his career in lumber & hardware before becoming Federal Housing Administration Commissioner in 1954. In addition to participating in many civic activities, he has served as advisor to many govt. groups—NPA, OPS, etc. in 1947-48 and he was pres. of the National Retail Lumber Dealers Assn. He's 63, was born in Willsboro, N.Y. Before joining FHA in 1954, he headed Cooperative Reserve Supply Inc., Cambridge, Mass., a lumber warehouse.

Also mentioned by some is Fla. Gov. LeRoy Collins, who will be presiding officer at the Democratic convention.

NBC's purchase of KTVU San Francisco may develop another complication. Last week, FCC wrote KTVU that there's a discrepancy between its originally-stated programming plans and its actual performance. The Commission said the station had proposed that 4.6% of its schedule would be educational, 3.9% devoted to discussions. The performance, FCC said, looks like 0% educational and .5% discussion.

Second TV outlets in Edmonton & Calgary have been licensed by Board of Broadcast Governors, which also licensed outlet for Prince George, B.C. BBG awarded Ch. 4 Edmonton to CBC over 4 competitors (Vol. 16:11), stating this will give network a basic station enabling it to "discharge completely the corporation's national bestg. responsibilities between Winnipeg & Vancouver." Ch. 4 Calgary was awarded to CFCN TV Ltd. (wholly-owned by H. Gordon Love & family, who operate radio CFCN); the losing applicant was Chinook Communications Ltd. (Vol. 16:11). Radio CKPG Ltd. was awarded Prince George's Ch. 3 over Aurora TV Ltd. (Vol. 16:18), BBG stating economies of joint radio-TV operation make success possible in small markets, also make for better service.

Tall tower proposed by WITN (Ch. 7) Washington, N.C. will extend 1,602 ft. into the air—130 ft. higher than the Empire State Bldg. Cost of the tower, which will require over 500,000 pounds of steel, is estimated at \$300,000. Completion of construction at the site of the station transmitter will require 6 months after FCC & FAA approval.

Promotion idea: KSL-TV Salt Lake City promotes its shows & advertisers via a specially-painted transit bus that travels a different route of the city daily. Passengers receive a TV-program folder. Each Friday, a KSL-TV hostess rides the bus and distributes samples from advertisers.

Promoting color TV in cooperation with Norfolk-Portsmouth-Newport News RCA Victor dealers, WAVY-TV is scheduling top-rated color movies every Saturday night, beginning June 18. The station is also scheduling regular announcements calling attention to the advantages of owning color sets and the ease of color viewing.

Helffrich Joins Code Staff: One of network broadcasting's most knowledgeable arbiters of taste in programming & advertising—NBC continuity acceptance dir. Stockton Helffrich—will run NAB's new N.Y. branch TV Code office.

Helffrich's appointment as N.Y. office dir., a post set up in expanding operations of the industry's self-policing agency, was announced June 5 by the TV Code Review Board following its first post-NAB convention meeting in Washington. No office site has been picked yet, and Helffrich probably won't take over his new job before Aug., but the office will be opened before then with a secretarial staff.

Except for World War II service as a Navy lieutenant, Helffrich has put in 27 years of uninterrupted work for NBC—almost all of them in script-&-commercial areas. He joined the network after graduating from Pa. State U. in 1933, was assigned to NBC's script div. the next year, and advanced from asst. script mgr. in 1935, to continuity acceptance mgr. in 1942, to dir. in 1955.

He has headed a 36-member NBC staff covering both TV & radio networks. In 1948, Helffrich originated *Cart* ("Continuity Acceptance Radio & TV Monthly Report") which has wide distribution among industry executives & newspaper TV editors.

As NAB's N.Y. Code representative he "will concentrate at the outset on providing service & advice to agencies & advertisers wishing to create material in conformity with the TV Code," the Review Board said. Helffrich will report to NAB's Charles H. Tower, who becomes TV vp June 20 (Vol. 16:20 p7).

Helffrich's appointment was the only major action reported taken by the Review Board under Chmn. E. K. Hartenbower (KCMO-TV Kansas City) at NAB's Washington hq in its first post-NAB convention sessions June 1 & 2. G. Richard Shafto (WIS-TV & WIS Columbia, S.C.), of NAB's 3-man policy committee, sat in on the meetings.

On the Review Board's agenda were "possible" Code amendments, a review of station monitoring finding since Jan. 1, drafting of a report for the TV Board at its scheduled June 15 meeting in Washington. No announcements of any new Code moves were made after the closed sessions adjourned, however.

* * *

New NAB engineering handbook—first revised edition since 1949—has been mailed to station & network members. Published by McGraw-Hill, the 5th edition is available free to members as of June 1. Stations joining NAB later may order one copy for \$16.50. The book will retail to the public at \$27.50 when it is released generally about Aug. 1.

* * *

NAB convention keynote speech by Clair R. McCollough (Steinman Stations) in Chicago April 4 (Vol. 16:15 p9) was inserted in the May 23 *Congressional Record* by Sen. Frear (D-Del.). He said the Senate should find "much interest" in the address by McCollough, who won NAB's 1960 Distinguished Service Award.

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"FTC & the Broadcaster" will be the subject of a speech by that agency's Chmn. Earl W. Kintner at a luncheon meeting of the Federal Communications Bar Assn. June 9 in the Willard Hotel, Washington. Members of the Assn. of Federal Communications Consulting Engineers have been invited to attend.

Film & Tape

More about

ARNAZ, WGA TALK COMPROMISE: Possibility of an end of the 5-month-old Writers Guild of America strike against TV film producers arose late last week in discussions between Desilu Productions owner-producer-star Desi Arnaz and officials of WGA. From the conversations came a new proposal, reported to be considered a "workable & reasonable compromise" by both parties.

Arnaz, confirming these talks, told us "there will be further meetings" with WGA. He also indicated that he will convey the compromise proposal to the Alliance of Television Film Producers, of which Desilu is a member. It's understood the compromise contains concessions in the crucial foreign residuals area.

Arnaz's entry into the critical strike situation came about as the result of full-page ads he inserted in Hollywood trade papers, in which he called for a resumption of negotiations on a round-the-clock basis to end the strike.

The producer-star had also asked WGA membership to nominate a committee which could negotiate & sign a deal without membership ratification. WGAW Pres. Curtis Kenyon and other Guild officials met with Arnaz, and pointed out it would be unconstitutional for a negotiating committee to sign a deal without membership ratification. However, WGA told Arnaz it liked his suggestion for resumption of negotiations on the basis he had outlined, and it was from these talks that the compromise emerged.

Meanwhile, Hollywood TV film factories were virtually idled by the strike. The paralysis of production has caused widespread unemployment among all unions & guilds in Hollywood—and the lack of scripts, originally a Hollywood problem, has now brought the networks & advertising agencies into the picture (see p. 2).

McCann-Erickson has quietly, unofficially queried the Guild regarding possible production under WGA terms, apparently via its M-E Productions, of which ex-CBS-TV Pres. Jack Van Volkenburg has just been named pres.

Producer sources in Hollywood said the request for N.Y. talks was made of the American Assn. of Advertising Agencies, but AAAA Pres. Frederic R. Gamble, in Hollywood on business, told us the 4As had received no such request. Furthermore, said Gamble: "We can't control our members. It's a matter of individual decision by the agency or sponsor involved."

Revue studios, hard-hit by the strike, has been forced to postpone production of 3 pilots—*Detroit Police*, *Texas State Trooper* and a third based on the Del. state police.

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Screen Extras Guild postponed its annual membership meeting from June 3 to July 8 because of the Writers' Guild strike which has delayed negotiations and because SEG has filed on unfair labor practices against the Alliance of Television Film Producers. Hearing on the complaint against the Alliance is set for June 20, and inasmuch as it involves negotiations, SEG delayed its session.

Buckeye Corp., the diversified poultry-equipment firm already in the TV film business (Pyramid, Transfilm, Flamingo), has offered 296,236 shares of its common stock for all outstanding stock in King Bros. Productions Inc., independent Hollywood movie producer. Buckeye common currently is being traded at about \$4.50 a share.

What's Behind Hollywood's Longest Strike

MANY INDUSTRY figures in & out of Hollywood are baffled by the 5-month-old Writers Guild of America strike which has virtually paralyzed production. The walkout, which began Jan. 16, is jeopardizing production of next season's product. It has caused widespread unemployment among TV's union & guild members and large losses for talent agencies which represent writers, actors, directors and producers.

The strike is clouded by such an emotion-filled atmosphere that the real issues are often unclear.

Inasmuch as the producers have already agreed to give the writers a raise in minimums and a pension plan, the sole issue preventing settlement is foreign residuals.

In the contract which expired in Jan., writers received no revenue from their films which were sold abroad. Today they have demanded a percentage of the foreign gross (to go into effect in 4 years) as the price of settlement. Just as adamantly, the producers have refused (with one exception—Ziv-United Artists, which did offer concessions in this area, but then withdrew its bid).

Foreign Market Seen as Profit Margin

Briefly, the producer argument is that even the present residual system is burdensome, and his only chance to make any money is in the foreign area. Under the present system a writer gets 140% of minimum. Minimum for a half-hour story & teleplay is \$1,100, for a 60-min. story & teleplay, \$2,000. All residuals end after 140% has been paid.

In addition, argues the producer, if he should grant the foreign concession to the writer, he would also have to make it to the actor, director, IATSE, etc. Impossible, he concludes.

Ironically, both disputants agree that the foreign TV market does not represent much in the way of revenue today, but they are hopeful of its potential.

The controversy contrasts with that which resulted in the Screen Actors Guild's recent strike against the major movie studios. Whereas SAG struck for something in the past—payments to actors for post-1948 movies sold to TV—the writers are striking for something in the future—a bonanza foreign market. The fact that no one knows what will happen tomorrow has tended to complicate and sometimes obscure the demands.

Playing an important role in the negotiations is the so-called Wasserman plan (named after MCA chief Lew Wasserman, who originally suggested it). Under this proposal, the present residuals system would be dropped, and writers would share instead in a percentage of the gross, foreign & domestic. WGA is for the Wasserman plan in principle, and the Alliance of Television Film Producers and Assn. of Motion Picture Producers also offered this in their recently-rejected peace bid.

While Wasserman's original plan offered writers 2.2% of the gross, foreign & domestic, the Alliance-AMPP proposal raised it to 2.5% of a film grossing \$50,000, 3% of films grossing more than that.

While they like the principle, the writers don't like those figures. They argue that under percentages offered by the producers, they would take a loss. Accordingly,

they want a guarantee in the foreign field. This the producers have refused, challenging WGA to gamble, as it once said it would. WGA's reply is that while it's willing to gamble via the royalty plan, it won't do so if new terms entail a rollback from present contractual terms.

Another factor that has been preventing a settlement is disunity within the ranks of both producers & writers. Originally the Alliance and majors refused to grant WGA so much as recognition in the foreign area. But the solid employer front in Hollywood was broken when the networks offered WGA such recognition. Again, the Alliance & majors originally refused to offer a royalty plan. But when Alliance member Ziv-United Artists defected and unilaterally offered such a plan to WGA, the Alliance first brought the firm back into its fold so that it withdrew the offer, then proposed a royalty plan of its own.

As for WGA, internal politics & disunity have prevented progress and have lulled producers into the wishful sentiment that this strife will end the strike on the producers' terms. However, although a faction within WGA has twice overruled the negotiation committee and, via the TV-radio board & council, voted acceptance of Alliance offers, the membership on both occasions overruled board & council by rejecting these offers. But at this point WGA appears finally to have solved its internal factionalism.

The producers have suggested that writers accept the contract offered and let a fact-finding committee explore the explosive foreign field until the next set of negotiations. To this the writers reply negatively, saying that this would merely mean that the fight would have to be waged all over again on expiration of a new contract.

Rerun Profits Low, Say Producers

Producers say distribution costs & residuals have taken such a big bite out of rerun grosses that there's little chance of making money in reruns today unless one has his own production company or controls his distribution. (MCA-TV and Ziv-United Artists are distributors; some executives such as Don Sharpe control their own distribution.)

A number of producers say the proposed royalty plan may be the solution to the problem—the present residual system. But on details, the disputants are miles apart.

WGA rebuttals declare that when the residual system was established about 8 years ago, producers argued then, too, that this would put them out of business. It hasn't, they contend, and on the contrary, producers on the whole have prospered.

Being a strike for principle, it's long & complicated. Meanwhile, behind the scenes, SAG has given validity to producer arguments that a major concession to WGA would have to be given other guilds also. SAG, rebuffed on milder foreign residual terms by the producers, has quietly let it be known that if WGA gets what it seeks in the foreign field, SAG will expect the same—only instead of WGA's 2% demand, it has proposed 6½-8%.

Meanwhile, Hollywood TV production has been hurt as never before, and prospects for a normal season of programming are bleak, barring any unforeseen, dramatic settlement of the strike in the immediate future.

NEW YORK ROUNDUP

To keep post-1948 features off TV, Twentieth Century-Fox has signed an agreement with a joint committee of Motion Picture Investors Inc. and the American Congress of Exhibitors for non-TV theatrical re-issue of 12 post-1948 feature "blockbusters." The agreement will have to be approved by TCF stockholders, probably at a July 6 N.Y. meeting. "There aren't any other negotiations with feature distributors presently in the works," an ACE official told us. In line with keeping theaters supplied with movie product, 5 top exhibitors, National Theatres & TV, Loew's Theatres, RKO, Stanley Warner & AB-PT, have approved a plan whereby "original financing for a new motion picture production-distribution company would be provided." NT&T announced it would deposit \$400,000 in escrow with the Chase National Bank, subject to deposit of like amounts by the other 4 circuits.

Videotape Productions of N.Y. will be piping into agencies commercials which were taped at the Videotape Center, through a closed-circuit arrangement with the N.Y. Telephone Co. Commercials also will be cast in agency offices through the use of taped files of models & announcers than can be piped in from the Center. Subscribing agencies will pay a monthly rental plus installation charge.

NTA's *Third Man* has been picked up for over 100 markets ("virtually covering the entire U.S. except for N.Y.") by Anheuser-Busch Inc. All 39 episodes in the Michael Rennie-starrer have already been filmed, with a total production budget of \$2 million, NTA reported last week. Budweiser will make the program available for co-sponsorship on an alt.-wk. basis in about half the markets. Rheingold beer will sponsor the series in N.Y.

HOLLYWOOD ROUNDUP

Campaign against "runaway" foreign production of movies has been reactivated by the Hollywood AFL film council, consisting of unions and guilds representing over 24,000 employes in the movie industry. H. O'Neil Shanks, exec. secy. of the Screen Extras Guild, will chair the Foreign Film Production Committee's drive. So-called "runaway" production is so labeled by Hollywood unions, with the claim that producers go abroad to get lower labor costs. Not so, say the producers; they seek authenticity.

MGM-TV is reported close to signing Rory Calhoun for a series . . . It also plans to begin production on *The Islanders* in mid-June and *National Velvet* July 1, despite the writers' strike. Also scheduled for production is a 60-min. pilot, *The Adventures of Hercule Poirot*, produced by & starring Jose Ferrer. It will be aimed at the 1961-62 season.

Obituary

Mrs. Martin Leeds, 38, wife of Desilu Productions exec. vp, died June 3 in Los Angeles, from overdose of barbiturates, according to authorities. Her husband and 2 sons survive.

Congress

TV-RADIO BILLS LANGUAGE: Chances grew dimmer last week that the House Commerce Committee—let alone Congress itself—will accomplish much this session by way of a new broadcasting-control legislation.

The Committee headed by Rep. Harris (D-Ark.) had been expected to get down to TV & radio business in a series of executive sessions last week (Vol. 16:22 p4). But his Communications Subcommittee didn't get around to a preliminary bill-polishing session until June 2. And the full Committee, not reaching Subcommittee recommendations on its agenda, recessed June 3 after acting on a string of unrelated measures.

This week's schedule for Harris calls for June 6 & 7 Communications Subcommittee hearings on a Senate-passed booster bill (S-1886) and a June 8 hearing on a continuity-of-agency-service measure (S-1965), also passed by the Senate (see p. 10).

No further executive sessions of the full Committee to act on pending legislation—including stripped-&-watered-down proposals recommended by the Subcommittee to ban payola—had been set at last week's end.

Harris planned to break into this week's public hearings to hold quickie closed sessions with his Committee, and he may call for full-day executive sessions June 9 & 10 in hurried attempts to clear some Communications Act amendments to the House floor. Probable adjournment of Congress will be less than a month away then.

Time Running Out on Broadcast Bills

As legislative days go by it will become increasingly unlikely that any changes in broadcasting law can be pushed through the already-jammed House calendar—and then through the Senate.

As shaped up tardily last week by his Communications Subcommittee, however, this session's Harris TV-radio law-making program will be streamlined to fit in amendments to a Senate-approved FCC procedural bill (S-1898) to substitute pre-grant hearings for protests. By tacking proposals onto the Senate bill, Harris hopes that the Senate won't bother with hearings on them if they get past the House.

Abandoned by Harris & the Subcommittee was his Omnibus bill (HR-4800), pending since early in 1959, to reform *ex-parte* practices of FCC & other govt. agencies. Also dropped was his catch-all 1960 bill (HR-11341) which contained drastic preventives against payola, plugola, etc., banned trafficking in station licenses, required public hearings on all license applications, etc.

Pieces of legislation picked up from these 2 measures, modified and affixed tentatively to the Senate bill by the Subcommittee, would: (1) Rewrite much of the Communications Act's Sec. 317 to clarify definitions of payola & plugola in line with suggestions by FCC & networks at hearings (Vol. 16:16 p1). (2) Forbid rigging of contest shows. (3) Set up "disclosure" rules requiring packagers producers, etc., to inform stations when they're being paid for plugs on shows. (4) Authorize—but not require—FCC to hold local license hearings.

Harris also was expected to make a pitch to the full Committee for giving FCC authority to discipline offending stations by suspending their licenses instead of revoking them.

The proposed amendments were drafted & redrafted by communications counsel Kurt Borchardt before they

went to the Subcommittee. He had been in off-&-on consultation with network & NAB lawyers since last month (Vol. 16:20 p14) on revisions. When they reach the full Committee, Harris may run into more trouble & delay, however. There's no reported Committee opposition to anti-payola-&-rigging provisions, nor is there any opposition to the Senate's pre-grant hearing plan. But there's no such Committee unanimity on less-than-revocation penalties for licensees.

Meanwhile, a dozen witnesses were being lined up for this week's 2-day hearings on the booster bill, authored by Sen. Moss (D-Utah). It would make existing boosters legitimate but give FCC control over rebroadcasting.

Note: Pending completion of Congressional action on the booster problem, FCC currently is considering this approach: Permit existing vhf boosters to continue for a substantial number of years in a specific "zone" of a half-dozen or so Northwestern states. Permit new vhf boosters in that zone only upon a strong showing that uhf can't do the job. Outside the zone, give vhf boosters a specific period, perhaps 2 years, to move to uhf or quit. Allow no new vhf's to start outside the zone under any conditions.

FCC Comr. Lee's renomination by President Eisenhower for another 7-year term starting July 1 was ignored again—as expected (Vol. 16:22 p4)—by the Senate Commerce Committee last week. Chmn. Magnuson (D-Wash.) stuck to his plan to wait out House action on his continuity-of-agency-service bill (S-1965) before bringing Republican Lee's appointment up for a Committee vote. This delaying maneuver will keep Lee's status uncertain until at least after the House Commerce Committee conducts a scheduled June 8 hearing (postponed from June 7) on the Senate-passed measure to permit FCC & FPC members whose terms expire to stay in office until successors are confirmed. The move had been intended to benefit Democratic FPC Comr. William R. Connole, whose term runs out June 22 and who was refused reappointment by the President. But Connole said last week that because of "compelling personal reasons" he wouldn't stay in his job, anyway. Meanwhile, the Commerce Committee did let loose one bottled-up agency nomination, voting 11-5 to send the ICC appointment of Timothy J. Murphy to the Senate floor for an expected confirmation fight. Murphy, named to the ICC to fill a Democratic vacancy, supported the Republican Presidential ticket in 1956.

"Truth programs" broadcast nightly to Cuba by commercial shortwave radio WRUL Scituate, Mass., purchased last Dec. by Metropolitan Bcstg. Co. (Vol. 15:50 p8), have been hailed by Sen. Keating (R-N.Y.). In a Senate speech he said the news shows—*Por Cuba y Para Cuba (On Behalf of Cuba & for Cuba)*—are helping "to pierce the curtain of censorship drawn by the Castro govt. over all press, radio and TV in Cuba." Directed by ex-Cuban UN Ambassador Andres Vargas-Gomez, the programs are recorded in Miami, relayed to WRUL's N.Y. studios for editing, then transmitted from Scituate 9-9:30 p.m. to Cuba in a regular Mon.-Fri. schedule.

Equal time demand by Democrats in Congress for an answer by Adlai Stevenson to President Eisenhower's TV & radio report on the Paris Summit collapse (Vol. 16:22 p14) has been held up. Democratic National Chmn. Paul Butler said he wouldn't decide whether to ask networks for time until he could see how Senate investigations of the U-2 spy plane incident turn out.

INVESTIGATING THE INVESTIGATORS: Remember those headlines back in 1958, when the newly-organized House Commerce Legislative Oversight Subcommittee got off to a fast investigative start (Vol. 14:4 p3 et seq.) by exposing FCC expense accounts?

Remember how then-Chmn. John C. Doerfer & other FCC members went through public agony over their travel vouchers? How demon prober Dr. Bernard Schwartz, the Subcommittee's first chief counsel, made them writhe under charges that they wrongfully collected \$9-&-\$12 govt. per diem allowances while they were on junkets with their wives? How they were subjected to the embarrassment of explaining bar chits on hotel bills?

Well, govt. expense accounts were back in headlines again last week—and this time Oversighters themselves were the targets in the news.

Noting that "nobody investigates the investigators," reporters Don Oberdorfer & Walter Pincus tried to make up for the lack. They rifled through 25,329 expense vouchers for 1957-59 in the House Disbursing Office to see how members of Congress had been making out while traveling on "official business."

In copyrighted reports for the Knight Newspapers & Life, Oberdorfer & Pincus found that many House members not only lived high on the road at the govt.'s expense, but that "dozens" of bills they turned in had been altered "to obscure the spending of public funds for Congressmen's liquor & music and the hotel expenses of their wives."

Oversighters' Names Featured Prominently

The reporters also observed: "Ironically, the loose practices are concentrated in the expense accounts of House investigating committees—the very groups which have been busy scrutinizing everybody else."

Item: Commerce Committee Chmn. Harris (D-Ark.), among other things, ran up a \$39.20 "bar d-rm" (presumably bar-dining room) bill one day in Dec. 1957 at the Royal Hawaiian Hotel, Honolulu. A parenthetical note "(food)" had been added opposite the entry on the bill at the hotel, where Harris & 5 other Committeemen holidayed on their way back from an IGY trip to the Antarctic.

Item: Similar Honolulu stop-over expenses were charged to the govt. by Oversighters Derounian (R-N.Y.) & Flynt (D-GA.). Hawaiian stay cost public \$851.51 in all.

Item: Rep. Moulder (D-Mo.), original chmn. of the Oversight Subcommittee, charged the govt. \$282.17 for 4 days at the Plaza Hotel, N.Y., including \$90.38 he ran up in the Persian room. He was on a study mission for the un-American activities committee.

All House members mentioned in the Oberdorfer-Pincus story who could be reached for comment said their govt.-paid travel expenses were legitimate, that they knew nothing about alteration of bills. For one, Harris said the story was "nothing but a smear," that his Royal Hawaiian hotel bill was for food, that he has "an ironclad rule that absolutely no liquor bills are to be paid by the govt." Flynt took the House floor, denounced the story, said he had paid personal Honolulu expenses, won a standing ovation from his colleagues.

One result of the story, however, was that Chmn. Omar Burleson (D-Tex.) of the housekeeping House Administration Committee promised a hold-down on disbursements to House members for any night-clubbing, liquor or vacation expenses. Burleson himself had been reported as collecting \$12 per diem for 84 of 88 days—including Thanksgiving & Christmas—from Oct. 1 to Dec. 27, 1958.

Advertising

Net & Spot Rising With Total Index: The national ad volume in first-quarter 1960 rose a healthy 11% above the level of the year-ago quarter, indicates the latest *Printers' Ink* index. With the sole exception of network radio (down 16% for the quarter), all major media contributed to the gain: magazines (18% ahead), newspapers (13%), spot TV (13%), network TV (7%).

The March volume was 13% ahead of March 1959. Here too, radio, off 4%, was the only medium which failed to gain. Magazines, ahead 26% for the month, led the percentage gainers, followed by newspapers (14%), spot TV (13%) and network TV (2%).

In March-over-Feb. volume, however, only magazines & newspapers showed percentage gains. Network TV was down 5%, network radio dropped 8%. Weekly magazines outgained all media both for the 1960 quarter over the 1959 quarter (25%) and for March over March (40%).

Medium	Index		% Change from		% Cumulative Change
	March 1960	March 1959	1 month ago	1 year ago	
General Index	241	214	+ 1	+13	+11
Total Magazines	198	157	+ 5	+26	+18
Weekly	229	164	+ 5	+40	+25
Women's	141	125	+ 8	+13	+ 7
General Monthly	228	205	+ 2	+11	+ 8
Farm	111	104	+ 1	+ 7	+11
Newspapers	216	190	+ 4	+14	+13
Network Television	468	458	- 5	+ 2	+ 7
Network Radio	24	25	- 8	- 4	-16
Business Papers	247	229	0	+ 8	+ 7
Outdoor	155	141	- 5	+10	+10
Spot Television*	762	672	+ 3	+13	+13

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 1947-1949 except for the TV base, which covers the years 1950-52. Spot TV is not reflected in the general index. *Spot TV data, although shown monthly, report the preceding quarter's activity.

Illegal promotional allowances by manufacturers & distributors to retailers for advertising & special services are defined in a new FTC guide for businessmen. The 16-point manual covers the terms of the Robinson-Patman amendment to the Clayton act. It is intended to help remove "a common excuse for non-compliance [that the law's] prohibitions are too complex for the non-lawyer to understand," FTC said. (For details, see p. 20.)

Ad People: Albert Ward, ex-Donahue & Coe, named Kudner vp & TV-radio programming dir. . . . Richard S. Mulford, ex-Desilu TV commercial div., named D'Arcy TV-radio dir. . . . Robert A. Wulfhorst, ex-Dancer-Fitzgerald-Sample, named vp and media research dir., Needham, Louis & Brorby . . . John Lyden, Ted Bates senior vp, elected to new post of vice chmn. James C. Douglass, exec. vp, named administrative vp, also a new post.

S. Heagan Bayles named Sullivan, Stauffer, Colwell & Bayles chmn. & chief exec officer, succeeding Raymond F. Sullivan, who becomes founder chmn. . . . Roger N. Peterson named J. M. Mathes vp.

William E. Steers, Doherty, Clifford, Steers & Shenfield, appointed chmn., 4As media relations committee; Thomas B. Adams named vice chmn.; Reappointed to offices: Bcst. Media: Leonard S. Matthews, Leo Burnett, chmn.; Ruth Jones, J. Walter Thompson, vice chmn. TV & Radio Administration: David Miller, Young & Rubicam, chmn.; Hildred Sanders, Honig-Cooper & Harrington, vice chmn.

How Top 100 Spent: As the new *Advertising Age* chart on p. 12 reveals, of 1959's 100 leading advertisers, 95 used spot TV and 88 bought network time. Of the 3 who used neither spot nor network, 2 were distillers. The 3rd non-TV advertiser, American Cyanamid, has been a TV user in past seasons, but was inactive in 1959.

Biggest gross ad spender was General Motors Corp., with a total of \$110.6 million in all media and \$23.7 million in TV. Procter & Gamble, runner-up, spent a gross total of \$105.6 million, but a proportionately much larger slice (\$95.3 million) in TV. These TV expenditures do not, of course, include the amounts expended for talent and other production costs.

Station Reps Assn. has evolved a proposed, standardized "conformation of broadcast order form" after nearly 36 months of study by a special SRA committee. The form would backstop telephone orders (between reps & agencies, and between reps & stations) and would solve present confusions arising from the wide variety of conformation forms now in use. Approval for the SRA-proposed form will be sought shortly from ad agencies, reps, stations, etc. SRA has already endorsed the standard spot billing form developed by *Sponsor* magazine (Vol. 16:22 p13).

Location-taped commercials within major industrial plants are indeed possible, says CBS-TV Production Sales. As a prime example, it cited a tape commercial produced recently at U.S. Steel's Chicago South Works plant. Crowded CBS: "Real-life quality that could not have been obtained through any other medium." On another tape commercial front, NTA Telestudios Ltd. Pres. George K. Gould snapped off a pro-tape rebuttal to anti-tape comments from Filmways Inc. Pres. Martin Ransohoff made recently to *N.Y. Herald-Tribune* ad news editor Joseph Kaselow. "By headlining his frustrations with nonsense like 'you can't make tape on location,' 'maintenance is tremendous,' and 'networks are the only ones who can afford to play with the thing' he (Ransohoff) is demonstrating clearly the growing impact & importance of video tape."

Sindlinger & Co., business analysts, has moved from Ridley Park, Pa. to new offices at 20 E. Winona Ave., Norwood, Pa. (LU 6-5100).

New reps: KTEN Ada, Okla. to Raymer April 1 from Venard, Rintoul & McConnell. • KRBC-TV Abilene, Tex. to Headley-Reed April 15 from Raymer. • KROC-TV Rochester, Minn. to Venard, Rintoul & McConnell July 1 from Meeker. • CHEK-TV, Victoria, B.C. to Young Canadian Ltd. May 20 from Forjoe. • KTVB Boise, Ida. to Headley-Reed July 1 from Blair.

Station Rate Increases

Station	Base Hour	Minute	Date
KGO-TV San Francisco	\$1700 to \$2100	\$660 to \$725	May 15
WJZ-TV Baltimore	1540 to 1732	425 ¹	2
WMAR-TV Baltimore	1500 to 1650	400 to 425	May 1
WTMJ-TV Milwaukee	1450 to 1500	300 to 325	June 1
KCOP Los Angeles	1500 (no change)	500 to 600	June 1
WFAA-TV Dallas	1200 to 1300	325 (no change)	May 1
WKRC-TV Cincinnati	1300 (no change)	350 to 360	May 1
WTVN-TV Columbus, O. ..	1000 (no change)	250 to 260	May 1
WLOS-TV Asheville, N.C. ...	700 to 800	100 to 175	June 1
WRVA-TV Richmond	700 to 750	175 to 160	May 1
KOOL-TV Phoenix	550 to 625	100 to 120	April 16
WDSM-TV Duluth	500 to 550	110 to 125	June 1
KHVV-TV Honolulu	400 to 450	90 to 110	April 1
WXIX Milwaukee	395 to 425	60 (no change)	2
WITN Washington, N.C.	350 to 400	70 to 80 ³	2
WCYB-TV Bristol, Va.	300 to 350	60 to 70 ³	July 1
WHIS-TV Bluefield, W.Va. ...	250 to 300	75 to 85	June 1
WKYT Lexington, Ky.	175 to 250	35 to 45	May 1

¹ Min. rate added, 20 Sec. remains \$350. ² Not reported. ³ 20 Sec. rate.

The Top 100 National Advertisers of 1959

Dollar Expenditures in Major Media, Compiled by 'Advertising Age'

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Radio Advertising Bureau; Outdoor Advertising Inc.

Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Network Television	Spot Television*	Spot Radio	Outdoor
1. General Motors Corp.	\$110,602,039	\$38,622,558	\$29,420,343	\$ 1,612,051	\$ 3,179,000	\$20,021,744	\$ 3,797,290	\$ 4,115,000	\$ 9,834,053
2. Procter & Gamble	105,616,190	6,249,563	3,566,075	—	460,200	50,293,552	45,046,800	—	—
3. Ford Motor Co.	61,682,606	19,679,542	10,682,742	1,856,956	305,300	12,048,187	4,389,940	7,280,000	5,439,939
4. General Foods Corp.	61,063,624	13,738,272	10,295,444	225,466	248,000	20,890,321	14,599,400	705,000	361,721
5. Lever Bros. Co.	56,767,363	6,876,767	2,976,280	60,421	—	32,734,955	14,118,940	—	—
6. American Home Products Corp.	52,184,538	3,967,967	6,483,084	516,557	1,013,800	28,109,458	10,657,620	616,000	820,052
7. Colgate-Palmolive Co.	49,531,959	7,300,542	5,352,667	156,836	363,500	22,478,524	13,879,890	—	—
8. Chrysler Corp.	47,468,667	17,193,094	12,178,515	388,383	766,000	9,507,266	2,013,180	4,129,000	1,293,229
9. R. J. Reynolds Tobacco Co.	38,673,265	8,192,351	4,843,251	461,386	—	16,123,827	4,252,450	4,800,000	—
10. American Tobacco Co.	34,622,793	9,257,883	7,192,259	219,428	—	9,881,440	3,467,440	3,090,000	1,514,343
11. General Electric Co.	31,666,263	7,591,773	12,905,441	476,195	4,060,000	6,194,634	438,220	—	—
12. General Mills, Inc.	30,823,439	7,064,547	6,317,093	211,833	388,500	12,919,237	3,237,710	594,000	90,519
13. Distillers Corp.-Seagrams Ltd.	28,706,637	11,373,763	11,994,197	7,650	250,000	503,350	1,973,510	415,000	2,189,167
14. P. Lorillard Co.	28,605,747	6,779,442	1,410,619	—	—	12,825,558	4,177,170	3,100,000	312,958
15. Bristol-Myers Co.	27,943,794	909,483	4,631,454	—	141,500	12,616,707	7,744,650	1,900,000	190,427
16. Liggett & Myers Tobacco Co.	25,902,172	3,262,609	4,280,859	28,180	—	11,591,507	2,948,590	3,600,000	607,019
17. American Telephone & Telegraph Co.	22,912,502	5,987,885	8,819,431	504,997	—	8,595,078	5,036,980	—	869,386
18. Philip Morris Inc.	22,320,599	4,923,560	2,834,981	324	—	12,975,463	3,660,910	1,025,000	—
19. Sterling Drug Inc.	22,018,578	2,017,570	1,924,450	100,985	314,200	6,395,377	1,526,810	—	758,300
20. National Dairy Products Corp.	22,015,870	6,545,894	6,325,250	268,239	196,000	7,454,261	5,988,600	—	1,374,304
21. Kallag Co.	21,766,988	3,927,363	2,750,251	152,209	120,000	8,592,953	9,252,640	—	25,881
22. Brown & Williamson Tobacco Corp.	21,565,288	2,063,356	1,619,203	11,255	—	13,642,174	2,745,350	1,059,500	—
23. Gillette Co.	20,277,178	1,977,553	852,601	—	—	4,766,675	492,060	1,400,000	158,066
24. Campbell Soup Co.	19,033,517	4,906,207	7,155,760	154,749	—	7,420,515	7,830,830	1,100,000	—
25. Miles Laboratories Inc.	18,893,708	1,636,860	444,203	2,500	458,800	—	18,132,030	—	—
26. Adell Chemical Co.	18,392,234	260,204	—	—	—	—	10,690,620	—	—
27. Warner-Lambert Pharmaceutical Co.	18,334,659	1,817,364	2,913,681	—	550,200	2,362,794	4,226,190	—	475,462
28. Standard Brands Inc.	17,704,212	3,388,216	2,087,900	362,984	—	6,254,610	4,135,040	1,000,000	920,452
29. Continental Baking Co.	16,057,138	2,177,571	86,500	—	75,000	776,135	10,806,480	1,215,000	1,977,563
30. National Distillers & Chemical Corp.	15,944,682	8,069,376	5,445,668	2,075	450,000	4,521,697	481,250	800,000	409,729
31. Corn Products Co.	15,858,780	1,459,015	4,040,299	147,950	253,900	4,684,494	—	—	296,663
32. E. I. du Pont de Nemours & Co.	15,761,575	1,806,412	5,565,963	289,793	2,637,000	4,222,514	2,712,080	—	—
33. Pillsbury Co.	15,753,965	5,305,357	3,300,095	101,919	112,000	343,427	4,125,250	3,683,000	4,456,105
34. Anheuser-Busch Inc.	15,368,201	1,374,218	1,252,001	—	134,200	7,599,142	2,130,880	—	—
35. National Biscuit Co.	14,485,927	2,500,723	2,001,065	12,917	1,650,000	5,660,265	107,470	800,000	136,827
36. Eastman Kodak Co.	14,461,387	1,965,392	5,076,217	2,043	501,000	2,810,056	1,859,690	435,000	—
37. Quaker Oats Co.	13,674,600	4,060,609	3,435,390	71,028	403,600	—	1,928,100	—	—
38. American Motors Corp.	13,599,689	8,507,433	2,325,556	—	—	136,379	28,210	900,000	1,366,158
39. Schenley Industries Inc.	12,885,113	7,624,421	3,354,945	—	375,000	1,626,436	2,824,470	—	1,176,246
40. Borden Co.	12,002,475	3,799,166	1,565,026	11,131	100,000	1,559,205	74,980	—	46,141
41. Goodyear Tire & Rubber Co.	11,972,241	3,207,669	5,421,891	658,955	1,003,400	6,198,830	713,560	1,840,000	245,333
42. Texaco Inc.	11,870,946	580,640	1,270,283	307,300	72,800	375,180	3,567,960	—	2,377,961
43. Coca-Cola Co.	11,856,521	1,197,957	4,264,663	—	—	5,166,205	42,750	—	—
44. Westinghouse Electric Corp.	11,799,946	2,212,259	2,238,142	193,890	1,946,700	—	—	—	—

45. Shell Oil Co.	11,663,356	2,566,606	1,093,547	127,605	427,500	112,185	2,553,850	1,500,000	3,282,063
46. J. B. Williams Co.	11,418,389	324,452	16,900	---	---	10,658,987	418,050	---	---
47. Revlon Inc.	11,335,918	1,074,990	2,706,765	---	---	4,216,914	3,284,050	---	53,199
48. Armour & Co.	10,704,716	1,544,650	2,211,944	141,994	915,600	4,599,368	1,291,160	---	---
49. U.S. Steel Corp.	10,526,217	927,458	2,110,135	285,596	3,837,900	3,225,820	48,660	---	---
50. Jos. Schlitz Brewing Co.	10,497,151	295,724	1,991,886	---	---	1,410,407	2,175,520	2,710,000	1,913,614
51. Standard Oil Co. (New Jersey)	10,325,499	2,471,139	1,295,284	54,835	234,800	839,069	2,722,270	1,200,000	---
52. Relston Purina Co.	10,269,806	860,455	213,083	839,687	142,000	4,414,520	1,808,340	1,352,000	1,508,102
53. Standard Oil Co. (Indiana)	10,251,873	3,252,097	56,722	323,473	417,800	424,573	2,269,490	610,000	2,897,718
54. Radio Corp. of America	10,204,736	1,748,709	3,579,245	844	472,100	3,841,836	501,530	---	60,472
55. Firestone Tire & Rubber Co.	9,853,413	1,954,355	3,811,422	553,374	276,900	2,108,612	48,750	1,100,000	---
56. Carter Products Inc.	9,327,964	195,996	179,157	10,446	---	5,468,065	3,474,300	---	---
57. S. C. Johnson & Son Inc.	9,315,001	271,447	762,499	470	56,000	7,125,705	1,098,880	---	---
58. Studebaker-Packard Corp.	9,264,581	3,743,778	2,717,974	9,795	66,000	568,524	80,210	750,000	1,328,300
59. Swift & Co.	8,955,385	2,919,317	2,323,029	191,108	82,700	2,301,794	2,984,590	---	---
60. Pepsi-Cola Co.	8,808,516	3,222,211	1,519,925	12,660	112,500	2,640,848	584,590	---	---
61. Carnation Co.	8,773,096	2,987,661	1,719,073	254,592	249,600	3,912,921	625,730	---	---
62. Aluminum Co. of America	8,594,022	1,211,128	1,799,160	45,083	1,000,000	2,271,639	1,484,670	1,670,000	586,519
63. Chesebrough-Pond's Inc.	8,432,621	714,100	2,187,897	37,215	67,100	4,100,596	1,011,750	---	195,775
64. Hiram Walker-Gooderham & Worts Ltd.	8,404,825	3,445,156	4,243,150	---	130,000	3,001,115	168,800	---	35,265
65. Scott Paper Co.	8,319,155	419,165	2,454,769	74,927	137,100	14,570	7,381,340	500,000	2,388,389
66. Johnson & Johnson	8,165,616	1,111,384	3,726,425	2,512	47,700	---	2,749,420	---	---
67. Stanley Warner Corp.	7,909,465	462,840	48,203	---	---	---	2,581,390	590,000	---
68. Wm. Wrigley Jr. Co.	7,794,626	1,444,073	712,744	17,230	---	---	636,840	---	---
69. Nestle Co.	7,388,139	1,309,016	909,742	---	---	---	28,040	---	---
70. Beech-Nut Life Savers Inc.	7,264,227	1,049,407	637,410	1,109	101,200	4,839,370	2,749,420	---	---
71. H. J. Heinz Co.	7,251,019	2,843,715	1,425,265	---	105,400	2,847,490	162,910	---	---
72. Bayuk Cigars Inc.	6,920,421	180,469	594,270	---	20,000	5,962,772	---	---	---
73. Kimberly-Clark Corp.	6,883,630	814,949	2,341,413	---	381,300	3,291,632	---	---	54,336
74. Canadian Breweries Ltd.	6,675,643	195,467	846,879	---	---	330,007	3,022,220	2,000,000	281,070
75. Alberto-Culver Co.	6,675,537	---	---	---	---	5,140,407	1,535,130	---	---
76. Helene Curtis Industries	6,592,743	1,874,654	1,083,817	---	113,900	1,733,022	1,787,350	---	---
77. B. F. Goodrich Co.	6,375,701	1,758,200	1,942,467	275,130	1,365,500	495,160	78,870	---	460,374
78. Union Carbide Corp.	6,356,397	824,145	1,569,077	105,554	1,662,300	914,291	481,030	800,000	---
79. Falstaff Brewing Corp.	6,317,008	220,759	33,444	---	---	1,634,569	2,174,600	730,000	1,523,636
80. Vick Chemical Co.	6,245,919	413,102	861,282	443,494	140,100	1,272,741	3,115,200	1,500,000	---
81. Eastern Airlines	6,041,216	4,294,856	---	---	---	---	246,360	---	81,457
82. Prudential Insurance Co.	5,938,576	1,913,440	74,710	34,800	58,000	3,776,169	2,496,540	---	---
83. American Chicle Co.	5,828,120	---	---	---	---	3,331,580	605,900	---	138,250
84. Mobiloil Co.	5,797,415	2,850,711	836,750	122,972	103,000	1,139,832	---	---	---
85. Sperry Rand Corp.	5,741,714	545,857	1,780,186	430,720	557,000	2,427,951	---	---	---
86. Trans World Airlines	5,741,515	3,635,011	491,010	---	55,400	---	21,500	925,000	613,594
87. Drug Research Corp.	5,736,269	415,195	124,825	---	---	---	2,742,900	---	---
88. Armstrong Cork Co.	5,723,875	207,850	2,105,360	12,400	400,000	2,998,265	---	---	---
89. Sinclair Oil Corp.	5,685,314	1,026,169	478,246	108,023	650,800	127,050	230,060	2,500,000	564,266
90. Gulf Oil Corp.	5,546,727	478,319	1,135,850	62,650	400,000	1,492,450	857,470	415,000	704,988
91. American Airlines	5,528,941	3,302,266	542,891	---	102,400	---	101,670	1,311,000	168,714
92. American Cyanamid Co.	5,469,766	190,702	1,314,923	1,146,141	2,818,000	---	---	---	---
93. Texize Chemicals Inc.	5,418,460	47,560	---	---	10,000	---	5,360,900	---	---
94. Theo. Hamm Brewing Co.	5,365,511	101,756	261,881	---	---	600,461	1,887,060	900,000	1,614,353
95. Wesson Oil & Snowdrift Co.	5,332,383	163,324	2,181,519	---	104,100	---	2,883,440	---	---
96. Florida Citrus Commission	5,328,066	2,452,765	1,852,309	---	---	1,022,992	---	---	---
97. Seven-Up Co.	5,303,988	401,971	2,056,783	90,000	18,500	1,419,930	507,770	---	809,034
98. J. A. Folger Co.	5,270,103	532,509	38,788	977	---	---	3,722,440	735,000	240,389
99. Plough Inc.	5,143,958	1,263,772	822,416	33,479	---	---	1,405,460	1,420,000	198,831
100. Pabst Brewing Co.	5,079,706	694,618	---	7,890	---	---	3,067,210	675,000	634,988

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*In some instances spot TV figures include both parent company and dealer or distributor expenditures.

The FCC

Oral argument on 21 unbuilt uhf's was scheduled by FCC last week, date not set. The 31 replied to the FCC's letter of Feb. 17 (Vol. 16:8 p2) which in effect told them to either fish or cut bait. Of 54 CP holders who received the letter, 32 requested oral argument. Twenty-one others have been canceled. One, KBAY-TV San Francisco, was advised by the Commission that because of their transmitter site problem, action on their application would be withheld pending final decision on proposals of KGO-TV & KRON-TV for increases in the height of their antenna towers. Set for oral argument are: WBMG (Ch. 42) Birmingham; KMYR (Ch. 34) Los Angeles; WELI-TV (Ch. 59) New Haven; WNLC-TV (Ch. 26) New London; WEHS-TV (Ch. 26) Chicago; WTLE (Ch. 32) Evanston; WJDW (Ch. 44) & WXEL (Ch. 38) Boston; WBID-TV (Ch. 50) Detroit; WMCN (Ch. 23) Grand Rapids; WHLS-TV (Ch. 34) Port Huron, Mich.; WOCN (Ch. 52) Atlantic City; WHCU-TV (Ch. 20) Ithaca; KTRB-TV (Ch. 14) Modesto, Cal.; KFMX-TV (Ch. 27) San Diego; WCBF-TV (Ch. 15) Rochester, N.Y.; WTMV (Ch. 54) Utica; WTVX (Ch. 48) Gastonia, N.C.; WTLC (Ch. 29) Canton, O.; WCIN-TV (Ch. 54) Cincinnati; WERE-TV (Ch. 65) Cleveland; WTOH-TV (Ch. 79) Toledo; KMPT-TV (Ch. 19) Oklahoma City; WQCY (Ch. 39) Allentown; WAZL-TV (Ch. 63) Hazleton, Pa.; WLAN-TV (Ch. 21) Lancaster, Pa.; WPHD (Ch. 23) & WSES (Ch. 29) Philadelphia; WRAK-TV (Ch. 36) Williamsport, Pa.; WAMT (Ch. 48) Memphis; WFOX-TV (Ch. 30) Milwaukee.

Miami Ch. 10 "influence" case finally was heard in oral argument by FCC last week—and attorneys for the 4 applicants repeated their well-known positions. The Commission has many alternatives ranging from letting National Airlines keep its grant of WPST-TV to wiping the entire slate clean and starting a completely new hearing open to any applicant. FCC is required next to inform the Court of Appeals of its plans. Unusual aspect: The most active principals of 3 of the 4 applicants have died since the hearings began—L. B. Wilson of L. B. Wilson Inc., Walter Compton of North Dade Video, A. Frank Katzentine of WKAT.

Sale of WHCT (Ch. 18) Hartford, Conn. to RKO General's Hartford Phonevision Co. by Edward Taddei & his associates for approximately \$900,000 (Vol. 16:14 pp3 & 6), has been approved by FCC. The station will be used for experimental Phonevision subscription tests under an RKO General-Zenith agreement. Approval of the test system has not yet been obtained from the FCC but an application will be filed "in the very near, foreseeable future," according to company spokesman. FCC's action was misinterpreted by some newspaper headline writers, including those on the *N.Y. Times* and *N.Y. Herald Tribune*. The former said "pay TV approved," latter "FCC approves Hartford pay TV experiment"

Share-time WHEC-TV & WVET-TV (Ch. 10) Rochester remain untouched by the latest effort of radio WSAY Rochester, which has been attacking their authorizations. On Feb. 24, FCC dismissed WSAY's protest against their licenses. Recently, the Commission turned down WSAY's request that it reconsider the dismissal.

Bakersfield deintermixture case was not discussed at FCC last week, but all indications there are that it will go all-uhf as did Fresno—with KERO-TV (Ch. 10) to shift to a uhf channel.

Removal of uhf Ch. 37 (608-614 mc) from TV and its assignment to radio astronomy, as proposed by the U. of Ill. (Vol. 16:20 p15), is opposed by the Assn. of Maximum Service Telecasters. "Although the amount of spectrum space required for TV broadcasting is large in terms of number of megacycles," it told the FCC, "it is clear that more persons directly receive service from spectrum space allocated to TV than would receive service if such space were allocated for other uses. Petitioner has failed to make a showing adequate to justify depriving the TV industry and the public of one of the channels exclusively reserved for TV broadcasting." At least, AMST added, the Commission should defer decision until it has concluded its TV-allocation reconsideration and determined just what it's going to do about the long-range allocation of uhf & vhf. WWLP (Ch. 22) Springfield, Mass., seeking the assignment of Ch. 37 to Syracuse, opposed the U. of Ill. proposal on the grounds that no uhf channel should be shifted to other services lest it create a dangerous precedent.

FCC's 770-kc clear channel decision, requiring WABC N.Y. & KOB Albuquerque to operate with directionals, was upheld by the Court of Appeals last week. In turning down ABC's appeal, however, it gave the network a little encouragement in its contention that it's at a competitive disadvantage because other networks have clear channels in the East. Judges Reed, Bazelon & Washington stated: "We do not believe that ABC has been or should be precluded from a hearing on its claim that the public interest requires that the loss of service in the East, which Class I broadcasting from Albuquerque produces, be absorbed by some Eastern broadcaster other than WABC. Any failure by the Commission to give due consideration to ABC's claim for treatment comparable to that accorded to other networks, when raised in an appropriate manner, may be brought to the courts for review."

FCC won another in the Court of Appeals last week. KTAG-TV (Ch. 25) Lake Charles, La. had protested and asked a stay of FCC's grant of a site move to KPAC-TV (Ch. 4) Port Arthur, Tex., claiming that the latter would put a Grade A signal over Lake Charles and hurt it economically. FCC dismissed the protest but weighed KTAG-TV's petition for reconsideration, concluding that the greater coverage KPAC-TV would render outweighed any injury to KTAG-TV. FCC contended further that KTAG-TV is losing money badly and doesn't have a chance of surviving anyway. In a rare action, Judges Prettyman, Edgerton & Danaher gave their decision from the bench, affirming the Commission without even allowing asst. gen. counsel Max Paglin to present FCC's argument.

Permanent operation of WTEN (Ch. 10) Vail Mills, N.Y. on that channel was given another boost by FCC when it instructed its staff to prepare a document looking toward the action. An initial decision by examiner J. D. Bond last Aug. (Vol. 15:33 p5) also favored the grant.

Fresno "all-uhf" rule-making (Vol. 16:19 p6), which would shift KFRE-TV from Ch. 12 to uhf, brought reply comments generally supporting the Commission proposal. KJEO (Ch. 47) urged that FCC require KFRE-TV to effect the shift by Sept. 1.

Type-approved frequency & modulation monitors won't be required by TV stations until Nov. 30. FCC has extended the deadline from June 1.

Ch. 7 was assigned to Lander, Wyo. as FCC concluded rule-making on the drop-in.

Networks

Certain newspaper critics "equate popularity with inferiority . . . advance the thesis that the few truly creative TV statesmen have fled the industry, only to be replaced by shallow businessmen who lack scope, sensitivity and a sense of responsibility to the public interest . . . We are beginning to adopt a defensive attitude toward our profession & our own roles in that profession . . . We must inoculate ourselves and each other against these viruses which would destroy our self-esteem, our professional pride . . . It's time we closed ranks. We know we have created and are constantly improving the greatest medium for entertainment, information and advertising—for the communication of ideas and emotions—the world has ever known . . . Let's not be ashamed of our success. Let's be proud of it."—Oliver Treyz, pres., ABC-TV, to Academy of Television Arts & Sciences.

CBC's refusal to release its contract time on Saskatchewan TV stations for a political network broadcast has been upheld by the Board of Broadcast Governors. The stations had proposed a 60-min. telecast in a time slot under contract for network programs. BBG said it "could not make a practice of overruling CBC on its affiliation arrangements with the private stations."

Network TV's first-quarter ad leader, by product classification, was food & food products, despite a mild sag in gross time billings to \$30,048,729 from \$30,969,922 a year ago, reports TvB. Food was also the March leader, with \$10,059,547 billings. The top percentage gainer for the quarter was the gas & oil category, which increased its time-buying more than 490% to \$4,134,698 from \$700,008 in Jan.-Mar. 1959. Procter & Gamble was the leading network advertiser both for the quarter (\$11,638,542) and for March (\$4,346,236). Dristan was the leading network-advertised TV brand in both periods with first-quarter billings of \$2,572,758, March billings of \$903,739.

NETWORK SALES ACTIVITY

ABC-TV

Naked City, Wed. 10-11 p.m., participations eff. fall 1960.
General Motors (D. P. Brother)
Bristol-Myers (Ogilvy Benson & Mather)
Brown & Williamson Tobacco (Ted Bates)
DuPont (BBDO)
Shwayder Bros. (Grey)

Adventures of Ozzie & Harriet, Wed. 8:30-9 p.m., half-sponsorship eff. fall 1960.
Coca-Cola (McCann Erickson)

Lawrence Welk, Sat., 9-10 p.m., new order eff. Sept. 1960.
Burlington Hosiery Co. (Donahue & Coe)

CBS-TV

All-Family Classics, 7:30-8:30, two successive nights, half-sponsorship eff. fall 1960.
John H. Breck (Reach McClinton)

NBC-TV

Bat Masterson, Thu. 8:30-9 p.m., sponsorship renewal eff. fall 1960.
Sealtest (N. W. Ayer)

Michael Shayne, Fri. 10-11 p.m., full sponsorship eff. fall 1960.
Oldsmobile (D. P. Brother)

First labor-union network-TV purchase—by the Retail Clerks International Assn., AFL-CIO—has been made on NBC-TV's *Today* program. The May 31 purchase was for twice-weekly spots on the Dave Garroway show for 52 weeks running to June 1961. The Clerks have sponsored local TV shows in such centers as Washington & Los Angeles; the United Steelworkers & other unions have used TV for regional promotion; and AFL-CIO itself produces "public service" films showing members at work. But the \$500,000 investment by the Clerks in *Today*—for a soft-sell announcement-&-animated-cartoon campaign to recruit members is labor's initial national TV venture. The account was handled by the West Coast's Leonard Shane agency. In radio, AFL-CIO has renewed for one year ABC Radio's Edward P. Morgan newscasts.

"Elections 1960," an 8-page teacher's aid for the coming political campaigns, was published recently by the National Education Assn. and CBS-TV. The guide points the way toward complete election coverage for the student via TV, radio, newspapers, periodicals, pamphlets and films, with particular emphasis on broadcasting media. *1960 Convention Handbook*, edited by NBC News and written by Chet Huntley & David Brinkley, is being published this month to offer similar political guidance. The handbook, to be sold at newstands and illustrated with photographs, old prints, charts and maps, will include an introduction by NBC Pres. Robert E. Kintner.

NBC-TV's "staged" coverage of anti-segregation demonstrations by Negroes in Montgomery, Ala. should be investigated by Congress, Ala. Public Service Comr. Ralph Smith told Rep. Harris (D-Ark.). In a letter to the House Commerce Committee chmn., Smith protested that he could get no action from FCC or the Justice Dept. on his complaints that the network "staged & directed" news films of the sit-in campaign (Vol. 16:20 p13).

Technology

GE's Bright TV Projector: A new large-screen TV projector capable of movie-screen brightness in regular room lighting is being made by GE for military uses, and eventually will be offered for commercial & educational uses. It's similar in principle to the Swiss Eidophor system, a GE spokesman told us last week, but "contains a number of important differences."

GE's "Light-Valve" projection system, like Eidophor, employs a "control layer" of oil which reacts to an electron gun, modulating the light from a high-intensity Xenon lamp. Unlike Eidophor, the Light-Valve system requires no refrigeration for the oil layer, which is completely air-cooled. Light-Valve is manufactured under a license agreement with Telepatent, Swiss firm which holds Eidophor patents. The GE projector was largely developed by Dr. William E. Glenn, who was also responsible for GE's thermoplastic recorder, which uses similar principles for storage of visual information (Vol. 16:3 p2).

The Light-Valve unit, with a 2-kw Xenon lamp producing 1,000 lumens, can provide a picture with 20 ft.-lamberts of brightness on a 10x10-ft. screen. Like Eidophor, it can be adapted to color-TV projection.

The first units have been sold for military use, including 2 which are to be used by the Navy in a classified installation. One of the military units measures 63 in. high, 41 in. deep, 25 in. wide. GE is now working on commercial models, but has no information on cost or availability dates.

Programming

Mass entertainment media, reported a National Council of Churches study commission last week, is preoccupied with sex, violence and "the assumption in both the content of the media and the policies that govern them that man's end is material advantage, power and pleasure." The report was based on a 2-year study of mass media by a 34-member group that included CBS News Pres. Sig Mickelson and Twentieth Century-Fox Pres. Spyros P. Skouras. "There is much in the mass media to expand man's horizons, deepen his sympathies and increase human dignity," stated the study group. Positive proposals (to the 33 denominations affiliated with the Council) included FCC institution of local boards of review "to evaluate the performance of TV & radio stations in cases where questions have been raised as to their operation in public interest." The group further urged that FCC improve its means of enforcing the power it has to grant.

No adverse effect on children who watch TV regularly was reported by 80.3% of parents questioned in a recent Pulse Inc. survey. Only 19.7% claimed that certain programs (Frankenstein and Dracula features, mystery shows and Westerns) proved "upsetting" to the youngsters. *The Shirley Temple Story Book* was the sole children's program mentioned as one urged by parents. Most listed preferences by category: education, science, cartoons, music, etc. The survey, which queried 433 households with children 11 & younger, concluded that most parents have "a keen interest in what children are watching on TV."

TV confessions of a corespondent-for-hire in 120 divorce actions have whipped up a storm of excitement in Canada. In a 30-min. interview on CBC network, the 25-year-old divorcee disclosed her career as a provider of adultery evidence for lawyers & private detective agencies. The TV program was coincidental with current agitation in Canada to transfer divorce authority from Parliament to federal or regional divorce courts. At present, adultery is the only ground for divorce in Quebec & Newfoundland, and the TV show exposing fabrication of evidence drew both applause & criticism.

"I have never written anything I couldn't get on television. There is a far worse censorship on Broadway which says if you ain't got a star or a name director you can't put on a play. On Broadway they're solely concerned with money and economics, which is a far more crippling censorship than saying dirty words on the air."—Reginald Rose to John Crosby.

Impact of TV on politics & govt. will be the subject of the Academy of TV Arts & Sciences' final forum in N.Y. June 8. Democratic & Republican national committee chmm. Paul B. Butler and Sen. Thurston B. Morton (R-Ky.) will lead a panel including Sen. Jacob K. Javits (R-N.Y.), NBC News vp William R. McAndrew and marketing researcher Elmo Roper.

Continuing Conference on Communications and the Public Interest, chaired by Gilbert Seldes, dean, Annenberg School of Communications, U. of Pa., has been formed by 15 university professors in the mass media field to periodically evaluate the principles & practices of mass communication.

WCAU-TV Philadelphia will answer policy & programming questions posed by viewers via *Inside WCAU-TV*, (3:15-3:30 p.m. Sun.), which debuts this week (12).

Radio news coverage is scoring "significant gains in the quantity, quality and depth" of newscasts, which now average nearly 3 hours daily at stations, NAB reported, following a survey by research mgr. Richard M. Allerton. Among findings in the study, first since 1953: (1) Of all radio news programs, 72% are locally produced by individual stations—15% more than in 1953. (2) Large stations' news programming has almost doubled in 7 years. (3) Nearly all (92%) of 330 stations surveyed employ local reporters in addition to wire services, and 55% also are served by stringers. (4) Nearly 82% of the stations have full-time or part-time news editors.

Chicago TV stations have won a major victory in their fight to cover meetings of the city council (Vol. 16:10 p14). In a move expected to lead eventually to unrestricted TV-radio coverage, the council's rules committee has approved full TV pickup of the 4 meetings remaining before the summer recess. The approval provides that each of Chicago's 4 commercial TV stations will cover one meeting, tape it, furnish a tape to the other 3 stations, and devote 2 hours the following day to broadcast the session. The stations also are permitted to use excerpts from the tapes for news broadcasts the day of the meeting.

When WFGA-TV Jacksonville joined the editorialists recently, it was greeted with a week of editorial salutes from local radio WMBR which "for about 20 months now had the lone editorial voice on the airwaves in Duval County." In one of a series of editorials, WMBR gen. mgr. Sid Beighley commented: "The entry of Ch. 12 into the editorial field is a good omen and WMBR hopes that more & more broadcast news media in & around Jacksonville will take a similar course. Jacksonville needs independent news & courageous views, which it is not getting from the local newspaper monopoly."

ETV programming: Commercial WTOP-TV Washington & George Washington U. have teamed up for a non-credit introductory course on art & design which will be telecast thrice weekly, 6:30-7 a.m., June through Sept. Registration fee for *Classroom 9: Art & Design* is \$15, includes telecourse guide & home assignments. And in N.Y., WNBC-TV has debuted 60-min. Sunday *Summer School* which delves into art & famous paintings from 9:30-10 a.m. and concludes with a 30-min. exploration of history's most notable revolutions.

National Grass Roots Opera Company, the unique organization sponsored by WRAL-TV Raleigh, plans to telecast its 2nd full-length video-taped opera, "Die Fledermaus," on June 17. The first, "Don Pasquale," was shown to FCC members in Washington several months ago. Two of the cast are station employes—film editor Alec Dantré and promotion & public relations dir. David Witherspoon. The company was organized in 1948 by WRAL-TV Pres. A. J. Fletcher, a bass-baritone.

Voice of America listener panels are being set up by USIA overseas to test & increase effectiveness of the radio network. As a starter, letters have been sent to 1,300 VOA listeners in Latin America asking how often they listen, what programs they prefer & why, what new programs they'd like to hear.

Radio Moscow excerpts in English, accompanied by editorial comments, have been such a public-service success on radio WBT Charlotte that exec. vp Charles H. Crutchfield is offering the 3-times-weekly tapes to other stations. The series already is being broadcast by 6 other radio stations.

Television Digest

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Personals: Carleton D. Smith, WRC-TV Washington vp-gen. mgr., named RCA staff vp, Washington, succeeding George Y. Wheeler, is in turn succeeded by WRC mgr. Joseph Goodfellow . . . Edward T. Burns, NBC senior attorney, has resigned to open his own law office (745 Fifth Ave., N.Y.) . . . Robert E. Early, ex-USIA, named mgr., CBS News Information Services, Washington . . . Thomas B. Jones, ex-WJIM-TV & WJIM Lansing, Mich., named program dir., WNBC-TV & WNBC Binghamton, N.Y. . . . Edward A. Rogers, ex-NBC-TV & Jack Wrather Organization, takes leave from Ted Rogers Associates, Hollywood TV producer & packager, to join Vice President Nixon's campaign staff as TV advisor—post he held in 1952 & 1956 campaigns.

J. B. French named CBS-TV engineering services dir. . . . Merrill Myers named CBS News information services supervisor . . . Frank Miller appointed MBS programs & operations dir., succeeding Joseph F. Keating, named programs & operations vp (Vol. 16:7 p18) . . . Max Goldman, former FCC asst. general counsel in charge of litigation, recently with Puerto Rican govt., enters private practice, forming Rigau, Goldman & Santiago, 609 Conada Ave., Stop 17, Santurce . . . Dr. Eugene S. Foster, Syracuse U. TV-radio dept. chmn., awarded Academy of TV Arts & Sciences fellowship for 3-week survey of TV industry in N.Y.

Meetings this week: Advertising Federation of America 56th annual convention (June 5-8). Speakers to include: FTC Chmn. Earl W. Kintner, Secy. of Commerce Frederick H. Mueller, Cunningham & Walsh Chmn. John P. Cunningham. Hotel Astor, N.Y. . . . Academy of TV Arts & Sciences forum on TV & politics (8), ABC . . . N.C. Assn. of Bcstrs. spring meeting (9-10), Carolinian, Nags Head.

Jones & Zwicky is new name of Washington TV-radio law firm as Warren C. Zwicky advances to partnership with Robert F. Jones.

Obituary

Stephen J. Angland, 45, staff attorney for the House Commerce Legislative Oversight Subcommittee during its 1957-58 FCC investigations, died May 30 of a heart attack at his Washington home. Surviving are 4 brothers.

Auxiliary Services

Common carrier regulation of CATV by states, in addition to federal controls, was encouraged last week by Sen. Moss (D-Utah). In a floor speech, he said that FCC should control program duplication and that "intensive further study" should be given to the question of whether FCC or the stations should set rates. "The legislatures of the several states," he said, "should feel entirely free to enact such local common-carrier regulations with respect to CATVs as may be necessary or desirable to protect the public against monopolistic practices or abuses." He also stated that "some tears have been unnecessarily shed for the little businessmen of the CATV industry," noting that systems have sold for up to \$1 million. He suggested that the Senate Commerce Committee, to which CATV-control bill S-2653 has been recommitted, "would perform a public service by requesting full information from the industry as to its investments in plants, installation charges, rates & practices." He also cited Jerrold Electronics as an example of a major entity in the field, listing the systems in which it holds interests. "I am not opposed to cable TV," he said. "The CATV operators perform a valuable service"—but he said they should operate according to "the rules of the game." Predictions on the Hill are that the Senate Commerce Committee will seek to gather the CATV industry data that Moss wants. Committee sources complain that little is known about the industry.

Boxoffice potential of \$3 million for TelePrompter's closed-circuit coverage of the June 20 Patterson-Johannson championship fight, was seen last week by a TPT spokesman. TPT's pre-fight ABC-TV special, scheduled for June 19, 10:30-11 p.m., will feature actor James Cagney as host, and former world champions Jack Dempsey and Gene Tunney as guests. Film clips of last year's Patterson-Johannson fight will be televised for the first time on the show. TPT also hopes to feed the fight to at least 2 of its 4 CATV systems, and is currently sampling subscribers in Farmington, N.M., and Liberal, Kan., to see how many will agree to a virtual "honor system," i.e., a pledge to pay an extra \$2 on their monthly charge, should the fight be fed, and should they tune in.

Latest CATV purchase by TelePrompter is TV Cable Inc., serving 3,000 homes in Liberal, Kan. TPT also owns & operates systems in Silver City, N.M., Farmingdale, N.M. and Rawlins, Wyo.

First CATV in Georgia has been started by Al Dun Amusement Co. (L. J. Duncan, pres.-mgr.) in West Point. According to NCTA, 43 states now have CATV. The 7 without are: Alaska, Hawaii, R.I., Del., N.C., S.C., N.D.

TV ticker-tape system to transmit stock quotations by closed circuit has been announced by Sylvania-owned Argus Cameras Inc. at \$298.50 plus installation. The "TV Ticker Reader" is designed to present Western Union ticker information to a closed-circuit camera with the proper illumination, enlargement, contrast & orientation.

Employment agency specializing in personnel for community antenna systems has been formed by Harlan Jacobsen and associates under the name of Help Associates, Room 204, 607 8th St., Rapid City, S.D. The service will act as a clearing-house for technicians and personnel for management, construction, microwave, sales promotion, etc., according to Jacobsen.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

NEW TV TRENDS—MORE FOR MORE MONEY: With Admiral & Sylvania due to join new-line parade this week, 1961 TV-radio-stereo trends are becoming apparent. Lines of these 2 manufacturers have enough in common with already-shown lines of Motorola, GE & RCA to warrant these conclusions about set-makers' 1961 thinking:

(1) New TV lines are longer, broader—invariably with higher top-end prices, usually with lower low-end prices. Example: Sylvania's new sets, shown to distributors at week's end, range from \$179.95 to \$550. Last year the range was \$199.95 to \$399.95.

(2) Fine-furniture approach is being stressed with a vengeance, high-end cabinetry being made more & more by well-known furniture houses. Latest such tie-in is Sylvania with Heywood-Wakefield for 3 top-end models, following trend set by Motorola with Drexel & Heritage cabinets, and later by Capehart with Tomlinson, RCA Victor with Henredon, Westinghouse with big-name designers.

(3) The 17- & 21-in. models are definitely a vanishing race, although a few are being held over in some lines. Admiral's 2-dozen basic (non-portable) b&w models will be entirely 19- & 23-in. sets. Sylvania's only old-size sets are popular hold-over low-priced portables. So far, the bonded tubes have won out over non-bonded in the 23-in. size, and race seems to be neck-&-neck in 19-in. between the 2 styles.

(4) "Home stereo theater" or "home entertainment center"—that is, TV-radio-stereo phono—is at top of nearly every line. Newest ones are four 23-in. combinations and a 19-in. from Admiral.

(5) Stereo lines are being segregated from TV. There's more of a tendency to show stereo separately (example: Motorola). Also, it appears that stereo lines are being shortened somewhat to relieve dealer inventory situation. Sylvania, dropping in several new phono models, announced the end of the "annual phono line," and that in the future, model changes would be in form of occasional drop-ins.

(6) FM radio is getting far bigger play. Nearly all console radio-phono combinations now include FM as well as AM. Every set maker now has AM-FM table models, and a new member has joined most radio families: the FM-only table set. Newest: Admiral's, at \$29.95 & \$39.95, Sylvania's at \$39.95 (with matching AM set for simulcast stereo at \$24.95).

(7) Color activity is accelerating—but no new color entries have been shown or announced yet this spring. RCA's big windings at Las Vegas & Miami for color dealers whipped up plenty of enthusiasm & optimism (see p. 20). Admiral increased its color line to 6 basic models (\$595-\$895) from last year's 5. Packard Bell home-products vp K. R. Johnson predicted his company's color TV operations will be in the black for the first time this year, and forecast million-a-year sales for color sets within 3 years.

Majority of industry still prefers to abstain from color for the time being, however. Zenith Sales Corp. Pres. Leonard C. Truesdell, addressing an Institute of Appliance Management Course (sponsored by Pa. distributor Pierce-Phelps) in the Bahamas last week, stated that less than 100,000 color sets were sold last year and Zenith—with a \$5-million investment in color—will continue to hold off until "the time is ripe." Motorola executive vp Edward Taylor reiterated that his company will enter color market when it represents 10% of industry volume.

For details of this week's new lines, by Admiral & Sylvania, see p. 22.

TV-RADIO PRODUCTION: EIA statistics for week ended May 27 (21st week of 1960):

	May 20-27	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	123,492	113,976	109,239	2,446,759	2,211,712
Total radio	320,251	324,021	250,224	6,972,181	5,677,421
auto radio	120,339	112,129	000,000	2,721,234	2,262,390

CONSUMER ELECTRONICS—AND THE AUTO: We rode around a test track at RCA Labs in Princeton last week in a car without a driver. The car in front of us, driven by a human being, stopped—and we came to a gentle, safe halt. When the other car proceeded, we accelerated, stuck to a pre-set speed limit, stayed firmly in the center of our lane—and, look, Ma, no hands (or feet)!

It's Buck Rogers stuff, of course. But so was the airplane autopilot. We came away from the demonstration convinced that some form of electronic autopilot for autos is inevitable—if not in the RCA-GM form shown last week, in some other shape. But auto safety & reliability are just another job which will have to be done electronically—and another vast new market for electronic systems, components, tubes, transistors. Even if the "car of the future" contains only \$100 worth of electronics, the automotive market becomes a better than half-billion-a-year electronics market.

The 7-year-old pet project of RCA honorary vp & senior scientist Dr. Vladimir K. Zworykin—the electronic highway—thus passed an important benchmark—a first full-scale working system. Developed by RCA & GM, it was demonstrated at week's end to highway dept. officials. Although it's far from ready for use, to us the important thing is that it heralds another completely new field for "consumer electronics"—the auto.

The conventional auto contains only one electronic gadget—the radio. But all auto makers are exploring ways & means to improve driving safety, reliability & comfort through electronics. GM's "dream car" of last fall—Firebird III—was virtually an electronic auto, from door-key to brake. And some of Firebird's electronic drive gadgets were crammed into the two 1958 Chevrolets which drove themselves around the quarter-mile test track at Princeton last week.

Officials of GM Research Labs and of RCA Labs, with whom we talked last week, are convinced that electronics holds key to auto safety and collision prevention, particularly on limited-access high-speed roads. Electronics already is widely used in traffic-light control, etc.—but biggest step will come when electronics actually goes into the automobile and takes over or assists in the driving functions.

The scientists used a familiar RCA word—compatibility—to describe their approach to the electronic highway. The buried cables & loops in the road can be used to warn non-electronic autos of hazards ahead (by means of lights imbedded in the road or on the roadside) and perform multitude of other jobs to help drivers or highway officials—while they take over operating functions in electronically-equipped cars. RCA has already sold several hundred of the "vehicular detector" loops for experimental or vehicle-counting use. This detector system eventually would become an integral part of the automatic electronic highway.

Next step in the automatic highway program—within next few years—is a broad-scale test on good-sized stretch of public road. This involves imbedding of cables & loops in the pavement, along with transistorized detector units & amplifiers (cost estimated at less than 10% of highway construction). Following the "compatibility" approach, such a system could warn conventional autos of other cars or obstacles ahead by means of electronic road signals, and could be used as practical lab for development of electronically-guided car. RCA & GM are currently making this pitch to state & federal highway officials.

Instant translations of foreign drama will be a new feature of the non-profit N.Y. City Center Theater. Made possible through a grant from the Joseph Martinson Memorial Fund, the City Center has purchased tiny single-channel receivers, built by Matsushita Electric Co. Theatergoers may rent the earphone-equipped sets for \$1 and listen to running commentary of translation in English of foreign-language stage productions. Appropriately, the translation system is being employed for the first time during the current run of Japan's Grand Kabuki Company.

Sylvania has begun manufacture of 23-in bonded-shield picture tubes at its Ottawa, O. tube plant, to augment production at the hq plant in Seneca Falls, N.Y. Sylvania Electronic Tubes Pres. Matthew D. Burns said the company is now producing the bonded-shield line (19- & 23-in.) "in greater quantity than any other cathode-ray tube family."

Sylvania has purchased a "substantial part" of Corning Glass's interest in Sylvania-Corning Nuclear Corp.

Symphonic Electronic Corp., which calls itself the largest exclusive manufacturer of phonographs, may be acquired by Lynch Corp., Anderson, Ind. maker of glass forming & packaging machinery. Symphonic's sales for the year ended Jan. 31, 1960 were understood to have totaled about \$20 million; Lynch's sales for 1959 were \$7.2 million. Symphonic plans to introduce a TV line next month at the Music Industry Show in Chicago. Lynch stock is traded on the American Exchange. Lynch announced it has reached an agreement with Symphonic for the purchase, which would involve an exchange of stock.

Philco tunnel diodes have been reduced from \$10 to \$5 and a new series of tunnel diodes designed for low-level switching and small-signal applications has been introduced at \$5.

Collins Radio has established a Paris-based French subsidiary, Collins Radio Co. S.A.R.L. The company recently formed subsidiaries in Australia & Germany.

More about

RCA SENSES COLOR BREAKTHROUGH: A "genuine groundswell" in color acceptance is in the works, according to RCA Pres. John L. Burns, and RCA is going all out to ride the crest as color's pioneer.

With an elaborate & expensive series of 2 distributor-dealer sales meetings (Las Vegas for the West, Miami Beach for the East), RCA pounded away at color (see p. 18). The dealers weren't even shown b&w sets; this was left for later distributor "open houses" to attract the dealers when they got home. (For description of b&w and color lines, see Vol. 16:21-22.)

The audience in Miami Beach last week was most receptive—for the 1,300 attendees were mostly dealers who had won their distributors' color contests—selling 10 or more color sets each. It was the biggest event of its kind by RCA since 1934. The Las Vegas & Miami Beach affairs are estimated to have cost RCA about \$1 million.

Burns set the pace of the presentations by the whole galaxy of RCA executives. Color will provide "a massive thrust that will lift the whole consumer line," he said. "Color at its crest" will provide a volume of \$3.5 billion a year, he asserted, adding that this will happen in "not many more years." He termed color "the only strikingly new item in the whole consumer line." It's not a rich man's plaything," he said. "Almost one-half of color-set owners have incomes of less than \$10,000 a year."

Much of his talk was designed to keep distributors & dealers wedded to the RCA line in general. He stated that consumer products comprise 35% of RCA's volume—the largest single segment—hence is at vital as ever to RCA. He spoke proudly of the RCA insignia on space vehicles as a promotion plus for its home products. Of the nation's top 30 companies, he said, RCA showed the largest sales percentage increase last year—except for 2 auto manufacturers recovering from a "depressed state."

It wasn't difficult to tell what the dealers want most—more color programs. Greatest applause of the whole session was elicited by NBC-TV network sales vp Don Durgin as he outlined the network's color plans. NBC will have 920 hours of color this year, he said, 27% more than last. The schedule will include virtually all the same series carried in color this season—plus special pre-election candidate interviews in the Sat. 9:30-10:30 p.m. *World Wide 60* period, *Meet the Press*, all of *Continental Classroom*, a color mobile unit in Europe, "Tournament of Roses," Oct. "color promotion special," a Nov. "all-color day," and more.

According to dealers with whom we talked, the big trick is to get the set into the home. Several dealers said that they sell 75% of receivers so handled.

The "New Vista" tuner was demonstrated together with RCA's new "Neutralized Triode" tuner and the cascode unit they're replacing. No db figures were disclosed, but the Neutralized Triode was said to have 20% less noise & 60% more gain than the cascode, and the New Vista 25% less noise & 25% more gain than the neutralized Triode. RCA's theory is that reputations are being made at the fringe areas, even though few viewers live in them—just as cars can be touted as steep hill climbers.

New emergency calling system, designed to offer a means of communication for motorists stranded on freeways or turnpikes, has been developed by Hoffman Electronics. Key feature is its "safety satellite," a miniature transmitter which uses sunlight as its power source.

FTC's Promotion Guide: The FTC issued a translation in layman's language last week of those portions of the 1936 Robinson-Patman Act which govern the giving & accepting of allowances & services for product promotion. Tele-scoped into a 10-page pamphlet are 16 "general rules of thumb" designed to help manufacturers, distributors and retailers interpret the ground rules in Sec. 2 (d) & (e) of the Act. Although the intent of the FTC guide is to help businessmen keep legal, Comr. William C. Kern is opposed to it on grounds that a capsule translation of the Act is neither wise nor sound. Nonetheless, here are some of the major points made by the FTC guide:

All competing customers must be notified & given a clear understanding of promotional programs extended to any one of their number.

The seller must make certain that services paid for are rendered.

Promotional payments or services must be offered on proportionally equal terms to all competing customers. The FTC suggests that the best plan for proportionalization would base payments or services furnished on the dollar volume or quantity of merchandise purchased in a given period. However, the seller may not provide allowances on the basis of a graduated scale tied to the amount of purchase—for example, 1% ad allowance for the first \$1,000 purchases in a month, 2% of the 2nd \$1,000, etc.

Indirect payments to a 3rd party in order to benefit a particular company are illegal. (Example: the purchase of radio ad time by a seller who then furnishes it free to a special customer who runs special in-store promotions of the seller's products.)

A promotion may be limited geographically, but it must cover all competing customers in the area.

Standard Coil Buys Casco: Standard Coil's diversification program takes it into the consumer-products field with the \$3.5-million purchase of majority interest in Casco Products Corp., Bridgeport, Conn. Due to be named as new president of Casco is Leonard F. Cramer, well-known in TV-radio as former Magnavox vp-gen. mgr. and previously as Crosley vp & TV-radio gen. mgr.

Casco makes automobile cigarette lighters, electric irons, griddles, massagers, electric blankets & heating pads. Standard is the largest producer of TV tuners, and its principal subsidiary, Kollsman Instrument Corp., makes electronics systems for aircraft, missiles & space vehicles.

Standard is buying about 66% of Casco's outstanding 511,356 shares—those owned by Casco Chmn. Joseph H. Cone—at \$10.15 a share. Standard Pres. James O. Burke said his company plans to offer to buy the remaining Casco shares at the same price. Casco closed at 9 $\frac{5}{8}$ on the American Stock Exchange May 31—up $\frac{3}{8}$ —the day the sale was announced. It ended the week by dropping to 9 $\frac{1}{2}$.

Burke said the entry into the small appliance field will "counterbalance the seasonal characteristic of the TV industry." He said his company will soon announce "major new ventures" in the electronics field.

Casco's sales for the fiscal year ended Feb. 29 totaled \$11,151,370, its net \$387,405. Standard's 1959 volume was \$74 million, its net earnings \$1,523,379.

First postwar survey of U.S. business enterprises under foreign ownership has been started by the Commerce Dept. It's expected to show foreign investments have more than doubled since 1941 when they totaled \$2.3 billion.

BRITISH TV COMING? Having met success in exporting hi-fi components to the U.S. (\$14 million last year), the British will cautiously dip their toes into the U.S. TV stream this month. The occasion will be the British Exhibition in N.Y., June 10-28.

One manufacturer—Bush—has announced it will show a TV set, built to U.S. standards, at the exhibition. The receiver is designed “with instantaneous push-button tuning, without electric motor assistance,” to the 12 U.S. channels. It’s not likely that there’ll be any other home TVs shown at the British Exhibition this year, but this trial balloon could signal the start of a small quantity of British exports.

Electronic TV Contrast Control

British TV has built a reputation for high quality, and with some unique features. For example, the new Sobell sets feature an “electronic eye” contrast control which adjusts picture contrast automatically to suit the amount of light in the room.

Nevertheless, in the electronics field, the British will continue to concentrate on hi-fi equipment at the exhibition. In advance of the show, the British Radio Industry Council estimated that British radio-phono-parts exports totaled \$155.3 million last year, of which 14.2% (\$21.9 million) went to the U.S., which continues to be Britain’s best electronics customer.

The \$21.9 million in U.S. imports of British radio items compares with \$14.1 million last year. In audio equipment, British exports to the U.S. increased more than tenfold in the last 6 years—from less than \$1.4 million in 1954 to more than \$14 million in 1959. Britain’s principal audio exports are record changers, pickups and other phono components, amplifiers, speakers, microphones.

The Radio Industry Council released this table of British radio equipment exports to the U.S. in 1959 (converted by us at the rate of £1 = \$2.80):

Audio equipment	\$14,440,000
Communications, bestg., navigational aids, radar	2,630,000
Tubes & parts	2,480,000
Components & test gear	1,520,000
Radio & TV receivers, phono combinations	530,000
Other radio apparatus	350,000
Total	<u>\$21,950,000</u>

Industrial & military electronic equipment aren’t included in the table.

Many Electronics Exhibitors

A score of audio & electronics manufacturers will be represented at the exhibition, either under the banner of the British Radio Equipment Mfrs., or with their separate exhibits. They include Brenell Engineering Co., Beam Echo, Bush Radio, Clarke & Smith Mfg. Co., EMI, Ferguson Radio, Gramophone Co., Lowther Mfg. Co., Truvox, Automatic Telephone & Electric, British Insulated Callender’s Cables, Ferranti, Garrard, H.J. Leak & Co., M.O. Valve Co., Multicore Solders, Pye Ltd., Standard Telephones & Cables, Taylor Electrical Instruments, Wharfedale Wireless Works.

Other features of the British Exhibition: (1) Two “sound halls” for continuous demonstration of hi-fi equipment. (2) Display of Pye’s new compact 3-D industrial TV system which produces stereo pictures from a single camera. (3) A display built around BBC’s new \$45-million TV Center, due to begin operation June 29 in London.

Japanese Lift Shipment Ban Briefly: To ease pain of its sudden suspension of exports of transistor radios to U.S., Canada & Puerto Rico (Vol. 16:20 p 17), Japanese Govt. on May 23 lifted the curtain slightly & briefly, pending its setting of regular quotas limiting shipments in the future.

According to Commerce Dept.’s Business & Defense Service Administration, the Japanese Ministry of International Trade & Industry (MITI) lifted the ban with these 3 conditions:

(1) Contract concluded and letter of credit or other financial payment arrangements completed by May 9.

(2) Export shipment to be completed by May 31.

(3) Export request in keeping with 1959 level of individual exporter.

The MITI move was an effort to be fair to exporters caught badly off base. It’s estimated that not more than 200,000 sets with 3 or more transistors were shipped under the temporary flow. The lid is now back on while quotas are being determined. There’s no telling when quotas will be announced—because a massive administrative job is involved. Some observers wonder whether the 3rd condition indicates the quotas will be set finally at 1959 levels.

Restrictions against imports were opposed by RCA Pres. John L. Burns in an address to the company’s Eastern & Southern distributors at Miami Beach. Despite “a mounting clamor for tariff & quota barriers against certain foreign imports,” he said, “most informed Americans believe that freer world trade is the realistic way to help our foreign allies stand on their own feet.” At the same time, he urged foreign countries to “exert wisdom in their export policies,” avoiding exploitation of “an unduly excessive combination of govt. subsidies and lower labor costs to force entree into the American market.” The Japanese made headway in radio exports, he added, “because they filled a void” in vest pocket sets “made possible by the development of miniaturized components not available in this country.” RCA now has tiny circuitry “which we believe is superior to any imported product.”

“A Distributor Imports—to Live” is the title of a featured article in June 4 *Business Week*, profiling big Chicago distributor Sampson Co., national distributor for Hitachi products. Pres. Robert Sampson hints that his firm will return to domestic items—on a national basis. He is quoted this way: “We may be able to announce shortly national distribution of 2 domestic lines, one a household appliance and the other an electronic specialty. Neither would have come to us had we not made a success of national distribution with the imports.”

Impact of imports on small U.S. firms will be explored by a Senate Small Business Subcommittee under Sen. Randolph (D-W.Va.) at a June 16 hearing. He said representatives of industries which have complained to the Committee that they suffer from foreign competition will be invited to testify, but that: “No one should infer that, by scheduling these hearings, the Senate Small Business Committee is taking or will take a position in opposition to our foreign trade policy.”

New high-capacity batteries for transistor radios and other uses were announced by National Carbon Co. recently to round out the Eveready Alkaline Energizer line. Penlight size (E91) is claimed to give 10 times the service of a standard penlight cell at 2.25-ohm continuous drain, 7 times the service at 4-ohm drain. They list at 50¢ each.

Trade Personals: Rayford E. Nugent, ex-Philco consumer products sales vp, named vp & asst. to newly appointed mktg. vp Robert G. Urban; former PR dir. Robert M. Jones named to new post of personnel dir., in latest of series of top-level Philco organizational changes to "strengthen operations in line with the current trend toward larger dealership." Newly appointed consumer products div. vp-gen. mgr. Henry E. Bowes (Vol. 16:22 p19) announced these shifts within the division: John A. Winfield to asst. sales dir. (under sales dir. Frederick D. Ogilby) from controller, Gibson B. Kennedy to mgr. of associate distributor sales from gen. sales mgr., Robert J. Theis to gen. sales mgr. from TV mdsg. mgr., John J. Kane to mgr. of TV mdsg. from electronics market development mgr., R. B. Lambert to mgr. of direct accounts from asst. to the gen. sales mgr., Michael L. Severine to mktg. dept. controller from asst. controller.

Kenneth R. Johnson, Packard Bell home products div. vp, named chmn. of new marketing subsidiary Packard Bell Sales Corp.; Richard D. Sharp, home products mktg. dir., named pres.-gen. mgr. of the new subsidiary . . . Eldo H. Stonecipher, vp-gen. mgr. Arvin automotive div., elected pres.-gen. mgr., Arvin Industries, succeeding Glenn W. Thompson, who continues as chmn. . . . Dr. Charles H. Sutcliffe will head Philco Lansdale div.'s new special products operations, supplying specialized electronic components for military systems . . . Benjamin J. Pensiero named mktg. administration mgr., Philco govt. & industrial group . . . John E. Rhodes named Sylvania controller; Richard E. Clarke appointed Sylvania Waltham Labs personnel mgr.

Capt. Henry E. Bernstein (USN ret.) resigns Aug. 1 as EIA military engineering coordinator . . . Reynold J. Gouverneur promoted to mgr., advertising & sales promotion, entertainment market, RCA electron tube div. . . . Martin Codel, associate publisher of TELEVISION DIGEST, due back about June 30 from 4-month survey of TV potential in 15 African & Near East countries . . . Dr. Victor J. Young, former asst. vp, elected vp, Hazeltine electronics div. . . . H. Kenneth Hudson, ex-Raytheon, named Hallcrafters Eastern div. sales mgr., headquartering in Washington . . . Edward C. Leeson, ex-Fairchild Engine & Airplane Corp., named mktg. vp. of Standard Coil's Kollman Instrument Corp.

George R. Chambers III named research & development mktg. mgr., Eitel-McCullough . . . Lawrence T. Lindgren elected mfg. vp, Pacific Semiconductors, Thompson Ramo Wooldridge subsidiary; Dr. John W. Peterson named research & development vp; Sidney L. Spiegel, mktg. vp . . . Richard L. Knight, ex-GE financial personnel & administrative service mgr., named General Dynamics vp & treas. . . . John W. Spellman appointed to new post of product mgr., United Stereo Tapes div., Ampex Audio . . . Robert D. Hamilton, ex-Du Mont Labs and IBM, named head of Foto-Video Electronics systems engineering dept. . . . Mac T. Finley elected American Bosch Arma secy. . . . Robert S. Boring named commercial operations vp, American Electronics.

RCA Chmn. David Sarnoff, one of the distinguished Americans selected to contribute to a written debate series on "The National Purpose" by *Life* and *The New York Times*, repeats & elaborates on his proposals that the West, led by the U.S., seize the initiative in every cold-war arena. One of his suggestions, as previously proposed in 1955, is a Cabinet-rank federal dept. to plan & coordinate all cold-war activities.

More about

ADMIRAL, SYLVANIA LINES: Two new TV-radio-stereo lines being shown this week feature increased emphasis on furniture styling and wider price ranges than last year (see p. 18).

Admiral's TV line, now being shown to dealers at Miami Beach, stresses 23-in. sets. Its three 23-in. groups are the Presidential series (2 basic models in 6 variations), listing at \$199.95 to \$289.95, the Imperial group (9 basic models), \$239.95 to \$359.95, the Super Son-R remote control series (5 models), \$319.95 to \$459.95. Four basic 23-in. Stereo Theater combinations were introduced at \$449.95 to \$629.95. A new 19-in. Stereo Theater is available in 4 styles at \$349.95 to \$379.95. Admiral's 6 basic 21-in. color sets (13 variations) range from \$595 to \$895.

New stereo consoles in the Admiral line range from \$189.95 to \$599.95, stereo portables are \$69.95 to \$179.95, table AM-FM radios (3 finishes) \$59.95, FM-only \$39.95, table radios from \$9.95, clock radios from \$17.95.

Sylvania's TV line, ranging from \$179.95 to \$550, features "new approaches to furniture styling" and consists of fourteen 23-in. sets, three 19-in. table-consollettes and four 17-in. portables. At top of the line are 3 "custom consoles" with Heywood-Wakefield cabinets, all featuring new "woodblend" Halolight mask, colored to blend with furniture finish when set is off, changing to white when set is on.

Also new in Sylvania TV line is series of metal-&-wood cabinet lowboys, beginning at \$259.95, said to "offer more furniture value than comparably-priced sets." Leader table model 23-in. sets start at \$219.95.

Dropping its annual line change for stereo, Sylvania brought out 5 drop-in stereo portables, one portable AM-FM-stereo phono, one monaural portable, at \$32.95 to \$169.95. Also introduced were 2 stereo consoles with built-in extension speaker enclosures—\$139.95 without radio and \$189.95 with AM-FM.

The radio line features 2 AM-FM table models at \$49.95 & \$99.95, FM-only at \$39.95. Its new American-made transistor radios: 4-transistor shirt-pocket sets at \$19.95 & \$24.95, larger 4, 5 & 8-transistor sets at \$19.95, \$29.95 & \$39.95. Two 7-transistor clock portables are priced at \$49.95 & \$59.95. Other clock radios are \$24.95 to \$49.95.

Economical thermoelectric material which will be available commercially in mass production quantities by year's end is claimed by Montreal-based Needco Nucleonic Electric Equipment & Development Co. Pres. Roman Post described the new semiconductor alloy, "Neelium," as a "cost breakthrough" that makes thermoelectric refrigeration economical. He said a mass-production line is now being established in the firm's 30,000-sq.-ft. plant. Post also reported the formation of subsidiary Needco Cooling Semiconductors Ltd., which has joined with Princeton-based General Devices Inc. to establish General Thermoelectric Corp. The last organization, also Princeton based, will assemble & market thermoelectric products in the U.S.

Obituary

Edward W. Kellogg, 77, audio engineer, inventor & author, died May 29 in Camden, N.J. after a short illness. During his associations with GE & RCA, he received a total of 107 patents, and in 1953 won the Audio Engineering Society's John H. Potts Award.

Finance

Electronics Funds Gain: Record performances were reported last week by 2 major electronics investment funds. Television-Electronics Fund announced total net assets at a record high of \$328.7 million at the close of its fiscal midyear on April 30. This was a 6.7% hike in resources reported at the close of the 1959 fiscal year on Oct. 31. Shares outstanding (43,375,682) and total shareholders (119,511) also increased to record levels. However, net asset value per share sagged 0.6% in the 6-month period to \$7.58, after adjustment for a capital-gains distribution in the first fiscal quarter.

Electronics Investment Corporation had record total net assets of \$32,345,263 at the end of its 1960 fiscal year, ended April 30. The net asset value per share increased from \$7.98 at the start of the fiscal year to \$8.02, after adjusting for a net capital gains distribution of 44½¢ per share paid in May, 1959.

Television-Electronics Fund's portfolio changes since the first-quarter report (Vol. 16:9 p19):

New stocks added: 15,360 shares of Systron-Donner Corp., market value \$230,400. 22,777 Litton Industries \$1,665,568 (Litton bonds converted into common stock). \$368,000 Collins Radio 4¾% bonds (1980).

Holdings were increased in Air Reduction, Allis-Chalmers, Bendix, Borg-Warner, CBS, Curtiss-Wright, DuPont, Fansteel Metallurgical, Ford, General Dynamics, General Railway Signal, GT&E, General Tire & Rubber, Goodyear Tire & Rubber, IBM, International Nickel of Canada, Motorola, Otis Elevator, Reliance Electric & Engineering, Texaco, Union Carbide, Westinghouse, Zenith.

Part of holdings were sold in Address-Multigraph, Aerojet-General, AMF, Central Hudson G&E, Cincinnati G&E, Cutler-Hammer, Eastman Kodak, Emerson Electric, ITT, Magnavox, RCA, Walt Disney, Warner Bros.

Holdings were eliminated in Barry Controls ("B"), Clark Controller, Consolidated Edison, Indiana General, Litton Industries (bonds), ORRadio Industries (bonds).

* * *

Electronics Investment Corp. portfolio changes since its last quarterly report (Vol. 16:10 p20):

Purchases: 6,900 shares of Aerojet-General (making total of 7,038). 3,109 Ampex (total 10,900). 66,000 Elliott-Automation Ltd. (total 66,000). 5,916 Garrett Corp. (total 15,000). 3,200 GE (total 7,200). 4,500 Litton Industries (total 4,500). 8,000 Microwave Associates (total 17,000). 600 Motorola (total 3,600). 6,500 Transatron (total 6,500).

Eliminated: 14,000 AMF. 20,770 Bell & Gossett. 6,083 Cutler-Hammer. 2,600 Epsco. 12,984 General Tire & Rubber. 3,500 Haloid Xerox. 5,000 Hoffman Electronics. 24,000 Stewart-Warner. 4,161 Worthington Corp.

Amphenol-Borg Electronics reports a 30% gain in earnings on a 19% sales rise during the first quarter of 1960 (see financial chart). Chmn. Arthur J. Schmitt noted that the first-quarter results "were substantially up to expectations." He added: "Although some of the present business indicators are somewhat cloudy, [Amphenol-Borg] has a healthy backlog of orders. Assuming the continuation of favorable business conditions 1960 should be the best year in the company's history."

Wilcox-Gay Corp., including subsidiary Majestic International (Grundig-Majestic and other imports) reports first-quarter net earnings of \$202,644, up from \$200,541 in the same 1959 period, on a 31.2% sales rise.

Reports & comments available: Raytheon, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4; discussion, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Amphenol-Borg, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Resistance and NAFI, discussions, Newburger & Co., 14 Wall St., N.Y. 5 • CBS, analysis, Francis I. duPont & Co., One Wall St., N.Y. 5 • Barnes Engineering, report, Purcell & Co., 50 Broadway, N.Y. 4 • Bendix, analysis, Eisele & King, Libaire, Stout & Co., 50 Broadway, N.Y. 4.

Jerrold Electronics scored a 104% jump in profits on a 10% sales rise in its 1960 fiscal year ended Feb. 29 (see table on p. 24). Included in the \$810,251 net is a non-recurring income of \$283,656 (23¢ a share) resulting from the sale of the concern's Key West CATV system. Pres. Milton J. Shapp said each of Jerrold's 3 sales divisions contributed to the increase. The industrial products div. more than doubled its fiscal-1959 volume; distributor sales were up 30%; system sales div. up 8%. The 9 Jerrold-operated CATV systems showed a gain during the year of more than 2,500 subscribers to a total 32,000. Shapp noted that expansion-minded Jerrold is still seeking acquisitions, is interested in acquiring an electronics company which can augment the company's test instrument operation.

International Resistance Co. expects to bring in record sales & earnings this year, barring any major changes in the electronics industry, reports Chmn. Charles Weyl. Pres. Walter W. Slocum forecast that IRC's present earnings position "will be substantially maintained" throughout the year. Record sales & earnings were reported for the first 15 weeks of 1960 (Vol. 16:19 p24). Weyl said that IRC is active in solid-state research and would like to acquire a semiconductor manufacturer. He added: "We'll go into the business ourselves" if no suitable acquisition can be made.

Hewlett-Packard anticipates record earnings for the 1960 fiscal year ending Oct. 31, reports Pres. David Packard. He forecasts earnings of some \$4.9 million (\$1.50 a share) on \$60 million sales, compared with fiscal-1959's profit of \$3.9 million (\$1.19) on \$47.7 million sales. Fiscal-1960's midyear profit also is expected to set a record for the period (see financial table). The Palo Alto test-equipment maker attributes the sales increases to new products.

Television Shares Management Corp., investment manager & principal underwriter for Television-Electronics Fund, reports moderate gains in revenue & net income in fiscal-1960's first half ended April 30 (see financial table). "Despite the rather pessimistic atmosphere which has pervaded the financial scene during this period," noted Pres. William H. Cooley, "the operations of both the Fund and the management company were heartening." He also announced that the 2 organizations had relocated their hq June 1 at 120 South LaSalle St., Chicago 3.

Industro Transistor Corp., Long Island, N.Y. manufacturer, reports a net income of \$188,861 (34¢ a share) for the 9 months to March 31, compared with the loss of \$75,000 registered in the year-ago period.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Aerovox	—	\$0.05	Jun. 15	Jun. 1
American Bosch Arma .	Q	.30	Jul. 15	Jun. 15
Arvin Industries	Q	.25	Jun. 30	Jun. 6
British Industries	Q	.12½	Jun. 30	Jun. 16
Clevite	Q	.30	Jun. 27	Jun. 13
Corning Glass	Q	.37½	Jun. 30	Jun. 13
Decca Records	Q	.30	Jun. 29	Jun. 15
Gabriel	(Omitted)
GE	Q	.50	Jul. 25	Jun. 17
Granco Products	Stk.	10%	Jul. 11	Jun. 15
Hoffman Electronics ...	Q	.15	Jun. 30	Jun. 17
Loral Electronics	Stk.	5%	Jul. 8	Jun. 17
National Co.	Stk.	2%	Jun. 30	Jun. 15
Radio Condenser	—	.07½	Jun. 20	Jun. 1
RCA	Q	.25	Jul. 25	Jun. 17
Universal Pictures	—	.25	Jun. 28	Jun. 15

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists Pictures	1960—39 wks. to Mar. 26	\$12,915,723	—	\$1,005,955	\$1.08	895,346
	1959—39 wks. to Mar. 29	10,247,689	—	(190,424)	—	882,799
Amphenol-Borg	1960—qtr. to Mar. 31	15,562,129	\$1,647,182	789,182	.67	1,175,774
	1959—qtr. to Mar. 31	13,032,531	1,311,498	608,498	.52	1,172,044
British Industries	1960—qtr. to Mar. 31	1,594,637	—	108,524	.30	363,951
	1959—qtr. to Mar. 31	2,260,786	—	167,420	.55	306,160
Electronic Associates	1960—qtr. to Mar. 31	2,509,008	—	150,516	.21	722,665
	1959—qtr. to Mar. 31	1,077,094	—	146,986	.22	657,228
Emerson Radio & Phono	1960—26 wks. to Apr. 30	—	\$1,251,252	1,118,768	.53	2,117,462
	1959—26 wks. to May 2	—	2,244,417	1,001,317	.47	2,117,462
Gibraltar Enterprises ³	1960—4 mo. to Apr. 30	1,234,135	—	309,216	—	—
	1959—4 mo. to Apr. 30	1,065,970	—	160,186	—	—
Hewlett-Packard Story on p. 23	1960—6 mo. to Apr. 30 ⁶	29,200,000	—	2,360,000	.72	—
	1959—6 mo. to Apr. 30 ⁷	21,000,000	—	1,500,000	.46	—
Jerrold Electronics Story on p. 23	1960—year to Feb. 29	8,416,750	—	810,251 ⁵	.67	1,217,862
	1959—year to Feb. 28	7,658,371	—	397,656	.36	1,109,850
Litton Industries	1960—9 mo. to Apr. 30 ¹	134,459,000	—	5,441,000	1.29	4,147,854
	1959—9 mo. to Apr. 30	89,191,000	—	4,226,000	1.15	3,576,000
Perkin-Elmer Corp.	1960—9 mo. to Apr. 30	14,641,675	—	660,614	.58	1,146,350
	1959—9 mo. to Apr. 30	12,347,894	—	458,957	.42	1,090,330
Taft Bestg. Co. Story below	1960—year to Mar. 31	10,426,310	2,971,808	1,413,708	.95	1,486,528
	1959—year to Mar. 31	8,972,501	—	1,134,109	.76 ⁴	—
TV Shares Management Story on p. 23	1960—6 mo. to Apr. 30	1,536,992	744,934	366,222	.35	—
	1959—6 mo. to Apr. 30	1,401,281	739,111	284,111	.27	—
Times-Mirror Co. (KTTV Los Angeles)	1960—12 wks. to Mar. 20	21,234,050	—	862,779	.24	3,601,887
	1959—12 wks. to Mar. 20	19,306,073	—	623,551 ²	.17	3,593,940 ²
Varlan Associates	1960—6 mo. to Apr. 2	22,022,715	—	1,398,605	.45	3,134,204
	1959—6 mo. to Mar. 31	17,378,142	—	1,112,530	.36	3,116,874

Notes: ¹ 1959 figures reflect 2-for-1 split in Dec. 1959 and special income credit of \$700,000. ² Per-share earnings and common shares in 1959 adjusted for 4% stock dividend and 3-for-1 split. ³ Includes WICU-TV & WICU Erie, radio WTOP Toledo & WHOO Orlando, headed by Edward Lamb. ⁴ On shares now outstanding. ⁵ Includes non-recurring income of \$283,656 (23¢ a share) representing profit on sale of Key West CATV system. ⁶ Estimated. ⁷ Adjusted to include recently acquired subsidiaries.

Textron Electronics acquired 2 more companies last week. Electronic Research Co. of Kansas City, Mo., was obtained for 18,000 shares of common stock. Based on recent market quotations, the stock involved approximates \$275,000. Electronic Research produces frequency-control crystals and crystal ovens for commercial & military use. Textron said the company was acquired to complement the activities of its Globe Electronics div., which produces radio equipment. Also added was Allegany Instruments Co., Cumberland, Md., producer of electronic measuring devices, transducers, other equipment. The deal involves the payment of 140,000 shares of Textron common (valued on recent market quotations at more than \$2 million).

Thompson Ramo Wooldridge has submitted an SEC registration (File 2-16554) for 124,054 common stock shares, including 87,160 issued to shareholders of Radio Industries Inc. in exchange for all of its stock in an acquisition last Dec. (Vol. 15:52 p20). The balance of the shares may be issued to Radio Industries holders within 5 years starting in 1961, depending on net earnings. The SEC registration statement also lists 367,446 shares to be issued in TRW's stock-option plan. Thompson Ramo Wooldridge is also taking over Good-All Electric Mfg. Co. through a stock exchange. TRW acquired 83.6% of Good-All in April, now proposes to take the balance of 3,465 Good-All shares by offering 5,138 TRW shares to 47 remaining Good-All holders.

Taft Bestg. Co. (WBIR-TV & WBIR Knoxville, WKYT Lexington, WKRC-TV & WKRC Cincinnati, WBRC-TV & WBRC Birmingham, WTVN-TV & WTVN Columbus) reports improved net revenues (\$10,426,310 vs. \$8,972,501) and net earnings (\$1,413,708 vs. \$1,134,109) for the year ended March 31, 1960 as compared with fiscal 1959, in its first annual report since its stock became publicly owned. Operating profit before depreciation & amortization totaled \$4,253,021 vs. \$3,470,817. Retained earnings were \$4,754,228, up from \$4,222,714 at the beginning of the year. Current assets at the end of the year totaled \$4,829,809, current liabilities \$3,566,018. Pres. Hulbert Taft Jr. said prospects for the current year are "excellent" and net income & net revenues for the first 2 months have exceeded last year's marks. (For Taft financial report, see table above.)

Guild Films is offering 12,515,000 common stock shares to the Vic Tanney gymnasium system to complete its acquisition of the health-club chain (Vol. 16:8 p7), according to an SEC registration statement (File 2-16650). Also listed by Guild Films for SEC registration were 2,749,891 shares already issued under claimed exemptions from the Securities Act and 2,400,000 proposed for offerings to creditors to settle claims against the company.

Guild Films stock sales by 2 Cal. banks in unregistered transactions involved with a defaulted \$120,000 loan to Hal Roach Jr. (Vol. 15:48 p13) violated SEC regulations, the U.S. Court of Appeals in N.Y. has ruled.

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

Film & Tape

WRITERS' MARATHON STRIKES NEAR END. WGA reaches agreement with AMPP and is expected to settle with Alliance this Monday in Hollywood's longest (21 weeks) strikes (pp. 1 & 5).

Congress

TV-RADIO-FCC FLURRY ON CAPITOL HILL cracks logjam of bills. House Committee approves catch-all reform measure. Senate gets equal-time suspension (pp. 2 & 3).

Auxiliary Services

CATV WINS PROGRAM RIGHTS SKIRMISH in Mont., state ruling that Helena system doesn't infringe program rights of KXLJ-TV. Big showdown still to come (p. 2). Dept. (p. 14).

Networks

WBC PLEADS ITS CASE for intervention in proposed TV-radio swaps by RCA-NBC & RKO General; tells U.S. District Court Judge Kirkpatrick that Justice Dept. supports NBC; KRON-TV withdraws petition to intervene (p. 7).

CBS & NBC both made announcements about overseas interests last week—in West Germany & Argentina (p. 7).

Stations

MULTI-RATE HASSLE sees action by Katz Agency and PGW in last week—the first in West Germany & Argentina, the other also wake of N. W. Ayer's rep meeting. They write their stations with suggested solutions (p. 10).

Consumer Electronics

1961 ORDER-TAKING is in full swing, with indications dealers are buying more than last year. Admiral & Sylvania conventions; new Zenith, Philco, Hoffman lines (pp. 15, 16, & 17).

HOW TO COMBAT IMPORTS is a top topic at AIA conference. Leaders urge that advertising stress U.S. product design, reliability & availability (p. 18).

1959 TV-RADIO-PHONO factory shipments, as reported in official Census figures, show slightly lower totals than EIA; TV sales given at 6 million for \$818 million (p. 18).

FCC

TOWER TIFF AT FCC DEVELOPS over proposals to make FAA responsible for evaluating air hazards of structures. All rule-making comments oppose plan (p. 8).

NEW HIGH VHF CURVES IN WORKS, due in about 3 weeks. Providence Ch. 6 drop-in comments still due June 20, but Grand Rapids Ch. 13 deadline is moved to Sept. 1 (p. 9).

Programming

RALSTON AND BELL & HOWELL, both bullish on network public-service shows, announce more such plans (p. 13).

Finance

"A HEALTHY BUSINESS"—that's how Paramount Pictures Pres. Barney Balaban describes his firm's diversified interests (p. 19).

Other Departments

TECHNOLOGY (p. 4). **ADVERTISING** (p. 12). **PERSONALS** (p. 14).

WRITERS' MARATHON STRIKES NEAR END: Hollywood's longest strikes were coming to a finish last weekend. One was settled and another appeared about to be. By Friday night, only one lesser issue remained between WGA and the Alliance—with complete agreement expected when negotiations resume this Monday (June 13). With the major movie studios, no issues remained—WGA and AMPP had agreed on all fronts—and only the formality of ratification by WGA's membership (expected in a Sunday evening meeting, June 12) prevented announcement of the end of the strike.

Crucial foreign residuals issued in critical strike against TV appeared resolved via a new concept embracing both the Alliance and Wasserman (or royalty) plans. The remaining issue to be resolved between WGA and the Alliance this week is the producers' desire to have a 52-week network deal regarded as a single run. The writers understand the problem, and an effort is being made to compromise. If WGA-Alliance agreement can be reached Monday, the Guild's membership will meet again on Wednesday or later this week to decide on ratification of the settlement. With the Alliance strike over by the end of this week, producers would make their fall program deadlines—but they'd have to rush to make up for lost time.

Not yet settled are WGA strikes against TV film at the networks and TV operations at the majors, but the deals with Alliance and AMPP are expected to pave the way for industry-wide peace (see p. 5).

Ending of the strike will mean an end to the anxieties that have been looming progressively larger for agencies, sponsors and network officials with a new fall season to meet. And the threatened resurgence of live TV which some had begun to foresee will die a-borning.

TV-RADIO-FCC FLURRY ON CAPITOL HILL: End-of-session logjam began cracking, however slightly & tardily, last week—a logjam of Congressional bills & business directly affecting broadcasters & FCC (and Comr. Lee personally). With July adjournment for political conventions just ahead, there were these more-or-less major breaks in the pileups:

(1) Long-stalled anti-TV-radio-fraud measures were cleared to House floor by Commerce Committee in form of Communications Act amendments hastily appended to Senate FCC procedural bill (see p. 3).

(2) Special equal-time dispensation for broadcasters, to suspend application of Communications Act's Sec. 315 for Presidential tickets in 1960 campaign (Vol. 16:23 p3), reached Senate floor, where unprecedented proposal (S. J. Res. 207) was put on calendar in ready-at-any-time position for vote.

(3) Confirmation of FCC Comr. Lee for another 7-year term, held up by tangle of politics (Vol. 16:23 p10), became more likely. Senate Commerce Committee Chmn. Magnuson (D-Wash.) put reappointment of Republican Lee on Committee agenda for probable vote July 15, after House Committee Chmn. Harris (D-Ark.) showed signs of expediting Senate-passed agency-continuity bill (S-1965). It would prolong expired terms of FCC & FPC members.

(4) Once-controversial measure legitimizing illegal vhf boosters but putting them under FCC control (Vol. 16:23 p9) went through pro-forma House hearings. House Commerce Communications Subcommittee quickly approved bill (S-1886), long since passed by Senate, after nobody showed up to oppose it. Full Committee clearance to floor was assured.

No "must" legislative tags were put on any of these TV-radio-FCC issues by Congressional leaders, however. Immediate effect of House & Senate moves was to loose them from one logjam so they could run into another—and much bigger—logjam of other delayed legislation on Hill. Nobody had sure answer as to whether any or all of them would be left stranded in adjournment rush.

Heaviest potential impact for broadcasters was carried in House Commerce Committee's wrap-up of proposals (all of them explored exhaustively in hearings) to outlaw payola, prevent quiz fixes, set up local FCC hearing procedures, discourage pay-offs, provide suspension-&-forfeiture penalties for misbehavior by station licensees, etc. Omitted from House measure was another much-discussed TV-radio-control prescription: Network licensing & regulation. It will be revived next session.

"Time is of the essence" for action on suspension of equal-time for TV & radio appearances by this year's nominees for President & Vice President. Senate Committee pointed that out in report (No. 1539) on its campaign emergency measure. Legislation was substituted for abandoned bill (S-3171) requiring free TV time for Presidential nominees. It must clear House as well as Senate in short weeks ahead. And Sec. 315 exemption may run into Senate floor trouble from Sen. Yarborough (D-Tex.). He filed minority report protesting that resolution lacks "sufficient safeguards" against political favoritism by broadcasters.

Future for embattled Comr. Lee brightened appreciably, meanwhile. He has no overt opposition in Senate Commerce Committee. Once he clears hurdle of crucial Committee vote on renomination, Lee should be set for easy floor confirmation. Magnuson didn't promise that Lee's name definitely would be put to vote July 15, but action was expected. In any event, Lee could gamble on House approval of Senate's bill allowing FCC & FPC members to carry on until successors are confirmed. House Committee sped it through one-hour hearing.

Monotonous parade of witnesses—including FCC Chmn. Ford, Western members of House & Senate, operators of mountain-state TV repeaters—supported Senate's booster bill at 2-day House hearings. Questions by Harris & other Commerce Committee members indicated some confusion about distinctions between boosters, translators, CATV service, pay-TV systems. Once their doubts about effects of measure were resolved, they passed bill along to full Committee for routine approval.

CATV WINS PROGRAM SKIRMISH: TV stations lost first court decision in U.S. history affecting station rights in programs picked up by CATV systems. The ruling in Mont. state court last week is significant but by no means a landmark case—as it might have been if decision were from a federal court. Still awaited, as more important, is outcome of suit by 3 Salt Lake City stations against Twin Falls, Ida. CATV system, filed in U.S. Dist. Court, Boise (Vol. 15:18 p2). There, property rights in "signals"—as opposed to rights in "programs"—are at issue.

Mont. decision was delivered in Helena by Judge W. W. Lessley, of Lewis & Clark County State

Dist. Court. Suit had been brought by KXLJ-TV Helena against CATV operator Helena TV Inc. Here are conclusions of law:

"That plaintiffs have no property interest, by copyright or otherwise, in any programs broadcast by TV station KXLJ-TV, or in any signals or programs received on the defendant's community antenna system and distributed to defendant's subscribers by means thereof.

"That, by broadcasting programs on TV station KXLJ-TV, and by consenting to the broadcasting of such programs by TV station KFBB-TV [Great Falls], the plaintiffs have intentionally made them public within the meaning of Sec. 67-110, Revised Codes of Montana, 1947.

"That the activities of defendant referred to herein do not constitute an infringement upon, or a violation of, any rights or privileges of either of the plaintiffs in this action."

Attorneys interpret the decision to mean that once a station telecasts a program, it has "published" the program and loses its "common law" rights in it. A bigger question is whether those who hold federal statutory rights in programs—such as networks, producers, writers, composers—have rights which are being infringed by CATV. Evidently, United Artists and ASCAP think so, for they tell us they're considering instituting suits. Much of the final decision will revolve around whether CATVs are an "antenna" service or a "program" service. CATV's basic position is that it is simply a big receiving system, not a method of "performing" someone else's works for profit.

Congress

More about

TV-RADIO REFORM BILL: The House Commerce Committee's long-promised but much-delayed legislative package—to correct broadcasting evils exposed in 1958 FCC probes, last year's quiz mess and this year's payola scandals—was finally wrapped up in haste last week.

With Congressional adjournment a scant month away, an omnibus anti-TV-radio-fraud bill—"Communications Act Amendments, 1960"—was started on its way to the House floor for an end-of-the-session Committee bid for action. The 31-page measure also provided for local FCC license hearings, clamped down on station "swap-offs," permitted less-than-3-year conditional grants, set up 10-day license suspensions for wayward stations.

There were no big surprises in the Committee's bill, reported out following a series of executive sessions hurriedly called by Chmn. Harris (D-Ark.). All of its provisions—along with many more—were contained in one shape or another in a raft of measures proposed this session by Harris & other House members. Missing from it were such major proposals as one by Harris himself for regulation & licensing of networks.

"This was not the place for it," Harris explained after the catch-all bill was approved by his Committee.

Instead of accepting any of the individual bills, the Committee pushed all aside, salvaged some sections and then—as expected (Vol. 16:23 p9)—tacked them as amendments to a Senate-passed FCC procedural bill (S-1898) substituting pre-grant FCC hearings for protests.

Harris & his Committee strategists hoped that in a late-session push the amended Senate bill could be maneuvered through the House and be accepted—on an as-is basis—by Senate Commerce Committee Chmn. Magnuson (D-Wash.), its original author. They figured the Senate then would skip formality of hearings on the tacked-on sections and take the House version in time to meet the adjournment deadline. The outlook for success in these tactics was uncertain at best.

The House Committee's rewrite & expansion of the Senate bill—which had been ignored by Harris for nearly

a year before it was picked up as a device to speed floor action—added a half-dozen new sections to the pre-grant hearing provisions. They were:

(1) A rewritten Sec. 317, tightening & broadening payola restrictions on stations & employes, but exempting routine use of free records from obligatory announcements—and giving FCC some discretion in determining what is payola & what isn't. (2) A new Sec. 508 covering disclosure of payola practices by producers & packagers. (3) A ban on quiz rigging, defining quizzes as "contests of intellectual skill" so that the ban wouldn't apply to such shows as wrestling matches. (4) Requirements that FCC schedule local hearings on station applications, but permitting Commission to make exceptions to the rule. (5) A ban on "pay-offs" unless they're for legitimate out-of-pocket expenses incurred by applicants who withdraw. (6) Authorization to FCC to lift licenses for 10 days—as well as revoke them—for infractions of rules.

Fines, Prison Sentences & Forfeitures

Violations of disclosure & quiz sections would be subject to \$10,000 fines and/or one-year prison sentences. Violations of other provisions would bring \$1,000 daily forfeitures by stations found by FCC to be involved.

Following are the texts of payola & disclosure sections, which would have the heaviest immediate impact on broadcasters if the Committee's measure is enacted:

Payola—"Sec. 317. (A) (1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person: Provided, that 'service or other valuable consideration' shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to use of such service or property on the broadcast.

"(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement

shall be made at the time of the broadcast in the case of any political program or any program involving the discussion of any controversial issue for which any films, records, transcriptions, talent, scripts, or other material or service of any kind have been furnished, without charge or at a nominal charge, directly or indirectly, as an inducement to the broadcast of such program.

“(B) In any case where a report has been made to a radio station, as required by Sec. 508 of this Act, of circumstances which would have required an announcement under this section had the consideration been received by such radio station, an appropriate announcement shall be made by such radio station.

“(C) The licensee of each radio station shall exercise reasonable diligence to obtain from its employes, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required by this section.

“(D) The Commission may waive the requirement of an announcement as provided in this section in any case or class of cases with respect to which it determines that the public interest, convenience, or necessity does not require the broadcasting of such announcement.

“(E) The Commission shall prescribe appropriate rules & regulations to carry out the provisions of this section.”

Provisions Re Disclosure

Disclosure—“Sec. 508. (A) Subject to subsection (D), any employe of a radio station who accepts or agrees to accept from any person (other than such station), or any person (other than such station) who pays or agrees to pay such employe, any money, service or other valuable consideration for the broadcast of any matter over such station shall, in advance of such broadcast, disclose the fact of such acceptance or agreement to such station.

“(B) Subject to subsection (D), any person who, in connection with the production or preparation of any program or program matter which is intended for broadcasting over any radio station, accepts or agrees to accept, or pays or agrees to pay, any money, service or other valuable consideration for the inclusion of an matter as a part of such program or program matter, shall, in advance of such broadcast, disclose the fact of such acceptance or payment or agreement to the payee's employer, or to the person for whom such program or program matter is being produced, or to the licensee of such station over which such program is broadcast.

“(C) Subject to subsection (D), any person who supplies to any other person any program or program matter which is intended for broadcasting over any radio station shall, in advance of such broadcast, disclose to such other person any information of which he has knowledge, or which has been disclosed to him, as to any money, service or other valuable consideration which any person has paid or accepted, or has agreed to pay or accept, for the inclusion of any matter as a part of such program or program matter.

“(D) The provisions of this section requiring the disclosure of information shall not apply in any case where, because of a waiver made by the Commission under Sec. 317 (D), an announcement is not required to be made under Sec. 317. The inclusion in the program of the announcement required by Sec. 317 shall constitute the disclosure required by this section.

“(E) The term ‘service or other valuable consideration’ as used in this section shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast, or for use on a program which is intended for broadcasting over any radio station, unless it is so furnished in consideration for an identification in such broadcast or in such program of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property in such broadcast or such program.”

Note: In Communications Act language, the word “radio” applies to TV as well as radio.

“Standards of conduct” by FCC & all other govt. agencies, as outlined in an anti-“influence” bill (S-2374) drafted by the American Bar Assn., were given another go-around in Senate hearings last week. “I don’t think for one moment that we will get any legislation this year,” said Chmn. Carroll (D-Colo.) of the Judiciary Administrative Practice & Procedure Subcommittee as he resumed proceedings which had started last year (Vol. 16:7 p9). “But we can lay the groundwork.” Witnesses favoring the measure included the ABA’s Donald C. Beelar & Sen. Proxmire (D-Wis.). Sen. Case (R-N.J.) submitted a statement urging tightening of administrative rules on *ex-parte* contacts. Carroll scheduled another Subcommittee session June 15.

“News monopoly bill” (HR-9486), introduced by Rep. Celler (D-N.Y.), has been opposed by the FCC. It’s understood that the Commission has told Celler it believes that it should continue its practice of weighing each case on its own merits. Celler would prohibit common ownership of broadcast & print media where it would give the owners a “substantial” monopoly. Comments were requested also from FTC & the Justice Dept.

“National AGVA Week” would be celebrated Oct. 2-8 under an amended resolution (S. J. 168) approved by the Senate. As introduced by Sen. Keating (R-N.Y.), the resolution first called for June 5-11 to be designated as the week for official recognition of the American Guild of Variety Artists (Vol. 16:13 p15). But the Senate didn’t get around to voting on it in time.

“Emmy” awards day June 20 would be officially designated “National Academy of TV Arts & Sciences Day” under a resolution (S. J. Res. 196) introduced by Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee.

Technology

GE’s low-light color-camera tube has been nominated for an Emmy Award for technical advance in color TV. The nomination, reports GE, cites the GL-7629 image orthicon (Vol. 15:49 p8) for “permitting colorcasting in no more light than is needed for black-&-white.” Eleven stations have installed the camera tube to date: WLWT Cincinnati, WDSU-TV New Orleans, WSJS-TV Winston-Salem, WGN-TV Chicago, KRON-TV San Francisco, KPLR-TV St. Louis, WCCO-TV Minneapolis, KTNT-TV Tacoma, WIMA-TV Lima, WBRE-TV Wilkes-Barre and WSM-TV Nashville. The Emmy awards (Vol. 16:22 p13) will be announced next week (20).

Voice of America has ordered six 250-kw GE short-wave transmitters for its East Coast installation near Greenville, N.C.

Film & Tape

More about

WRITERS STRIKES NEAR END: With WGA-AMPP negotiations at a successful conclusion (and awaiting only membership ratification to end the strike), WGA and the Alliance saw the end of their disagreement in sight as well.

Only one lesser point remained in this case (see page 1) so there was still some caution—understandable after so long a strike. But agreement on foreign residuals caused optimism on both sides that the other issue would be solved & an agreement reached.

For producers, such an agreement would come just in time for them to meet their fall schedules. While some series may be delayed, our producer sources tell us they expect most shows will get on as scheduled, if the expected deal is concluded this week.

Four Star Television Pres. Dick Powell said Friday he was confident agreement would be reached and the strike settled. Four Star production vp Tom McDermott and Ziv-United Artists production vp Maurice Unger have carried the ball for the producers, he added.

The new Alliance-WGA contract would be a 6-year deal, with the first 4 years of it based on the previously-rejected Alliance proposal calling for a 10% hike in minimums the first 2 years, 5% the second 2 years and a 5% pension plan. But here's the important difference:

A fact-finding committee will be established with instructions to bring in a percentage figure for royalty payments, at the end of 2 years. (WGA had rejected a previous Alliance offer of 2.5% for films grossing \$50,000 and 3% for films grossing over \$50,000.) Writers would be guaranteed a floor of 4%, regardless of what figure the committee brings in, since this is regarded by WGA as a minimum, or break-even figure with current residuals. The present residuals system will be dropped once a royalty plan goes into effect.

Producers Have Royalty Options

If the fact-finding group should arrive at a figure exceeding the 4%, producers have an option of accepting it or—if they reject it—of not paying royalties the 3rd and 4th years of the contract, but of being bound by the committee figure the 5th and 6th years of the contract. If the producers agree to the royalty figure, the royalty concept will of course, go into effect after 2 years of the contract. Conceivably the committee might arrive at a higher figure than the 4%, but in any event WGA would have assurance the change from the current residual system to royalties wouldn't result in a loss. WGA members will get a percentage of royalties, foreign and domestic, in perpetuity once such a plan goes into effect.

The continuous negotiations, called by WGA following a meeting with Desilu Productions producer-executive Desi Arnaz, were conducted with "a great deal of sincerity by both sides & a real desire to reach an agreement," one producer informed us. There was no question but that both sides were fed up with the prolonged strike and shared a genuine intent to reach agreement. Millions of dollars have been lost, both by production companies and writers, in what may well go down as Hollywood's costliest strike.

Earlier in the week, WGA had issued an ultimatum to independent producers outside the Alliance to settle—or else. However, the Guild had left the door open by not actually saying it would strike, and when the ultimatum

date passed, it hadn't. Meanwhile, some independents notified WGA they would settle on whatever terms were agreed in current negotiations, and other independents still hadn't decided what to do at week's end.

In the WGA session with these independents, one producer offered a counter-proposal calling for a fact-finding committee and an arbitration group, with the latter having final authority regarding foreign residuals. Another producer proposal was that WGA wait for producers to break even on films; another for the producer to deduct his distributor charge, foreign government taxes and refurbishings. These proposals were rejected, principally because WGA's chief interest was in reaching an agreement with the Alliance, and thereby setting up an industry-wide formula for writers.

If agreement is reached with the Alliance—and Friday everybody was speaking in iffy terms, because of previous negotiations when success appeared imminent, then became elusive—there seems little doubt such a deal would be ratified by the WGA membership which has twice rejected Alliance offers. That's because the new concept answers writer demands for an "insurance plan" whereby they wouldn't receive less under a royalty plan than they do under their present residuals system. Under the present residuals setup, a writer gets 140% of minimum as residuals. Minimum is \$1,000 for a half-hour script, \$2,000 for a 60-min. script.

If the Alliance-WGA settlement is reached, the Guild will undoubtedly then seek to end its strikes against TV film at the networks & TV operations at the majors. It's been customary in labor history in Hollywood that once a pattern is established, other groups abide by it.

AMPP-WGA deal would be a 3½-year contract, with a 10% minimum hike the first 2 years, an additional 5% the remainder of the contract; a pension, health & welfare plan in lieu of payment on post-1948 movies, with producers to pay \$600,000 into such a fund; re-opening clause for movies made for pay TV; issue of theatrical movies which may go to pay TV left open for future negotiation; contribution equal to 5% of writers' salaries up to \$100,000 a picture for a pension plan and health & welfare plan; 2% payment on post-1960 movies sold TV.

MRA & TV: One of the world's largest and most up-to-date TV-film-production centers is undergoing finishing touches at tucked-away Mackinac Island, Mich. The island is the world hq of Moral Re-Armament, self-styled ideological answer to Communism, and the studio is another weapon in MRA's "war of ideas."

On Mackinac last week to attend Sylvania's TV-line showing at plush Grand Hotel (see p. 17), we took time out to tour the MRA TV studio. It was built in about 9 months, over the bitter Michigan winter, by 145 men from 23 nations. Of this group, MRA's Louis Fleming told us, less than a dozen had previous construction experience.

It is designed as a complete center for the production of TV, film and stage presentations. The building embraces 82,500 sq. ft. of floor space, a 120-x-80-ft. main sound stage, a smaller studio and rehearsal rooms. Fleming said that the lighting, made by Kliegl for MRA, has the world's largest silicon-controlled rectifier dimmer system.

The camera equipment includes 3 RCA industrial TV chains. Ultimately, MRA expects to add taping facilities. It has been producing films for TV presentation for about a year, anticipates a rapid build-up in the use of the medium for delivering its message worldwide.

NEW YORK ROUNDUP

Sale of WNTA-TV & WNTA N.Y. outlets to NTA Chmn. Ely Landau was in the discussion stage last week. There's nothing official on the deal, we were told by NTA June 10. The sale would involve NTA's parent, National Theaters & TV, and Landau as principals. N.Y. sources speculated that the station price would be "in the \$5.5-6 million bracket" if the deal goth through. Landau reportedly has plans to acquire other TV-radio outlets in major U.S. markets. That Landau and NT&T have not been seeing eye-to-eye on various telefilm & tape projects of NTA has been common speculation for several weeks.

Programs for TV Inc., newly formed by Leonard Loewinthan, Everett Rosenthal and Michael Sillerman, has acquired 38 new-to-TV J. Arthur Rank features, most of which are post-1950s. Titles include "Doctor in the House," "To Paris with Love," "Doctor at Sea," "The Lady Killers," "The Wicked Lady," and "The Maggie." The company will also syndicate *Court of Human Relations*, 50 taped 30-min. episodes, and 130 filmed 5-min. episodes of *Captain Mail's Art Lessons*.

Trans-Lux TV's new animation plans include *Willie McBean and His Magic Machine*, 5-min. color series to be produced in Canada in about 3 months, and a half-live, half-animation syndication package by cartoonist Rube Goldberg. T-L also reported last week its presently-syndicated *Felix the Cat* has topped the \$2-million mark. *Felix* has been recently dubbed in French & Spanish for international sales.

American-Continental Telefilms Inc. has signed Mrs. Eleanor Roosevelt as narrator-hostess of *Operation Escape*, a series dramatizing stories of flight from behind the Iron Curtain. Jayark Films Corp., N.Y., will distribute the series in the U.S. It is being produced by H. Lawrence Holcomb at Carlton Film Studios in Munich.

International TV Programs Inc., exclusive overseas distributor of Ziv-UA product, reported it has currently 31 Ziv series in 13 languages in 37 foreign countries. The company, which was established by Pres. Edward J. Stern in 1953, is a separate entity from Ziv and is not owned or operated as a Ziv subsidiary, as is usually reported.

UAA will release for syndication prior to this summer's Olympic games in Rome, "Olympic Cavalcade," a pictorial dramatization of the 11th Olympiad, held in Berlin in 1936. Photographic coverage of the 11th Olympiad was the composite work of 600 cameramen, stationed in pits hollowed out throughout the stadium.

ABC Films has acquired domestic & international TV rights to games of the International Soccer League. It is filming 13 games this spring in N.Y. and Jersey City for syndication outside N.Y.

People: Paul Cunningham has been named special projects editor of NBC-TV's *Today* show and Bud Lewis has been appointed associate producer . . . Edgar A. Grower has joined Videotape Productions, N.Y. office, as sales service coordinator . . . Harlan J. Dunning, ex-CBS radio supervisor of network programs, has been made vp of Dolphin Productions, commercial production company. ITC has appointed 5 new sales execs.: Walter Plant, Cy Kaplan, James Delaney, Robert R. Rodgers & Paul Weiss.

HOLLYWOOD ROUNDUP

Sale of Republic Pictures last year to Cal. banker Victor M. Carter in a reported \$5-million deal (Vol. 15:27 p3 et seq.) was consummated without technical compliance with the Investment Co. Act, according to SEC. This was disclosed in an SEC order which set June 21 as a deadline for "interested persons" to seek a hearing on an application by Associated Motion Picture Industries Inc., N.Y. investment firm, for a retroactive exemption from the Act. At the time of the sale, Associated held 216,349 of 549,383 Republic shares transferred to Carter & 6 associates. Pointing out that Carter was affiliated with Republic and that Republic in turn was an affiliate of Associated, SEC said the stock sale by Associated "was prohibited by the Investment Co. Act unless an exemption order is granted by the Commission." Coincidentally last week, Republic studios in North Hollywood suffered a \$250,000 loss in a fire of undetermined origin. No sound stages were damaged in the blaze, and the loss was covered by insurance, according to Republic Pres. Carter.

Screen Actors Guild Pres. Ronald Reagan has resigned in order to avoid a Hollywood version of conflict of interests. Reagan has made a deal to produce some *GE Theater* segments for Revue Studios, and his company may expand into other areas of telefilm production with Revue. Explained Reagan: "The Guild has commenced negotiations with the TV producers. Up to now I have been a salaried employe (host of the GE series). Now I plan to change that status by becoming a producer with an interest in the profits . . . It is a Guild tradition that no person who has a substantial producer interest in the making of motion pictures should serve as an officer or member of the board, and I will not violate that tradition." SAG's board of directors elected George Chandler pres., succeeding Reagan. Leon Ames was elected to succeed Chandler as SAG treas. They will serve until the Guild's election in Nov.

People: William Froug has been signed by 20th-Fox Television as alternate producer of *Adventures in Paradise* with Richard Goldstone. Dominick Dunne, who has been exec. producer of the series, is leaving 20th Century . . . Richard Iving has been named exec. producer of Revue Studio's *Wells Fargo*, *Shotgun Slade*, *The Tall Man* and *Coronado 9* . . . Phil Carey will star in a new series for Goodson-Todman . . . Charles Russell named producer of *Silent Investigators*, 20th-Fox series . . . Stanley Rubin is exec. producer of Revue's *GE Theater* . . . Mel Epstein is associate producer of MGM-TV's *The Islanders*, produced by Richard Bare . . . Del Reisman has been appointed associate producer of Cayuga Productions' *Twilight Zone*, made in partnership with CBS-TV . . . Joe Scully is associate producer of Four Star Television's *The DuPont Show With June Allyson* . . . Maurice Morton elected vp of 20th-Fox Television . . . Michael Stefani signed to Screen Gems actor contract . . . Lewis Rachmil named administrator of Ziv-United Artists Coast operations. Other Ziv-UA promotions: Robert Knoechel, comptroller of Coast office; Don Guest, budget dir.; Joe Wonder, exec. production supervisor; Bill Schwartz, production mgr. . . Hy Averbach, ex-*The Real McCoys* dir., signed by Four Star Television as producer-dir. of its *Tom Ewell Show*.

Warner Bros. had 7 telefilms before the cameras last week, despite the writers' strike.

Networks

WBC PLEADS ITS CASE: Westinghouse Bcstg. Co. told the U.S. District Court in Philadelphia last week that the only way truth will out in RCA-NBC's proposed TV-radio swaps with RKO General will be to let Westinghouse into the case. Pleading WBC's case for intervention, counsel Philip Strubing told Judge William H. Kirkpatrick that "the Justice Dept. is now supporting NBC. The true facts cannot be produced by the Department, which is now committed on the other side of the fence" (Vol. 16:20 p2).

In a surprise development, WBC was alone in its petition to intervene—KRON-TV had dropped out because of Justice's position on the intervention. Although Justice opposed intervention, it went on to say that if the court decided there was merit in KRON-TV's allegations, Justice itself wanted to take over & present the case. However, the station's lawyers want no part of that. They said they'd pursue NBC before "other tribunals"—meaning other courts or FCC or both. WBC & KRON-TV may file private anti-trust suits.

Bernard M. Hollander, counsel for Justice's anti-trust div., told Judge Kirkpatrick that it would be "wasteful of time & effort" to grant WBC's petition. "We oppose intervention," he explained, "because it means going over ground which the government has covered and found did not merit intervention."

Justice Dept. About-Face Charged

Strubing said he was surprised by Justice's opposition, had understood that it would not protest the WBC petition. "The government has filed its opposition in a complete reversal of its position," he said testily. He charged that the proposed swap of TV-radio stations involved violations of the consent decree and public injury.

Not so, countered NBC counsel Bernard G. Segal; "the government is in a better position to determine what is in the public interest . . . The private litigant is liable to confuse public & private interest." Segal said NBC was \$11.6 million out-of-pocket as a result of the consent decree. He challenged the Court's jurisdiction to grant intervention. The consent decree, he argued, exhausted the case and established the procedure for a hearing; the government had concluded, after "exhaustive" study, that there are no grounds for a hearing. "There is nothing for Westinghouse to intervene in," concluded Segal.

The proceedings were spiced by a mild clash between Strubing and Segal. The former chose to accept as a personal affront Segal's attack that WBC had misconstrued Justice's position on intervention. Countered Strubing calmly: "This is the first time in 28 years of practice that I've been called a liar in court. I guess it's my old age that prevents me from resenting it more."

Judge Kirkpatrick concluded the 90-min. proceedings: "We'll try to dispose of this matter as soon as possible."

The verbal WBC-NBC exchanges grew even sharper after the hearings closed for the day. WBC charged, in a public statement, that Justice Dept. had made a "shocking and inexplicable reversal of its prior position of encouragement on WBC's move to intervene," and put forth a 3-page summary of the case's history, as WBC saw it. The statement was hardly flattering to NBC, charging the network with "pressure tactics and coercion" and "the loss of network affiliation" in the Philadelphia-Cleveland station switches.

NBC, on June 10, fired back: "The statement issued by WBC . . . is a historical playback of false and malicious charges concerning NBC's proposed station acquisitions. The statement's only novelty is that it also makes a reckless assault on the Justice Dept. itself." Added NBC slyly: "Westinghouse Electric Corp. is currently under a series of criminal indictments for violations of the federal anti-trust laws."

* * *

Seeking to block NBC-RKO General station transactions, and disappointed by Justice Dept.'s opinion that they're legal (Vol. 16:23 p6), Rep. Celler (D-N.Y.) has turned to the FCC. He wrote FCC Chmn. Ford last week asking that the Commission examine the transactions very carefully, giving "weight to the anti-trust history of NBC and its parent RCA," and looking at the situation in the broad light of "public interest, convenience and necessity." Celler complained bitterly about the fact that FCC had originally approved the NBC-Westinghouse Philadelphia-Cleveland station swap without a hearing, saying this did "grievous injury" to the public. "I trust," he said, "that the Commission will not again ignore this vital policy." The consent decree which required NBC to dispose of its Philadelphia properties "is worthless for all practical purposes," he said.

CBS & NBC Foreign Deals: Latest network to sign overseas TV deals is CBS, which last week announced that its TV-stations div. would (1) serve as a special consultant to a West German group planning a commercial network and (2) join with veteran Latin-American broadcaster Goar Mestre to plan a program-production center in Argentina. CBS thus joined NBC (Vol. 16:22 p14) and ABC (which has telecasting interests in Central America & Australia) in the extension of U.S. telecasting know-how to overseas areas. NBC, too, had overseas news to report last week.

The first of CBS's deals is with Freies Fernsehen GmbH, a private group which has the backing of the Bonn govt. in the installation of 30 TV transmitters to serve 65% of West Germany's population and 95% of cities above 100,000 population. The network's stations div. will not participate in financing or operating a German commercial network, but will advise on such matters as equipment, studio construction, rate cards, etc. Target date for the new German network to begin operations: Jan. 1, 1961.

The other CBS deal is for a new production company, Proartel, to operate in Buenos Aires, and to be a joint venture with Cuban broadcaster Goar Mestre, who is currently somewhat out of favor with Castro. Proartel is not a broadcasting concern in the station sense, we were told by CBS. Rather, it will "begin producing live, film and videotape TV programs within the next 60 days" and will exist primarily as a program supplier to govt.-controlled Rio de la Plata (Ch. 13) in Buenos Aires, and to other TV stations in Spanish-speaking areas. By all indications, Proartel will also be able to operate in its 3 new Buenos Aires studios as a dubbing center for product from the CBS-TV network and from its syndication offshoot, CBS Films.

Also in the Argentine capital, a new TV outlet in which NBC owns an "associated" interest—Compania Argentina de Television (CADETE)—began on-the-air operation June 9. In N.Y., NBC termed it "the inauguration of privately operated TV in the 2nd largest market in the Western Hemisphere." NBC enterprises div. vp Alfred R. Stern represented NBC at the inauguration. "Many of

the station's personnel received assistance from NBC personnel during their training period," said NBC. Buenos Aires, by latest NBC estimates, has 7 million inhabitants and 400,000 TV homes. Approximately 50% of the new station's programming will be live, originating in 5 large RCA-equipped studios in the station's new TV center in the Palermo Chico section of the city.

NETWORK SALES ACTIVITY

Record daytime level of \$20,000,000 was reached by NBC-TV during May, reported sales vp Don Durgin June 8. More than a third of the total represents new or additional business; the remainder is major sponsorship renewals. NBC attributed the record business to "greatly improved daytime ratings." The most recent sales are printed below.

ABC-TV

- Surfside Six, Mon. 8:30-9:30 p.m., particips. eff. fall 1960.
Brown & Williamson Tobacco (Ted Bates)
Whitehall Labs (Ted Bates)
Cluett Peabody & Co. (Lennen & Newell)
- American Football League games, fall 1960, participations.
General Cigar (Young & Rubicam)
Sinclair (Geyer, Morey, Madden & Ballard)
- Churchill Memoirs, Sun. 10-10:30 p.m., John Daly news specials, participations eff. fall 1960.
Bell & Howell (McCann-Erickson)
- American Bandstand, Mon.-Fri. 4-5:30 p.m., participations eff. fall 1960.
Noxema (SSC&B)
- Untouchables, Thu. 9:30-10:30 p.m., particips. eff. June.
Whitehall Labs (Ted Bates)
 eff. fall 1960.
Union Carbide (William Esty)
- Maverick, Sun. 7:30-8:30 p.m., participations eff. fall 1960.
R. J. Reynolds Tobacco (William Esty)
Noxema (SSC&B)
Armour (Foote, Cone & Belding)
- Daytime programming, participations eff. fall 1960.
Old London Foods (Richard K. Manoff)

CBS-TV

- Aquanauts, Wed. 7:30-8:30 p.m., participations eff. fall 1960.
Kellogg (Leo Burnett)
Carter Products (SSC&B)
P. Lorrillard (Lennen & Newell)
Vick Chemical (Morse International)
Block Drug (SSC&B)
- To Tell the Truth, Mon. 7:30-8 p.m., half-spon. eff. fall 1960.
Whitehall Labs (Ted Bates)
Helene Curtis (Edward H. Weiss)

NBC-TV

- World Series & college football (Blue-Gray & Rose Bowl games), co-sponsorship.
General Motors (McCann-Erickson)
- Moment of Fear, Fri. 10-11 p.m., particips. eff. fall 1960.
Lever Bros. (SSC&B)
- Project 20, Dec. 21, Christmas show, 8:30-9 p.m., full sponsorship one-time special.
U.S. Steel (BBDO)
- Daytime participations, Mon.-Fri. eff. Oct. 1960.
General Mills (Dancer-Fitzgerald-Sample)
Knox Gelatin (Charles W. Hoyt)
Thomas Lecming (William Esty)
Mentholatum (J. Walter Thompson)
Plough (Lake-Spiro-Sherman)
Procter & Gamble (Dancer-Fitzgerald-Sample) & (Benton & Bowles)

The FCC

Tower Tiff at FCC: Rule-making proposals—to make the Federal Aviation Agency (instead of the inter-agency Air Coordinating Committee) responsible for evaluation of navigation hazards of TV & radio towers (Vol. 16:16 p12)—have run into a solid wall of opposition.

All comments received by FCC by its June 7 deadline—including those by FAA itself—objected to the proposed rule for varied reasons. With the Assn. of Federal Communications Consulting Engineers still to be heard from & asking more time, Commission extended its deadline to June 22, replies to comments due July 5.

"Grave jurisdictional questions" are raised by FCC's rule-making, FAA said, protesting that FCC would retain the right to make final decisions on tower questions. It was originally suggested that FAA determine whether structures are hazards, but now it turns out that "these findings will be treated only as recommendations," FAA complained. The Air Transport Assn. also objected to any overruling of FAA by FCC.

In other comments:

The Aircraft Owners & Pilot Assn. said it didn't mind making FAA instead of ACC the consultant body, but objected to "abandonment of procedures which have been carefully developed over a long period of time."

NAB said it didn't care whether FCC used FAA or ACC for consultation, but wanted existing procedures safeguarded.

The Federal Communications Bar Assn. and Transcontinent TV Corp. said there were procedural weaknesses in the system now, FCBA's comment adding that all action in tower proceedings should comply with the Administrative Procedures Act.

Storer Bcstg. Co. also cited procedural defects now, said FCC's proposals "would in no way remedy" them. Commission's plan would "make it more difficult for the broadcaster to secure an objective decision as to any tower proposals advanced," Storer added.

WHAS-TV Louisville found the proposed FAA procedure "unfair, unreasonable and inadequate," said broadcasters need changes in rules giving them a fairer shake in airspace hearings.

FCC's spot sales decision, knocking CBS & NBC out of the TV rep field (Vol. 15:45 p10), has been challenged by NBC in the D.C. Court of Appeals. Four stations repped by NBC will also appeal—KOA-TV Denver, KSD-TV St. Louis, WAVE-TV Louisville, WRGB Schenectady. NBC attacked the decision on many fronts, concluding: "The stated basis for the regulation consists of assumptions, statements or theories as to possibilities which are speculative, remote, unsupported by substantial evidence in the record, contrary to fact, incomplete, and without adequate connection. The Commission failed to analyze or discuss the stated basis for its regulation in a clear or meaningful way. The Commission failed to consider, resolve or make findings on all of the issues and all of the data & facts relevant thereto, and dealt with false & irrelevant issues."

Applications held up by payola questions will be freed by the FCC in cases where no serious questions are raised. In each instance, the grant will be conditioned on any future finding that licensee dereliction is involved. Payola questions had frozen 129 applications for improvement of facilities, 168 license renewals, 27 transfers.

New High Vhf Curves in Works: Another delay in FCC's consideration of short-spaced vhf drop-ins has developed—because of new findings in the difference between low-band (Ch. 2-6) & high-band (Ch. 7-13) propagation.

The Commission on May 5 issued a single set of curves covering field strength for all vhf channels (Vol. 16:19 p5), superseding its previous 2 separate sets for high & low, but industry engineers have persuaded the Commission there is a difference. The Commission will leave its low-band curves unchanged, but will come up with new high-band curves within about 3 weeks.

To give all parties time to analyze the new criteria, the Commission has extended the deadline for comments from June 20 to Sept. 1. Two specific drop-ins had been proposed on the basis of the new drop-in philosophy—Providence Ch. 6 & Grand Rapids Ch. 13. The old deadline still obtains for the Providence comments, because Ch. 6 is low-band, but the Grand Rapids deadline has been pushed back to Sept. 1 along with the general rule making.

FCC's proposed N.Y. uhf project (Vol. 16:16 p2, et. seq.) will need a boss, and Commission is mulling names, including: Dr. George Town, TASO exec. dir., who has been approached but is reluctant to leave Iowa State U.; Donald G. Fink, Philco research dir.; Carl E. Smith, Cleveland consulting engineer; Cyril M. Braum, JCET consultant. Commission has a conflict-of-interest problem in the matter, is trying to decide whether the project chief should be made an FCC employe for the 2½-year life of the program, requiring him to sever ties with his present organization, or whether to make him a contractor. It's thought that a contractor could take the job without dropping his present connections.

FCC's new Complaints & Compliance Div. (Vol. 16:22 p3) continues to provoke reaction. Wrote *Washington Post* TV critic Lawrence Laurent recently: "The American public has invested an estimated \$52 billion in TV equipment & services. It does not seem unreasonable to me that the FCC have a handful of men to hear complaints from these investors."

FCC appointment of T. Newell Wood, Wilkes-Barre Republican leader, to fill vacancy left by resignation of Chmn. John C. Doerfer has been recommended to the White House by Pa. Republicans, including Sen. Scott. Wood's name was put forward following withdrawal by President Eisenhower of the nomination of Edward Mills (Vol. 16:21 p4). Wood is a former state senator, operates a pressed steel business.

Functions of new FCC Complaints & Compliance Div. (Vol. 16:23 p3) should be more clearly defined, according to Comr. Craven—and it's understood that FCC will consider his objections this week. Craven frequently has opposed any action of the Commission affecting programs.

FCC Chmn. Ford's appearance on CBS-TV's *Person to Person* has been set for July 15. The session was videotaped at his home in Alexandria, Va. Other half of bill: Cesar Romero.

FCC secretaryship, vacant since resignation of Mary Jane Morris, is likely to remain unfilled for some time—probably until after the elections. Chmn. Ford apparently sees no urgent need to act.

WDAM-TV (Ch. 7) Laurel, Miss. has been granted authority to identify itself also with Hattiesburg.

Means of speeding FCC procedures have been suggested to the Commission by 2 committees of the Federal Communications Bar Assn. Two more are due shortly. Committee No. 3, on hearing processes, under Chmn. Jack P. Blume, submitted a 29-page report offering many ideas, including: greater specialization among examiners, making some of them pre-trial experts; more examiners; "hard work" and no "cat naps" by examiners; inter-examiner consultation on procedures; increasing number of FCC hearing attorneys from 10 to at least 16; more stipulations, mergers, drop-outs, and the like, with the FCC not concerning itself "unduly" about private interests of competing parties; private counsel not overloading themselves and asking for too many delays; limitations on number of witnesses, giving less significance to applicants' planning, thus reducing exhibits; etc. Committee No. 4, on post-hearing procedures, under Chmn. Parker D. Hancock, presented a 2-page report suggesting: (1) That wraps be taken off FCC review staff, permitting it to "make recommendations to the Commission on all matters coming within its jurisdiction." (2) A "full study" of methods to limit pleadings in "proposed findings" and "exceptions." (3) That FCC specify the issues it wants discussed during oral argument. (4) That "short form" final decisions be employed. Committees No. 1 & 2 are due to report on initial processing and pre-hearing procedures, respectively.

Another equal-time protest has been rejected by FCC—this time in favor of WBTV Charlotte, N.C., where Robert M. McIntosh, candidate for the Democratic nomination for the U.S. Senate, complained he wasn't getting a fair deal. Charging "unfair practices" by the station, he told FCC that WBTV discriminated against him by not selling him prime time and by giving opponents news coverage. In reply, Commission said it could find no evidence that WBTV had denied McIntosh "equal opportunities" with other candidates to buy time—and that the station demonstrated that it had carried news about McIntosh. "Further action on your complaint does not appear to be warranted," FCC told McIntosh.

Parties in Miami Ch. 6 hearing have filed findings & conclusions showing why each is superior to the others. FCC's Broadcast Bureau is impressed with the fact that Coral TV Corp. would cover 379,404 people, including all of Miami, in its Grade A contour, compared with 70,559 in Publix TV Corp.'s and 54,272 in South Fla. Amusement Co.'s. "This benefit is so self-evident," the Bureau stated, "we believe it is entitled to great weight in the over-all comparative process."

FCC hasn't questioned "promise vs. performance" in the case of KTVU San Francisco (Vol. 16:23 p6). Though a letter to that effect had been drafted for the Commission's consideration, it was withdrawn from the agenda and was not discussed by the Commissioners.

FCC turned down request by Ga. State Board of Education to make Ch. 8 in Waycross, Ga. educational. The Board holds a CP for the channel. FCC said the board could request consideration of the petition again after the station is built & operating.

Quick action on Miami Ch. 10 case is goal of FCC (Vol. 16:23 p14). It discussed the subject last week, plans to dig into it again this week.

Three uhf applications of Wistenn Inc.—for St. Louis, Mobile & Des Moines—were dismissed by the FCC because of the applicant's failure to prosecute.

Stations

THAT MULTI-RATE HASSLE: In the wake of N.W. Ayer's N.Y. meeting (to advise reps of its plans for a get-tough policy if preferential rate deals aren't stopped at the station level—Vol. 16:23 p1), one of TV-radio's biggest rep firms—the Katz Agency Inc.—took action of its own last week. To Katz-repped stations went a letter from vp Maurice S. Kellner which urged stations to adopt what Katz officials felt would be at least one solution to the problem.

"Why not," wrote Kellner, "think of & administer rates on the basis of *Retail* and *General* if more than one rate card exists." This would get around spot-TV & radio problems presented by meat packers, brewers, gasoline companies and others who buy spot advertising at different rates on the same station when the rate card gives a "local," "regional" and "national" rate structure. "An identical advertising rate structure for all competitive products, which battle with each other for the same customers, is fair. No one can argue with such a thesis," added Kellner.

As a yardstick for deciding who gets what station spot-rate, Kellner suggested: "To qualify for the Retail rate, the advertiser must be a retailer and devote at least 50% of his copy to his place of business. All products & all services take the General rate."

Stations Asked for Product-Classification List

Another request in the letter indicated that the Katz Agency was edgy about Ayer's polite threat to circumvent reps and deal directly in cases where TV-radio stations offered lower rates to clients of rival agencies. Stations were asked to submit a product-classification list as it applied to different rates. Then came the snapper:

"If any product or service will qualify under such a listing for other than your General (national) rate card, would you send us the rate card that should be used so that we can sell time for you on this basis to those accounts in our area of sales responsibility who qualify by your rules?"

Close on the news of the Katz letter, came word that Peters, Griffin, Woodward's vp & TV sales dir. Lloyd Griffin had sent a similar one June 8 to PGW-repped outlets. As Griffin summed up his message to us: "We explained to our stations that they were only hurting themselves by offering rates to special traveling agents that they might not give to a client's agency of record. To be a sound advertising medium, spot TV has got to have sound pricing. Our own experience is that single-rate markets are the firmest markets in spot."

While Katz and other reps began to explore ways to firm up rate structures and avoid back-door rate deals—despite the potential threat of anti-trust action in rate-fixing—indications that other ad agencies shared N.W. Ayer's point of view came from vp & media relations mgr. William E. Matthews of Young & Rubicam and Roger Bumstead, a media dir. of MacManus, John & Adams.

Admen & reps with whom we have discussed the problem generally observed: (1) The problem is more prevalent in radio, partly because radio coverage patterns are generally much larger than those of TV stations, and partly because TV outlets tend more toward a firm single-rate price schedule. (2) Enough TV stations in smaller cities are involved to keep the rate hassle from being a radio-only problem. (3) Something should be done, and done quickly, to prevent rate-cutting & "special deals."

NAB's 43-member joint board meets this week in Washington in Statler Hilton hotel sessions which may come up with answers to questions about a successor to the late Pres. Harold E. Fellows (Vol. 16:23 p6). The selection committee, headed by C. Howard Lane (KOIN-TV Portland, Ore.), will caucus June 16 and report next day on its search to a full meeting of TV & radio board members. The TV Board will hold separate sessions June 15, the Radio Board June 16. In addition to the problem of the presidency, items on the NAB agenda include: (1) Broadcasting legislation (see p. 2). (2) Further tightening of TV & Radio Codes. (3) Further revamping of NAB's organizational structure. (4) TV & radio public relations.

Damage claims of \$984,000 against the *Lorain* (O.) *Journal* by radio WEOL Elyria, which alleged that the newspaper dissuaded advertisers from buying time on the station, have been rejected by Judge James C. Connell in U.S. District Court, Cleveland. Following a 10-day trial of the triple-damage civil anti-trust suit, he held that WEOL had failed to produce proof that it suffered actual financial loss from *Journal* threats to refuse accounts which also were given to the station. Connell said the trial established that some advertisers had cancelled WEOL contracts under pressure from the newspaper. But he ruled that the station hadn't shown conclusively that it lost money through inability to re-sell the cancelled time because of the newspaper's policy. The court action stemmed from a 1951 injunction won by WEOL against *Journal* advertising practices.

Sale of CKGN-TV (Ch. 10) North Bay, Ont. by Tel-Ad Co. to publisher Roy Thomson for an undisclosed sum will be considered at the June 27 hearing by the Board of Broadcast Governors. Thomson, who holds 49% interest in CKWS-TV & CKWS Kingston and CHEX-TV & CHEX Peterborough, Ont. and is chmn. of Scottish TV Ltd., publishes a chain of Canadian newspapers as well as the *St. Petersburg* (Fla.) *Independent*. In Great Britain, where he recently acquired the Kemsley newspaper group (*Sunday Times* et al.), he publishes the *Edinburgh Scotsman* and *Dispatch*, *Weekly Scotsman* (Edinburgh), and weekly *Canada Review* (London).

Sale of KVIQ-TV (Ch. 6) Eureka, Cal. to Carl R. & Leah McConnell for \$83,472 plus assumption of liabilities, was recently approved by FCC. Sellers are Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%). Shasta is licensee of KVIP-TV & KVIP Redding, Cal., in which the McConnells have a minority interest.

Sale of WKOW-TV (Ch. 27) Madison, Wis. by Stewart Watson & Associates to Midcontinent Bcstg. Co. (KELO-TV Sioux Falls, KDLO-TV Florence & KPLO-TV Reliance, all S.D.) for approximately \$1 million has been negotiated. Sale is subject to okay by WKOW-TV stockholders.

Purchase of KSLA-TV (Ch. 12) Shreveport, La. by KSLA-TV Inc. (controlled by the *Shreveport Journal*) from the Don George estate for \$3.4 million (Vol. 16:6 p9), has been approved by FCC.

NBC-TV Salt Lake City affiliation will go to KUTV (Ch. 2) next Oct. 2, when it switches from ABC-TV. NBC-TV outlet there has been Columbia Pictures' KCPX-TV (Ch. 4), which was acquired last year as KTVT from Time Inc.'s TLF Bestrs. Inc. (Vol. 15:30, 45).

KTBS-TV (Ch. 3) Shreveport has received approval from Regional Air Space Subcommittee for a new tower "a third of a mile high," at its site near Mooringsport, La.

Communications lawyers "may need some further fundamental education in the responsibilities of broadcasters toward the public," FTC Chmn. Earl W. Kintner told the Federal Communications Bar Assn. at a Washington luncheon meeting. Reviewing his agency's campaigns against fraudulent TV commercials & payola practices since he took office a year ago, Kintner said in a 21-page speech that attorneys for stations should play "an important role" in industry cleanups. He urged the lawyers to "tell it to them—in 4-letter words if necessary"—when clients profess ignorance of FTC rules. He promised no let-up in his agency's twin drives, but repeated pleas—made in many previous speeches—that the TV-radio industry do more to rid itself of bad habits. Kintner noted that complaints to FTC from the public against commercials & programming had multiplied many times since broadcasting scandals were exposed in House investigations. In a Q-&A period following his speech, 2 main issues were raised: (1) Will FTC move against broadcasters as well as advertisers in false-commercial cases? Kintner said he hoped not. (2) Is it fair for FTC to issue press releases on complaints before they are adjudicated? Kintner said "the public has a right to know," and that such news acts as "a powerful prophylactic" against abuses on the air.

NAB's 39th convention next May 7-11 in Washington will be in charge of these Board members, appointed by the NAB policy committee: Dwight W. Martin (WAFB-TV Baton Rouge), Campbell Arnoux (WTAR-TV Norfolk), Thomas C. Bostic (KIMA-TV Yakima), Henry B. Clay (KATV Little Rock), C. Wrede Petersmeyer (Corinthian Bestg. Co.), Odin S. Ramsland (radio KDAL Duluth), W. D. Rogers (KDUB-TV Lubbock), Jack S. Younts (radio WEEB Southern Pines, N.C.). Martin, as vice chmn. of NAB's TV Board, will be co-chmn. of the convention committee. Serving with him will be the Radio Board vice chmn., to be elected June 16 at a Washington meeting.

TASO held its last meeting in Washington June 9, is now on standby basis, available to FCC for any additional assignments. The meeting included the presentation of 2 reports: (1) On directional antenna experiments at WKY-TV Oklahoma City & WBZ-TV Boston, by a task force under consulting engineer Dr. Frank Kear. (2) Supplemental data by panel 5 on analysis & theory (Dr. Robert M. Bowie, Sylvania, chmn.).

Bankrupt KBLR-TV (Ch. 10) Goodland, Kan. is now operating under the trusteeship of Goodland attorney Max Jones. The station has debts of approximately \$550,000, and a meeting of creditors is scheduled for June 29 in the U.S. Dist. Court, Topeka. Principals emphasize that no interruption of operations is expected. Ownership: Leslie E. Whittemore, 20%; Raymond Roark & wife, 20%; Eugene Peterson, 10%; Edgar R. Jones, 5%; Donald Toland, 10%; Gordon Toland, 10%; Casey Van Genderen Jr., 10%; Iron Mueller, 15%.

Channel 9, Flagstaff, Ariz., is now unencumbered by applicants. Both Jerrold Electronics & Greentree Communications have dropped out. Greentree agreed to dismiss when Jerrold paid its out-of-pocket expenses. Jerrold then decided to dismiss because major stockholder Jack Wrather was acquiring interest in his 5th vhf station, WDAF-TV Kansas City.

KDKA-TV Pittsburgh is syndicating its all-family morning program *Funsville* to sister station KYW-TV Cleveland, expects other Westinghouse Bestg. Co. outlets to sign up for the daily series.

Anti-payola consent orders have been signed by these record distributors, bringing FTC's score in its campaign (Vol. 16:22 p12) to 32 cease-&-desist agreements (among 85 complaints filed): Music Suppliers Inc., 263 Huntington Ave., Boston, and Pres.-treas. Harry Carter & vp Gordon J. Dinerstein. Record Merchandisers Inc., 1933 Washington Ave., St. Louis, and Pres. Charles D. Gorman, vp-treas. Alfred L. Chotin and secy. Ben G. Landau. State Record Distributors Inc. & Whirling Disc Record Distributors Inc., 140 W. 5th St., Cincinnati; Ind. State Record Distributors Inc., 1311 N. Capitol Ave., Indianapolis, and Melvin & Carl G. Herman, officers of all 3 firms, and Herbert Harloe, Whirling Disc officer. Herman Lubinsky, 56 Ferry St., Newark, doing business as Savoy Music Co. New payola complaints have been filed by FTC against: Mangold Distributing Co. & Marshall Enterprises Inc., 638 W. Baltimore St., Baltimore, and Emanuel Goldberg. Sue Records Co. Inc., 725 Riverside Dr., N.Y., and Henry Murray Jr. Fiesta Record Co. Inc., 1619 Broadway, N.Y., and Jose Morand. Scepter Music Inc., 1650 Broadway, N.Y., and Florence Greenberg. Hit-Record Distributing Co. of Cincinnati, 3414 Colerain Ave., Cincinnati, and Isadore Nathan. Rank Records of America Inc., 24 W. 57th St., N.Y. S & S Distributing Co., 3957 Woodward Ave., Detroit, and Merle Schneider & John Shepherd. Old Town Record Co. Inc., 1697 Broadway, N.Y., and Hy Weiss. Peacock Record Co. Inc., 2809 Erastus St., Houston. Apex Producing Corp., 951 E. 47th St., Chicago, and Dempsey Nelson Jr. Meanwhile 2 affiliated Madison, Tenn. record manufacturers—Starday Recording & Publishing Co. and Starday International Sales Co.—asked dismissal of "baseless" payola charges.

Supply of records to stations at a "nominal subscription rate" is offered by the newly-formed Record Source Inc., 333 E. 46th St., N.Y. Headed by Hal B. Cook, former sales vp of Capitol Records, Columbia Records & Warner Bros. Records, RSI offers annually 120 albums & 520 singles, plus 30 albums as a bonus, for \$300 a year, including packaging & shipping. The records will be selected by a 5-man board from *Billboard Magazine*. Singles will be shipped weekly, albums monthly. RSI is affiliated with Scott-Textor Production, which offers music, lyrics & general production for the industry. FCC's free-record ban had nothing to do with the start of RSI, Cook said. He reported that organization had started more than 6 months ago, before FCC issued its free-record "interpretation."

To combat fraudulent fund solicitation on TV & radio, KSTP-TV & KSTP Minneapolis-St. Paul have prepared a comprehensive new questionnaire for applicants. The stations have found that alleged charity organizations are sometimes charity rackets "who use TV because of its effectiveness and also because broadcasters give freely of public-service time," reported KSTP Pres. S. E. Hubbard.

Board of Broadcast Governors will hold hearings June 20 in the Lord Nelson Hotel, Halifax, for the following TV applicants: Peter Herschorn (on behalf of new firm to be incorporated) vs. Halifax radio CJCH (E. Finlay MacDonald) for Ch. 5, Halifax; Antigonish radio CJFX for Ch. 9 there; CKRS-TV Jonquiere, Que. for satellites at Roberval (Ch. 8) & Chicoutimi (Ch. 2), both Que.; CBHT-2 Shelburne, N.S. asking power boost to 423 watts from new site. BBG June 23 hearing at 90 Parent St., Ottawa, has following on its agenda: Lawrence Freiman, M. Grattan O'Leary, Roger N. Seguin, CFRA-TV Ltd. and Ernest L. Bushnell, each seeking Ch. 13, Ottawa; E. G. Archibald vs. CBC for Ch. 5, Pembroke, Ont.

Advertising

AFA's Ad Guide Book: "The AFA is finally nailing down this abstraction called 'truth,'" stated John P. Cunningham, Cunningham & Walsh chmn. and AFA vice-chmn., at the Advertising Federation of America's 56th annual convention in N.Y. June 6. He was referring to the 56-page "Truth Book" announced at the meeting, which AFA terms "a codifying of truth in advertising as a usable tool, an instrument which will compute honesty" through 4 interlocking structures:

(1) The establishment of standards of truth & integrity in advertising. (2) The formation of an active ethics committee in each AFA ad club to keep the plan in continuous operation. (3) Continuous cooperation with local Better Business Bureaus to do the required "police work." (4) The formation locally of advertising panels representing "all advertising interests" to administer the code in cooperation with BBB and local ad clubs.

The booklet applies to local advertising, Cunningham pointed out. For national advertising, "AFA will continue to work closely with AAAA and ANA," he said. The manual, prepared by Morton J. Simon, AFA associate gen. counsel, covers definition of false & deceptive advertising, 7 general rules, a catalog of common advertising deception, price advertising, the use of the word "free," "bait" advertising & selling, other data.

Commenting on the manual at the AFA meeting, FTC Chmn. Earl Kintner said "there is an abundance of material explaining what constitutes false & misleading advertising, but until now there has been no single summary statement of the basic guide lines prepared to meet the myriad needs of the local advertiser determined to improve ethical standards. It is now incumbent upon every local advertising club to insure that this manual will be used."

The convention adopted a series of resolutions, including one opposing the Internal Revenue Service ruling that institutional advertising concerning legislation is not deductible as a business expense. This ruling, it was charged, "interferes with the Constitutional right of the citizen under the First Amendment to petition publicly for or against legislation directly affecting a citizen's business, property and liberty."

At the closing session, AFA's re-elected Chmn. James S. Fish said that in the past year, "sparks flew most" in the area of legislation & government relations. "Our position has continued to be that we are not automatically against all advertising legislation, but we are against unfair or unduly restrictive laws which continue to nibble away at the basic freedom of speech we so earnestly want to preserve," he said. As of June 1, Senate committees had under consideration or awaiting action 18 bills affecting advertising, AFA members were told.

FTC consent order forbidding use of "misleading" TV commercials for Blue Bonnet oleomargarine has been signed by Standard Brands and its agency Ted Bates. This closed a deceptive-advertising case started in Jan. (Vol. 16:3 p8). The settlement agreement didn't constitute admissions by the manufacturer or agency that they had done wrong. But they abandoned "demonstrations purporting to prove, or representing in any way, that ["flavor gems"] moisture drops appearing on Blue Bonnet oleomargarine cause it to taste more like butter, or to be more similar in flavor to butter, than competitive oleomargarines."

Spots' Quarter Up 12%: National & regional spot TV advertisers spent \$167.9 million on gross time in the first quarter of 1960. This was 12% more than the corresponding 1959 period's level of \$151.4 million. Automotive advertising achieved the top increase, jumping from \$1.8 million to \$6.1 million—236%. Other product classifications which showed substantial increases include publications, up 130%; household general, up 89%; tobacco products, up 54%; household equipment, up 52%; transportation & travel, up 47%; household paper products, up 31%.

Spot announcements in the first quarter of this year represented 76.7% of the total, IDs 10.7%, and programs 12.6%. Still the leading spot spender is Procter & Gamble, which spread \$13.4 million in local markets, followed by General Foods Corp. with \$5 million. New to the top 100 spot spenders: B.C. Remedy, Hudson Pulp & Paper, Martinson's coffee, Minn. Mining, Mobil Oil. Source: TvB.

* * *

Record spot-TV fall season was predicted last week by TvAR gen. mgr. Larry H. Israel, although he warned stations that they must help reps in converting customers "rather than assume an automatic increase in business."

Remote-control challenge to TV admen—"to keep commercials on a high plane or risk having their messages turned off by viewers" who own remote-control TV sets—was issued in Miami June 6 by Admiral Corp. Pres. Ross D. Siragusa at a meeting of 1,200 Eastern TV dealers (see p. 15). Siragusa, who estimated that 10% of the TV sets being sold today have remote controls, set admen straight on one point, however. "We merchandise the wireless remote-control feature strictly as a convenience, not as a means of eliminating commercials," Siragusa said. But he also pointed out that admen could not overlook remote-control TV. "The viewing public is well aware that obnoxious programs & commercials can be whisked away from the TV screen by merely pushing a button. Advertising men & advertisers on TV can no longer ignore the threat held by an estimated 3 million homes having TV receivers with remote controls," he stated. (For survey of remote-control TV, see Vol. 16:16 p16 & Vol. 16:17 p16).

U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WBBM-TV Chicago	\$4500 to \$4750	\$900 to \$1100	June 1
KMOX-TV St. Louis	1900 to 2100	375 (no change)	June 1
WPRO-TV Providence	1400 to 1500	350 (no change)	May 30
WFGA-TV Jacksonville	750 to 875	200 to 250	1
WKRQ-TV Mobile	550 to 600	140 to 150	May 1
WSJV Elkhart-South Bend	400 to 450	90 to 100	April 1
WNCT Greenville, N.C. ..	400 to 450	100 to 112.50	June 1
KGFT-TV Harlingen, Tex.	300 to 350	60 to 66	1

Canadian Station Rate Increases

CBWT Winnipeg, Man.	\$530 to \$550	\$132.50 to \$137.50	1
CFRN-TV Edmonton, Alta.	515 to 535	103 (no change)	1
CBOT Ottawa, Ont.	500 to 520	125 to 130	1
CKCW-TV Moncton, N.B. ..	300 to 400	60 to 80	July 1
CHSJ-TV Saint John, N.B.	340 to 375	85 to 92	July 1
CKX-TV Regina, Sask.	300 to 347	80 to 90	July 1
CKTM-TV			
Trois-Rivieres, Que.	275 to 345	65 (no change)	1
CFQC-TV Saskatoon, Sask.	280 to 310	75 to 80	July 1
CKRS-TV Jonquiere, Que. ..	280 to 300	70 to 75	April 1
CJBR-TV Rimouski, Que. ..	260 to 290	55 to 65	July 1
CFCL-TV Port Arthur, Ont.	225 to 250	55 to 60	July 1
CFCL-TV Timmins, Ont. ..	220 to 240	55 to 60	July 1
CJLH-TV Lethbridge, Ont.	200 to 235	50 (no change)	July 1
CKX-TV Brandon, Man.	200 to 235	50 (no change)	July 1
CFCY-TV			
Charlottetown, P.E.I. ..	190 to 235	33 (no change)	July 1
CHCA-TV Red Deer, Alta.	170 to 200	30 to 32	1
CHBC-TV Kelowna, B.C. ...	170 to 195	37 to 45	July 1
CKOS-TV Yorkton, Sask.	135 to 175	33 to 35	July 1

¹ Not reported.

Programming

Ralston's Local-National Plan: To encourage stations to develop local educational TV shows in evening time (and, incidentally, to aid ABC-TV in clearing a network lineup for a Tue. 7-7:30 p.m. show in station-option time), Ralston Purina last week offered an unusual spot deal to stations carrying the cereal firm's new public-affairs show, *Expedition*. Ralston will sponsor *Expedition* nationally 2 out of every 3 Tuesdays. On the 3rd week, ABC-TV affiliates can air 30-min. public service shows developed by the stations & local school systems—and Ralston will agree to buy a one-third spot sponsorship in such shows.

The local-national program plan is under the guidance of a committee of 11 leading educators, Ralston Purina Co., and local station managers. Subject matter for the local shows will follow the general theme of the *Expedition* series. "Keynote of our plans is the first use of the tremendous opportunities offered by locally-produced & locally-oriented commercial TV programs as curriculum-enrichment materials at a time when the entire family can take part," reported the committee chmn., Dr. J. Cloyd Miller.

From the practical side, Guild, Bascom & Bonfigli (agency for Ralston) vp Ernest J. Hodges took a hard-sell look at the situation. Public-service programming "is a good kind of payola" suggested Hodges. "We know how happily the public will join in supporting an enlightened sponsor." In the past 5 years of blending commercialism with public service, Ralston has "tripled its share of the cereal market and now its rate of sales growth is double that of the industry average," he stated.

* * *

"We've been greatly encouraged . . . by the public response elicited by our client's sponsorship of public-service telecasts," McCann-Erickson, agency for Bell & Howell, told us last week in revealing details of the public-affairs-minded camera firm's newest nighttime TV purchase. B&H has now expanded to a 3rd network, signing for what ABC-TV called "the most extensive prime-time public affairs programming deal ever sealed between a network & a single sponsor." The project includes 15 news-in-depth specials to be produced by ABC news vp John Daly, which will be slotted in ABC-TV's nighttime schedule on a pre-emption basis, and sponsorship of approximately half of the 30-min. Winston Churchill memoirs series planned for the Sun. 10:30-11 p.m. period. B&H has no objection to letting networks develop public-affairs specials on controversial topics, and then maintaining a hands-off attitude toward program content. ABC-TV Pres. Oliver Treyz described the camera firm as "a rarity among TV advertisers. Such sponsorship without censorship is essential if TV is to reach maturity."

Bishop Pike's TV series on ABC-TV (Sun. 12:30-1 p.m., sustaining), which concluded its current cycle May 15, won't be continued, we learned June 10. Although ABC-TV is willing to extend the religious show in conjunction with the Natl. Council of Churches of Christ, a dispute within the NCCC concerning form & content of the show resulted in a break-off of negotiations to continue the project. The time slot has meanwhile been returned to ABC-TV stations for local religious shows.

Fund for the Republic's study of *TV Criticism in a Free Society*, started 2 years ago by Pat McGrady, and finished as a 200-page report, will not be published, asserts June 8 *Variety*. The Fund referred all calls to McGrady.

TV As a Political Force: Unanimous praise of TV's potential as a political medium, but agreement that it has not increased public interest in politics, was voiced June 8 at the N.Y. chapter of Academy of TV Arts & Sciences forum by 6 leading figures in politics, TV and opinion research. On the panel were former N.Y. Gov. Averill Harriman; Paul M. Butler, chmn., Democratic National Committee; Sen. Thruston B. Morton (R-Ky.), chmn., Republican National Committee; William R. McAndrew, vp, NBC News; research analyst Elmo Roper and Sen. Jacob Javits (R-N.Y.). Moderator was ABC producer for special projects John Secondari.

In a question-and-answer period, Sen. Morton said \$2.2 million or 27% of the GOP Presidential campaign budget has been set aside for TV-radio. Butler said the Democratic party has allotted 20% for broadcast media, but gave no money figures. Some highlights of the discussion:

Harriman: "So far we've had a master of radio, in Franklin D. Roosevelt, but there has been no master of TV."

Butler: "A danger in TV's use in politics is that people may be inclined to vote for a personality rather than a man of substance. As for TV's impact, in 1948 the percentage of the participating electorate was as great as in 1952 & 1956, and I'm inclined to think TV has not enlarged interest & participation in our qualified electorate."

Morton: "On the state level, TV can be a bad investment for a candidate because of overlapping coverage in other states. Although TV is a substantial campaign weapon, it hasn't added very much to the interest of the body politic in general."

— ■ —

Mark Twain local-level special is being promoted in the syndication feature market by United Artists Associated, proving that it pays to look in the film vault when a program topic suddenly becomes hot. The feature is "The Adventures of Mark Twain," a 1944 Warner Bros. production starring Fredric March and Alexis Smith. There is, said UAA vp & gen. mgr. Bob Rich recently, "extraordinary interest in Twain" this season, keyed principally to the 125th anniversary of the humorist's birth, and the film can be offered to "local sponsors interested in getting on the Mark Twain bandwagon." At the network level this season, there has been a flurry of Twain specials: The April 22 "Mark Twain's America"; the May 2 Franchot Tone special highlighting the author's 1895-1905 lecture tours; the May 10 Ford-sponsored burlesque of "A Connecticut Yankee," and the May 13 "Roughing It."

Tape of Nixon-Khrushchev exchange last year in Moscow (Vol. 15:30 p8) will be presented to the Library of Congress by Ampex June 14. Vice President Nixon will accept the tape in ceremonies at his office, and the presentation will be made by Ampex vp Phillip L. Gundy who flew with the tape to the U.S., where NBC-TV carried it first—some 36 hours after it was recorded.

To determine effectiveness of the chemistry course on NBC-TV's educational *Continental Classroom*, the Ford Foundation has granted \$37,500 to the Roper Public Opinion Research Center at Williams College (Mass.), which will study the impact of the course on its 500,000 viewers.

Teaching guide tie-in prepared by Screen Gems has been distributed by Community Department Stores to 600 public & parochial school teachers in Chicago. The idea is to channel student interest in *Ivanhoe* (over WBKB) into educational, literary, historical & artistic channels.

Television Digest

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Personals: Douglas Lutz named nighttime program operations mgr., NBC-TV, with responsibility for Fri.-through-Sun. programming. Thomas F. Madigan continues as nighttime program operations mgr., Mon.-through-Thurs. programming; Peter M. Affe named daytime program operations mgr. . . . Ralph Steetle resigns as exec. dir. of Joint Council on Educational TV, effective in Sept., to join Ore. State Higher Education System in Portland as associate dean of general extension div. and supervisor of state-operated educational KOAC-TV & KOAC Corvallis . . . John G. McCarthy, former U.S. Office of Economic Affairs dir., named pres., TV Program Export Assn.

William Moore, ex-NBC & Benton & Bowles, now in Cairo as adviser to United Arab Republic's Bestg. Service, preparing to place one Damascus & 2 Cairo TV stations on air for July 23 debut, first units of completely RCA-equipped TV system designed to cover major population areas of UAR; Harold Seay, from RCA's Geneva staff, in Cairo working on technical installations with S. Amer, engineer-in-chief of UAR Bestg. Service, expects to start with 35,000 sets in use . . . William J. Fennessy promoted from budget mgr. to asst. controller, CBS; Walter P. Rozett named CBS asst. treas. . . . Jack H. Mann promoted from ABC radio account exec. to sales development & program coordination dir. . . . Chet Collier, WBC exec. producer, named program mgr., KYW-TV Cleveland . . . Fran Haughn named sales administrator of KNXT Los Angeles.

W. Henry Johnston, ex-Harvard U. Athletic Assn. PR dir., named development officer, National Educational TV & Radio Center . . . Frank O. Meighen named special counsel to the BBG for public hearings to consider applications for a TV license in Halifax . . . Kermit Kahn named WNTA-TV (N.Y.) ad & sales promotion dir. . . . Albert W. Moss, Standard Rate and Data Service exec. vp, elected asst. publisher of the company's *Media/Scope* magazine.

NAB's membership committee for 1960-61 is headed by Joseph M. Higgins (WTHI-TV & WTHI Terre Haute) & Willard E. Walbridge (KTRK-TV Houston) as co-chmn. succeeding W.D. Rogers (KDUB-TV Lubbock, Tex.) & Ben B. Sanders (radio KICD Spencer, Ia.). Their appointments, along with 8 other committee members (all NAB Board members), were announced by NAB's policy committee headed by Clair R. McCollough (Steinman Stations).

Obituary

Seymour Krieger, 47, partner in Krieger & Jorgensen, Washington TV-radio law firm, was killed by a departing train June 5 at Washington's Union Station. Police could find no witnesses. His wife told police he had left home for his office, often worked on Sun. When she found he had left his wallet and a large sum of money at home, she checked his office, learned that he hadn't shown up. Shortly afterward, she was notified that his body had been found. She said she didn't know why he had gone to the station. Before starting private practice, Krieger served with the FCC and the Justice Dept. After World War II, he served at the Nuremberg war crimes trials as an aide to Supreme Court Justice Robert H. Jackson, then chief prosecutor. In addition to his widow, a son & a daughter survive.

Auxiliary Services

Pay TV will be the highlight of NCTA's annual convention in Miami Beach's Fontainebleau Hotel June 21-24. NCTA exec. dir. Edward P. Whitney said that TelePrompTer Pres. Irving B. Kahn "is expected to make the first public announcement of details of a unique approach to pay TV." Telemeter vp Paul McNamara will describe his firm's Toronto setup. An attendance of about 700 is expected. Exhibitors: Raytheon, Amphenol-Borg Electronics, Entron, Jerrold, Philco, Motorola, Spencer-Kennedy, Times Wire & Cable, Daniels & Associates, Intercontinental Electronics, Rego Insulated Wire, RCA, Community TV Systems Inc., U.S. Wire & Cable, Holt Electronics, Collins.

All entertainment-industry unions should take joint action to meet the problems which may come to them if pay TV arrives, AFTRA exec. secy. Donald Conaway urged at AFM's convention in Las Vegas last week. Such action, he said, should take the form of a combined committee with representatives of the unions involved, for a united front in contractual relations. AFM and AGVA (which convened in Las Vegas at the same time) both adopted motions calling for closer cooperation between the 2 unions. AFM Pres. Herman Kenin, re-elected, reiterated his oft-made plea for a step-up in the union's fight against the use of foreign, or "canned" music on TV, i.e., music made abroad & used on U.S. teleshows.

Largest CATV sale to date was the transfer of Day TV Inc., Coos Bay, Ore. to Pacific Transvideo Corp., reportedly for \$1.4 million. The system is listed with 6,200 subscribers in the CATV directory of our *Factbook No. 30*. Broker was Daniels & Associates, Denver. The sale was the 2nd in as many weeks, TelePrompTer having purchased the 2,000-subscriber Liberal, Kan. system for \$625,000 through broker Blackburn & Co. (Vol. 16:30 p17).

Translator starts: K72BD, K78AP & K82AK Miami, Tex. began program tests May 25 repeating KGNC-TV, KVII & KFDA-TV Amarillo. K70BW Lihue, Kauai began June 3 repeating parent KGMB-TV Honolulu. K74BC Lihue, Kauai plans start Sept. 15 with KHVH-TV Honolulu. W74AF Adams, Mass. plans start by next Nov. with WRLP Greenfield, Mass. K70BX & K77AR Windom, Minn. began June 1 with WCCO-TV & KSTP-TV Minneapolis-St. Paul.

Application for satellite on Ch. 64 in Pittsfield, Mass. has been filed by owners of WWLP (Ch. 22) Springfield, Mass. Proposed station WOXX would be a satellite of WWLP's Worcester, Mass. station WWOR (Ch. 14). Total applications on file: 98 (13 uhf).

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

1961 ORDER-TAKING IN FULL SWING: It's a little too early to evaluate full impact of 1961 TV-radio-stereo lines on dealers—who are now getting their first look at most major brands—but there are indications that order-taking may be higher this summer than last. Meanwhile, complete or partial new lines were announced last week by Zenith, Philco & Hoffman—in addition to formal announcements by Admiral & Sylvania (Vol. 16:23 p18).

Nearly all major manufacturers—with one important exception—have reverted this year to selling dealers via the traditional distributor open houses or special distributor-run shows. That exception—Admiral—hopes to have the major part of its initial distributor-to-dealer selling completed by this week's end.

Admiral & its distributors are holding 6 hard-sell dealer meetings—3 last week at Miami Beach's Fontainebleau and 3 this week at Las Vegas's Riviera. At a cost of close to \$1 million, some 4,000 dealers (and about 600 distributor personnel) are being transported in chartered planes to the "Dealer Holiday" showings.

We attended the 3rd of last week's 2½-day Admiral "Holidays" in Miami and found a carefully controlled mixture of dealer fun & business. It's 2nd year of Admiral's mass-selling sprees and company officials were openly delighted at amount of business done this year. About half or more of the Admiral dealer excursions are devoted to placing of orders—and there are all sorts of incentives. Drawings of 6 Thunderbird convertibles (one raffle ticket per dealer order), cash rebates on orders (150,000 one-dollar bills were dispensed by Brinks guards), free floor-plans, etc., were convention specials.

In the midst of carnival atmosphere (including continuous entertainment in display room), dealers sat down with distributor salesmen and signed contracts. Selection of dealers was made by past records—those most likely to buy. Distributors & manufacturer shared costs of transporting dealers, etc.

Large manufacturer-sponsored dealer shows are frightfully expensive and therefore aren't often undertaken. Are they worth it? Admiral Pres. Ross D. Siragusa Sr. told us: "We'll take orders for enough large-screen merchandise during these 2 weeks to keep our factories busy through August. It's much quicker than distributor open houses." Siragusa said, too, that orders this year were far higher than at last year's conventions, which were smaller.

Motorola used the dealer-wingding approach last July—on a bigger scale than Admiral. This year, Motorola has reverted to the traditional distributor-open-house approach. A Motorola spokesman told us that last year's dealer junkets (16 shows in 16 locations, more than 10,000 dealers) was "highly successful—but it's not the kind of thing we can do every year." He added: "Motorola will hold dealer presentations again in years to come." To achieve some of the same quick results as factory-sponsored dealer meetings, Motorola this year has requested most of its distributors to hold their open houses the same week (last week).

Many major manufacturers agree with Motorola's appraisal: Dealer conventions are tremendously effective—also tremendously expensive. Admiral officials said they didn't know whether they will continue the dealer shindig approach next year to make it 3-in-a-row—but they were obviously tickled with the way the orders flowed in at Miami Beach last week. (More about Admiral meeting on p. 17).



Controlled mixture of fun & business also was order of the day at Sylvania's June 5-7 distributor meeting on the Straits of Mackinac's tight little island (no hard liquor on Sunday). Announcing early-morning start of business sessions, Home Electronics Corp. Pres. Peter J. Grant reminded, in effect, that business precedes pleasure. For details on Sylvania gathering, also see p. 17.

More new lines shown last week continue to follow the 1961 trends enumerated here last week—geared to the "more for more money" theme. Almost complete emphasis on 19- & 23-in. tubes, more fine furniture, remote control.

Zenith has set a goal of 1,250,000 TV set sales for this year, Sales Corp. Pres. Leonard C. Truesdell said at the company's distributor meeting last week in Chicago. The new line includes six 19-in. portables, four 23-in. tables, eighteen 23-in. consoles and 3 combinations, plus four 17-in. & three 21-in. sets. Total of 17 sets have remote control. Reverberation unit is used on high-end stereo consoles (Vol. 16:22 p16).

Philco brought out its lines, including three 19-in. thin portables weighing only 34 lb., starting at \$169.95 and holds over its 4-model line of 17-in. portables, from \$149.95. One 21-in. model is held over and remainder of new sets are 23s. It also showed its high-end "Reverbaphonic" stereo line at \$319.95-\$700, portable phonos and radios.

Hoffman threw a novel gimmick into its line, shown to distributors & dealers at Las Vegas. Two of its remote-control sets have "close-up" feature, which enlarges central part of picture image by 25%—somewhat reminiscent of early Zenith sets which changed from rectangular picture to larger round image at touch of a button.

For highlights of Zenith, Philco and Hoffman lines, see below.

TV-RADIO PRODUCTION: EIA statistics for week ended June 3 (22nd week of 1960):

	May 27-June 3	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	87,977	123,492	119,089	2,534,736	2,329,439
Total radio	259,116	320,251	276,604	7,231,297	5,953,400
auto radio	107,090	120,339	131,156	2,828,324	2,393,458

More about

NEW TV LINES: Fewer innovations, fewer gimmicks—but a consolidation of trends which started last summer—mark most of the new 1961 lines. Basic information on some sets in more new lines was announced last week; additional details will be reported later.

Shown to distributors last week in Chicago, Zenith's new TVs are predominantly 19- & 23-in., but also include four 17-in. portables, two 21-in. consoles & a 21-in. table model. Cheapest 23-in. table lists at \$229.95. Zenith probably has the longest line of remote-control sets in the business—17 basic models from \$249.95 to \$775 and including an open-list remote 17-in. set. Zenith's 3 stereo-radio-phono combos range from \$599.95 to new high of \$1,750.

One innovation—in the stereo line—is the Reverba-Tone unit, developed by Hammond Organ (Vol. 16:22 p16), standard equipment in 40-watt stereo consoles and available at extra cost in most of the other consoles. Zenith will continue to peg its stereo units to "extended stereo" theme, and to offer optional Dual Radial extension speakers. FM-AM "drop-in" tuners are offered for low-end stereo consoles at \$75 additional. Stereo consoles start at \$179.95.

* * *

Philco's new portables are claimed to be the lightest-weight 19-in. sets on the market, weighing in at as little as 34 lb. The 3 new sets have cabinets similar to the 17-in. "Slender Seventeener" models, of which 4 basic models have been carried over. The 19-in. sets begin at \$169.95. Philco also showed 7 basic 23-in. consoles at \$239.95 to \$329.95. In its Reverbaphone stereo line, Philco offers drop-in FM tuners at \$70 & \$100.

New Philco AM radios list at \$19.95 to \$29.95, with AM-FM sets at \$59.95 & \$69.95, FM-only at \$49.95. A new version of the 8-transistor All-American personal portable is \$29.95. Portable phonos are \$24.95 to \$139.95.

Hoffman concentrates on 19- & 23-in. sets in its new line, but carries some 17- & 21-in. merchandise. The new 19-in. portable lists at \$189.95. Also new to the line is a 23-in. "Concert Theater" TV-stereo with simulcast AM-FM at \$725. The 23-in. tubes have bonded implosion plate.

Trav-Ler, too, has joined the parade to the combo, with a 23-in. TV-stereo-AM unit at \$359.95. It also is showing dealers 19-in. non-bonded portables & table models, both at \$229.95.

New plants & expansions: Motorola will spend \$1.2 million in plant & equipment to expand & modernize the aviation electronics business acquired from Lear Inc. this year. Included are the purchase of a 25,000-sq.-ft. building on a 5¼-acre site in Culver City, Cal. and the construction of a 37,000-sq. ft. addition. Some 400 employes are slated to move into the new facilities by Nov. • Packard Bell Electronics officially opened June 8 a 53,000-sq.-ft. building in its 100-acre Electronics Park, Conejo Valley, Cal. The new facility of the technical products div. also houses a permanent Museum of Electronics History.

Muntz TV's set sales for 8 months ended April 30 totaled 60,699 units, up from 58,588 units in the same 1959 period, the company reported. It disclosed that its sales & profits for the same period also had shown an increase. (For financial details, see table in Finance section.)

Sylvania's special-tube operations have become part of Sylvania electronic tubes div., transferring from the electronic systems div. Pres. Robert E. Lewis estimated that the market for special tubes will increase from the present annual rate of \$180 million to \$400 million by the end of 1965. He said Sylvania's goal is to become "one of the most important factors in this market."

Commercial colorcasting in Japan will start in Sept., the last obstacle having been cleared away with the approval of the NTSC system by the Radio Control Board. Experimental colorcasts have been in progress there for more than a year, but the final OK is expected to pave the way for commercial-quantity color-set production.

Du Mont and Fairchild Camera & Instrument Corp. have scheduled stockholder meetings June 30 to vote on the proposed Fairchild purchase of Du Mont (Vol. 16:14 p4).

More about

SYLVANIA TV AT MACKINAC: Sylvania isolated its national distributor organization on remote Mackinac Island, Mich. last week for a business-like presentation of its 1961 TV-radio line (reviewed in Vol. 16:23 p22). We were on hand, heard some enroute grumbling by distributors over the trip's inconvenience & time consumption. (It took us some 10 hours, 2 planes, 1 bus, 1 boat, and 1 horse & carriage in that order to make the trek from Radnor to venerable Grand Hotel.) However, arrival, Mackinac's telling charm, and the selling features of the Sylvania presentation promptly mellowed the disgruntled.

Sylvania's new TVs go to market with the ad tag: "Better Looking Off, Better Looking On." The accent on appearance, exemplified by the new woodblend Halo-Light, drew distributor applause. The most spontaneous enthusiasm was elicited by a smart-looking 23-in. lowboy with galley rail and a \$279.95 price tag (Model 23C32). Indicating that single-channel recording is still much alive, the distributors applauded a \$49.95 4-speed monaural phonograph. Other highlights:

Sales vp Jake Miller announced that TV production begins with uhf models, to avoid last year's inability to deliver when needed. Portable stereos will now carry a 90-day warranty for both parts & labor. Three TVs (a 17-in. portable & two 23-in. consoles) produced only for Sylvania's associate distributors, will be introduced at the Home Furnishings Show in Chicago. The 3 furniture-emphasizing Heywood-Wakefield TV consoles will carry "full furniture discounts."

Sylvania's new-line ad & promotion plans: exclusive sponsorship of NBC Radio's daily broadcasts of the Summer Olympics in Rome, beginning Aug. 25 for about 3 weeks. Consumer magazine spreads are slated for *SatEve-Post*, *Life*, *Look* and *Vogue*. The Heywood-Wakefield sets will be promoted in *House Beautiful* and *House & Garden*. During October dealers will offer a bottle of Lanvin's "My Sin" perfume to shoppers who come in for a TV demonstration. Ad mgr. Chuck Lumney expects a million vials will be distributed.

The Sylvania show, complete with turntable presentation of products, was produced by MCA. Curiously, at least one of the cast was a member of the MCA team that did the Motorola presentation at Grossinger's last month (Vol. 16:21 pp 17&20), giving rise to the theory that MCA's performers may become the best informed TV experts in the industry.

Overall highlights: vp-gen.mgr. Robert Kenoyer of the Sylvania home electronics div. assured distributors that Sylvania was in home electronics to stay, and to expand. He announced that Sylvania activities in the field of electroluminescence have been transferred to the TV div. Sylvania's York (Pa.) distributor, Careva Corp., won the distributor of the year award. Carolina Sales Corp., Greenville, N.C., took the distributor service award. Various executives reiterated the Sylvania position that it would be ready for color & transistor TV when there was a profit market for these products.

General Mills mechanical div. has developed for the Marine Physical Laboratory of Scripps Institution of Oceanography of the U. of California at La Jolla a boom-mounted mechanical arm for the Navy's new crawler-type TV remote-control deep-sea vehicle.

More about

ADMIRAL'S MEETINGS: One of Admiral's big selling-points for 1961 is "first with the 23-in. set" (on the basis of that company's introduction of the size last year)—and dealers at the Miami Beach meeting (see p. 15) seemed to agree that consumers are beginning to insist on the new sizes. Admiral's new line (highlighted last week, (Vol. 16:23 p22) contains only 19- & 23-in. sets—nary a 17 or a 21. "We have sold more 23s than the rest of industry combined," said TV sales mgr. A. A. Medica.

"We have no 17- or 21-in. sets left to warm over," Pres. Ross D. Siragusa Sr. told us. "You can't sell 17s & 21s any more." The 23-in. line starts with a special "Presidential" series, promotionally keyed to political conventions. These 2 basic models—table model from \$199.95, console \$249.95—use non-bonded glass. Table model is priced the same as last winter's promotional bonded-glass set. It's understood that non-bonded glass is used on the cheap set to make it easier to step customers up to bonded models. "The bonded-glass feature is extremely demonstrable," we were told. Bonded-tube tables start at \$219.95.

All of Admiral's 19-in. sets—portable, table & combination—are non-bonded, as is \$399.95 leader 23-in. combo.

In radio, the sensation of the line was provided by a 4-tube superhet at \$9.95—lowest-priced set now being made by a major U.S. manufacturer—"the same price as the company's first radio introduced in 1934." Although the \$9.95 job is strictly a price-leader, it won't be nailed to the counter. "We'll make a jillion of them," Siragusa told us.

Stereo line shows some major alterations. Like most manufacturers, Admiral's stereo sales weren't up to expectations last year. "Prices too high, cabinets too small," was the diagnosis. The 1961 console line is relatively short (only 7), all of them one-piece (except for one unit with removable speakers). "Phantom 3rd channel" theme will continue. Consoles now start at \$159.95, down from last year's \$229.95, and the company officials expect heavy sales of the lower & middle-priced sets. Siragusa said stereo orders from dealers are running 10 times as high as at last year's conventions.

Admiral is keeping its foot in the color door with re-designed color line featuring the "wide-angle look" of the bonded-type tube applied to color sets by means of curved safety glass inside the escutcheon. Although dealers with whom we spoke said they have handled little or no Admiral color, several thought it could be sold with more promotion and more color programming. While Admiral's color sets start at \$595 (vs. RCA's \$495), electronics vp Ross D. Siragusa Jr. made it clear that they're list-priced with a "built-in \$100 trade" and thus are actually competitive with RCA. Admiral's color activity now is relatively minor, but the company clearly stands ready for an important push when & if color starts "taking off."

Transistor sales in March jumped some 2½ million units over the preceding month's factory volume, according to EIA figures. Dollar volume gained nearly \$4 million. Unit sales for March and for year-to-date were nearly double those of the comparable year-ago periods. Here are EIA's factory sales totals in dollar units & dollars:

	1960		1959	
	Units	Dollars	Units	Dollars
January	9,606,630	\$24,714,580	5,195,317	\$13,243,224
February	9,527,662	24,831,570	5,393,377	14,550,056
March	12,021,506	28,700,129	6,310,286	18,117,560
Totals	31,155,798	\$78,246,279	16,898,980	\$45,910,840

Advertising Fights Imports: Effective industrial advertising programs can be a strong weapon to combat inroads of foreign equipment on U.S. domestic & overseas markets. So said Sylvania Pres. Robert E. Lewis June 6 to the national conference of the Assn. of Industrial Advertisers in Washington.

He recommended a 3-point program: (1) Acceleration of marketing programs, with initial emphasis on industrial advertising. (2) Study of domestic & foreign industrial advertising; to develop more effective techniques. (3) Re-adjustment of ad methods, to stress areas of product service where American-made goods can compete favorably with lower-priced imports.

Ads in the 1,500 trade & technical journals now have increasing domestic & foreign impact, because of the rising interest in these publications here & abroad, Lewis said. But the "terse & cute" ad is no longer effective. "The backbone of industrial advertising is information—and lots of it." Some areas where U.S. products hold leadership—and in which they can compete with imports—are design, reliability & dependability, immediate availability.

Burroughs Corp. Pres. Ray R. Eppert told the conference that American industry must make better use of its research investment (which will reach \$14 billion this year) to create "products which will be in demand as exports and which will create the jobs we must have." He also described the establishment of a Burroughs calculator plant in Britain, which released U.S. facilities for new products, creating 5,500 overseas jobs—but 3 times as many in the United States.

General conference Chmn. Thomas Allinson, pres. of Daystrom's Industrial Products Group, noted that the U.S. has achieved a "half-trillion-dollar economy" but that it shouldn't be complacent about it in light of the fact that the United Kingdom increased its exports 94% and West Germany went up 1,420% between 1948 & 1958, while Japan jumped 43% from 1955 to 1958—whereas the U.S. exports increased only 41% between 1948 & 1958.

Trade Personals: Capt. David R. Hull (USN ret.), who recently completed 2 terms as pres. of EIA, retires as Raytheon defense vp. A resident of Pompano Beach, Fla., Hull was exec. vp of Capehart-Farnsworth before joining Raytheon in 1950 . . . Frederick Brandt named Victoreen Instrument Co. vp. He was founder & principal partner in the Electronic Products Co., recently acquired as a div. by Victoreen . . . Albert Leon rejoins Symphonic Electronic Corp. as ad & sales promotion dir. . . William D. Hogan named to new post of field engineering mgr., Sylvania semiconductor div. . . Ray M. Flanders, ex-industrial engineering mgr., Dage TV (a Thompson Ramo Wooldridge div.), named asst. to Pres. Paul King, Magnetic Recording Industries, a TRW subsidiary.

Max Enelow, who was creative head of the national advertising program which launched the first Philco radios in 1928, retires as Philco dir. of adv. & sales promotion after 32 years of association with Philco ad activities both in the company and the firm's ad agencies . . . Samuel E. Ewing, general attorney, RCA mfg. & service divs., named staff vp . . . Leonard R. Rutstein, ex-Philco Distributors, Queens, N.Y., named Capehart ad dir. . . Joseph H. Kerner, ex-Blonder-Tongue, named gen. sales mgr., Spirling Products Co. and Spico Electronics (antennas, etc.) . . . Wallace G. Dempsey named General Telephone & Electronics vp & gen. counsel; Joseph A. Rodriguez appointed GT&E International controller.

GOVT. TV-RADIO FIGURES: Official Census Bureau statistics on TV-radio-phono factory shipments during 1959, as released last week, jibe pretty well with EIA summaries digested in Vol. 16:6 & 7 last Feb. Census Bureau figures are "compiled from reports received [from] all manufacturers known to be producing radios, TV sets, phonos & records players in 1959."

Some of the categories differ slightly in definition from EIA's figures. EIA's compilations are based on reports from its members and some other cooperating firms, with estimates made to cover non-reporting manufacturers.

Census Bureau's statistics for 1959 give TV manufacturer shipments at about 6 million sets valued at \$818 million (including chassis sold separately), while EIA's compilation showed production of 6,349,000 at \$896,405,000. In only one category do Census's figures differ sharply from EIA's—record-player attachments—given by Census as 536,000, by EIA as 86,000.

Here are Census Bureau's figures for consumer electronics factory sales in 1959, compared with 1958 (parts & components not included; value excludes shipments & excise taxes and is after discounts & allowances):

Product	1959		1958	
	Units (add 000)	Value (add 000)	Units (add 000)	Value (add 000)
Home TV sets, total	5,979	\$815,360	5,281	\$691,242
Table models & portables	3,451	376,843	3,079	336,087
Consoles & consolettes	2,360	397,115	2,124	338,806
TV-radio-phono combinations	168	41,403	78	16,349
Home TV chassis sold separately	40	2,691	38	2,916
Home-type radios, total	9,568	189,926	8,012	160,074
Socket powered	5,471	94,563	4,663	77,555
Table models (except clock)	2,923	48,770	2,587	39,613
AM	2,514	34,824	2,336	31,031
AM-FM & FM-only	409	13,946	251	8,582
Clock radios (AM & AM-FM)	2,548	45,793	2,076	37,942
Battery-operated radios (exc. port.) ..	63	1,644	7	181
Portable radios	4,034	93,719	3,342	82,338
3-way (AC-DC-battery)	351	8,419	766	17,271
Transistor	3,615	84,329	2,438	63,101
Other portable radios	68	971	138	1,966
Home radio chassis, sold separately ..	37	2,123	29	1,358
Home radio-phono combinations, total ..	771	99,159	787	81,822
Tables & port. AM & AM-FM	321	20,234	403	22,358
Consoles	450	78,925	384	59,464
AM	185	27,171	203	22,311
AM-FM	265	51,754	181	37,153
Automobile radios	5,656	132,637	3,935	101,766
Phonographs, total	3,489	190,074	3,750	189,483
Mechanical-acoustical	391	3,641	434	3,731
Electronic phonographs	3,098	186,433	3,316	185,752
Coin-operated	62	38,827	52	37,152
Non-coin-operated	3,036	147,606	3,264	148,600
Record-player attachments, total	536	14,753	615	14,851
Complete with case	333	9,710	387	9,664
For custom installation	203	5,043	228	5,187

Fight against imported Japanese clothing was voted by delegates of 350,000-member Amalgamated Clothing Workers Union at its biennial convention in Miami Beach. The unanimous vote called for use of strikes, boycotts and other economic weapons to prevent manufacturers from buying or handling clothing made in Japan and other low-wage countries. It was first such action against imports by any national union. Individual locals in electronics plants—particularly in the Midwest—have been lobbying for action against imports, but no such national action seems likely in the near future by electrical unions.

Electro Music Inc., Pasadena, has signed an FTC consent order forbidding it "to conspire unlawfully with customers to fix the resale price for its loudspeaker units or similar products." The company was charged by FTC in a 1959 complaint with making resale-price maintenance agreements with retail customers in states "where such pacts were not lawful." The FTC stipulation provided that such price-fixing contracts are permissible only in states where they are legal as intra-state transactions.

Finance

PARAMOUNT 'HEALTHY': The decade that followed the 1950 consent-decree divorce of Paramount Pictures from its theater holdings was "rough going for our industry," but Paramount's long-term program of diversification into such areas as pay TV and military electronics has made "the business of motion picture production & distribution . . . a healthy business with a good future." That's how Paramount Pictures Pres. Barney Balaban summed up the position of the movie firm at the June 7 annual meeting of stockholders in N.Y. His report on various Paramount operations:

Telemeter: "Definitive answers on public acceptance [of Paramount-owned Telemeter's pay-TV system] will require a longer period of trial than the few months that have elapsed since the opening of Telemeter . . . At the present time—about 3 months after we started—we already have about 5,400 subscribers. Among other significant facts regarding movie-attendance habits, we found that in 32% of the homes, the adults had not been to a motion picture theater for at least a year. The Telemeter equipment has been functioning effectively in our first extensive field experience . . . at better than optimum standards set for the system. Famous Players [Paramount-owned theater chain that operates Telemeter in Toronto] has installed Telemeter units in about 3,700 homes and is trying to catch up with the backlog [1,700] as quickly as possible." Widespread pay-TV showings of movies in the U.S., Balaban said, could "add a sum that goes into 9 figures to the motion picture industry's grosses from the domestic market."

TV feature films: Sale of Paramount's feature library through MCA-owned EMKA Ltd. has returned to Paramount so far "a net of about \$11.1 million before taxes." Still to come: "Expected future proceeds of the EMKA deal involving about \$36 million before taxes."

Autometric Corp.: "Our wholly-owned subsidiary has obtained for itself a unique position in the field of military electronics. The outlook for the year is for total sales of \$6 million as compared with . . . \$1.7 million in 1959. Autometric has, at the present time, more calls for its services than it can fill and still do the job."

Color TV: "Two new & improved Chromatrons with high color-fidelity & sharpness have been produced by Chromatic TV [Paramount-owned color-development firm] during the past 6 months. They have been named 'Equal Resolution Chromatron' or 'ER' tube and 'Color Symmetrical Chromatron,' or 'CS' tube. They both have the quality of allowing wide manufacturing tolerances. Mass production . . . will lead to a widespread demand for color TV." [The Chromatron—or Lawrence tube—has been reported "almost ready" regularly for the last 8 years.]

Paramount TV Productions Inc. (KTLA Los Angeles): "It continues its operating momentum and has made considerable progress in building its separate divisions which include the promising field of tape-facilities rental. We have every reason to believe that this company will again be profitable in 1960."

American Electronics, L.A. maker of electronic components, magnetic tape recorders, other products, foresees net income climbing to about \$1 million in 1960, up from \$609,599 (70¢ a share) in 1959. Pres. Philip W. Zonne told the annual meeting he expects sales to increase to \$30 million from last year's \$25 million.

Eitel-McCullough profits are "frankly disappointing" so far this year, exec. vp Gould Hunter forthrightly told the annual meeting. First-quarter sales of the San Carlos, Cal. tube manufacturer were "appreciably higher" than in the 1959 quarter, he reported, but profits dropped because of such factors as "intense price competition," a sag in government sales, and a termination of much of the government's support for engineering research. For 1960, he said, Eimac foresees a "modest improvement in sales" over the 1959 level, "but not the spectacular increase of last year." Hunter said Eimac will spend \$1.4 million this year to expand its facilities in Ill. & Cal.

Electronics Capital Corp., the small business investment company headed by Charles E. Salik, has purchased \$600,000 of 5-year debentures in Electro Radiation Inc., Los Angeles, convertible into 70% of Electro Radiation's common stock. Electro Radiation, an advanced research & development organization devoted to molecular electronics, solid-state physics, electroluminescence, plasma technology and investigation of the fundamental properties of matter, is headed by Pres. Donald B. Prell, ex-Benson-Lehner, and vp-research dir. Jacques Hanlet, ex-Lear Inc.

Collins Radio expects total sales of \$185 million for the year ending July 31, an increase of more than 50% from the \$118 million registered in the preceding year, exec. vp R. S. Gates told the Dallas Assn. of Investment Analysts. He said the first 6 months' earnings this fiscal year were about \$4.2 million on sales of \$91,780,000 vs. \$986,227 on \$48,159,000 million in the year-ago period.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, June 9, 1960

Electronics TV-Radio-Appliances Amusements

The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	26½	29%	Magna Theater	3½	3-13/16
Aerovox	11¼	12¼	Magnetic Amp.	11½	—
Allied Radio	19½	21	Magnetics, Inc.	10½	11½
Astron Corp.	27½	3-7/16	Maxson (W.L.)	9½	10½
Baird Atomic	33	35%	Meredith Pub.	36¼	39
British Ind.	16%	18%	Metropolitan Bcstg.	14%	16½
Capital Cities Bcstg.	8¼	9%	Milgo Electronics	24	26¼
CGS Labs	10	12½	Narda Micro	5%	6%
Control Data Corp.	39½	42½	Narda Ultra	3%	4%
Cook Elec.	16%	18½	National Co.	18%	20¼
Craig Systems	14%	15%	Nuclear of Chicago	34%	37½
Dictaphone	44	47¼	Official Films	1-7/16	1-11/16
Digitronics	24½	26%	Pacific Automation	8	9
Bastern Ind.	14	15½	Pacific Mercury	7%	8%
Eitel-McCullough	28½	30%	Perkin-Elmer	44%	48
Elco Corp.	18½	20%	Philips Lamp	152%	158½
Electro Instruments	52	56%	Pyramid Electric	3	3-7/16
Electro Voice	13½	14%	Radiation, Inc.	25	27¼
Electronic Assistance	17¼	18%	Howard W. Sams	41¼	44½
Electronic Associates	28	30%	Sanders Associates	48½	52½
Erie Resistor	8%	9%	Silicon Trans.	8½	9%
Executone	37	39%	Soroban Engineering	22¼	24½
Fischer & Porter	14	15%	Soundscribe	17¼	18%
FXR	52½	57	Speer Carbon	20%	22½
General Devices	23	24%	Sprague Electric	65½	68
G-L Electronics	10¼	11½	Taylor Instrument	63½	67½
Granco Products	5%	5%	Technology Inst.	13½	15
Gross Telecasting	18%	20%	Tele-Broadcasters	1%	1%
Gulton	43¼	46%	Telechrome	10%	11½
Haydu	¾	9/16	Telecomputing	8%	9%
Hewlett-Packard	80½	85¼	Telemeter	14%	16½
High Voltage Eng.	152	162	Time, Inc.	60	63½
Infrared Ind.	22	24½	Tracerlab	10½	11½
Interstate Engineering	25%	27½	United Artists	6%	7½
Itek	73	77%	United Control	33%	34%
Jerrold	10½	11%	Universal Trans.	1%	2%
Lab for Electronics	43½	46%	Vitro	13%	14%
Leeds & Northrup	41¼	44%	Vocaline	3	3-7/16
LEL Inc.	3%	3-9/16	Wells-Gardner	17¼	18%
L.F.I., Inc.	10½	13%	WJR Goodwill Station	8%	9%
Ling Altec Electr.	27	29%	Wometco Ent.	12%	13%

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Buckeye Corp.	1960—9 mo. to Jan. 31	\$13,435,939	—	(\$134,237)	—	—
	1959—9 mo. to Jan. 31	11,699,601	—	190,052	\$0.27	—
Collins Radio	1960—9 mo. to Apr. 30	138,991,830	\$12,519,384	5,901,605	2.96 ^a	1,983,194 ^a
	1959—9 mo. to Apr. 30	78,069,657	4,310,026	2,050,508	.95 ^a	1,983,194 ^a
Daystrom Story below	1960—year to Mar. 31	90,609,129	4,271,278	2,271,278	2.48	915,503
	1959—year to Mar. 31	76,639,523	2,106,846	564,316 ^a	1.32 ^a	911,833
Electro-Voice	1960—year to Feb. 29	10,521,165	463,375	255,901	.54	473,650
	1959—year to Feb. 28	11,764,676	1,280,773	620,519	1.31	473,650
Harman-Kardon	1960—9 mo. to Mar. 31	2,847,252	—	97,909	.22	—
	1959—9 mo. to Mar. 31	3,942,106	—	118,527	.26	—
International Resistance	1960—15 wks. to Apr. 17	6,191,383	—	677,398	.49	—
	1959—15 wks. to Apr. 17	5,489,439	—	571,204	.42	—
Lab for Electronics	1960—year to Apr. 29	38,526,000	—	1,226,000	2.23	548,562
	1959—year to Apr. 29	20,410,492	—	577,926	1.26	435,289
Loral Electronics	1960—year to Mar. 31	17,439,871	1,180,798	579,216 ^a	1.05 ^a	550,000
	1959—year to Mar. 31	7,996,656	267,028	134,348	.45	300,000
Muntz TV ¹ Story on p. 16	1960—8 mo. to Apr. 30	7,416,708	815,047	812,548	.68 ^a	1,165,376
	1959—8 mo. to Apr. 30	4,682,737	320,768	308,293	.28	1,115,376
Telectro Industries	1960—qtr. to Mar. 31	1,199,744	—	41,351	.07	—
	1959—qtr. to Mar. 31	1,098,327	—	48,671	.08	—
Willcox-Gay	1960—qtr. to Mar. 31	—	—	202,645	.06	—
	1959—qtr. to Mar. 31	—	—	200,541	.06	—

Notes: ¹ Operating under bankruptcy reorganization. ² After pfd. dividends. ³ After special charge of \$642,530 representing loss on disposal of inventory. ⁴ Does not include special charge equal to 70¢ a share. ⁵ Excludes non-recurring income equal to 9¢ a share. ⁶ Outstanding April 30, 1960.

Varian Associates, Palo Alto tube & components manufacturer, plans to acquire electronics concern Semicon Associates Inc. in exchange for a maximum of 30,000 Varian shares. Amplifying its initial acquisition announcement (Vol. 16:18 p24), Varian says 12,501 of the 30,000 shares will be issued on the closing date. The balance may be issued in installments during 1961-63 in amounts not to exceed Semicon's consolidated net income for each preceding year. Varian shares will be valued for this purpose at 40% closing price on the date of the agreement.

Daystrom Inc., Murray Hill, N.J. electronics manufacturer, rolled up an 88% profit gain as sales increased 18% to a record level in the 1960 fiscal year ended March 31 (see financial table). Consumer products (hi-fi, radio, and test-equipment Heathkits) accounted for \$30 million or 33% of total sales. Industrial products totaled \$26.9 million or 30%. Military electronics amounted to \$33.6 million or 37% of total volume.

Reports & comments available: AB-PT and Magnavox, discussions, A.M. Kidder & Co., One Wall St., N.Y. 5 • GE, technical memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Raytheon, report, Reynolds & Co., 120 Broadway, N.Y. 5.

Philips' Lamp Works, of Eindhoven, Netherlands, last week denied persistent reports that it plans to seek an immediate listing on a U.S. stock exchange. Philips' stock recently has been in strong demand here—and this U.S. demand is credited with pushing it to a record high of 1,122 guilders on the Amsterdam Stock Exchange.

Approved for listing on American Stock Exchange were 2 electronics firms which recently made their first public stock offerings: Andrea Radio Corp. and Lafayette Radio & Electronics Corp.

International Resistance Co. stock has been approved for listing on the N.Y. Stock Exchange, with trading expected to begin late in June.

Two Innovations

To improve our services to subscribers, we are instituting 2 new tabular features on a trial basis. The first, inaugurated last week (Vol. 16:23 p24), is a tabular listing of the latest financial reports of electronics companies (see above). This table supplements our regular coverage of financial news in the broadcasting, film and electronics fields and replaces the individual tables formerly printed on these pages. The other new feature, starting this week on p. 19, is a weekly listing of prices of the most important electronics stocks traded over-the-counter. Because many unlisted stock prices are not reported in newspapers, we feel this new list should provide a valued service. We'd appreciate your comments & suggestions regarding both new features.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Babcock Radio Eng.	Stk.	4-for 3	Jul. 5	Jun. 21
Bobbs Merrill	A	\$0.12½	Jul. 1	Jun. 15
Collins Radio	Stk.	4%	Aug. 15	Jul. 31
ITT	Q	.25	Jul. 15	Jun. 17
Polarad Electronics	Stk.	2-for-1	Jul. 12	Jun. 27
Sangamo Electric (new)	Q	.22½	Jul. 1	Jun. 17
Warner Bros.	Q	.30	Aug. 5	Jul. 15
Webcor	(took no action June 9, 1960)			

WEEKLY **Television Digest**

JUNE 20, 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

WITH THIS ISSUE:

Special Supplement No. 6—Estimates of TV Households by States & Counties, Compiled by ARB on Basis of Actual Surveys (story on p. 2)

Film & Tape

FILM WRITERS' PACT with TV-film producers is characterized as "equitable & historic." Precedent seen in substitution of royalties for residuals (pp. 1 & 5).

Congress

FCC "WATCHDOG" UNIT passes Senate hurdle, Appropriations Committee voting \$200,000—and warning on censorship. FCC's \$2-million uhf project also endorsed (p. 2).

FIGHT ON TV-RADIO BILL erupts in House where Republicans blast Harris Committee for failure to include network regulation in reform legislation (p. 4).

EQUAL-TIME OVERSEERS are set up by Senate, which overrides protests by Minority Leader Dirksen, gives \$35,000 to Yarborough Subcommittee to keep an eye on campaign broadcasts (p. 5).

Auxiliary Services

THE CATV STORY—prosperity & problems. Shrewd investors' eyes on NCTA convention in Miami Beach, pay-TV potential uppermost in minds (p. 2). Dept. (p. 7).

Stations

NAB LEADER SEARCH GOES ON with field down to 6, NAB's selection committee Chmn. C. Howard Lane tells Board (p. 3).

FCC

LEE NEARLY SET for new term, Charles King due for recess appointment. Kintner left dangling. Bicks hearing set (p. 3).

MIAMI CH. 7 "INFLUENCE" CASE went before special examiner Judge Horace Stern in Philadelphia last week (p. 11).

Consumer Electronics

TV-RADIO SALES ran 33-40% ahead of 1959 in April, while retail phono sales dipped 9%, EIA figures show. Four-month TV retail sales at 6.5-million-a-year rate (pp. 14 & 17).

ITT & CONSUMER IMPORTS: Study of consumer-goods market to be made by worldwide manufacturer; any large-scale U.S. marketing seen far off (p. 14).

BIGGEST PRODUCT SHOWS begin this week in Chicago, 10 TV-stereo makers showing at Merchandise Mart. Music Show gaining almost universal recognition (p. 15).

NEW TV-STEREO LINES continue 19- & 23-in. trends; details on Emerson, Du Mont, Magnavox, Symphonic, Philco, Hoffman (p. 16).

DEALERS ASSESS 1959 in annual NARDA survey and show net operating profit at a record low of 0.98%, sales up 12.7%, inventories up 26.1% (p. 17).

"BOYCOTT JAPAN" as counter-demonstration, urge Admiral Pres. Siragusa and Rep. Hosmer (p. 18).

Networks

NETWORK PROGRAM CONTROL is on the increase in the area of "allowable pre-emptions" for public-affairs shows, specials, etc. CBS-TV has increased the fall base from 2 to 4 "bumps" (p. 8).

GROSS-TIME BILLINGS gained 7.3% in April to \$55.9 million, compared with \$52.1 million in April 1959, reports TvB. Year-to-date business reached \$227.8 million—9.2% ahead of a year ago (p. 9).

Other Departments

PROGRAMMING (p. 12). **PERSONALS** (p. 13). **ADVERTISING** (p. 13). **FINANCE** (p. 19). **FOREIGN** (p. 20).

FILM WRITERS' PACT—'EQUITABLE & HISTORIC': Agreement ending 22-week writers' strike against Hollywood TV-film producers was hailed by both sides as equitable & historic. The pact, signed Fri. (June 17) by representatives of the Writers Guild of America and the Alliance of TV Film Producers, clears the way—in the nick of time—for production of film series for airing next fall.

What makes it historic is its royalty plan which will eventually replace the writers' fixed residuals system with a percentage of the gross, both domestic & foreign. Although some producers are hopeful that a similar plan may be worked out with other film unions, which would help unblock films and expand markets, it seems doubtful that other guilds such as the Screen Actors could accept such a program.

WGA and the Alliance actually reached agreement last Mon., following preceding week's settlement between writers and movie majors (Vol. 16:24 p1), but snags developed over a fact-finding committee to recommend a royalty percentage for writers under the contract. WGA membership was expected to ratify the contract Sun. (June 19), formally ending strike and permitting writers to return to work Mon. (Details on p. 5)

TV HOUSEHOLDS BY STATES & COUNTIES: Completely new estimates of TV households in all U.S. counties—compiled by American Research Bureau on basis of actual surveying in every county—will be found in our Special Supplement No. 6, with this issue.

This is most thorough TV-home count ever made, and you will find it differs sharply in some respects—particularly on the county level—from other TV-household estimates. ARB says at least 100 telephone interviews were made in every county—200 in most of them—and statistical projections were used to arrive at county totals. Some 260,000 interviews were conducted in Nov. 1959 and a like number in March 1960 to yield the Jan. 1 estimates.

Total U.S. TV-household count, as determined by ARB, is 46,019,980, or 88% of the 52,207,800 homes. Nielsen's projections for Jan. 1 gave the TV-homes figure as 45,200,000, or 87% penetration (Vol. 16: 23 p5). Part of the difference, says ARB, is due to fact that its survey includes Alaska & Hawaii. In comparing its results with Nielsen's 1958 estimates, ARB found 600-800 counties in which TV households apparently had decreased by 1960—but no state totals had dropped. Asserts ARB: The decreases are only apparent; the new figures are merely more accurate.

ARB's household survey is byproduct of its "nationwide sweep" rating service, which claims 100% coverage of U.S. viewers in program ratings.

Because of importance of this new count of TV homes—which never has been previously printed or released—we have printed it in our regular supplement form, loose-leaf punched for permanent reference, uninterrupted by ads. Limited number of extra copies is available to subscribers without charge.

FCC 'WATCHDOG' UNIT JUMPS SENATE HURDLE: Grant of \$200,000 to FCC—instead of the \$300,000 it asked—to operate new Complaints & Compliance Div. (Vol. 16:23 p3) was voted last week by Senate Appropriations Committee, which coupled recommendation with stern admonition to Commission to stay away from censorship of TV & radio.

Senate Committee also approved \$2-million uhf research project proposed by FCC, which was endorsed by House in April (Vol. 16:17 p3). Independent offices appropriations bill (HR-11776) containing total FCC funds of \$13,135,000—about \$365,000 under Commission's original budget estimate—was sent at once to Senate floor for probable vote June 18. Bill must then go back to House for concurrence.

FCC may "get into realm of censorship which is prohibited by law" if it proceeds with all of "watch-dog" plans to conduct field investigations of stations, Senate unit warned. Its report on \$200,000 appropriation carried this explicit instruction to Commission: "The Committee directs that in no way are such funds to be utilized in any function remotely approaching censorship."

FCC cooperation with industry in uhf program was called for by Committee in endorsing House-approved \$2-million financing. Report urged "that TV broadcasters & other industry representatives be kept thoroughly familiar with the planning & conduct of the study with sufficient opportunity to participate therein."

THE CATV STORY—PROSPERITY & PROBLEMS: It's a far cry from Necho Allen Hotel in Pottsville, Pa. to Fontainebleau in Miami Beach. National Community TV Assn. made it in 8 years.

NCTA was formed in March 1952 with 19 members, now has 413 as it meets June 21-24 in its annual convention. And a registration of 600-700 is anticipated. NCTA exec. dir. Edward Whitney estimates that U.S. has "easily 800 systems," serving about 750,000 homes—with NCTA members reaching about 500,000 of them.

Not that the Fontainebleau epitomizes entire industry by any means. Most members are small-business, small-town operators. However, the years have brought some sophisticated investors into field—including Carl M. Loeb, Rhoades & Co., Jack Wrather, TelePrompTer—and we're told that many other equally shrewd investors are scanning field constantly, seeking properties.

Among the system shoppers are prominent broadcast & movie interests—and they're frankly interested in the pay-TV potential of the cable systems.

CATV's problems have grown with the industry. As in any organization, however, relatively few operators are seriously concerned. Vast majority are content to make comfortable living in their small communities and let others worry. But the "others" are really concerned. Pioneer operators are glad they won recent Senate fight against govt. control (Vol. 16:21 p3), but they're fearful of next Congress. Some Senators

were left with seemingly permanent resentment and may be expected to wage continuous campaign to clip CATV's wings.

Sidelight of battle between CATV & small TV stations is current development of stations' rather reluctant join-'em-if-you-can't-lick-'em attitude. Moves to enter CATV have been made by stations in Salisbury, Md; Grand Junction, Colo.; Scottsbluff, Neb.; Roswell, N.M.

NAB LEADER SEARCH GOES ON: NAB's board passed out 2 new vp titles at its semi-annual meeting in Washington last week, but failed to resolve its biggest organizational problem—selection of successor to late Pres. Harold E. Fellows.

Long search for man of "national stature" to take NAB leadership has been narrowed to half-dozen possible candidates, selection committee Chmn. C. Howard Lane (KOIN-TV Portland, Ore.) told closed meeting of Board June 17. Board gave him no instructions to speed it up. Instead, it agreed with Lane that 8-man nominating group should continue to make choice "deliberate selection," that "dedicated service" of interim NAB Policy Committee headed by Clair R. McCollough (Steinman Stations) made haste unnecessary.

Revamping of NAB's staff structure, started by Policy Committee last month (Vol. 16:20 p7), was continued by Board at same time. Vincent T. Wasilewski, previously promoted to govt. affairs dir., was named to newly-created post of govt. affairs vp. Howard H. Bell, long-time joint TV-radio affairs asst. to Fellows, was promoted from dir. to industry affairs vp.

At least 20 men have been interviewed so far in selection committee's hunt for somebody to fill NAB's top job, Lane reported. But no names (on which speculation has ranged from White House & Cabinet levels to networks) were listed publicly. Lane said there'd be no disclosure by him or his committee of likely candidates before final selection is made.

Board made no plans to meet for election of pres. prior to next scheduled sessions in Feb. 1961 in Palm Springs, Cal. Special meeting—or mail & telephone poll—of 43 members who must vote on selection committee's nomination could be ordered by Policy Committee, however.

Agenda of 3-day board sessions was largely taken up otherwise with committee & staff reports—on TV & Radio Codes (see p. 9), on TV Information Office (see p. 12), on Congressional & FCC developments. Reviewing legislative outlook, Wasilewski renewed warnings to NAB members that omnibus TV & radio bill (S-1898) pending in House (see p. 4) carries ominous threat to broadcasters—suspension of licenses for infractions of law or FCC rules. No resolutions on this or other Washington issues were voted.

LEE NEARLY SET FOR NEW TERM; KING DUE: FCC Comr. Lee is just about in for another 7 years, and a new Commissioner is in the works—Charles H. King, dean of Detroit College of Law. Lee was unanimously approved by Senate Commerce Committee last week, and final endorsement by Senate is regarded as virtually automatic.

FTC Chmn. Kintner seems out of luck, because Senate Commerce Committee hasn't approved him, and Chmn. Magnuson (D-Wash.) said it won't. Presumably, he'll get recess appointment when term runs out Sept. 26, then wait & see how elections turn out.

King acknowledged that White House aide David Kendall had informed him that his name would be sent to Senate within couple of weeks. He told us that it would be a recess appointment, meaning he'd take office without Senate approval and serve until new President nominated him or someone else. He said he expected it would take new Congress 60-90 days to get organized after it convenes in Jan. Even if someone else is nominated, he said, he believes he'll be permitted to serve until expiration of term June 30, 1961.

King may be considered a sure thing for the FCC, because Congress can't touch a recess appointment. Only possible hitch is change of mind by Administration. He'll take leave from college job.

King will be 54 Aug. 8, has held present job 16 years, is known familiarly as "The Dean." He has been active in GOP politics for many years, became prominent as leader of Mich. Taft-for-President forces in 1952. Obviously, and to surprise of some Mich. political observers, Eisenhower camp didn't hold that against him. Though he's described as "definitely conservative," the liberals who now run Mich. GOP affairs find him acceptable. In 1952, he was defeated as candidate for election to state Supreme Court.

King has had no experience in broadcast field, he said. Born in Gulfport, Miss., he has lived in Detroit

40 years. He received his LL.B. from Detroit College of Law in 1933, LL.M. from U. of Mich. in 1941. He practiced in Detroit 1933-1937, then joined the law college. He has one son, one grandson.

Meanwhile, Robert A. Bicks will be heard June 22 on his nomination for Asst. Attorney General. He'll appear before Senate Judiciary Subcommittee headed by Sen. Eastland (D-Miss.) and including Sens. Johnston (D-S.C.) & Hruska (R-Neb).

Sen. Magnuson's FCC-FPC continuity-of-service bill (Vol. 16:24 p2) was approved by House Commerce Committee which amended it to provide that members whose terms expire can't serve beyond end of Congressional session following expirations. Bill now awaits House vote and Senate concurrence.

Congress

FIGHT ON TV-RADIO BILL: Under the pressure of a Congressional adjournment deadline, House Commerce Committee Chmn. Harris (D-Ark.) last week pushed the catch-all broadcasting reform bill (Vol. 16:24 p2) to the House floor, ready for action. But he ran into a Republican rebellion.

Harris had no sooner won quick floor clearance from the House Rules Committee for his Committee's rewrite of a Senate-passed FCC measure (S-1898) than ranking GOP member Rep. Bennett (Mich.) moved in for a fight to revive an abandoned proposal—regulation of networks.

In a week of infighting, interlaced with executive sessions & public hearings, the Commerce Committee also:

(1) Amended & approved Senate legislation (S-1886) legitimizing existing TV boosters but putting such re-broadcasting service under FCC controls.

(2) Amended & approved Senate legislation (S-1965) extending expired terms of office on regulatory agencies.

(3) Received a Legislative Oversight Subcommittee staff report complaining that FCC & FTC weren't doing enough to check abuses in broadcasting.

(4) Gave radio daytimers a Congressional forum to plead their forlorn case for longer operating hours.

On the network-control front, Bennett was joined by Reps. Derounian (R-N.Y.) & Nelson (R-Minn.). They filed a minority report with the House which tore into the Committee's TV-radio reform legislation as "woefully inadequate." They said it was "an anomaly" because its penalties for payola & other practices bore down heavily on individual broadcasters while letting networks go free.

"The great bulk of program material brought into the American home today by radio & TV originates within the networks," the Republican manifesto said. "The individual station licensee, as a practical matter, has little or no control over the content of the programs fed to him by a network, in many cases several thousand miles away.

"Nevertheless, under existing law, the individual licensee is solely responsible for what goes out over his station facilities. The Committee's bill will impose an even stricter accountability upon the individual broadcasters."

The Republican revolt, which could tie up the amended Senate bill in a House wrangle, had been brewing ever since Bennett filed his own bill for FCC regulation of networks (HR-5042) in Feb. 1959 (Vol. 15:9 p4). Bennett's bill had been virtually ignored since by Harris, who in March this year introduced a rival bill (HR-11340) for network controls (Vol. 16:13 p3). Both measures were bypassed in the Commerce Committee's final legislative wrap-up, and Bennett blamed this "colossal error" on pressures by unidentified network lobbyists. "They really put the heat on the Committee," he said. "I've never seen such

pressures exerted by a lobbying group in all the [16] years I've been in Congress."

In clearing the Committee-approved legislation to the floor following a hearing at which Harris & Rep. Springer (R-Ill.) asked for fast action, the Rules Committee prescribed procedure permitting amendments & 3 hours of debate. No date for calling the bill up for a vote was set immediately by Majority Leader McCormack (D-Mass.).

Meanwhile, the Senate's booster bill—approved a week earlier by the Commerce Communications Subcommittee—was sent along toward the House floor with only one technical change. As written by Sen. Moss (D-Utah) it excused operators of existing boosters from getting CPs from FCC "if such station was constructed on or before the date of enactment of this act." The House Committee changed the last word to read "sentence," since "act" referred to the Communications Act of pre-booster 1934.

The Senate's continuity-of-agency-service bill was revised by the Committee to bring FCC, FPC and SEC law into conformity with existing legislation governing extensions of terms of CAB, FTC and ICC members. Also added to the Senate bill was a cut-off date. Under this amendment, Commission members whose terms run out would keep their jobs pending Senate confirmation of successors—but not beyond the end of the Congressional session following expirations of the terms. The Senate Commerce Committee had delayed acting on the reappointment of FCC Comr. Lee (see p. 3) until House Committee took up the measure.

Oversighters' End-of-Session Report

The Oversight Subcommittee end-of-the-session staff report pointed to testimony heard in quiz & payola hearings, said broadcasting still provides "a fertile field for study & action." The report lauded FTC's crackdowns on payola, but said "kickbacks & other questionable practices in the popular record industry" ought to be explored further. It also was critical of tie-ups between networks & record manufacture & distribution, mentioning CBS's Columbia Records as well as RCA's corporate links with NBC and RCA Victor records. The report added: "It is submitted that the FCC, in cooperation with the FTC & Congress, should give serious attention to the commercial practices of licensees with respect to music used on the air."

The perennial plea of the Daytime Bcstrs. Assn, for 6 a.m.-6 p.m. radio operating hours—instead of the present sunrise-sunset schedule—was heard again by the Communications Subcommittee in hearings that ran off & on all week. As usual, FCC testified against the extension as provided in a year-old bill (HR-6676) by Rep. Shipley and in 4 other identical House measures. FCC Chmn. Ford said Commission had tried but could find no way to permit nighttime operation by daytimers without causing interference with full-time radios.

EQUAL-TIME OVERSEERS SET: The Senate Commerce Committee's long-inactive equal-time watchdog unit headed by Sen. Yarborough (D-Tex.) finally set up shop last week—over Republican protests and with its budget cut—to check broadcasters' handling of politics.

Formed last Sept. to oversee TV & radio operations under amended Sec. 315 of the Communications Act—but given no money then—Yarborough's Freedom of Communications Subcommittee went into business after surviving Senate floor attacks by minority Leader Dirksen (R-Ill.). Yarborough also beat back an attempt by Sen. Ellender (D-La.) to reduce his appropriation from \$45,000 to \$28,000, coming out with \$35,000.

Most of the money will be spent between now and Jan. 31, 1961, in salaries for majority & minority professional staffers and one clerical assistant.

The tiny staff will be headed by Joe Bailey Humphreys, Dallas insurance lawyer & local Democratic leader who was picked by Yarborough to be the Subcommittee's gen. counsel. Already on the payroll of the parent Commerce Committee, Humphreys will be paid \$15,000 per year in his new job. Working with Humphreys as the minority staffer will be Walter Boehm, former Scranton public-relations consultant (Bellante & Clause) whose most recent govt. job was as an analyst in the Commerce Dept.'s Philadelphia office. He was appointed to the \$13,700 watchdog post by Sen. Scott (R-Pa.), minority member of the 3-man Subcommittee whose other member is Sen. McGee (D-Wyo.). In 1958-59 Boehm worked for Scott as a special asst. Neither Humphreys nor Boehm has had direct experience in broadcasting.

Dirksen Sees Political Motives

Their assignment, under a Committee authorization (S. Res. 305) submitted to the Senate in April (Vol. 16:16 p5) will be: (1) A study of "federal policy on uses of govt.-licensed media for the dissemination of political opinions, news, advertising, and the presentation of political candidates." (2) "A review & examination of information & complaints concerning the dissemination of news by such media."

Dirksen said he wanted no part of such a Senate operation. "This is just as transparent as a plate-glass window, in my book, and it is quite obvious that it has a very definite political purpose," he said in one exchange on the floor with Yarborough and Commerce Communications Subcommittee Chmn. Pastore (D-R.I.).

"I do not want to see this kind of instrumentality created which is going to frighten the radio & TV people, and is going to make them pull in their horns, and put a micrometer upon the calendar & upon the clock, to see whether we get a little more or a little less time," Dirksen protested at another point.

He was joined by Ellender in questioning the equal-time police project. Recalling debate on Sec. 315 amendments last year, when news shows were exempted from political requirements, Ellender said "it was understood that the industry itself would police the matter." Sen. Allott also pointed out FCC is responsible for enforcing Sec. 315 and other Communications Act provisions.

Still pending in the Senate meanwhile was the Commerce Committee's proposal (S. J. Res. 207) to suspend application of Sec. 315 to TV & radio appearances by Presidential & Vice Presidential candidates this year (Vol. 16:24 p2). Working early & late to dispose of major legislation on its agenda, the Senate didn't get to the special equal-time measure on the calendar.

Film & Tape

TV FILM WRITERS' PACT: The precedential agreement ending the WGA strike against TV-film producers (see p. 1) has some producers hoping that royalty plans will replace residual payments to other unions & guilds involved in film-making. They maintain that replacement of fixed residuals with percentages would enable them to release films which have been blocked from the rerun market because of lack of profit potential. The bigger the gross, the more the writer will get—under the new concept—they explain.

However, the plan peculiarly applicable to writers is not apt to become industry-wide in the foreseeable future. Screen Actors Guild national exec. secy. John L. Dales told us the pact would not change SAG's policy in favor of royalties. Said Dales: "I would doubt it very much—not at this stage. Considering the number of actors in a cast, we do not think the writers' royalty system would work out for actors, compared with the present residuals system which guarantees payment to every actor." SAG is currently negotiating with Alliance on a new TV-film pact.

The WGA-Alliance agreement calls for writers to receive a 10% raise in minimums the first 2 years; 5% the next 2 years; 3% the 5th & 6th years, when the royalty plan would be in effect; a 5% pension plan, and establishment of a fact-finding committee. On this committee will be representatives of producers and the Guild plus an outsider—probably an engineering firm which will conduct the actual study to determine the royalty percentage. The committee will report in 2 years, and WGA is guaranteed a floor of 4% of the films' gross for the writers, this figure applying to foreign and domestic in perpetuity. Producers have the option of passing up the royalty plan for the 3rd & 4th years of the contract, but are bound to go along with it the 5th & 6th years. Writers would receive a salary plus royalty. The Alliance agreed if any of its members make films for pay TV it will negotiate separately for such films.

Network Film Talks Stymied

WGA and the networks met Fri. to discuss a contract covering TV film at the networks, but adjourned until Tues., stymied in their attempt to apply the royalty concept to film produced by the networks. Networks sell time as well as programs, and sometimes have sustaining shows, or buy a series and sell it later. WGA consequently seeks safeguards to insure that its writers won't lose in such situations. Network representatives had indicated they were willing to go along with the pattern established in the Alliance-WGA deal.

Production executives have long sought abandonment of the present residuals system, whereby Guild members receive 140%, producers contending this places such a financial burden on them that they cannot sell their films in the rerun market and make a profit. Take away those fixed residuals and there will be an unfreezing of films with more profit for everybody, they say. Removing such residuals involves a gamble for the writers, of course, since the royalty plan is just that, with writers to get "a piece of the action." However, the writers feel it's worth it, particularly in view of the foreign market potential.

While no one was claiming victory after 22 weeks of agonizing, costly strike, WGA did achieve these gains in its new contract: Raise in minimums, pension plan, and eventually the royalty plan which gives writers a piece of the gross in perpetuity.

As for the producers, in addition to the 6 years of peace guaranteed by the new contract, they will be rid of the 140% residuals bite once they go on the royalty basis. While they originally resisted giving anything to writers in the foreign market, they revised their position so that writers are now to get payment for foreign as well as domestic—but only in return for dropping the present residuals.

Alliance Pres. Richard W. Jencks commented the new contract was the same as that which the Alliance negotiated with the then-authorized WGA negotiating committee April 28, except that the royalty plan will be substituted for the industry rerun structure. He noted the fact-finding group will base its findings on grosses over a 5-year period ending June 15, 1960.

Producers were anxious to resume production, and the writers were just as anxious to get back to work. Four Star Television Pres. Dick Powell told us he has 220 scripser commitments—writers who will resume work this week. Powell doesn't expect Four Star air-time schedules to be delayed—"we'll just have to work longer hours to catch up."

Several executives told us that the royalty plan will give writers more incentive and result in an upgrading of quality. Writers, too, took the view that this will spur them as never before to create better material.

Actually, it had been expected the strike would end last week, because both parties reached a verbal agreement last Mon. But for a time during the frustrating efforts of reducing the deal to writing, it appeared the negotiations might collapse.

Committee Procedure Delays Settlement

The snag came about over the fact-finding committee. Producer representatives said such a committee should receive instructions as to how to go about reaching its findings. To this WGA argued it wanted an unfettered, uninstructed committee. WGA contended the producer plan would put a ceiling on the royalty figure, and said when the matter of a ceiling had been brought up in negotiations the Alliance negotiators had previously rejected it.

The question was argued for the entire week, holding up settlement. The break came early Fri. morning when WGA agreed to a producer proposal that the committee base its finding on a ratio of the producers' gross to writer residuals for the past 5 years (excluding network sales).

The producers will pay \$70,000 and WGA \$30,000 for establishment of the committee and its investigation.

Virtually every producer we checked last week told us that he would be able to film his series in time to meet his network schedule. All agreed with Four Star's Powell that the delay caused by the strike will mean a speed-up in tempo of production, but they also felt certain they can meet their deadlines.

A number of independents outside the Alliance told us they would sign a deal similar to the Alliance-WGA pact. WGA also is negotiating with the Assn. of Motion Picture Producers, representing TV operations at the major studios. Since the Alliance represents the bulk of TV film produced in Hollywood, the crisis has been largely resolved with the signed agreement, and studios were gearing for a return to normal production.

Meanwhile the Alliance and SAG were still in negotiations for a TV-film contract. The Alliance's offer to raise SAG minimums 10% the first 2 years and 5% the second 2 years, with a 50% pension plan, was not met enthusiastically by the actors.

HOLLYWOOD ROUNDUP

TV-film co-production deal with Japanese companies will be discussed there by producer Warren Lewis of Sharpe-Lewis Productions. Lewis, who leaves June 26 for Tokyo, said he & Sharpe have been approached by Tojo Co.; Shochiku Co. Ltd., which owns studios in Tokyo and produces movies; and certain distributors interested in such production deals. The Japanese are interested in co-financing in return for which they seek Far East distribution and U.S. outlets for their films. Lewis, who is also going to Hong Kong, plans to inspect facilities in Japan and discuss the overall picture. He also will arrange for distribution there of product from the Sharpe-Lewis Company and Spartan Productions, in which they are partnered.

Checks totaling \$615,000 have been sent to 1,800 Screen Actors Guild members as payment for the TV showings of 82 post-1948 RKO movies distributed in TV by Matty Fox via C & C Television Corp. and C & C Super Corp. The agreement with Fox was signed in 1957, allowing him to sell the movies to TV. This year SAG in negotiations with the major studios, agreed to bypass demands for post-1948 payments in return for a pension fund.

Screen Gems plans to resume production of *Manhunt*, starring Victor Jory and Pat McVey, in July . . . Boris Ingster, ex-*Alaskans* producer, has been named producer of Warner Bros.' *The Roaring 20s*, starring Dorothy Provine, Rex Reason and Donald May . . . Warner Bros.' *Hawaiian Eye* company has returned from location in Hawaii.

Production begins July 15 on Rod Serling's *Twilight Zone* series, produced by Buck Houghton. Serling's Cayuga Productions, not a member of the Alliance of Television Film Producers, has been unaffected by the Writers Guild's strike. Series will be done at MGM-TV on film & tape.

Desilu Productions has sold 39 hour episodes of its *Desilu Playhouse* series to Herald-Sun T. V. Pty. Ltd. of Melbourne and Television Corporation Ltd. of Sidney, Australia . . . Budweiser beer will sponsor NTA's *The Third Man* (Michael Rennie) in more than 100 markets.

Warner Bros. has begun production on next season's *77 Sunset Strip*. Producer is Howie Horwitz . . . Filmaster Productions has moved from Republic Studios to California Studios . . . Screen Gems plans a series, *The Baron*, based on a character created by John Creasey.

Producer Irving Pincus begins production on next season's *The Real McCoys* July 25 . . . Producer Peter Kortner and director Robert Stevens plan a pilot based on Ludwig Bemelmans' *Hotel Splendide*.

Bob Hope tells us his new deal with NBC-TV—not yet signed—calls for him to star in 8 Buick-sponsored specials.

People: Herb Coleman and Maxwell Shane will co-produce *Checkmate*, 60-min. series produced by Revue Studios, and starring Anthony George, Doug McClure and Sebastian Cabot . . . Irving Paley, MCA executive, joins Kayro Productions as executive in charge of acquisition and development of new programs . . . Norman Felton is leaving CBS-TV to become director of programs for MGM-TV, beginning July 1 . . . Jack Arnold, producer of *Mr. Lucky*, has been signed by CBS-TV as producer-director.

NEW YORK ROUNDUP

Newport Jazz Festival June 30-July 4 will be video-taped by National Video Tape Productions div. of Sports Network Inc. for USIA, which will distribute it in 26 half-hour segments for overseas TV showing. Other recent mobile tape jobs performed by National Video Tape: Arrival of USS Triton at New London Naval Base for GE (through BBDO) for showing on *GE Theater*; all-electric home, Roanoke, Va., for Westinghouse (McCann-Erickson) on *Desilu Playhouse*; commercials at Asbury Park and on N.J.'s Garden State Parkway for Atlantic Refining (N. W. Ayer) for major league baseball telecasts; New London Outdoor Water Show for WNHC-TV New Haven.

Paradoxical sales situation is confronting CBS Films in the syndication of its 30-min. *Robert Herridge Theater*. The video-taped show has been sold, either on a "selected-episodes" basis or as a full series, to stations in West Germany, Sweden, Denmark and Finland, and to networks in Canada (35 stations, CBC) and Australia (6 stations, ABC). But, in nearly a year of on-&-off sales effort, CBS Films has so far sold the taped-in-N.Y. dramatic anthology to only one station in the U.S.—KCOP Los Angeles.

Add syndication sales: CBS Films' *The Brothers Branagan*, starring Steve Dunne & Mark Roberts, has been bought for 35 Southern markets by Blue Plate Foods . . . ITC's *Jeff's Collie* (*Lassie* reruns) has been renewed in 78 markets for the 3rd year . . . ABC Films' *Adventures of Wyatt Earp*, *The Rebel*, *The People's Choice* & *The Real McCoys* have been bought by Procter & Gamble Co. Ltd. for 52 weeks, starting next fall, in an as-yet-unselected group of Canadian markets.

SAG-AFTRA merger talks will be resumed on June 24, we learned last week. Although N.Y.-based AFTRA extended the invitation for new meetings of merger committees, the sessions will be held on SAG's home ground—Hollywood. The live-talent union's 10-member delegation will be headed by national AFTRA Pres. Virginia Payne. George Chandler, named SAG pres. last week, is expected to head the screen actors' group.

Screen Gems reported sales last week of 13 post-1948 Columbia Pictures feature films to WCBS-TV N.Y. & WCAU-TV Philadelphia. Titles include "The End of the Affair," with Van Johnson & Deborah Kerr; "The Prisoner" and "The Detective," both with Alec Guinness; "State Secret," with Douglas Fairbanks Jr.; "1984," with Edmond O'Brien; and "Woman of the River," starring Sophia Loren.

ABC's engineering dept. has devised an "ionized VIP room," fully equipped with negatively charged ionized air, oxygen "inhalators," foot vibrators, vibrator chairs and soft music. Purpose: a "haven of relaxation" for the pooped politicians at the GOP & Democratic conventions.

Shirley Temple's new series of filmed children's classics for NBC-TV will start production in July. They'll be a regular weekly series instead of the monthly specials of the past.

Add syndication sales: Screen Gems' new group of 72 *Three Stooges* comedies has been picked up by 7 stations, putting them in 64 markets to date.

TelePrompter Into Pay TV: Using established CATV systems, TelePrompter Corp. has developed a method of recording viewer reception and of monthly billing for a pay-TV system—and is expected to announce experimental plans June 21. TPT's concept involves installation of a key box, equipped with 2 buttons, which can be activated by the viewer to select programming.

Viewers' responses will be recorded electronically by a viewer control which is connected to the key box by a flat low-voltage wire. When the key TV system is not energized, transmission & reception are normal for all channels on the CATV cable. The key system will be used to select special programming. TelePrompter will probably experiment initially in Liberal, Kansas and Farmington, N.M., where the company operates CATV systems.

TPT has also made a pay-TV exhibition deal covering films of the Patterson-Johannson championship fight. They will be shown June 21 via Telemeter's Toronto pay-TV system. TPT will also feed the fight live to 12 CATV systems June 20, using an "honor system" form of billing. Subscribers were asked to authorize voluntarily an additional charge of \$2 on their monthly bill, if they intended to watch the fight. TPT Pres. Irving Kahn termed response to the experiment "excellent."

Closed-circuit TV for delegates to the July 25 GOP convention in Chicago will be provided by Theatre Network TV under contract to the Republican National Committee, TNT Pres. Nathan L. Halpern announced recently. The TV coverage won't be fed to any of the commercial networks (which will have batteries of cameras covering the event for home viewers) but to a pair of large 750-sq.-ft. viewing screens, mounted above & to either side of the rostrum. TNT will cover speakers addressing the convention (to give all delegates what amounts to a front-row seat), speakers addressing the convention from other cities, entertainment moments, etc.

CATV field again beckons to veteran operator Martin F. Malarkey Jr., who heads a group seeking a franchise in Salisbury, Md. Malarkey, pres. of NCTA for its first 5 years, sold his 4 systems to Hotel Operating Co. last year (Vol. 15:35 p1). His group includes many of his original co-stockholders as well as Robert Doyle, ex-NBC & TelePrompter, now owner of radio WICO Salisbury, and Washington physician Dr. James C. Walsh. WBOC-TV (Ch. 16) Salisbury is fighting the Malarkey group and seeking a CATV franchise itself.

First radio property, KWIK Pocatello, Ida., is being acquired for \$100,000 by Jerrold Electronics Corp., CATV equipment maker & system operator. Jerrold has long operated a CATV system in Pocatello. Its goal is to acquire more radio-CATV combinations, and operate them under joint management.

When vhf booster bill is passed by Congress, as expected, now that the House Commerce Committee has approved the Senate-passed measure, FCC will immediately consider rules for the legitimized service. Biggest question: How much time should be given existing boosters to meet new standards? Best current guess: 4-6 months.

Translator W74AF Pittsfield, Mass., operated by WWLP Springfield, now has authority to change its principal city to Adams, increase power from 1.146 to 1.528 kw.

Networks

NETS MOVE FOR MORE BUMPS: The latest developments in the trend to greater network program-control concern "allowable pre-emptions"—the number of times a network may dislodge sponsored shows for specials, documentaries, etc., without additional payment or rebates. The movement is toward more such bumping of shows.

Pace-setter at the moment is CBS-TV. We're told by corporate affairs vp Richard Salant that the network has quietly increased the number of pre-emptions to which sponsors must agree from the old level of 2 to a new level of 4, plus special political bumps. (Two are mandatory for all advertisers; 2 are optional at network discretion for full, consecutive-week advertisers; one is optional for alternate-week sponsors.)

Chief reason: CBS has at least 53 public-affairs & entertainment shows unassigned in its 1960-61 schedule, including 26 *CBS Reports*, 9 DuPont-sponsored drama specials, science documentaries for American Machine & Foundry, the David Susskind-produced *Family Classics*. The increased pre-emption allowance is necessary to accommodate shows that CBS wants to put on the air "to achieve a balanced program schedule," Salant said.

NBC-TV hasn't increased its pre-emption base from last year's level of 2 bumps without additional payment. However, this being an election year, NBC is reserving the right to set 2 additional pre-emptions for political specials, and 2 more after Sept. for further political coverage, plus another on election night—a theoretical total of 7. "We won't bump an advertiser 7 times if we can help it," an NBC-TV sales executive told us however. "We'll try to spread our pre-emptions so that no single advertiser or show is hit that many times." Like CBS, NBC has various shows (8 specials on outer-space exploration, a number of drama specials, political documentaries, etc.) unscheduled.

ABC-TV is less concerned with the problem than the other networks, but it has a firm grip on the scheduling of more than 90% of its nighttime network lineup this fall. Having contracted with outside producers (Warner Bros., Four Star, Screen Gems, TCF-TV, etc.) for nearly all of its nighttime shows, ABC pre-emption agreements are not so much with sponsors as with show suppliers, we learned. The network may, if it chooses, bump sponsors twice a season for specials. But "some program contracts" call for no pre-emptions at all without special producer payment by the network for unused episodes. ABC expects little trouble in this area, however, having only a few shows—Bing Crosby specials, some public-affairs shows—with no time slots assigned.

NBC radio is in the black, stated the network's operating head, NBC vp William K. McDaniel, last week. As of June 1, he said, there is "as much net business on the books as the network showed for the entire year of 1959," and this season will be "the first time we have shown a profit in 8 years." Having trimmed its programming to a base of news & commentary features (plus *Monitor*), NBC radio is achieving clearances in network time at the rate of "95% to 98%," he added. CBS Radio also is showing its first profit in several years. The network moved into the black during the last 6 months, expects higher returns next year. ABC and MBS remain in the red, but ABC expects a profit next year and MBS hopes to break even before Dec.

NETWORK SALES ACTIVITY

ABC-TV

- Daytime programming, Mon.-Fri. participation renewals, eff. July.
 - Johnson & Johnson* (Young & Rubicam)
 - Beechnut Life Savers* (Young & Rubicam)
 - Armour* (Foote, Cone & Belding)
 - Lever Bros.* (Foote, Cone & Belding)
 - General Foods* (Young & Rubicam)
- American Bandstand, 4-5:30 p.m. Mon.-Fri., participation renewal eff. July.
 - Lever Bros.* (Foote, Cone & Belding)
- American Football League games, starting Sept. particips.
 - Pabst Brewing* (Kenyon & Eckhardt)
- Convention coverage, July & Aug., participations.
 - 20th Century Fox* (Charles Schlaifer)

CBS-TV

- Checkmate, Sat. 8:30-9:30 p.m., one-thirds eff. fall 1960.
 - Lever Bros.* (J. Walter Thompson)
 - Kimberly-Clark* (Foote, Cone & Belding)
 - Brown & Williamson* (Ted Bates)
- Summer Olympic Games, Aug. 26-Sept. 12, participations.
 - General Mills* (Knox-Reeves)
- December Bride, Fri. 9:30-10 p.m., summer re-runs eff. July.
 - General Foods* (Benton & Bowles)
- Eyewitness to History, Fri. 10:30-11 p.m., full sponsorship.
 - Firestone Tire & Rubber* (Cambell-Ewald)

NBC-TV

- All-Star Baseball games, July 11 & 13, full sponsorship.
 - Gillette Razor* (Maxon)
- Pro Bowl game, Sun. Jan. 15, half-sponsorships.
 - Carter Products* (SSC&B)
 - Liggett & Myers* (Dancer-Fitz.-Sample)
- Holiday on Ice, Nov. 17, full sponsorship.
 - Top Value Enterprises* (Campbell-Mithun)
- The Barbara Stanwyck Theater, Mon. 10-10:30 p.m., half-sponsorships eff. fall 1960.
 - American Gas* (Lennen & Newell)
- Convention & election coverage, July & Aug., particips.
 - Cowles Magazines* (McCann-Erickson)
- Gas Co. Playhouse, alt. Tues. 8:30-9 p.m., reruns of *4-Star Playhouse* eff. summer 1960.
 - American Gas Co.* (Lennen & Newell)
- Thriller, Tues. 9-10 p.m., summer reruns, one-thirds.
 - Allstate Insurance* (Leo Burnett)

Foreign influence of U.S. networks continues to grow, with NBC and ABC making new deals last week in the wake of other recent overseas agreements (Vol. 16:24 p7). NBC has signed what amounts to an affiliation agreement with Japan's Fuji Telecasting Co. Ltd. covering a cooperative exchange of "news gathering, production & programming" as well as "technical assistance & advice." Announcement of the NBC deal, which will operate through the network's international div., came June 15 from NBC Chmn. Robert W. Sarnoff. ABC's deal was less direct; Australia's The News Ltd. (in which AB-PT holds a minority interest) has purchased a 16% interest in TV outlet QTQ-9 Brisbane, one of 3 TV stations in the state of Queensland. News Ltd. has, since 1959, owned 60% control of NWS-9 Adelaide. The new move by its Australian partner, said ABC last week, would aid the U.S. network in developing "news & information material from the increasingly important continent of Australia."

Network Television Billings

April 1960 and January-April 1960

For March report, see TELEVISION DIGEST, Vol. 16: 21 p9

April 7.3% Ahead: Network TV's April gross-time billings of \$55.9 million trailed the March total of \$58.6 million, but nevertheless ran 7.3% ahead of April-1959's \$52.1 million volume, reports TvB. The year-to-date business reached \$227.8 million—9.2% ahead of the \$208.6 million in billings posted in Jan.-April 1959. But this was slightly off the pace set during the first 3 months. Billings for first-quarter 1960 were 9.8% above year-ago volume.

CBS maintained its leadership over the other networks in dollar volume, both in April (\$2.6 million) and year-to-date (\$93 million). However, NBC trimmed the gap in both categories with higher percentage gains than those made by CBS. ABC continued to outpace the others in percentage gains: 22.5% for Jan.-April 1960 over the same 1959 period, 23.2% for April over April 1959.

NETWORK TELEVISION

	April 1960	April 1959	% change	Jan.-April 1960	Jan.-April 1959	% change
ABC	\$12,701,240	\$10,309,263	+23.2	\$ 52,125,820	\$ 42,545,832	+22.5
CBS	22,580,032	22,077,285	+ 2.3	93,078,360	88,278,148	+ 5.4
NBC	20,641,555	19,739,816	+ 4.6	82,618,328	77,821,812	+ 6.2
Total	\$55,922,827	\$52,126,364	+ 7.3	\$227,822,508	\$208,645,792	+ 9.2

1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,641,555	55,922,827

Note: Figures revised as of June 6, 1960. 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 basis of one-time network rates or before frequency or cash discounts.

THE BIG YARDSTICK: As one of the most competitive network TV seasons drew to a close last week, the nighttime (Mon.-Sun., 6-11 p.m.) Nielsen scorecard for the season (Oct.-May) looked like this:

Average home audience: ABC-TV has been virtually neck-&-neck with NBC-TV during any average nighttime minute since last fall, although CBS-TV is still the full-night leader. Average number of homes reached during the season at night: CBS-TV—9,227,000; NBC-TV—7,945,000; ABC-TV—7,845,000.

Night-of-week winners: Highest average-audience rating honors for the season go to CBS-TV which had top scores on Mon. (22.9), Tue. (21.3), Sat. (28.8), and Sun. (22.5). NBC had the highest average audience on 2 nights: Wed. (26.3), and Thurs. (20.3). ABC-TV, thanks to its strong action-adventure lineup on Fri., had top national average audience for that night (22.1) during the season. For virtually the same reason, CBS's biggest night-of-week win over ABC is on Sat., when CBS scores its 28.8 (thanks to *Have Gun, Will Travel*; *Gunsmoke*, etc.) vs. a 15.9 for ABC and a 16.2 for NBC.

Top-10 winners: CBS-TV had more high-rated shows than did the other 2 networks combined. This was the scorecard during the season in terms of nighttime average-audience ratings:

	CBS-TV	ABC-TV	NBC-TV
Top 10	6	2	2
Top 20	11	5	4
Top 30	17	7	6
Top 40	21	10	9

Stations

More about

SEX & VIOLENCE ON TV: The TV industry's most-challenged & most vulnerable fault still is "sex & violence in programming," but NAB is meeting the problem with increasing success at its main production source in Hollywood, TV Code Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) said last week.

In a Code accounting to the semi-annual meeting of NAB's TV Board in Washington, Hartenbower reported that since a Code office was opened last July in Hollywood under Dir. Frank Morris, "his success has been unusual & exceeds our expectations."

Since that time, Hartenbower said, Morris has reviewed & edited 209 TV scripts & 74 syndicated films other than those handled by the networks—and "none of these would have been checked for Code compliance had not Mr. Morris's services been available to the writers & producers."

Hartenbower predicted that major film-production companies which still are Code hold-outs will join up as affiliate subscribers. And he reported plans to add an exec. asst. & secy. to the Hollywood office early next year.

The Code's new N.Y. office, where NBC's Stockton Helffrich takes over this summer (Vol. 16:23 p7), also "will certainly help us to achieve the greatest Code compliance for TV advertising & programming," Hartenbower said.

90,000 Hours Monitored in 1959

Other points in his report:

Code monitoring—"In all the uproar of the past year, this has received scant attention." Yet NAB's Code staff monitored 90,000 hours of programming in 740 individual station reports during 1959 alone. More than a third of the reports "indicated no Code violations whatever."

"Bad taste"—The Review Board's special efforts in negotiations with advertisers & agencies to improve commercials for personal products have yielded "a substantial improvement in the general tone."

Review Board recommendations for further clarification & tightening of the TV Code were approved in amendments to: (1) Restrict sponsor credits at openings & closings of programs—the so-called "commercial billboards"—to 10 sec. for half-hour programs, 20 sec. for longer shows, no matter how many sponsors a show has. (2) Cut the allowable time for station-break spots in peak nighttime to 70 sec. from 130 sec., effective Oct. 30.

In collateral Code moves, NAB's Radio Board at a separate session last week:

(1) Shortened the formal name of the Radio Code from "standards of Good Practice for Radio Broadcasters of the U.S.A." to "Radio Code of Good Practices of the NAB."

(2) Authorized appointment by the NAB Policy Committee of a 9-member Radio Code Board to replace the NAB Standards of Good Practice Committee, with NAB Radio vp John Meagher administering Code at staff level.

(3) Moved another step toward strengthening & enforcing the Radio Code—many of whose provisions now parallel those in the revised TV Code—by adopting the TV Code's set of "regulations & procedures." Radio Code subscribers who have been operating under an "honor system" of compliance now will be subject to enforcement machinery, including Review Board charges, hearings, and possible suspension or revocation of Code seals.

(4) Approved a new visual symbol of the Code seal to be displayed by radio stations.

NEW & UPCOMING STATIONS: KORN-TV (Ch. 5) Mitchell, S.D. got program authorization May 24, but start with NBC-TV was delayed until June 12 because of missing microwave equipment, lost in transit. U.S. on-air total changes to 566 (87 uhf) stations. Canadian satellite CKOS-TV-1 (Ch. 8) Dauphin, Man. began June 19, using directional antenna on near-by Baldy Mt. to repeat parent CKOS-TV (Ch. 3) Yorkton, Sask. Canadian on-air total rises to 69 outlets. KORN-TV is about 40 mi. W of Sioux Falls. It has 5-kw Gates transmitter and a 500-ft. Utility tower with RCA antenna on outskirts of Mitchell. R. V. Eppel is pres.-gen. mgr. & 98% owner of KORN-TV & KORN. M. A. Johnson, from KORN, is commercial mgr. J. Doherty, also KORN, is chief engineer. Base hourly rate is \$150. Rep is Avery-Knodel.

* * *

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

WPCA-TV (Ch. 17) Philadelphia, Pa. expects to meet a July 3 programming target, having been on test patterns since mid-May, reports Donald B. Crawford, station mgr. for grantee Young People's Church of the Air. It has a 1-kw RCA transmitter and an antenna on the 581-ft. tower formerly used by radio WRCV. Planned as a non-profit operation, it has a \$150 base half hour. Rep not chosen.

KTWX-TV (Ch. 9) Sheridan, Wyo. plans to start July 15, says Pres. Burt I. Harris, also pres. of Hariscope Inc., TV producer & packager. RCA 500-watt transmitter is at his other station, KTWO-TV (Ch. 2) Casper, Wyo. Ideco 115-ft. tower is in Casper. It will operate as satellite of KTWO-TV, which has a \$150 base hour. Rep is Meeker.

KAIT-TV (Ch. 8) Jonesboro, Ark. hopes to be on the air "within the next 6 months," although it hasn't ordered equipment as yet, reports grantee George T. Hernreich, owner of Fort Smith radio KEPW and onetime 50% owner of KFSA-TV there (when it used KNAC-TV call letters).

KCDA (Ch. 3) Douglas, Ariz. has changed its target to next fall, reports Mike Ling, national sales mgr. of owner Electron Corp. It has a building ready for a 250-watt Electron transmitter, which hasn't been shipped as yet. It has an Alford antenna, scheduled to arrive before Sept. 1 for installation on a 100-ft. Rohn tower.

KIFI-TV (Ch. 8) Idaho Falls, Ida. plans to ask for a transmitter-site change to East Little Butte and now has a Dec. target, reports J. M. Brady, pres.-gen. mgr. of grantee Eastern Idaho Bcstg. & TV, and operator of radio KIFI. GE transmitter has been ordered and studio construction is at the half-way mark. Network affiliation hasn't been signed, nor has base hourly rate been set. Rep: Gill-Perna.

CFTO-TV (Ch. 9) Toronto, Ont. has ordered an RCA transmitter and plans to start next Jan. 1 as a French-language outlet, reports John Bassett, publisher of *Toronto Telegram*, which holds 51% voting control of licensee Baton Aldred Rogers Bcstg. Ltd. Construction began recently at site 13 mi. from downtown Toronto, according to radio-TV commentator Joel Aldred, who is licensee pres. It will use an 815-ft. guyed Microwave tower. Bassett is chairman of CFTO-TV; Foster Hewitt, owner of Toronto radio CKFH, vp; Edward Rogers (whose father operates Toronto's CFRB) vp; Rai Purdy, who helped establish Scottish Television Ltd., program director. Other key executives are: Charles Baldour, station mgr.; A. A. Bruner, sales mgr.; Donald Williamson, chief engineer.

Samuel I. Newhouse has purchased 15% interest in the *Denver Post* for \$3 million from Mrs. May Bonfils Stanton, who has retained a small amount of stock. Other principal owners of the *Post* are Mrs. Henry Bonfils Davis, sister of Mrs. Stanton (20%) and the following holders of undisclosed amounts of stock: the Harry H. Tammen Trust, the Agnes Reid Tammen Trust, the Frederick C. Bonfils Trust and the Bonfils Foundation. According to reports, Mr. Newhouse is expected to acquire additional stock from the trusts. In addition to Newhouse newspapers and Conde Nast and Street & Smith magazine publishing houses, Mr. Newhouse owns WSYR-TV & WSYR Syracuse, with satellite WSYE-TV Elmira, N.Y.; WAPI-TV & WAPI Birmingham, Ala.; 50% of KOIN-TV & KOIN Portland, Ore.; 22.7% of KTVI St. Louis. His *Harrisburg (Pa.) Patriot* and *News* owns TV station WTPA there.

Sale of KTVE (Ch. 10) El Dorado, Ark.-Monroe, La. for \$1.1 million to Washington real estate operator William H. Simon (husband of ex-FCC Comr. Frieda B. Henneck) by Dr. Joe F. Rushton, W. C. Blewster & Wm. C. Bigley, has been filed with FCC. Simon is ex-owner of 1/3 of WUST Bethesda, Md.

Sale of WMBD-TV (Ch. 31) & WMBD Peoria to the owners of WCIA (Ch. 3) Champaign, Ill. has been approved by FCC (Vol. 16:13 p7). The price is \$1.75 million, plus \$225,000 (spread over 8 years) to Charles C. Caley, 51% owner of WMBD Inc., for not competing in the area.

Sale of 55% of WDAY-TV (Ch. 6) Fargo, N.D. & WDAY by E. C. Reineke and his wife for \$900,000 to the Fargo Publishing Co., was filed with FCC last week. The publishing company (*Fargo Forum* and *Moorhead [Minn.] Daily News*) is owned by the Black and Paulson families, owners of the other 45% of WDAY-TV.

Network switches: WTVM (Ch. 28) Columbus, Ga., planning change to Ch. 9, becomes primary ABC-TV affiliate next Jan. 1, also continuing to carry NBC-TV programs. KBMB-TV (Ch. 12) Bismarck, N.D. switches basic affiliation from CBS-TV to ABC-TV Aug. 9.

Six Ampex Videotape recorders have been purchased by Wometco stations for mobile & studio use. WTVJ Miami will receive 2 monochrome units by June 20; WLOS-TV Asheville, N.C. 2 monochrome units by mid-July; WFGA-TV Jacksonville 2 color recorders in mid-July.

New NAB membership highs were reported last week at TV & Radio Board meetings in Washington by station relations mgr. William Carlisle. The score: TV members, 363 stations plus 3 networks. Radio members, 2,182 (1,664 AM, 514 FM, 4 networks).

Wometco Enterprises (WTVJ Miami, WLOS-TV & WLOS Asheville, 47 1/2% of WFGA-TV Jacksonville, Wometco theaters) becomes Florida's largest automatic vending machine operator with the purchase of the assets of Walker Vending Service, in-plant food-beverage vendor.

Radio WARL Arlington, Va. is understood to have been sold by 100% owner Cy Blumenthal for approximately \$600,000 to Washington businessman Nick Arundel. CP for WARL-TV (Ch. 20) was dropped recently.

KTTV Los Angeles has begun production on 130 *Sincerely, Maria Palmer* episodes for its syndication div. Miss Palmer advises viewers on personal problems in the videotaped daily 5-min. series.

In one day, estimates Nielsen, the 45.2 million U.S. TV homes receive 4,791,200,000 commercial impressions.

New payola complaints have been filed by FTC against: Apollo Records N. Y. Corp., 1780 Broadway, N.Y., and its officer Melvin Albert. Joseph M. Zamoiski Co., 1101 DeSoto Rd., Baltimore, and its officers Calman J. Zamoiski Sr., Calman J. Zamoiski Jr. and H. Earl Kese. Meanwhile FTC consent orders, forbidding payola practices, were signed by these previously-charged firms: James H. Martin Inc., & Music Distributors Inc., 2419 & 1343 S. Michigan Ave., Chicago. M. S. Distributing Co., 1700 S. Michigan Ave., Chicago. Gone Recording Co., End Music Inc. & Co-op Distributing Co., 1650 Broadway, N.Y. Herald Music Corp., Ember Records Inc. & Ember Distributors Inc., 150 W. 55th St., N.Y. A-1 Record Distributors Inc., 628 Baronne St., New Orleans. United Artists Records Inc., 729 7th Ave., N.Y. All-State N. J. Inc., 87 Stecher St., Newark.

Demise of in-store-TV experiment by WNTA-TV N.Y. is expected shortly. The station's non-stop daytime show, *Daywatch*, never really got off the ground for several reasons: Set locations in stores were not up to expectations, maintenance of sets proved difficult, and increases in ad revenue and store locations came at a pace slower than the station had anticipated. If *Daywatch* ends this week, it will probably spell an end to daytime TV of any kind at WNTA-TV, with the station going on the air no earlier than 6 p.m., we're told. NTA had no comment to offer on 2 other matters. One was a report that NTA was reviving a 3-year-old plan to barter telefilm & feature product for discounted station time in a deal with International Latex Corp. The other was the report that NTA Chmn. Ely Landau was planning to leave NTA to head a group that would buy WNTA-TV & WNTA N.Y. (Vol. 16:24 p6).

Higher TV-radio ethics in advertising & programming practices were demanded by the General Federation of Women's Clubs in an unopposed policy resolution adopted at its 69th annual convention in Washington. The delegates from 1,300 clubs passed the resolution (along with others on issues ranging from pornography to Indian affairs) after Mrs. Harry R. Christopher of Baltimore brought them up to date on what Congress, FCC and FTC are doing about such broadcasting practices as payola. She cited figures to show that in 1958-59 alone, record distributors paid \$263,244 to 1,300 disc jockeys & other station employes in 23 cities in 15 states.

Thad H. Brown Jr., whose resignation as NAB's TV vp became effective June 17, was lauded by the TV Board for "guidance & wisdom" he gave to the industry from 1951 as an NAB staffer. A formal resolution cited his "record of achievement & his contributions to the progress of TV," wished him "good fortune" in private law practice. Brown was succeeded as TV vp by Charles H. Tower (Vol. 16:20).

Payola investigations in Philadelphia have been slowed by disc jockeys refusing to appear for questioning, reports District Attorney Victor H. Blanc. Unlike N.Y., he said, Pa. laws do not provide subpoena powers or immunity from prosecution for witnesses who may be guilty of a crime.

RCA's low-light color TV camera tube was used for the first time June 11 in a regularly scheduled baseball pickup of a night game by WHDH-TV Boston, covering the Fenway Park clash between the Boston Red Sox and the Chicago White Sox.

Single sideband AM radio system proposed by Kahn Research Labs has been made the subject of rule-making by FCC, with industry comments due Sept. 20.

The FCC

MIAMI-CH. 7 RERUN: That long-delayed Miami Ch. 7 "influence" case, pending at FCC for more than a year, finally went before special examiner Judge Horace Stern in Philadelphia last week and pretty much replayed the testimony unreel before the House Legislative Oversight Committee in Washington in 1958.

The hearing is slated to conclude with a fired up, one-day session this week (24). Expected to appear as the closing witnesses: *Miami News* publisher James M. Cox (25.5% owner of WCKT Miami); Washington attorney Arthur W. Scharfeld, counsel for unsuccessful Ch. 7 applicant East Coast Television; Perrine Palmer, Miami businessman & close friend of ex-FCC Comr. Richard A. Mack; and A. Roy Cohn, onetime associate of the late Sen. Joseph McCarthy, who figured in last week's testimony.

The hearings were ordered by FCC to determine if there was any hanky panky in the long struggle for Miami's Ch. 7 by any or all of the applicants: winner Biscayne Television Corp. and losers South Florida Television Corp., East Coast Television Corp., Sunbeam Television. Absent from the hearings was the late Stephen J. Angland, attorney employed by the House Committee, who had told the Oversighters in June, 1958, that at least 3 of the 4 contestants had made off-the-record contacts with FCC members. Angland had been subpoenaed to appear at the Stern hearing but passed away 3 weeks ago.

The principal witnesses at the 5-day hearing:

Ben. H. Fuqua, Florida Power & Light vp, said he had contacted his former school mate Mack at the request of Biscayne TV. His purpose, Fuqua said, was to "get a reading" on how Mack felt about Biscayne's application. He said he told Mack that the Biscayne group were "good people," but he had never asked Mack for his vote.

Trammell Goes on Stand

Ex-NBC Pres. Niles Trammell, now Biscayne TV pres.-gen. mgr. & 15% stockholder, testified he had contacted 6 FCC commissioners and had taken several to lunch during the time FCC was mulling over applicants for Ch. 7, but denied any attempt to influence. Trammell said "we were worried about the delay" and he tried to hurry the FCC's decision, but "at no time in my talks did I discuss the merits of the Biscayne case."

Miami Herald publisher & Biscayne vp John S. Knight testified: "I sought no aid either in Congress or at the White House." He said he had seen former FCC Chmn. George C. McConnaughey twice after it had become generally known that the Commission had voted secretly & tentatively in favor of Biscayne.

South Florida TV Pres. Jack Stein said that when he suspected that FCC Commissioners had been pressured into awarding Ch. 7 to Biscayne, he paid Miami attorney Whiteside \$5,000 to investigate. Stein contended that he did not seek Mack's vote through Whiteside, that his interest was in "information on where the pressures were coming from."

Other testimony during the week came from East Coast TV Pres. Richard Mead and that organization's TV attorney Arthur W. Scharfeld. Asked about letters attorney Miles Draper wrote to Mack, seeking aid for East Coast, Scharfeld declared: "I knew nothing about those letters at any time before the hearing before the House Oversight Committee. I was startled to see them. They were never written by any authority of mine."

Comments on the Ch. 6 Providence-New Bedford allocation have a new deadline—Sept. 1 instead of June 20. The FCC yielded to arguments of New Bedford applicant WNBH, after it had previously intended to maintain the June 20 deadline because it is proposing no change in propagation curves for Ch. 2-6 but does plan to issue new curves for Ch. 7-13 (Vol. 16:24 p9). WNBH noted that the area will be served by high-band stations and asked that it be given an opportunity to comment on the whole coverage picture on the Sept. 1 date. Meanwhile, the Coast Guard has withdrawn its opposition to WNBH's site. The FCC proposal contemplates shifting Ch. 6 from the New Bedford area to Providence, and Providence's Colony Bestg. Co. last week filed comments endorsing the move.

New Conelrad equipment specified in proposed FCC rule-making would cost TV & radio stations \$10 million and shouldn't be required, NAB told the Commission. In comments prepared by engineering mgr. A. Prose Walker and submitted by chief counsel Douglas A. Anello, NAB estimated that 75% of all stations would have to modify their transmitters and buy additional automatic equipment if the proposals were to be adopted. Pointing out that the industry already has voluntarily invested "several million dollars" in the Conelrad system, NAB said: "The presently constituted attention signal can be received just as satisfactorily by means of the 221 million existing broadcast receivers in the hands of the public. . . ."

Decision on allocations—whether the military can relinquish vhf spectrum for TV—will take about 6 more weeks to reach, OCDM has informed FCC. OCDM is examining 2 plans, 30-channel & 50-channel, and had aimed for a mid-March decision. In his last report to the Senate (Vol. 16:15 p4), FCC Chmn. Ford stated: "Although this matter is still under study, the Commission's representatives received the impression that the executive-branch representatives felt an exchange of spectrum space which would provide for such a 50-channel TV system could not be accomplished without jeopardizing national defense." The Commission then gave OCDM a 30-channel proposal.

Court of Appeals upheld FCC in its grant of Ch. 10, shared-time, to WILX-TV & educational WMSB. Appellant Jackson Bestg. & TV Corp. argued that the channel was intended primarily for Jackson, Mich.—whereas WILX-TV has studios in Lansing, Jackson & Battle Creek and WMSB has studios in E. Lansing. Judges Prettyman, Bastian & Burger ruled: "The Commission may, in a proper case, decide that a given area is so homogeneous in regional needs, character & interests that a single area-wide allocation would best serve the policy of the Act."

Reorganization of FCC Broadcast Bureau, once under consideration by Chmn. Ford, has been dropped, reasons: (1) Out of courtesy to Comr. Bartley, who is in Europe until July 6 or 7, his colleagues would defer action—because he stands an excellent chance of becoming chairman if Democrats win the Presidency. The Commissioners see little point in making changes he might not approve. (2) Huge pile of work always greets the Commission when it returns in Sept. from its one-month vacation, and reshuffling might hamper output.

Progress report on network practices and what FCC has done about recommendations of its network study group under Roscoe Barrow (Vol. 13:40 et. seq.) have been requested by the Senate Commerce Committee. FCC has been drafting a reply, may send it this week.

Programming

New TIO Projects: The Television Information Office under dir. Louis Hausman is moving into fields such as book publishing & the lecture circuit to develop better public understanding of TV's role in American life.

A series of new TIO projects was outlined for NAB's TV board last week in Washington in a report by Chmn. Clair R. McCollough (Steinman Stations) of NAB's policy & TV information committees. Among them:

(1) Publication of TIO's book *In the Public Interest . . . At the Local Level*, based on 800 public-service programs of 200 TV stations, is scheduled for Aug. 31.

(2) Top TV executives, producers, directors and writers will participate in a series of 15 N.Y. lectures on "TV in Today's World," arranged by Hausman for N.Y. school teachers. McCollough said he hopes this experiment "will be the forerunner of similar courses in other cities."

(3) In cooperation with the National Council of Teachers of English, TIO's staff is organizing & writing a book to help teachers educate their students to better use of TV. It's scheduled for distribution in Nov.

(4) Monthly bulletins describing educational, cultural and public-service programs available locally will be distributed jointly by TV stations in 9 major cities within 3 months. This cooperative project was first tried out in Chicago & Los Angeles.

(5) TIO plans distribution to its sponsors of a report on a 4-year survey of effects of TV on British children.

Challenge to FCC & FTC by Congressman Emanuel Celler, House Judiciary Committee chmn., was met last week by FTC Chmn. Earl Kintner during a 30-min. WNTA-TV telecast. The debate focused on payola & false advertising claims as they are dealt with by FCC & FTC. "If TV & radio are used to convey false ads, then those media are guilty," stated Celler. On the subject of payola, he added: "Desire on the part of teen-agers to listen primarily to rock & roll is due to payola & plugola on the part of unscrupulous disc jockeys." Kintner stated his belief that primary responsibility in both matters "lay upon the people with the checkbooks, the advertisers & the agencies." In the area of criminal penalties for deceptive ads & payola, the FTC chmn. expressed the hope that the advertising & broadcasting industries will do their own policing "so we may accomplish this clean-up short of federal penalties."

Sports anti-trust bill by Sen. Kefauver (D-Tenn.) which would authorize agreements on blackouts of telecasts of pro baseball & football games (Vol. 16:22 p14) has reached the Senate floor. The measure (S-10605) was dropped there quietly by the Judiciary Committee, which made no recommendations on whether it should be passed or not. Floor amendments to the controversial measure, on which Kefauver's own Anti-Trust & Monopoly Subcommittee couldn't agree, were promised by Sen. Keating (R-N.Y.) if it is called up for a vote.

Crisis in Japan, which resulted in the withdrawal last week of the Japanese govt.'s invitation to President Eisenhower, also caused CBS-TV to juggle its public-affairs schedule. A special 30-min. edition of *Eyewitness to History*, containing jet-flown footage from CBS cameramen in the Orient, pre-empted *Person to Person* June 17 (10:30-11 p.m.). Firestone was sponsor. CBS also scheduled a 2-part repeat telecast of "Japan's Changing Face" in the Sun.-evening *Twentieth Century* series June 9 & 26.

Television Digest

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Personals: Carl M. Watson promoted from NBC continuity acceptance mgr. to dir., replacing Stockton Helffrich, recently appointed dir. of NAB's new N.Y. branch TV Code office (Vol. 16:23 p7).

Eugene Burr, ex-CBS producer (*The Verdict Is Yours*), named NBC-TV program development vp . . . Edward A. Byron, ex-pres. and owner of Byron Productions (*Mr. District Attorney, Pot of Gold, What's My Name?*), named to NBC-TV sales staff, concentrating on news & public affairs programs . . . Joseph R. Cox, ex-WCBS radio, joins ABC-TV station relations dept. as a regional mgr. . . . John R. Malloy named sales dir. (English), CBC . . . Robert E. Metcalfe named managing dir. of WRDW-TV Augusta which was taken over officially by the Friendly Group June 2 . . . mgr. & national sales mgr., WSBA-TV York, Pa.

Rear Adm. William D. Irvin, 1957-58 deputy communications-electronics dir. in Pentagon, named first chief of Defense Dept.'s new Defense Communications Agency in which control of all long-haul military systems is centered . . . Robert W. Sarnoff, NBC chmn., named a trustee of Franklin & Marshall College, Lancaster, Pa. . . . Donald H. McGannon, WBC pres., elected a trustee of Ithaca College, Ithaca, N.Y. . . . A. Donovan Faust promoted from station mgr. to gen. mgr., WJRT Flint, Mich. . . . Hal Phillips named program director of KHJ-TV Los Angeles . . . T. Harold Scott, ex-chief of FTC's TV-radio monitoring unit (Vol. 16:21 p16), confirmed by Senate as associate comr. of Indian Claims Commission.

Frieda Hennock Simons, former FCC Comr., 1948-1955, was reported in critical condition June 17 in George Washington U. Hospital, Washington, after an operation the day before for a malignant brain tumor.

Obituary

James Leonard, 50, Crosley Bestg. Corp. vp & gen. mgr. of WLWC Columbus, O., died June 11 of leukemia in Columbus. He is survived by his wife, 5 sons and a sister.

J. Elsworth Rogers, 61, co-founder (with his brother E. S. [Ted] Rogers) of radio CFRB Toronto, died June 14 of a heart attack aboard a yacht in Georgian Bay.

Advertising

TCF's Political Bargain: Twentieth Century-Fox has a strong chance of winding up as sponsor of the entire ABC-TV coverage of both political conventions for a nominal \$250,000 investment. The deal, arranged by TCF Pres. Spyros Skouras and AB-PT Pres. Leonard Goldenson, actually brings TCF into the ABC political package as a 1/12 sponsor. However, if the remaining availabilities aren't sold by convention time, they'll go as a "bonus" to TCF for whatever minor production costs are involved, we're told by TCF's N.Y. hq. TCF intends to use the political shows to plug 2 new feature films going into theatrical release: "From the Terrace" and "The Lost World." ABC-TV has guaranteed TCF three 2-min. announcements per hour for 40 hours. The purchase, through the Schlaifer agency, is said by TCF to represent "the first time a movie company has bought network TV to promote new features."

N.Y. county grand jury charged Drug Research Corp. last week with false & misleading TV advertising of its Regimen reducing pill. Those accused in a 134-count information were: Pres. John Andre (who became subject to a one-year prison term); Kastor, Hilton, Chesley, Clifford & Atherton ad agency; New Drug Institute Labs (said to have supervised clinical tests on the product). "Advertisements for the tablets included paid endorsements from persons who underwent strict diets and even took dehydration pills to furnish photographic proof of weight loss," stated N.Y. District Attorney Frank S. Hogan. Other D-R products now under investigation are Man-Tan and Positan. The only defense from the accused was an agency statement: "It seems to be the tenor of the times to attack the advertising of many products, especially in the drug & proprietary fields, that have attained leadership through 'hard sell' copy."

Twelve-oz. bottle battle will begin in N.Y. soon. To combat Coca-Cola's new 12-oz. "king-size" coke, Pepsi-Cola will launch a barrage of spot TV-radio & newspaper ads. Coke's agency, McCann-Marschalk, has already announced a \$100,000-per-week N.Y. saturation campaign for the new Coke size. Pepsi, noting last week that it was celebrating the 25th anniversary of its 12-oz. size, will kick off an extensive promotion on this theme. A "weather forecast" line due to be used in Pepsi's campaign: "fair & warmer with frequent Pepsi & scattered competition."

Legislative lobbying by advertising in any medium, including TV & radio, would be income-tax-deductible under terms of a bill (HR-7123) approved by the House Ways & Means Committee.

New reps: WVEC-TV Hampton-Norfolk to Katz July 1 from Avery-Knodel • KEYT Santa Barbara to Young June 1 from Headley-Reed.

Ad People: Herbert D. Maneloveg and Donald J. Dolen elected BBDO vps . . . Hal H. Thurber named Wade Advertising pres.

Carl Falkenhainer elected pres. of Western States Advertising Agencies Assn. Others elected: Bill Boylhart, first vp; Earl Culp, second vp; Don Jenner, secy.-treas. Ex-Pres. Rod May is chmn. New directors are Ralf Spangler and Jack Pachard.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV-RADIO SALES HIGH, BUT PHONOS SAG: Retail sales pace of TV & radio was good during first 4 months of this year—with a particularly solid April—but unit sales of phonographs in April were lower than last year. Nevertheless, total 4-month phono sales are still ahead of the rather poor 1959 four-month total. These trends are evident from an analysis of official EIA sales & production statistics, released last week. Here's summary of home electronics' first 4 months:

TV retail sales ran at a solid 6.5-million-sets-a-year pace (vs. 5.75 million sets sold last year), or 13% ahead of 1959's rate. Despite talk about high inventories, first 4 months' production was at a 6.6-million annualized rate, indicating that production was geared very closely to sales. (Annualized figures are based on historic seasonal patterns; i.e., 29.9% of year's TV set sales are made in first 4 months.) April 1960's retail TV set sales were 33% higher than April 1959.

Retail sales of radios (excluding auto) were going at whopping annual pace of 10.3 million sets, 15% ahead of last year's high level (1959's retail sales were 8.9 million). First 4 months' domestic radio output was at an annual level of 11.8 million sets, indicating what may be beginning of an inventory buildup. April was excellent radio month, 40% ahead of April 1959 in retail sales.

Phono retail sales, while 20% ahead of last year for 4 months, took a 9% drop in April compared with April 1959. April dollar volume of phono sales probably was higher than last year, however, since stereo constituted greater proportion of sales this year. For first 4 months, 76% of phono sales this year were stereo units vs. 52% in same period a year ago.

Four months don't make the whole year, and there are some indications of a weakening of the TV market in May on basis of first unofficial statistical estimates. These same estimates, however, show radio retail sales continuing the high seasonal rate established in first 4 months.

For complete tables of TV-radio-phono production & retail sales compared with 1959, see p. 17.

ITT INTO CONSUMER IMPORTS? The worldwide utility & electrical-electronics manufacturing giant, International Telephone & Telegraph Co., will soon direct its attention to a full-scale study of the feasibility of consumer-goods imports into the U.S.

Any action is far in future—at least a year. Study hasn't gotten under way yet. Speculation on ITT's moves was keyed by appointment of Frederick Holzer as dir. of consumer mktg. under big internal reorganization & consolidation program by Pres. H. S. Geneen. In announcing appointment, ITT said Holzer will be responsible "first for directing & coordinating ITT's existing consumer marketing activities, which are primarily outside the U.S. at this time, and then for developing plans & programs for ITT to market consumer products & services within this country."

Announcement was misinterpreted in press to mean the firm has definite plans for heavy invasion of consumer markets here. This apparently isn't true—at least not yet. ITT once was heavily in domestic consumer products manufacturing, but sold its Coolerator refrigerator div. in 1954 to McGraw Electric, its Capehart TV-radio-phono name in 1956 to Benjamin & Robert Gross (Vol. 12:18-20,24). Capehart was sold again last year to Dynamic Electronics-N.Y. Inc. (now Capehart Corp.).

When & if it should decide to enter U.S. consumer products marketing, ITT will have excellent foreign sources of supply as well as complete importing machinery (it now imports such items as banking equipment, teleprinters, computer gear from its foreign subsidiaries & affiliates).

ITT is very deep in consumer goods manufacturing abroad through subsidiaries & affiliates of its holding company International Standard Electric, at least 9 of which make TV and/or radio receivers. ISE also is reputed to own 22% of Nippon Electric Co., maker of TV-radio & other electronic & electrical gear and

13% of Sumitomi Electric Industries, Osaka—both of which ITT lists as "associate licensees for manufacture and sales."

ISE's overseas affiliates known to make home TV & radio sets: Compania Standard Electric, Argentina (3,100 employes); Standard Telephone & Cables, Australia (3,100); Standard Telephon und Telegraphen, Austria (1,400); Bell Telephone Mfg. Co., Belgium (10,200); Standard Electrica, Brazil (1,800); Compania Standard Electric, Chile (300); Standard Elektrik Lorenz, Germany (20,200); Standard Electrica, Spain (7,050); 4 companies including TV-radio mfr. Kolster-Brandes, United Kingdom (25,400).

TV-STEREO'S BIGGEST PRODUCT SHOWS: Home electronics spotlight swings this week to Chicago with opening of summer 1960's International Home Furnishings Market at the Merchandise Mart (June 20-July 1). This will be followed next month (July 11-14) by National Assn. of Music Merchants' show at Chicago's Palmer House—which has now become TV-radio-stereo's No. 1 product show.

Ten major manufacturers are exhibiting this week in their permanent spaces at the Merchandise Mart. While none of them will be revealing new lines to dealers for first time at this show, there's feeling that Mart serves good purpose as permanent showroom for their goods. There's some order-writing, particularly by Midwest distributors, at this summer mart—which is basically a furniture & housewares show.

Displaying TV-radio-phono wares at Merchandise Mart are Admiral, Columbia, GE, Magnavox, Motorola, Philco, RCA, Sylvania, Westinghouse, Zenith, in addition to 6 transistor radio importers and several smaller radio manufacturers.

The July Music Show—not basically a "selling" show, but an occasion where dealers can inspect wide variety of competing merchandise—will have more TV-radio-stereo exhibitors than ever this year. Later in the season than in former years, all new TV (but not all stereo) lines will have been shown by that time. All of the TV exhibitors at Merchandise Mart—with 2 exceptions—also will show wares at Music Show.

This year's Music Show will have as exhibitors nearly all the big names in TV-radio-stereo, plus a smattering of smaller ones, component hi-fi makers, importers, etc. Among those represented at Music Show will be Admiral, Arvin, Bell Sound (Thompson Ramo Wooldridge), Capehart, Columbia, Delmonico, Dynavox, Fanon, Granco, Hoffman, Magnavox, Majestic International, Motorola, Muntz, Olympic, Petely (Japan Victor), Philco, Pilot, RCA, Sony, Steelman, Symphonic, Stromberg-Carlson, Tele-tone, Transistor World (Toshiba), Videola, V-M, Waters Conley, Webcor, Westinghouse, Yashica, Zenith.

While Merchandise Mart and Music Show do attract different types of dealers, distinction is becoming less sharp. Mart TV-radio-phono displays have always catered to appliance, furniture & housewares dealers, while Music Show was principally for music stores—but Music Show now has enough emphasis on electronics to attract dealers who don't also handle such items as band instruments & records. One TV-stereo maker summed up the difference between the shows this way: "Our permanent exhibit at the Mart is valuable to our over-all marketing effort and is successful in creating actual sales and broadening distribution. The Music Show is gaining in popularity, but it's a one-shot trade show and not a trend away from the Mart."

Both shows serve an unadvertised, but useful, purpose in TV-radio-stereo field. They permit manufacturer personnel to get first close look at competitors' new products—important in this competitive industry.

For more reports on new TV-stereo lines (including Du Mont, Emerson, Philco, Symphonic), see p. 16.

TV-RADIO PRODUCTION: EIA statistics for week ended June 10 (23rd week of 1960):

	June 3-10	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	99,432	87,977	128,049	2,634,168	2,456,128
Total radio	316,421	259,116	299,599	7,547,718	6,252,324
auto radio	123,364	107,090	134,167	2,951,688	2,527,536

Hammond Organ isn't counting on sales of its reverberation device to phono manufacturers to show up strongly in profits. Finance vp Robert H. Nelson told the Indianapolis Society of Security Analysts last week that "it will take a substantial volume to make any appreciable effect on our after-tax earnings." Zenith & Philco are using the Hammond device in their high-end stereo consoles (Vol. 16:22 p16).

British TV sets in search of a U.S. distributor are being shown by Bush Radio Ltd. at the current British Exhibition in the N.Y. Coliseum (Vol. 16:23 p21). Two sets built to U.S. standards with British-made 23-in. bonded tubes were lowboy console models. The special feature of the sets is 8-channel pushbutton tuning, pre-set to the N.Y. channels (and one to grow on?). They are designed to retail in U.S. for \$375 (one speaker) & \$390 (2 speakers).

More about

NEW TV-STEREO LINES: Longer TV lines, more emphasis on furniture and strong trend to 19- & 23-in. picture sizes (Vol. 16:23 p18) continue to be among the main trends as more manufacturers show new lines, and details about other lines mentioned earlier in these pages become available. Here are some highlights:

Emerson & Du Mont

Emerson's new TV line, shown to distributors in N.Y. this week, contains 29 basic models of 19- & 23-in. sets, at \$188-\$598 list, plus a group of 17- & 21-in. holdovers. This compares with last summer's basic 18-set line at \$178-\$498. The 23-in. sets begin at \$198 (table model). New to the line are three 23-in. TV-stereo-AM-FM combinations at \$498-\$598, in addition to four 21-in. combo holdovers. Emerson will offer its previously-announced "Trans-Viewer" 10-in. battery-operated TV in limited quantities at about \$250 plus \$5 or \$80 for the battery (depending on type), but—in the words of Emerson Pres. Benjamin Abrams—"it probably will have more interest than sales."

Due to be dropped in this fall, as reported here last April (Vol. 16:14 p17) are 2 or 3 color sets in both the Emerson & Du Mont lines. Pres. Abrams reiterated that the company had lost \$2 million on color production, but stated: "We want to keep our finger in color until it becomes a going business. That will be in about 4 or 5 years." He added: "With the exception of one company, Emerson has produced more color sets than anyone else in the industry."

Emerson's short phono line has 2 monaural portables (\$19.88 & \$39.88), 3 stereo portables (\$29.88-\$98), one console (\$128), one console (\$248)—plus the British import Wondergram pocket portable phono.

Du Mont showed 12 new TV & TV-combination sets, all 23-in., starting at \$260 for a table model and topped by 2 TV-stereo-radio combos at \$1,250. This time last year, Du Mont's new-set prices ranged from \$230 to \$895. Its 3-set stereo AM-FM console line is priced at \$450 (2 sets) & \$470. Du Mont div. sales dir. George Cohen announced that the company's restricted dealer policy, instituted last year, will be continued.

Magnavox

Although it doesn't have a regular line-change, Magnavox will be dropping in several new sets—including 19- & 23-in. sizes—in time for next month's Music Show in Chicago. Pres. Frank Freimann informed dealers in a letter that the company will return to the active color fold (as predicted here Vol. 16:14 p17) with a 21-in. color TV-stereo combination. The TV-stereo combination line will include three 21-in., four 23-in. & four 24-in. sets.

Also due to be dropped in are four 19-in. table & portable sets (starting at \$189.50), six 23-in. sets. The line will include 2 promotional 21-in. models (\$219.90 & \$239.90) and five 24-in. sets. A new 23-in. combo in the \$450-\$475 range may be introduced in the fall. The stereo line will have 22 consoles at \$149.50-\$1,250.

Symphonic

Symphonic Electronic Corp., large phono manufacturer, last week showed its first line of TV sets (Vol. 16:22 p22), as yet unpriced. The 8-set line consists of 19-in. bonded portable & table model, 23-in. non-bonded console, three 23-in. bonded consoles (including one with remote), two 23-in. TV-stereo-AM-FM combos (one remote). Symphonic also showed \$19.95 to \$489.95 phonos.

Philco

Having already announced its 19-in. TV line (Vol. 16:24 p16), Philco last week unveiled its group of 7 basic 23-in. consoles with bonded tubes, ranging from \$239.95 to \$329.95 with a "open list" on top-of-the-line console. Philco also will carry over a 21-in. console at \$229.95 & \$239.95. Again this year, the company's promotion will stress the "Cool Chassis" design, in addition to a new "Crystal Cascade Tuner" incorporating a ladder-grid tube for increased sensitivity.

Philco also announced a new shirt-pocket 6-transistor radio, the "All American" at \$29.95.

Hoffman

Hoffman's new 19-in. portable (Vol. 16:24 p16) is one of the few portables to feature a bonded tube. It is the leader in a line of 25 basic sets (including six 17- & 21-in. holdovers), as opposed to its 10 basic models introduced at this time last year. Among Hoffman's features are 22,000 volts of picture power in most 23-in. sets, full-year warranty on all parts & tubes. The stereo line consists of 2 portables and 2 consoles. Radios are the sun-powered Trans-Solar, now \$49.95, a 7-transistor set at \$29.95 and an 8-transistor at \$34.95. Hoffman's distributor-dealer convention next year will be in Paris in May, it was announced at this year's Las Vegas convention.

Answering \$150,000 libel suit brought by Hartley Products Co., (Vol. 16:14 p18), Consumers Union told Bronx County Supreme Court that its rating of the Hartley loudspeaker was fair comment. Asking a dismissal of the suit—the outgrowth of an "unacceptable" rating published in CU's *Consumer Reports*—CU stated that its report on the speaker "constitutes fair comment and the honest expression of opinion based upon adequate tests." It denied malice or intent to injure Hartley's business. CU's answer listed the tests given the loudspeaker. It also asked dismissal of the complaint on the grounds that the action was filed more than a year after the alleged offense and is illegal under the statute of limitations.

Philco will develop, design & market specialized production equipment for outside purchasers through the new equipment development & mfg. operations of its Lansdale div. under gen. mgr. Stuart L. Parsons. The group, which formerly developed equipment for tube-semiconductor operations of Philco and its licensees, is currently making & delivering Fast Automatic Transfer Line automated transistor production lines for Philco transistor licensees CBS Electronics, General Transistor, Sprague Electric and Semiconductors Ltd.

Canadian TV slumped in April, as distributor sales to dealers slipped to 20,777 units from 27,612 in April 1959. The year-to-date volume totaled 100,578 units, compared with 116,786 TVs sold in Jan.-April 1959. The 4-month breakdown (corresponding 1959 figures in parentheses); portables, 19,527 (21,281); table models, 19,572 (34,876); consoles, 56,945 (56,234); combinations, 4,534 (4,395). For April 1960 (vs. April 1959): portables, 6,166 (6,644); table models, 3,578 (7,291); consoles, 10,293 (13,073); combinations, 740 (604).

Control of Recordio Corp., Charlotte, Mich. maker of tape recorders, has been purchased by Creative Electronics, Chicago. Creative Electronics Chmn. Donald Heinisch & Pres. Stephen Barr have taken similar positions in Recordio Corp.

TV-RADIO-PHONO SALES: Despite seasonal monthly drops from March, April's retail sales of TVs & radios were higher than 1959—increasing the momentum of a good first quarter (see p. 14). Phono sales for the 4-month period were higher than the year-ago period (1,461,814 vs. 1,210,322), but April retail sales were 9% lower than those of April 1959 (193,288 vs. 212,423). Here are official EIA production & sales figures:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1960	1959	1960	1959	1960	1959
January	526,494	437,026	50,119	35,841	590,867	501,704
February	503,453	459,492	43,537	34,678	507,673	448,173
March	549,500	494,032	45,411	32,112	501,829	425,751
April	422,551	389,251	39,240	20,501	351,214	263,998
TOTAL ..	2,001,998	1,779,801	178,307	123,132	1,951,583	1,639,626

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January	1,355,788	1,124,737	632,461	420,052	803,388	700,490
February	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	1,667,550	1,347,554	633,761	511,219	664,441	515,563
April	1,230,323	1,040,183	399,963	422,346	547,839	388,863
TOTAL ..	5,696,029	4,637,859	2,263,057	1,786,168	2,627,147	2,079,804

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 50,963 (29,145), March 83,127 (32,994), April 61,953 (31,425). Four-month total: 229,859 (123,799).

PHONO FACTORY SALES

Month	1960		1959	
	Mono	Stereo	Mono	Stereo
January	118,400	341,329	184,147	177,336
February	90,854	324,666	164,873	188,750
March	63,264	242,523	119,075	168,117
April	30,606	142,409	47,153	125,111
TOTAL	303,124	1,050,927	515,248	659,341

PHONO RETAIL SALES

Month	1960		1959	
	Mono	Stereo	Mono	Stereo
January	150,688	368,964	231,429	159,214
February	100,268	347,860	171,127	156,477
March	61,249	249,497	139,577	140,075
April	41,147	152,141	94,226	118,197
TOTAL	343,352	1,118,462	636,359	573,963

* * *

Factory sales of picture tubes were up in both dollar & unit volume for the first 4 months of 1960, as compared with 1959, according to EIA figures, but receiving tube dollar & unit sales were lower for the same period. The official tube statistics:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	795,250	\$15,831,430	31,367,000	\$26,872,000
February	741,233	14,495,480	32,734,000	27,881,000
March	794,375	15,654,281	36,382,000	31,751,000
April	707,252	13,782,769	29,737,000	25,759,000
Jan.-Apr. 1960	3,038,110	59,763,960	130,220,000	112,263,000
Jan.-Apr. 1959	2,936,889	56,373,446	133,946,000	116,771,000

IUE's demands on GE were presented to the public on a 9-city closed-circuit TV press conference last week, with Pres. James B. Carey outlining these main union requests: (1) A general wage increase equaling the annual increase in GE workers' productivity, but with a minimum of 3 1/2%. (2) Union participation in planning plant relocations. (3) Supplemental unemployment program (guaranteed annual wage) similar to those in auto, steel & rubber industries. Carey said that substantially the same package would be requested of Westinghouse.

Philco's "Reverbaphonic" stereo systems (Vol. 16:22 p16) will be promoted in a national campaign featuring opera star Patrice Munsel.

DEALERS ASSESS 1959: Business in 1959 bounced back from recession-hobbled 1958, but not with the strength apparently anticipated by most TV-radio & appliance dealers, according to NARDA's latest Cost-of-Doing-Business survey. The 1959 analysis of member-dealer operations shows a sharp sales increase of 12.7% over the 1958 level (vs. 9.9% for all U.S. dealers). However, dealers also wound up overstocked, with year-end inventories up a profit-choking 26.1%. The 1959 net operating profit set a new low in the survey's 14-year history—slipping to 0.9% from 1.1% in 1958 (Vol. 15:26 p18).

Other ups & downs recorded in 1959: Merchandise turnover rate improved to 5 times from 4.6. TV's share of total appliance sales slipped to 24.8% from 25.7% in 1958, countered by radio & phono sales gains to 11.9% from 10.8%. Total operating costs inched down to 27.02% of net sales vs. 27.35% in 1958. Total cost of goods sold (merchandise plus service parts) inched up to 72% on net sales vs. 71.53%. Total gross margin fell to 28% of the selling price, from 28.47% in 1958. Merchandise gross margin slipped to 29.60% from 30.28%.

Most dealers (75%) look for better things in 1960, forecasting an average 12% gain in sales. Only 11% anticipate a decline (averaging 6%), and 14% foresee no change. The majority (62%) also expect a 10% gain in profits, 9% fear a drop of as much as 15%, 25% see no change, and a hardy 4% foresee profit gains ranging from 100-300%.

TV (90% b&w, 10% color) was nominated by dealers as their "best selling" prospect for 1960. Runners-up: laundry equipment, stereo, air conditioners, refrigerators, freezers, hi fi (tied with ranges). However, reporting on products they plan to push with special effort, the dealers listed stereo 4th, color TV 11th. The main sales effort will go to air conditioners. In 1959, TV-radio-phono products accounted for the bulk of dealers' sales—36.7%, up slightly from 36.5% in 1958.

Price cutting, sales personnel and adverse economic conditions (in that order) were listed by the dealers as their chief 1959 & 1960 operating problems. Others for 1960: overproduction & dumping by manufacturers, Sunday selling, slow collections, the glut in trade-ins.

TV-tube mislabeling by 3 firms is alleged in an FTC complaint. It cites them for failure to disclose when tubes they manufacture are reconditioned or contain used parts or have known defects. Named as respondents in the case are Budco Inc. & Metropolitan Electronic Distributors Inc., 113 S. Beatty St., Pittsburgh; Hymen & Harry Kotovsky and Jack Rosenblum, and K. M. K. Corp., 3323 Superior Ave., Cleveland. FTC's complaint concludes that the companies' failure to disclose "material facts" about the tubes "gives the uninformed or unscrupulous dealer-customer the means to deceive the public and diverts trade unfairly from competitors." Similar FTC charges also were filed against Electronic Video Inc., Brooklyn; Theta Electronics Inc., Greensburg, Pa., and Tube Mfg. Corp., Philadelphia. In addition, Electronic Video was accused of claiming its rebuilt TV tubes were "brand new fully guaranteed" merchandise when they weren't.

GE has cut prices 50% on medium-current silicon-controlled rectifiers.

'Boycott Japan,' Urges Siragusa: "A counter-demonstration to the cancellation of the Japanese govt.'s invitation to President Eisenhower" in the form of a boycott of Japanese products was urged last week by Admiral Pres. Ross Siragusa at an Admiral dealer meeting in Las Vegas.

Japanese imports have cost American workers more than 500,000 jobs, including 60,000 in electronics, he said. "While it is true that the dollar volume of Japanese purchases from the U.S. is great, these purchases are primarily of raw materials which do not involve much labor."

Rep. Hosmer (R-Cal.) then called for a temporary boycott, saying he'll refrain from buying Japanese goods until July 4, inviting all Americans to join him. "I take this course," he said, "regretting its necessity and with the emphatic expression that it is not to be construed in derogation of the vast majority of the Japanese people who are as dedicated as we are to good relationships between us."

No consumer reaction to anti-American rioting in Japan was reported by importers or buying offices in N.Y., according to the merchandising publication *Home Furnishings Daily* at week's end. A June 17 roundup story indicated some importers were concerned lest there be some "temporary hostility" toward Japanese goods, but there were no signs of any increased consumer resistance.

* * *

Foreign invasions of U.S. markets would be studied by a 12-man Presidential commission under a proposal (S. J. Res. 208) by Senate Minority Leader Dirksen (R-Ill.). He said such a survey should come up with recommendations for "a trade policy which in some measure equalizes the disadvantages under which U.S. producers now operate." Among disadvantages cited by Dirksen: Lower foreign wage rates, use of American technology "which we have so freely exported," depreciation allowances favoring foreign producers, export aids. The White House commission, representing industry, labor, agriculture, the public and the govt., would file a report to Congress by July 31, 1961, under terms of the Dirksen resolution. Co-sponsors of the measure—all Republicans—included Sens. Hickenlooper (Ia.), Wiley (Wis.), Hruska (Neb.), Cotton (N.H.), Dworshak (Ida.), Bush (Conn.), Keating (N.Y.), Aiken (Vt.), Javits (N.Y.), Prouty (Vt.), Bennett (Utah), Scott (Pa.), Bridges (N.H.), Saltanstill (Mass.), Schoepel (Kan.), Smith (Me.), Case (N.J.), Carlson (Kan.).

* * *

RCA will open research lab in Japan "to conduct fundamental studies in the physics & chemistry of solids." The new organization, known as Laboratories RCA Inc., will be housed in a building now under construction in Tokyo. Director will be Dr. Martin C. Steele, now on the staff of RCA Labs. RCA International dir. of license operations M. E. Karns emphasized that the organization will deal only in basic research and "will not be concerned in any way with engineering development for the manufacture of electronic equipment." It's understood that Dr. Victor H. Fraenkel of GE Research Lab has been in Japan to study possibilities of setting up research facilities there.

Sonotone Corp. may be acquired by Thompson Ramo Wooldridge if "preliminary discussions" bear fruit, according to Sonotone Chmn.-Pres. Irving I. Schachtel. Sonotone makes hearing aids, miniature tubes, nickel-cadmium batteries and hi-fi components. Among TRW's divisions are Dage TV and Bell Sound Systems.

Loudspeaker Innovation: A flat speaker which can double as a microphone and is adaptable to many new designs was demonstrated last week at the Emerson distributor convention by Pres. Benjamin Abrams. Invented by Dr. Robert R. Gamzon of Weizmann Institute in Israel, the device can be used in almost any shape, size or form, according to Abrams. For example, he suggested a "picture-frame of sound" to be hung on the wall, a shirt-button-size hearing-aid pickup or wrist-watch radio speaker.

As demonstrated to distributors, a 16-in. model was only $\frac{3}{8}$ of an inch thick. A microphone the size of a silver dollar was also shown. Dr. Gamzon said the thin speakers can be made for extremely high-quality reproduction—with less than 1% distortion.

The speaker was said to operate on a combination of electrostatic & electromagnetic principles, consists of 2 flat metal discs with printed-circuit magnets between them. There is no cone. Cost may be less than that of conventional speakers, according to Abrams.

The device was developed under a joint grant by Emerson and French interests; Abrams said Emerson has exclusive Western Hemisphere rights. "Initial development phase" is over, he added, and his company hopes to have production models within a year.

Trade Personals: Frederick Holzer, International Standard Electric executive & former Servel official, named dir. of consumer mktg. (see p. 14), one of 3 new international marketing posts created by ITT; John J. Bassett, ISE vp, named dir. of telecommunications mktg.; Burrell A. Parkhurst, pres. of ITT's components div., named dir. of components mktg.

Harry C. Chrobot, former auto dealer, named mgr. of Motorola's new dealer development services plan, with responsibility for sales training of the company's distributor & dealer organizations . . . Harold F. Cook named Tung-Sol mktg. services mgr. . . . Dr. Robert L. Tanner named mgr., Stanford Research Institute electromagnetics lab . . . Arthur L. Rossóff, technical dir. of Radio Receptor's advanced development lab, named divisional vp; Charles Hittner promoted from engineering staff dir. to div. vp & chief staff engineer, engineering products div. . . . Kenneth R. Harkins, ex-counsel of House Judiciary Anti-Trust Subcommittee, appointed a senior legal asst. to Stromberg-Carlson vp-counsel Edward Diamond.

Donald Price named Sylvania Home Electronics ad & sales promotion mgr., succeeding Charles R. Lunney, resigned; Richard Stafford resigns as mktg. administrator . . . Samuel L. Baraf, elected pres. of United Transformer Co.; Henry Russell elected vp, continuing as gen. sales mgr. . . . P. Eugene Laliberte named Stromberg-Carlson electronics div. mktg. dir. . . . Richard P. Thornton named gen. mgr., Amphenol-Borg packaged electronics div. . . . Joseph Roberts, ex-RCA, appointed chief engineer of Industrial Transmitters & Antennas Inc., Lansdowne, Pa., FM & communications equipment mfr.

Excise tax rates applied to manufacturers who base prices partly on charges for local advertising for nationally-distributed products would be clarified under technical bills (HR-12536 & HR-12537). Introduced by Chmn. Mills (D-Ark.) & Rep. Mason (R-Ill.) of the House Ways & Means Committee, the measures are intended to make interpretations of excise rules uniform.

Finance

Pacific Mercury Electronics reported a 10% sales increase but lower profits for the 9 months ended March 31 as compared with the same 1959 period (see financial table). Pres. Joe Benaron blamed unusually heavy engineering & start-up expenses at the company's specialized missile-cabling facility in Joplin, Mo., and explained that these expenses will continue in the 4th quarter. These expenditures, he added, will make it possible for Pacific Mercury to participate substantially in missile & space projects. He also cited as contributing to the company's favorable outlook its subsidiary Telemetering Corp. of America and the National Automation Corp., in which Pacific Mercury has a controlling interest. He predicted higher sales for the Thomas electronic organ. Benaron made no comment about Pacific Mercury's TV-radio-phono business—mainly as a supplier to Sears Roebuck.

Hoffman Electronics will set new sales records in 1960, but profits will be lower than last year because of starting costs for several new products, Pres. H. Leslie Hoffman told the annual meeting in Los Angeles last week. Vp-treas. Carroll F. Underwood said 1960 earnings will dip to about \$1.5 million (\$1 a share) from last year's \$1,990,165 (\$1.31) while sales climb to \$64 million from \$46 million. Hoffman said 2nd-quarter earnings will be "somewhat better" than the first quarter's \$2,530 (vs. \$526,273 in first quarter 1959). He asserted that the company's consumer products line is being strengthened (Example: "We have been weak in the portable field," he said, exhibiting the firm's new 19-in. portable), and that new "more advantageous" payment terms have been worked out for dealers.

Granco Products, producer of FM sets, will have sales of about \$3.3 million for the fiscal year ending June 30—up from \$3,070,000 in fiscal 1959—Pres. Henry Fogel told the annual meeting last week. Earnings for the year are still "in question," he said, because of a plant fire last winter and expenses of moving to a new plant. In fiscal 1959, Granco earned \$49,152 (15¢ a share). For fiscal 1961, he predicted a sales jump to \$4-\$5 million and earnings of 30-40¢ a share. The forecast was predicated on acceptance of Granco's upcoming inexpensive FM auto radio and on FCC's expected FM stereocasting standards, which "will give the entire FM industry a tremendous boost." Granco's board voted to raise the 5% annual stock dividend to 10%.

Daystrom's board voted last week to redeem the company's 4% convertible subordinated debentures due March 1, 1977. The issue is redeemable at 104.375% plus accrued interest on July 14. Until July 8, each \$1,000 debenture is convertible into 30 shares of common stock.

Reports & comments available: Amphenol-Borg, report, Carreau & Co., 115 Broadway, N.Y. 6 . . . Standard Coil Products, report, Stein Bros. & Boyce, 14 Wall St., N.Y. 5 . . . Siemens & Halske, A.G., study, Bear, Stearns & Co., One Wall St., N.Y. 5 . . . Esquire Radio & Electronics, prospectus, Myron L. Lomasney & Co., 39 Broadway, N.Y. 6.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**

Thursday, June 16, 1960

Electronics TV-Radio-Appliances Amusements

The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	32½	35%	Magna Theater	3¼	3-11/16
Aerovox	10%	11%	Magnetic Amp.	11½	12½
Allied Radio	20¼	22	Magnetics, Inc.	11	12%
Astron Corp.	2½	3-1/16	Maxson (W.L.)	9%	10%
Baird Atomic	37¼	40%	Meredith Pub.	36½	39%
British Ind.	16½	18	Metropolitan Bcstg.	14	15%
Capital Cities Bcstg.	8¼	9¼	Milgo Electronics	22½	25%
CGS Labs	14	16¼	Narda Micro	6%	7½
Control Data Corp.	44	48¼	Narda Ultra	5	5%
Cook Elec.	16	17¼	National Co.	21	22½
Craig Systems	18%	20½	Nuclear of Chicago	36	38%
Dictaphone	42	45½	Official Films	1-7/16	1-11/16
Digitronics	23¼	25½	Pacific Automation	9¼	10%
Eastern Ind.	13	14½	Pacific Mercury	7	8%
Eitel-McCullough	28	30	Perkin-Elmer	47½	51%
Elco Corp.	18%	20%	Philips Lamp	155%	161½
Electro Instruments	55	59½	Pyramid Electric	2%	3-3/16
Electro Voice	12%	14%	Radiation, Inc.	26¼	28½
Electronic Assistance	19	21	Howard W. Sams	44½	47½
Electronic Associates	25	27	Sanders Associates	50½	54½
Brie Resistor	8%	9%	Silicon Trans.	8½	9%
Executone	35	38%	Soroban Engineering	22	23%
Farrington Mfg.	56½	60½	Soundsciber	16%	18%
Fischer & Porter	14%	15%	Speer Carbon	21¼	23
FXR	61½	66	Sprague Electric	69½	73%
General Devices	22½	24%	Taylor Instrument	74	78%
G-L Electronics	11%	12½	Technology Inst.	12¼	13%
Granco Products	4%	5¼	Tele-Broadcasters	1¼	1%
Gross Telecasting	18½	20¼	Teledrome	9½	10½
Gulton	54½	58	Telecomputing	8%	9%
Haydu	1/16	5/16	Telemeter	16%	18%
Hewlett-Packard	78½	83¼	Time, Inc.	60½	64
High Voltage Eng.	147	160	Tracerlab	9%	10½
Infrared Ind.	23%	25%	United Artists	7¼	8
Interstate Engineering	26¼	28	United Control	31	33¼
Itek	78	82¼	Universal Trans.	1%	2½
Jerrold	10%	11%	Vitro	14¼	15¼
Lab for Electronics	47	50%	Vocaline	3%	4¼
Leeds & Northrup	42	45½	Wells-Gardner	17	18%
Lel, Inc.	3%	4%	WJR Goodwill Station	8%	9½
L.F.E., Inc.	10	12½	Wometco Ent.	12%	13¼
Ling Altec Electr.	25¼	27¼			

Desilu Productions' record net for the year ended April 30—225% over fiscal 1959's profits (see financial table)—would have been higher if the WGA strike hadn't occurred during the final 3 months of the fiscal year. Said Desi Arnaz: "There was little reduction because of the strike in the company's production of its own TV series, but the production for others on a cost-plus-fee basis was reduced." Arnaz added he did not expect the strike to affect next season's production, but conceded it had cut into the development of new properties. He mentioned that Desilu is considering investing in a Broadway musical starring Lucille Ball, with recording & TV rights.

Ampex posted record sales & earnings in its 1960 fiscal year ended April 30 (see financial table). Both revenue & profit were 47% ahead of a year ago. The financial report includes the performance of Orr Industries, which was merged into Ampex Oct. 7, 1959. Ampex said the current outlook is excellent for each of its 5 operating companies and Ampex International, and forecast continued sales & earnings gains in the new fiscal year.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Capitol Records	Q	\$0.50	Jun. 30	Jun. 15
Columbia Pictures	Stk.	2½%	Jul. 29	Jun. 30
General Bronze	Q	.25	Jun. 29	Jun. 20
Motorola	Q	.50	Jul. 16	Jun. 30
Sonotone	Q	.07	Sep. 30	Sep. 2
Western Electric	Q	.90	Jun. 30	Jun. 20

Factbook No. 31 Closes July 15

The 1960 Fall-Winter edition of TELEVISION FACTBOOK (No. 31) is now being prepared for September release by the editors of TELEVISION DIGEST. To reserve your advertising space for this new upcoming edition we suggest you get in touch with our Business Department today. Final advertising deadline is July 15.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote less.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Acoustica Associates	1960—year to Feb. 29	\$ 8,106,788	—	\$ 240,879	\$0.63	383,625
	1959—year to Feb. 29	6,135,517	—	147,180	.43	340,150
Allied Radio	1960—9 mo. to Apr. 30	26,543,076	—	938,409	.92	—
	1959—9 mo. to Apr. 30	22,918,118	—	851,179	.83 ¹	—
	1960—qtr. to Apr. 30	9,094,541	—	345,604	.34	—
	1959—qtr. to Apr. 30	7,950,216	—	314,392	.31 ¹	—
Ampex Story on p. 19	1960—year to Apr. 30	68,113,000 ²	—	4,013,000 ²	.55	7,270,000
	1959—year to Apr. 30	46,239,000	—	2,730,000	.38	7,270,000 ¹⁰
Avnet Electronics	1960—9 mo. to Mar. 31	6,875,563	—	785,337	.52 ⁷	1,512,438 ⁷
	1959—9 mo. to Mar. 31	4,557,929	—	547,430	.36 ¹	1,512,438 ²
Columbia Pictures	1960—39 wks. to Mar. 26	—	—	534,000	.28 ⁴	1,302,109 ⁴
	1959—39 wks. to Mar. 28	—	—	275,000 ⁴	.08 ⁴	1,302,109 ⁴
Desilu Productions Story on p. 19	1960—year to Apr. 30	23,406,100	1,596,559	811,559 ⁸	.70	1,155,940
	1959—year to Apr. 30	20,470,361	496,266	249,566	.22	1,150,000
Electronic Communications	1960—6 mo. to Mar. 31	11,451,000	—	89,282	.13 ¹	590,076
	1959—6 mo. to Mar. 31 ⁷	17,971,480	—	496,203	1.25 ⁴	382,866
Lab for Electronics	1960—year to Apr. 29	—	—	1,225,880	2.23	—
	1959—year to Apr. 29	—	—	577,926	1.11	—
Pacific Mercury Story on p. 19	1960—9 mo. to Mar. 31	17,365,987	—	302,972	.43	700,000
	1959—9 mo. to Mar. 31	15,751,608	—	347,923	.50	700,000
United Artists	1960—13 wks. to Apr. 2	23,188,000	—	788,000	.47 ⁸	1,664,218
	1959—13 wks. to Apr. 2	19,297,000	—	712,000	.43 ⁸	1,390,107
Universal Pictures	1960—26 wks. to Apr. 30	—	7,570,194	3,695,194	4.04 ⁴	892,190
	1959—26 wks. to May 2	—	(899,266)	(533,266) ⁹	—	927,254

Notes: ¹ Adjusted for stock split or stock dividend. ² Outstanding after 2-for-1 stock split May 11, 1960. ³ Record. ⁴ After pfd. dividends. ⁵ Outstanding Mar. 26, 1960. ⁶ Includes \$2,622,000 profit on sale of West Coast lab facilities. ⁷ Includes Standard Products Inc. acquired March 1959. ⁸ Based on 1,664,218 shares outstanding Apr. 2, 1960. ⁹ After \$366,000 tax credit and not including \$3,667,387 profit from sale of studio. ¹⁰ Adjusted to reflect 3-for-1 stock split Jan. 1960.

Foreign

USIA'S FOREIGN TV DATA: Since Jan. 1, TV circulation in the Free World, excluding U.S. & Canada, has increased from 28,950,000 to 34,500,000 while the Soviet bloc total has risen from 5,300,000 to 5,600,000—according to the latest summary by the U.S. Information Agency.

At the same time, overseas TV stations have increased from 1,088 to 1,237. Though USIA doesn't differentiate between regular-power stations and low-power booster-satellites, it's assumed that most of the increase was in the latter category, as it usually is. The Free World accounted for 109 of the increase, the Sino-Soviet bloc for 40.

USIA's TV service now offers its programs to some 1,000 foreign stations with an audience of more than 100 million. The agency reports that more than 80% of all Free World receivers are being served by stations with—video-tape facilities—and USIA is supplying both 525- and 626-line tapes.

Most of the Communist efforts to use TV for propaganda, USIA states, is in East Germany, where 18 stations have started since the first of the year, bringing the total to 38. USIA quotes East German TV-radio officials, asserting that broadcasting "is the most important weapon in our efforts to exert political influence on the West German population . . . Every program for West Germany is like an artillery salvo straight into the enemy camp."

Among other highlights of the report: (1) Costa Rica & Okinawa started TV. (2) Eurovision extended to a total of 14 countries. (3) Algerian network extended. (4)

Rhodesia station due in Nov. (5) Japan now has 92 stations, 5 million sets. (6) Taiwan station due this summer. (7) Soviet bloc started "Intervision" network. (8) Soviet Union added 13 stations, now has 149. (9) Communist China now has 5 with the start of a Changchun outlet.

Britain's Border area will get commercial TV next year under proposed plans of the Independent TV Authority. Subject to final contract, ITA has accepted the application of a group known as Border Television to provide programs for 2 TV stations which ITA will build in the area. One station, at Caldbeck near Carlisle, is expected to be on the air early in 1961; the other, near Selkirk, has an end-of-1961 target. The combined broadcast areas of the 2 ITA stations embrace 500,000 people. Border Television, which will have its hq & studios in Carlisle, is chaired by John L. Burgess, managing dir. of Cumberland Newspapers Ltd. Among its directors are film producer Sir Michael Balcon. Among major shareholders: Glasgow U.; Brasenose College, Oxford; Cumberland Newspapers Ltd.; Tweeddale Press Ltd.; British Cotton & Wool Dyers' Assn.

Transmitter contract for Eire TV, reportedly approximating \$300,000, has been awarded to Pye (Ireland) Ltd., which beat out U.S., UK, Dutch and German competition. The transmitter, with 350-ft. mast, will be built on Kippure Mountain, in County Wicklow, and is slated for completion within 11 months. The equipment will be designed for 405-line transmission, but will incorporate facilities for a switching to 625-line operation. Construction has already begun on studio buildings at Montrose, near Dublin.

ARB Survey-Based Estimates

Television Households by States & Counties

As of January 1, 1960

Compiled by American Research Bureau on the basis of approximately 500,000 telephone interviews in November 1959 & March 1960, using scientific sampling and statistical techniques

U.S. TOTALS: Total Households, 52,207,800. Television Households, 46,019,980. Percent with Television, 88%.

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
ALABAMA				ALABAMA				ALABAMA			
Autauga	4,100	2,900	70	Graham	3,300	2,200	66	Stone	1,600	1,000	64
Baldwin	12,600	8,100	64	Greenlee	3,100	2,200	70	Union	13,900	11,000	79
Barbour	6,400	4,200	65	Maricopa	182,800	154,200	84	Van Buren	1,900	1,300	68
Bibb	3,600	2,100	58	Mohave	2,100	1,400	66	Washington	14,900	9,400	63
Blount	6,900	4,200	61	Navajo	9,500	6,300	66	White	10,500	7,200	68
Bullock	3,200	1,800	56	Pima	80,500	68,100	85	Woodruff	3,500	2,900	82
Butler	5,700	3,700	66	Pinal	17,300	13,000	75	Yell	3,100	2,500	80
Calhoun	25,100	18,800	75	Santa Cruz	3,400	2,300	66	Total	482,100	349,200	72
Chambers	9,300	5,200	56	Yavapai	7,400	4,900	67	CALIFORNIA			
Cherokee	4,000	3,100	77	Yuma	14,100	10,800	77	Alameda	293,600	266,300	91
Chilton	6,700	4,300	64	Total	357,200	288,300	81	Alpine	100	70	68
Choctaw	4,300	3,200	75	ARKANSAS				Amador	2,900	2,500	85
Clarke	5,900	3,600	61	Arkansas	5,300	4,000	75	Butte	25,300	21,200	84
Clay	3,200	2,000	62	Ashley	5,900	4,400	75	Calaveras	3,000	2,400	80
Cleburne	2,800	1,600	57	Baxter	2,300	1,500	65	Colusa	3,200	2,700	85
Coffee	9,600	6,100	64	Benton	10,200	6,300	62	Contra Costa	114,400	113,800	99
Colbert	12,100	8,300	69	Boone	4,000	3,000	76	Del Norte	7,300	5,900	81
Conecuh	4,200	2,300	56	Bradley	3,100	2,100	66	Eldorado	7,600	5,900	78
Coosa	2,000	1,100	56	Calhoun	1,300	900	69	Fresno	107,100	100,000	93
Covington	9,300	5,900	64	Carroll	3,200	2,100	66	Glenn	4,000	3,600	89
Crenshaw	3,600	2,200	61	Crittenden	11,600	8,100	70	Humboldt	31,000	26,400	85
Cullman	12,000	7,800	65	Clark	5,100	3,900	77	Imperial	18,800	14,400	77
Dale	5,900	3,500	60	Clay	5,700	4,000	71	Inyo	4,300	3,000	69
Dallas	14,400	9,900	69	Cleburne	2,000	1,400	70	Kern	82,500	78,000	95
De Kalb	11,300	7,900	70	Cleveland	1,600	1,000	64	Kings	13,600	11,100	81
Elmore	6,600	4,100	62	Columbia	6,800	5,600	82	Lake	4,000	2,800	71
Escambia	7,800	5,400	69	Conway	3,600	2,600	71	Lassen	4,300	2,900	68
Etowah	27,200	19,200	71	Craighead	11,800	9,000	76	Los Angeles	1,989,400	1,880,800	95
Fayette	4,100	2,400	58	Crawford	5,900	4,000	68	Madera	11,600	9,400	81
Franklin	5,900	3,400	57	Crittenden	11,600	8,100	70	Marin	43,100	39,700	92
Geneva	6,000	3,600	59	Cross	4,700	3,200	69	Mariposa	1,400	1,100	80
Greene	3,200	2,200	69	Dallas	3,000	2,100	69	Mendocino	14,500	10,700	74
Hale	4,300	1,900	45	Desha	5,300	3,900	73	Merced	26,300	22,300	85
Henry	4,100	2,700	66	Drew	3,500	2,600	75	Modoc	2,300	1,600	70
Houston	14,400	10,400	72	Faulkner	5,800	4,500	78	Mono	800	620	78
Jackson	8,800	5,500	62	Franklin	2,400	1,200	50	Monterey	55,400	45,500	82
Jefferson	179,500	144,200	80	Fulton	2,000	1,100	53	Napa	18,500	15,500	84
Lamar	3,800	2,200	57	Garland	14,700	11,100	76	Nevada	5,800	3,800	66
Lauderdale	16,500	11,500	70	Grant	2,200	1,600	74	Orange	231,400	218,100	94
Lawrence	6,300	3,600	57	Greene	6,300	4,400	70	Placer	15,600	12,800	82
Lee	11,200	7,600	68	Hempstead	4,800	3,200	66	Plumas	3,000	2,300	77
Limestone	9,400	5,400	57	Hot Spring	5,900	3,900	67	Riverside	91,500	83,200	91
Lowndes	3,000	1,600	55	Howard	2,400	1,700	69	Sacramento	146,600	138,900	95
Macon	4,900	3,000	61	Independence	5,800	4,200	72	San Benito	4,500	3,800	85
Madison	27,800	19,800	71	Izard	2,100	1,300	62	San Bern'dino	152,300	137,300	90
Marengo	6,700	4,000	59	Jackson	7,400	5,200	71	San Diego	290,200	275,100	95
Marion	6,000	3,800	63	Jefferson	23,600	17,800	75	San Francisco	275,000	241,000	88
Marshall	13,100	9,600	73	Johnson	3,600	2,200	62	San Joaquin	74,000	68,900	93
Mobile	78,200	60,200	77	Lafayette	2,700	1,900	71	San L. Obispo	24,100	20,200	84
Monroe	5,700	3,600	64	Lawrence	4,300	2,400	55	San Mateo	130,200	127,300	98
Montgomery	46,400	34,800	75	Lee	4,600	2,800	62	Santa Barbara	47,400	40,200	85
Morgan	14,500	9,600	66	Lincoln	3,200	2,100	67	Santa Clara	188,600	176,900	94
Perry	3,900	2,000	52	Little River	2,400	1,800	74	Santa Cruz	27,600	24,000	87
Pickens	5,100	3,200	63	Logan	3,800	2,200	59	Shasta	16,500	13,900	84
Pike	7,000	4,500	64	Lonoke	5,700	4,300	75	Sierra	600	440	74
Randolph	5,000	3,300	65	Madison	2,700	1,400	51	Siskiyou	9,600	7,700	80
Russell	11,600	8,200	70	Marion	1,300	700	53	Solano	36,700	35,400	96
Saint Clair	6,000	4,000	67	Miller	9,700	7,600	78	Sonoma	48,400	40,600	84
Shelby	8,200	5,400	66	Mississippi	17,200	12,900	75	Stanislaus	45,300	38,300	84
Sumter	3,900	2,000	52	Monroe	4,000	2,400	59	Sutter	9,400	7,200	77
Talladega	16,400	12,400	76	Montgomery	1,500	1,000	66	Tehama	7,500	6,000	80
Tallahpoosa	8,700	6,000	69	Nevada	2,300	1,500	67	Trinity	2,900	1,900	67
Tuscaloosa	25,500	16,500	65	Newton	1,300	800	65	Tulare	44,100	37,500	85
Walker	13,000	9,300	72	Ouachita	8,200	6,100	75	Tuolumne	4,700	3,700	78
Washington	2,600	1,600	61	Perry	1,300	900	66	Ventura	53,000	46,700	88
Wilcox	4,500	2,500	55	Phillips	11,900	7,800	66	Yolo	17,400	14,000	80
Winston	3,600	2,300	63	Pike	2,000	1,300	64	Yuba	7,900	7,000	89
Total	838,600	592,300	71	Poinsett	6,900	4,800	69	Total	4,902,100	4,524,270	92
				Polk	3,100	2,100	69	COLORADO			
ALASKA				Pope	6,100	3,900	64	Adams	23,400	18,600	79
1st Judicial (D)	10,200	3,700	36	Prairie	2,800	1,800	66	Alamosa	2,400	1,800	76
3rd Judicial (D)	28,000	16,200	58	Pulaski	78,100	62,700	80	Arapahoe	31,500	28,600	91
4th Judicial (D)	5,900	5,200	88	Randolph	3,000	1,900	64	Archuleta	800	560	70
Total	44,100	25,100	57	St. Francis	8,700	5,900	67	Baca	1,700	1,000	60
				Saline	6,900	5,500	79	Bent	2,200	1,400	65
ARIZONA				Scott	1,800	1,100	61	Boulder	19,500	17,400	89
Apache	6,100	2,800	47	Searcy	2,400	1,500	62	Chaffee	2,500	1,900	76
Cochise	11,600	8,100	70	Sebastian	18,500	14,900	80				
Coconino	9,300	6,900	74	Sevier	2,400	1,900	78				
Gila	6,700	5,100	76	Sharp	1,700	1,000	60				

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State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
COLORADO—(Continued)				Jackson	9,400	6,800	72	Hart	3,700	2,700	73
Cheyenne	800	460	57	Jefferson	2,600	1,900	74	Heard	1,500	1,000	67
Clear Creek	1,000	800	77	Lafayette	700	440	63	Henry	3,900	3,100	80
Conejos	2,000	1,500	77	Lake	16,600	13,500	82	Houston	9,100	7,900	87
Costilla	1,000	600	65	Lee	14,300	11,800	82	Irwin	2,500	1,600	64
Crowley	1,000	800	81	Leon	20,000	15,300	76	Jackson	4,300	3,200	74
Custer	300	170	55	Levy	3,000	1,900	62	Jasper	1,400	1,000	74
Delta	4,800	3,200	66	Liberty	800	490	61	Jeff Davis	3,200	1,700	53
Denver	170,600	152,800	90	Madison	3,500	2,600	74	Jefferson	4,200	2,800	68
Dolores	600	380	63	Manatee	19,300	17,000	88	Jenkins	2,500	1,900	74
Douglas	1,200	1,000	86	Marlon	14,900	12,500	84	Johnson	2,200	1,400	62
Eagle	1,000	500	45	Martin	4,800	4,000	82	Jones	1,800	1,300	71
Elbert	900	660	73	Monroe	16,400	14,700	90	Lamar	2,500	1,900	77
El Paso	35,900	30,900	86	Nassau	4,000	3,300	83	Lanier	1,400	900	66
Fremont	5,000	3,900	78	Okaloosa	16,700	13,600	81	Laurens	7,700	5,600	73
Garfield	4,000	2,400	59	Okeechobee	1,400	1,100	80	Lee	1,500	1,100	71
Giipin	300	240	79	Orange	82,800	73,800	89	Liberty	2,600	1,900	74
Grand	1,300	700	57	Osceola	6,100	5,100	84	Lincoln	1,200	900	75
Gunnison	1,700	1,100	64	Palm Beach	79,000	66,800	85	Long	900	640	71
Hinsdale	200	150	77	Pasco	10,100	7,700	76	Lowndes	13,100	10,200	78
Huerfano	2,400	1,500	61	Pinellas	116,000	99,000	85	Lumpkin	1,400	900	63
Jackson	700	460	66	Polk	56,600	45,400	80	McDuffie	3,100	2,400	77
Jefferson	34,200	25,900	76	Putnam	9,300	7,600	82	McIntosh	1,600	1,000	64
Kiowa	700	360	52	St. Johns	9,700	8,300	85	Macon	3,000	1,900	63
Kit Carson	2,400	1,300	55	St. Lucie	9,700	8,000	82	Madison	2,500	1,600	65
Lake	2,300	1,400	61	Santa Rosa	7,000	5,300	76	Marion	1,400	1,000	73
La Plata	5,000	3,900	78	Sarasota	22,100	19,700	89	Meriwether	5,500	3,800	68
Larimer	16,000	13,800	86	Seminole	13,500	11,800	87	Miller	1,800	1,100	62
Las Animas	7,000	4,300	61	Sumter	3,300	2,600	78	Mitchell	5,500	4,000	72
Lincoln	1,400	900	67	Suwannee	3,700	2,800	76	Monroe	2,600	2,100	82
Logan	5,300	4,200	80	Taylor	4,100	3,100	76	Montgomery	1,600	900	59
Mesa	16,400	13,100	80	Union	1,100	800	74	Morgan	2,600	1,900	72
Mineral	200	100	48	Volusia	39,300	33,100	84	Murray	2,600	1,700	64
Moffat	1,800	1,000	58	Wakulla	1,400	1,000	69	Muscogee	42,800	36,700	86
Montezuma	4,200	2,900	68	Walton	4,100	2,900	72	Newton	4,600	3,600	79
Montrose	5,100	4,100	80	Washington	3,000	1,700	58	Oconee	1,500	1,000	70
Morgan	6,000	5,500	92	Total	1,448,500	1,241,000	86	Oglethorpe	1,900	1,300	68
Otero	7,800	6,100	78	GEORGIA				Paulding	2,900	2,200	77
Ouray	700	450	64	Appling	3,000	1,700	57	Peach	3,100	2,200	72
Park	400	280	69	Atkinson	1,500	800	54	Pickens	2,200	1,500	68
Phillips	1,200	900	77	Bacon	2,300	1,400	63	Pierce	2,400	1,800	77
Pitkin	1,300	1,000	73	Baker	1,200	900	71	Pike	1,600	1,200	76
Prowers	4,100	2,300	56	Baldwin	5,300	3,900	73	Polk	8,400	6,500	78
Pueblo	32,400	28,100	87	Banks	1,500	1,100	71	Pulaski	2,100	1,600	75
Rio Blanco	1,300	700	51	Barrow	3,500	2,500	73	Putnam	1,700	1,300	75
Rio Grande	3,000	1,600	53	Bartow	6,600	5,400	82	Quitman	400	280	70
Routt	2,100	800	40	Ben Hill	3,600	2,000	56	Rabun	1,700	1,300	74
Saguache	1,000	700	71	Berrien	3,200	2,100	65	Randolph	2,800	1,900	69
San Juan	300	230	76	Bibb	40,000	35,100	88	Richmond	41,900	36,400	87
San Miguel	800	580	72	Bleckley	2,200	1,700	79	Rockdale	2,200	1,700	78
Sedgwick	1,400	1,200	85	Brantley	1,400	800	58	Schley	900	630	70
Summit	500	360	71	Brooks	3,600	2,400	68	Screven	4,400	3,400	76
Teller	700	520	74	Bryant	1,000	700	74	Seminole	2,000	1,600	78
Washington	2,200	1,600	72	Bulloch	6,200	5,400	87	Spaulding	8,600	7,500	87
Weld	21,600	18,200	84	Burke	5,800	4,100	70	Stephens	4,400	3,500	79
Yuma	3,200	2,200	68	Butts	2,400	1,700	72	Stewart	1,800	1,100	63
Total	514,600	426,040	83	Calhoun	2,900	2,000	68	Sumter	5,600	4,100	73
CONNECTICUT				Camden	2,000	1,500	76	Talbot	1,900	1,300	70
Fairfield	185,500	179,100	97	Candler	1,900	1,500	77	Taliaferro	900	590	66
Hartford	191,900	180,500	94	Carroll	9,600	7,000	73	Tattnall	3,700	2,600	70
Litchfield	33,400	30,600	91	Catoosa	4,800	3,700	77	Taylor	2,100	1,500	70
Middlesex	23,200	21,000	90	Charlton	1,300	1,000	74	Telfair	2,900	1,900	64
New Haven	184,900	178,100	96	Chatham	53,900	47,300	88	Terrell	3,200	2,100	65
New London	52,200	49,900	96	Chatthahoochee	2,400	1,900	80	Thomas	9,800	7,700	79
Tolland	16,200	13,900	86	Chattooga	5,400	4,300	80	Tift	6,200	4,300	69
Windham	20,400	18,300	90	Cherokee	5,300	4,200	80	Toombs	3,700	2,500	68
Total	707,700	671,400	95	Clarke	10,900	9,100	84	Towns	1,100	700	61
DELAWARE				Clay	1,100	700	65	Treutlen	1,400	900	62
Kent	17,800	16,300	92	Clayton	12,600	10,500	84	Troup	12,600	10,700	85
New Castle	87,600	83,700	96	Clinch	1,600	1,100	70	Turner	2,500	1,800	73
Sussex	21,500	17,700	82	Cobb	29,900	27,100	91	Twiggs	1,500	1,100	74
Total	126,900	117,700	93	Coffee	6,500	4,700	73	Union	1,700	1,300	74
DISTRICT OF COLUMBIA				Colquitt	8,400	6,200	73	Upson	6,200	5,100	83
	243,500	212,600	87	Colquitt	8,400	6,200	73	Walker	10,200	9,100	90
FLORIDA				Columbia	2,300	1,800	80	Walton	4,900	3,700	75
Alachua	19,700	14,300	72	Cook	3,000	2,000	67	Ware	9,300	8,000	87
Baker	1,300	1,000	76	Coweta	7,400	6,400	86	Warren	1,900	1,200	63
Bay	18,200	14,700	81	Crawford	1,300	900	68	Washington	6,700	4,200	63
Bradford	3,300	2,400	74	Crisp	4,600	3,400	73	Wayne	4,000	2,800	70
Brevard	33,500	28,800	86	Dade	1,800	1,100	63	Webster	700	490	70
Broward	91,700	83,100	91	Dawson	900	670	74	Wheeler	1,100	600	52
Calhoun	2,100	1,400	66	Decatur	7,100	5,700	80	White	1,700	1,200	71
Charlotte	3,200	2,600	82	De Kalb	64,400	57,100	89	Whitfield	10,700	8,800	82
Citrus	2,100	1,500	73	Dodge	3,800	2,600	69	Wilcox	2,200	1,600	72
Clay	4,800	3,900	81	Dooley	2,900	2,000	69	Wilkes	2,800	2,000	70
Collier	5,800	4,200	72	Dougherty	16,500	13,800	83	Wilkinson	2,100	1,600	77
Columbia	5,200	4,000	78	Douglas	3,200	2,600	82	Worth	4,200	2,800	67
Dade	281,500	254,000	90	Early	3,200	2,200	70	Total	1,024,400	833,520	81
De Soto	2,900	2,300	79	Echols	500	380	75	HAWAII			
Dixie	1,000	700	73	Effingham	1,900	1,400	76	Honolulu	119,700	108,100	90
Duval	127,400	112,200	88	Elbert	4,300	3,300	77	Hawaii	17,700	15,000	85
Escambia	47,300	38,800	82	Emanuel	4,400	3,000	69	Mau	12,600	8,500	67
Flagler	1,800	1,500	84	Evans	1,700	1,400	81	Kauai	8,400	2,800	34
Franklin	2,000	1,300	64	Fannin	3,500	2,300	65	Total	158,400	134,400	85
Gadsden	10,800	7,700	71	Fayette	1,300	900	70	IDAHO			
Gilchrist	700	480	69	Floyd	18,500	15,600	85	Ada	27,000	23,300	86
Glades	800	590	74	Forsyth	3,000	2,200	77	Adams	900	560	62
Gulf	2,900	2,400	82	Franklin	3,100	2,400	77	Bannock	13,600	11,800	87
Hamilton	2,100	1,500	70	Fulton	163,700	149,400	91	Bear Lake	1,800	1,600	87
Hardee	3,800	3,000	79	Gilmer	2,200	1,400	62	Benawah	1,400	1,100	80
Hendry	2,100	1,700	79	Glascok	500	340	67	Bingham	7,500	6,400	85
Hernando	3,000	2,400	81	Glynn	10,500	8,400	80	Blaine	1,400	1,100	81
Highlands	6,200	5,000	81	Gordon	4,800	3,700	77	Boise	400	310	77

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Caribou	1,800	1,400	79	Randolph	8,800	7,200	82	Wabash	10,500	9,100	87
Cassia	4,000	3,300	81	Riceland	5,900	4,400	74	Warren	2,500	2,000	78
Clark	200	170	87	Rock Island	48,900	46,200	94	Warrick	7,300	5,900	81
Clearwater	2,100	1,500	73	St. Clair	75,200	68,600	91	Washington	4,800	3,700	77
Custer	900	590	66	Saline	9,500	8,000	84	Wayne	23,100	20,300	88
Elmore	3,000	2,200	75	Saugamon	47,100	41,200	88	Wells	6,400	5,200	82
Franklin	2,300	1,800	78	Schuyler	3,200	2,600	80	White	6,700	5,800	86
Fremont	2,100	1,800	87	Scott	2,300	1,700	76	Whitley	6,500	5,900	91
Gem	2,500	2,200	86	Snelby	8,300	7,000	84	Total	1,424,200	1,246,600	88
Gooding	2,700	2,100	79	Stark	2,600	2,300	87				
Idaho	3,200	2,300	71	Stephenson	14,400	12,200	85	IOWA			
Jefferson	2,600	2,200	85	Lawrence	29,000	26,500	92	Adair	3,900	3,200	82
Jerome	3,100	2,700	88	Union	5,300	3,900	74	Adams	2,500	2,200	87
Kootenai	9,200	7,900	86	Vermilion	31,800	26,800	84	Allamakee	4,500	4,000	88
Latah	7,000	5,600	80	Wabash	4,300	3,400	80	Appanoose	6,000	4,800	79
Lemhi	1,900	1,100	58	Warren	8,300	7,100	86	Audubon	3,300	2,900	88
Lewis	1,200	900	77	Washington	4,700	3,300	71	Benton	7,700	7,200	93
Lincoln	1,000	800	81	Wayne	6,500	4,300	67	Black Hawk	38,000	35,600	94
Madison	2,300	1,900	83	White	6,900	5,600	81	Boone	8,700	8,000	92
Minidoka	2,500	2,100	86	Whiteside	17,700	16,100	91	Bremer	6,100	5,200	85
Nez Perce	7,600	6,300	83	Will	51,400	47,100	92	Bucanan	5,900	5,500	93
Oneida	800	650	81	Williamson	15,900	12,600	79	Buena Vista	7,100	6,700	94
Owyhee	1,700	1,500	87	Winnebago	62,000	58,500	94	Butler	5,400	4,600	85
Payette	3,500	2,700	78	Woodford	8,200	6,500	80	Calhoun	5,100	4,600	90
Power	900	780	87	Total	3,107,400	2,839,600	91	Carroll	6,800	5,900	87
Shoshone	6,200	5,200	84					Cass	6,200	5,800	93
Teton	700	610	87	INDIANA				Cedar	5,800	5,300	92
Twin Falls	14,100	11,800	84	Adams	6,900	6,000	87	Cerro Gordo	16,700	15,300	91
Valley	1,100	900	86	Allen	71,100	65,500	92	Cherokee	5,200	4,600	89
Washington	2,400	1,800	77	Bartholomew	14,800	12,800	87	Chickasaw	4,200	3,400	81
Total	185,600	153,750	83	Benton	3,400	2,800	84	Clarke	3,200	2,500	79
ILLINOIS				Blackford	4,500	3,700	83	Clay	5,200	4,600	88
Adams	21,200	18,700	88	Boone	9,200	8,400	91	Clayton	6,700	5,800	87
Alexander	6,400	5,000	78	Brown	2,200	1,500	70	Clinton	17,500	16,600	95
Bond	4,300	3,300	77	Carroll	5,700	4,700	83	Crawford	5,700	5,000	89
Boone	5,300	4,600	87	Cass	12,200	9,300	76	Dallas	7,600	6,800	90
Brown	2,300	1,900	80	Clark	19,900	18,100	91	Davis	3,200	2,800	86
Bureau	12,800	11,100	86	Clay	8,400	6,900	82	Decatur	3,800	2,700	70
Calhoun	2,000	1,400	71	Clinton	10,300	8,200	80	Delaware	5,200	4,500	87
Carroll	6,400	5,600	88	Crawford	2,700	1,900	71	Des Moines	15,600	14,000	90
Cass	4,400	3,600	82	Daviess	8,200	6,200	76	Dickinson	4,000	3,500	87
Champaign	34,200	26,600	78	Dearborn	8,300	6,800	81	Dubuque	22,000	19,400	88
Christian	12,800	11,400	89	Decatur	6,000	5,000	84	Emmet	4,500	3,600	80
Clark	5,600	4,600	82	Dekalb	9,300	8,500	91	Fayette	8,500	7,600	90
Clay	5,800	4,400	76	Delaware	34,300	31,700	93	Floyd	6,900	6,000	87
Clinton	6,400	5,200	81	Dubois	7,300	6,200	85	Franklin	5,200	4,600	88
Coles	13,700	12,300	90	Elkhart	31,700	24,300	77	Fremont	3,100	2,600	84
Cook	1,597,700	1,506,300	94	Fayette	7,500	6,500	87	Greene	4,800	4,600	97
Crawford	6,700	5,700	85	Floyd	16,100	14,900	92	Grundy	4,600	4,300	93
Cumberland	3,400	2,300	66	Fountain	6,600	5,700	86	Guthrie	4,300	4,100	95
De Kalb	15,100	13,800	92	Franklin	4,700	3,400	72	Hamilton	6,800	6,100	90
De Witt	5,600	4,500	80	Fulton	5,100	3,600	71	Hancock	4,400	3,700	84
Douglas	6,400	5,500	87	Gibson	10,100	8,200	81	Hardin	7,100	6,900	97
Du Page	86,700	82,700	95	Grant	23,300	18,700	80	Harrison	5,300	4,800	90
Edgar	7,800	6,700	86	Greene	9,000	7,300	81	Henry	6,100	5,600	92
Edwards	2,500	1,900	75	Hamilton	11,100	9,900	89	Howard	3,700	3,300	90
Effingham	6,900	5,500	79	Hancock	9,500	8,100	86	Humboldt	4,300	2,900	67
Fayette	7,300	5,400	74	Harrison	5,700	4,100	71	Ida	3,100	2,700	89
Ford	5,100	4,800	94	Hendricks	12,200	11,100	91	Iowa	4,900	4,500	91
Franklin	14,800	10,800	73	Henry	15,800	13,700	87	Jackson	5,800	4,800	82
Fulton	15,700	13,000	83	Howard	20,200	18,400	91	Jasper	10,900	8,900	82
Gallatin	2,300	1,700	76	Huntington	10,800	9,700	90	Jefferson	5,700	5,300	94
Greene	6,200	5,100	83	Jackson	9,300	8,000	86	Johnson	14,600	12,700	87
Grundy	6,600	5,500	84	Jasper	5,600	4,300	77	Jones	5,800	5,200	89
Hamilton	3,700	2,500	68	Jay	7,100	4,900	70	Keokuk	5,300	4,800	90
Hancock	8,700	7,600	87	Jefferson	7,300	6,200	85	Kossuth	7,600	6,300	83
Hardin	1,800	1,300	74	Jennings	5,000	4,000	80	Lee	13,600	12,400	91
Henderson	2,600	2,200	85	Johnson	11,800	10,800	91	Linn	40,800	38,600	95
Henry	16,100	13,700	85	Knox	13,600	10,900	80	Louisa	3,000	2,800	93
Iroquois	11,200	9,300	83	Kosciusko	13,300	11,500	86	Lucas	3,400	3,100	90
Jackson	13,100	10,600	81	Lagrange	5,100	3,500	69	Lyon	4,100	3,300	80
Jasper	4,200	3,100	73	Lake	144,600	131,100	91	Madison	4,500	4,200	92
Jefferson	11,900	9,000	75	La Porte	27,400	24,800	90	Mahaska	7,800	6,900	88
Jersey	5,300	4,000	76	Lawrence	11,500	9,500	82	Marion	7,900	6,200	78
Jo Daviess	7,000	5,800	83	Madison	39,000	35,700	92	Marshall	11,900	7,400	62
Johnson	2,800	2,000	71	Marion	217,800	202,800	93	Mills	3,200	3,000	93
Kane	54,400	53,600	99	Marshall	10,000	8,300	83	Mitchell	4,200	3,900	93
Kankakee	23,800	21,700	91	Martin	3,500	2,400	70	Monona	4,900	4,100	84
Kendall	4,500	4,100	92	Miami	11,000	7,900	72	Monroe	3,000	2,500	83
Knox	18,700	16,100	86	Montroe	16,100	13,600	84	Montgomery	5,700	4,400	77
Lake	74,000	71,400	97	Montgomery	10,600	9,300	88	Muscatine	10,500	9,700	92
La Salle	35,100	32,900	94	Morgan	9,900	8,700	88	Obrien	5,900	5,000	85
Lawrence	6,000	4,600	76	Newton	3,900	3,400	87	Osceola	2,700	2,300	86
Lee	10,600	9,000	85	Noble	8,600	7,100	82	Page	7,000	6,100	87
Livingston	13,700	10,900	80	Ohio	1,100	1,000	89	Palo Alto	4,400	3,900	88
Logan	9,200	7,500	81	Orange	5,800	4,300	75	Plymouth	6,800	6,400	93
McDonough	9,800	8,100	82	Owen	3,500	2,600	74	Pocahontas	4,100	3,600	87
McHenry	21,700	21,500	99	Parke	4,800	4,100	86	Polk	86,700	81,300	94
McLean	28,300	24,600	87	Perry	5,100	3,900	76	Pottawattamie	23,100	21,700	94
Macon	37,100	35,100	95	Pike	4,100	3,100	76	Poweshiek	6,100	5,800	95
Macoupin	14,500	11,900	82	Porter	15,700	13,200	84	Ringgold	2,800	2,400	85
Madison	69,900	64,900	93	Posey	5,400	4,500	84	Sac	5,500	4,700	86
Marion	13,700	11,600	85	Pulaski	3,900	2,500	63	Scott	37,000	33,700	91
Marshall	4,300	3,600	84	Putnam	7,000	5,700	81	Shelby	4,700	3,000	64
Mason	5,200	4,200	81	Randolph	9,100	8,200	90	Sioux	7,000	6,200	89
Massac	6,200	4,700	76	Ripley	6,800	5,300	78	Story	15,000	13,400	89
Menard	2,900	2,500	85	Rush	6,500	5,800	89	Tama	6,900	6,000	87
Mercer	5,800	5,200	89	St. Joseph	72,200	67,300	93	Taylor	3,800	2,300	60
Monroe	4,800	4,300	90	Scott	4,600	3,500	77	Union	5,200	4,400	84
Montgomery	10,600	9,400	89	Shelby	10,700	9,800	91	Van Buren	3,600	3,200	89
Morgan	11,000	8,700	79	Spencer	4,100	2,900	71	Wapello	16,500	14,900	90
Moultrie	4,300	3,400	80	Starke	5,800	4,500	77	Warren	6,100	5,500	89
Ogle	12,100	10,800	89	Steuben	6,000	5,300	88	Washington	6,900	6,100	88
Peoria	62,300	57,600	92	Sullivan	6,800	5,700	83	Wayne	3,900	3,200	83
Perry	6,500	5,300	81	Switzerland	2,000	1,700	84	Webster	14,200	13,300	94
Piatt	5,300	4,700	89	Tipppecanoe	25,800	20,000	77	Winnebago	3,800	2,500	66
Pike	7,500	5,700	76	Tipton	4,800	3,700	78	Winneshiek	6,100	4,800	79
Pope	1,600	1,100	68	Union	1,800	1,400	78	Woodbury	33,700	31,300	93
Pulaski	3,700	2,700	72	Vanderburgh	56,100	50,200	90	Worth	3,400	3,100	90
Putnam	1,300	1,100	81	Vermillion	5,900	4,800	82	Wright	6,300	5,400	86
				Vigo	34,900	33,200	95	Total	859,800	766,900	89

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
KANSAS				Anderson	2,300	1,800	78	Warren	12,800	9,900	77
Allen	5,400	4,100	76	Ballard	2,800	2,100	75	Washington	3,000	2,100	70
Anderson	2,900	2,200	75	Barren	8,900	5,400	60	Wayne	3,900	2,100	55
Atchison	6,200	5,300	85	Bath	2,700	1,400	52	Webster	4,400	3,000	68
Barber	2,700	2,100	79	Bell	7,800	4,700	60	Whitley	6,700	4,900	73
Barton	10,200	8,900	88	Boone	6,400	4,900	76	Wolfe	1,600	600	37
Bourbon	5,800	4,600	79	Bourbon	4,800	3,200	67	Woodford	3,200	1,900	60
Brown	4,300	3,500	82	Boyd	15,300	12,100	79	Total	831,100	589,210	71
Butler	13,400	10,200	76	Boyle	6,000	4,800	79	LOUISIANA			
Chase	1,400	900	64	Bracken	2,200	1,500	67	Acadia	13,200	10,100	77
Chautauqua	2,200	1,700	78	Breathitt	3,900	1,400	37	Allen	5,900	4,500	76
Cherokee	7,400	5,800	78	Breckinridge	4,100	2,600	63	Ascension	6,600	5,300	81
Cheyenne	1,400	1,100	79	Bullitt	4,600	3,500	75	Assumption	4,100	3,000	72
Clark	1,100	800	74	Butler	2,600	1,900	73	Avozelles	10,400	8,300	80
Clay	3,700	2,900	79	Caldwell	3,600	2,600	72	Beauregard	6,300	3,900	61
Cloud	4,600	3,100	67	Calloway	6,100	3,900	64	Bienville	4,200	3,300	78
Coffey	2,700	1,900	69	Campbell	27,100	18,600	69	Bossier	12,200	8,300	68
Comanche	1,000	700	75	Carlisle	1,700	1,100	67	Caddo	60,500	52,800	87
Cowley	12,800	9,600	75	Carroll	2,300	1,700	73	Calcasieu	39,400	33,500	85
Crawford	12,900	10,500	82	Carter	5,300	3,500	65	Caldwell	2,500	1,700	67
Decatur	2,000	1,500	74	Casey	4,100	2,200	53	Cameron	1,600	1,300	80
Dickinson	7,400	6,300	85	Christian	10,000	7,800	78	Catahoula	2,800	1,800	64
Doniphan	3,000	2,500	83	Clark	5,300	3,700	71	Claiborne	5,700	4,000	69
Douglas	10,600	8,600	81	Clay	4,900	2,800	57	Concordia	4,400	2,900	65
Edwards	1,800	1,300	73	Clinton	2,300	1,300	56	De Soto	5,600	3,700	66
Elk	1,800	1,300	73	Crittenden	2,800	1,200	42	E Baton Rouge	64,700	55,300	85
Ellis	5,400	4,500	83	Cumberland	2,500	1,300	53	East Carroll	3,500	2,100	61
Ellsworth	2,600	2,200	83	Davless	19,500	16,400	84	E Feliciana	3,000	2,000	66
Flinney	4,000	3,300	82	Edmonson	2,000	1,000	52	Evangeline	8,700	5,900	68
Ford	6,000	5,200	87	Elliott	1,400	900	64	Franklin	7,200	4,400	61
Franklin	6,500	5,600	86	Estill	3,400	1,500	45	Grant	2,800	2,100	73
Geary	8,100	6,100	75	Fayette	36,000	26,300	73	Iberia	13,700	11,400	83
Gove	900	540	60	Fleming	2,900	1,800	61	Iberville	7,000	5,400	77
Graham	1,300	1,000	76	Floyd	9,900	6,900	70	Jackson	3,500	2,800	81
Grant	1,400	1,000	70	Franklin	9,800	8,100	83	Jefferson	56,700	45,200	80
Gray	1,100	900	83	Fulton	3,000	2,300	78	Jeff Davis	7,800	6,300	81
Greeley	600	310	51	Gallatin	1,300	1,000	78	Lafayette	20,700	17,000	82
Greenwood	3,500	2,900	84	Garrard	2,600	1,400	54	Lafourche	11,800	9,300	79
Hamilton	900	540	60	Grant	2,700	2,200	83	La Salle	3,800	2,600	69
Harper	3,100	2,700	87	Graves	9,700	6,600	68	Lincoln	7,100	5,700	81
Harvey	7,600	5,400	71	Grayson	5,100	3,100	60	Livingston	6,100	4,300	70
Haskell	700	570	82	Green	3,400	1,900	56	Madison	4,200	2,600	61
Hodgeman	1,000	800	81	Greenup	7,000	4,500	65	Morehouse	8,900	7,100	80
Jackson	3,300	3,000	91	Hancock	1,400	800	59	Natchitoches	10,900	7,100	65
Jefferson	3,300	2,500	75	Hardin	14,500	10,000	69	Orleans	180,100	165,200	92
Jewell	2,200	1,600	73	Harlan	11,900	7,500	63	Ouachita	25,700	21,300	83
Johnson	43,600	40,600	93	Harrison	4,300	3,400	78	Plaquemines	4,900	4,000	81
Kearny	800	590	74	Hart	3,900	2,300	59	Pointe Coupee	5,200	3,800	73
Kingman	3,300	2,800	86	Henderson	10,500	8,100	78	Rapides	30,700	24,700	80
Kiowa	1,400	1,000	70	Henry	3,200	2,200	68	Red River	2,800	2,100	73
Labette	9,000	6,900	77	Hickman	2,100	1,400	65	Richland	6,100	4,300	70
Lane	800	620	78	Hopkins	12,000	8,300	69	Sabine	5,300	3,000	56
Leavenworth	11,600	8,700	75	Jackson	3,000	700	24	St. Bernard	7,300	5,700	78
Lincoln	2,000	1,300	67	Jefferson	175,400	151,700	86	St. Charles	3,700	3,100	85
Linn	2,900	2,000	70	Jessamine	3,700	2,100	58	St. Helena	2,300	1,600	67
Logan	1,100	600	54	Johnson	5,100	3,400	66	St. James	3,400	2,600	75
Lyon	7,900	6,200	78	Kenton	41,300	27,900	68	St. John	3,500	2,700	77
McPherson	7,500	5,400	72	Knott	3,400	1,700	49	St. Landry	21,100	15,700	74
Marion	4,600	3,600	78	Knox	6,600	3,400	52	St. Martin	6,200	4,700	76
Marshall	5,200	3,900	76	Larue	2,900	1,900	65	St. Mary	10,800	8,200	76
Meade	1,500	1,200	77	Laurel	6,800	4,000	60	St. Tammany	8,900	7,200	81
Miami	6,300	5,100	81	Lawrence	3,200	1,700	54	Tangipahoa	16,900	12,800	76
Mitchell	2,700	2,200	82	Lee	2,000	900	44	Tensas	3,000	1,900	63
Montgomery	16,800	13,900	83	Leslie	3,600	1,600	45	Terrebonne	13,900	11,500	83
Morris	2,400	1,900	77	Letcher	6,100	3,100	51	Union	4,600	3,200	70
Morton	900	590	65	Lewis	3,200	2,000	62	Vermilion	10,600	8,300	78
Nemaha	4,000	2,900	73	Lincoln	4,300	2,100	48	Vernon	6,700	4,200	62
Neosho	6,500	5,800	89	Livingston	2,000	1,100	56	Washington	11,400	8,500	75
Ness	1,600	1,300	81	Logan	5,700	4,200	73	Webster	10,400	8,400	80
Norton	2,700	1,800	66	Lyon	1,500	1,000	65	W. Baton Rouge	3,100	2,800	89
Osage	4,600	3,900	86	McCacken	18,200	13,600	75	West Carroll	3,500	2,400	69
Osborne	2,100	1,500	71	McCreary	2,700	1,600	58	West Feliciana	1,800	1,400	77
Ottawa	2,100	1,600	75	McLean	2,700	1,600	59	Winn	4,400	3,200	73
Pawnee	2,900	2,500	88	Madison	9,600	5,800	61	Total	855,800	695,500	81
Phillips	3,200	2,600	81	Magoffin	2,600	1,400	53	MAINE			
Pottawatomie	3,800	3,300	88	Marion	3,600	2,600	71	Androscoggin	23,900	22,500	94
Pratt	4,000	3,600	91	Marshall	4,900	3,600	74	Aroostook	23,900	19,800	83
Rawlins	1,400	1,000	73	Martin	2,000	1,200	62	Cumberland	51,800	49,000	95
Reno	19,800	17,500	88	Mason	5,000	3,700	75	Franklin	4,900	4,100	84
Republic	3,700	2,700	73	Meade	2,200	1,300	58	Hancock	10,500	8,500	81
Rice	4,700	3,900	83	Menifee	700	360	51	Kennebec	23,600	20,900	88
Riley	6,400	5,100	80	Mercer	4,000	2,900	73	Knox	8,800	7,200	82
Rooks	3,000	2,600	86	Metcalfe	2,500	1,200	48	Lincoln	5,500	4,700	85
Rush	1,900	1,500	81	Monroe	3,400	2,100	61	Oxford	11,500	9,800	85
Russell	3,500	2,900	83	Montgomery	2,900	2,000	68	Penobscot	31,000	27,000	87
Saline	12,900	11,000	85	Morgan	2,700	1,600	58	Piscataquis	4,800	4,200	88
Scott	1,200	900	72	Muhlenberg	7,600	5,500	72	Sagadahoc	5,500	4,800	86
Sedgwick	109,400	99,500	91	Nelson	4,900	3,600	74	Somerset	11,100	9,100	82
Seward	3,700	2,600	70	Nicholas	2,200	1,400	65	Waldo	6,200	5,100	83
Shawnee	44,500	40,600	91	Ohio	4,800	3,100	65	Washington	9,800	8,000	81
Sheridan	1,100	800	69	Oldham	3,200	2,600	82	York	28,100	24,600	88
Sherman	1,900	1,400	75	Owen	2,500	1,600	64	Total	260,900	229,300	88
Smith	2,600	2,100	80	Owsley	1,700	800	45	MARYLAND			
Stafford	2,200	1,900	87	Pendleton	3,300	2,500	75	Allegany	26,300	21,500	82
Stanton	600	460	76	Perry	7,800	4,100	53	Anne Arundel	51,600	47,100	91
Stevens	1,200	1,000	81	Pike	15,500	9,800	63	Baltimore	416,000	384,200	92
Sumner	9,400	8,000	85	Powell	1,500	500	34	Calvert	3,600	3,200	90
Thomas	2,100	1,900	91	Pulaski	9,200	5,000	54	Caroline	5,300	4,500	85
Trego	1,600	1,300	80	Robertson	600	350	58	Carroll	13,800	12,600	91
Wabunsee	2,300	2,000	86	Rockcastle	2,900	1,600	54	Cecil	12,400	11,300	91
Wallace	600	380	63	Rowan	2,600	1,700	67	Charles	8,300		

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Prince Georges	103,500	94,800	92	MINNESOTA				Greene	1,700	1,200	71
Queen Annes	4,800	3,900	82	Aitkin	3,800	2,900	76	Grenada	4,700	3,600	76
St. Marys	9,500	7,600	80	Anoka	18,700	17,500	94	Hancock	3,200	2,500	80
Somersset	5,500	3,900	72	Becker	6,600	5,300	80	Harrison	29,300	24,800	85
Talbot	6,500	5,600	86	Beltrami	7,000	3,400	48	Hinds	47,900	42,900	90
Washington	26,600	21,200	80	Benton	4,900	3,400	70	Holmes	6,200	4,500	72
Wicomico	14,300	12,600	88	Big Stone	2,300	2,000	88	Humphreys	4,100	3,200	78
Worcester	7,100	5,400	76	Blue Earth	12,000	10,600	88	Issaquena	700	570	81
Total	865,900	780,800	90	Brown	8,100	5,400	66	Itawamba	3,900	2,900	74
MASSACHUSETTS				Carlton	7,400	6,600	89	Jackson	13,100	11,500	87
Barnstable	17,300	16,600	96	Carver	5,500	4,900	90	Jasper	4,400	3,600	82
Berkshire	41,900	39,700	95	Cass	5,100	2,400	48	Jefferson	2,400	1,700	71
Bristol	120,700	116,000	96	Chippewa	4,700	4,000	85	Jeff Davis	3,500	2,800	79
Dukes	1,800	1,500	86	Chisago	4,500	4,200	93	Jones	16,500	13,400	81
Essex	171,000	148,300	87	Clay	10,000	8,800	88	Kemper	2,700	2,100	77
Franklin	17,300	15,000	87	Clearwater	2,600	1,400	54	Lafayette	4,800	3,800	78
Hampden	112,900	109,300	97	Cook	1,300	1,000	79	Lamar	3,200	2,600	81
Hampshire	23,300	21,700	93	Cottonwood	4,800	3,400	70	Lauderdale	19,600	16,700	85
Middlesex	333,600	325,100	97	Crow Wing	9,600	6,700	70	Lawrence	2,800	2,100	74
Nantucket	1,000	800	79	Dakota	19,300	17,700	92	Leake	4,700	3,500	74
Norfolk	140,200	139,900	100	Dodge	3,900	3,500	90	Lee	11,100	9,000	81
Plymouth	70,200	69,200	99	Douglas	6,600	5,100	78	Leflore	12,300	9,400	76
Suffolk	239,200	228,000	95	Faribault	7,500	6,200	83	Lincoln	7,100	6,000	84
Worcester	171,300	158,900	93	Fillmore	7,800	6,500	84	Lowndes	10,900	8,700	80
Total	1,461,700	1,390,000	95	Freeborn	10,300	9,300	90	Madison	6,900	5,800	84
MICHIGAN				Goodhue	9,700	8,500	87	Marion	6,100	5,200	85
Alcona	1,000	700	66	Grant	2,800	2,100	74	Marshall	5,100	4,200	82
Alger	2,900	2,500	85	Hennepin	252,000	240,400	95	Monroe	8,900	6,800	77
Allegan	18,700	16,000	86	Houston	4,500	3,800	84	Montgomery	3,300	2,200	66
Alpena	8,000	6,300	78	Hubbard	2,700	1,500	55	Neshoba	5,000	4,000	80
Antrim	3,200	2,700	84	Isanti	3,200	2,800	87	Newton	5,200	4,200	80
Arenac	2,900	2,500	85	Itasca	11,100	9,000	81	Noxbee	3,900	3,100	80
Baraga	1,800	1,400	80	Jackson	4,200	3,100	74	Oktibbeha	5,900	4,200	71
Barry	10,300	8,800	85	Kanabec	2,500	1,900	75	Panola	7,100	5,400	76
Bay	30,700	28,600	93	Kandiyohi	8,300	6,900	83	Pearl River	5,700	4,700	83
Benzie	2,300	2,000	86	Kittson	2,600	1,700	67	Perry	2,200	1,800	82
Berrien	49,100	44,400	90	Koochiching	5,000	3,100	62	Pike	9,200	7,300	79
Branch	11,600	9,900	85	Lac Qui Parle	3,600	2,800	79	Pontotoc	4,900	3,800	78
Calhoun	42,100	38,900	92	Lake	4,000	3,700	93	Prentiss	4,800	3,700	77
Cass	10,200	8,300	81	Lake of the W'ds	1,300	700	50	Quitman	5,100	3,700	73
Charlevoix	3,900	3,500	90	Le Sueur	6,000	5,100	84	Rankin	6,300	5,100	81
Cheboygan	4,000	3,300	82	Lincoln	2,900	2,000	70	Scott	5,000	4,000	79
Chippewa	9,400	8,000	85	Lyon	6,700	5,300	78	Sharkey	2,500	1,900	77
Clare	3,900	3,500	89	McLeod	7,700	7,100	92	Simpson	5,300	4,400	83
Clinton	10,000	9,100	91	Mahnoman	1,500	1,100	72	Smith	3,700	3,100	83
Crawford	1,300	1,000	79	Marshall	4,100	3,400	82	Stone	1,600	1,100	68
Delta	9,900	8,800	89	Martin	8,600	7,700	90	Sunflower	11,300	8,600	76
Dickinson	7,100	6,300	89	Meeker	5,400	4,600	86	Tallahatchie	6,100	4,600	75
Eaton	14,800	13,800	93	Mille Lacs	4,900	4,000	81	Tate	4,400	3,800	87
Emmet	4,600	3,700	80	Morrison	7,200	5,800	80	Tippah	4,100	3,000	73
Genesee	116,000	109,400	94	Mower	13,900	13,300	96	Tishomingo	4,100	2,700	66
Gladwin	2,900	2,500	86	Murray	4,000	3,600	90	Tunica	5,200	4,200	81
Gogebic	8,000	7,300	92	Nicollet	5,300	4,400	84	Union	5,800	4,600	79
Grand Traverse	9,400	8,500	90	Nobles	6,300	5,400	85	Walthall	3,600	2,800	78
Gratiot	10,800	9,100	84	Norman	3,200	2,700	85	Warren	12,400	10,000	80
Hillsdale	10,500	9,200	87	Olumsted	16,200	14,600	90	Washington	21,100	15,000	71
Houghton	9,700	8,700	90	Otter Tail	13,500	8,700	65	Wayne	3,900	3,100	80
Huron	9,400	7,600	81	Pennington	3,400	2,700	79	Webster	2,600	1,800	69
Ingham	64,600	59,900	93	Pine	5,100	3,900	76	Wilkinson	2,700	2,200	82
Ionia	12,400	11,000	89	Pipestone	3,900	3,500	90	Winston	4,600	4,000	86
Iosco	5,200	4,600	89	Polk	10,700	9,500	88	Yalobusha	3,200	2,000	62
Iron	5,800	5,100	88	Pope	3,400	2,900	84	Yazoo	8,200	6,600	80
Isabella	8,400	6,800	81	Ramsey	122,600	116,100	95	Total	555,700	441,470	79
Jackson	38,300	35,200	92	Red Lake	1,300	1,000	73	MISSOURI			
Kalamazoo	48,700	46,000	94	Redwood	6,400	4,400	69	Adair	6,500	4,600	71
Kalkaska	1,300	1,000	78	Renville	7,100	4,800	67	Andrew	3,700	3,100	84
Kent	106,700	100,000	94	Rice	9,700	9,100	94	Atchison	2,900	2,400	83
Keeweenaw	700	530	76	Rock	3,300	2,900	88	Audrain	8,900	7,800	88
Lake	1,500	1,300	85	Roseau	3,800	2,100	54	Barry	6,500	4,100	63
Lapeer	11,600	9,900	85	St. Louis	71,400	67,000	94	Barton	3,900	2,700	69
Leelanau	2,600	1,900	74	Scott	5,300	4,500	86	Bates	5,900	4,900	83
Lenawee	24,900	21,900	88	Sherburne	3,100	2,600	84	Benton	2,700	2,100	79
Livingston	11,300	10,400	92	Sibley	4,300	3,500	81	Bollinger	2,600	1,800	67
Luce	1,600	1,300	79	Stearns	19,900	17,600	88	Boone	15,500	12,400	80
Mackinac	3,000	2,200	72	Steele	7,500	6,500	87	Buchanan	32,700	28,000	86
Macomb	109,100	105,400	97	Stevens	2,900	2,100	74	Butler	10,800	7,500	69
Manistee	6,300	5,600	89	Swift	4,100	3,500	85	Caldwell	3,300	2,700	83
Marquette	14,500	13,100	90	Todd	6,700	4,200	63	Callaway	6,200	5,100	82
Mason	6,600	5,100	77	Traverse	2,200	1,700	79	Camden	2,100	1,200	57
Mecosta	5,800	4,800	82	Wabasha	5,300	4,700	89	Cape Girardeau	11,800	10,100	86
Menominee	7,200	6,500	91	Wadena	4,100	2,200	55	Carroll	4,600	3,600	79
Midland	14,000	12,900	92	Waseca	4,800	3,800	79	Carter	1,400	900	61
Missaukee	1,900	1,300	70	Washington	11,900	10,500	89	Cass	6,700	5,500	82
Monroe	29,600	26,700	90	Watsonwan	4,200	3,300	79	Cedar	3,400	2,300	67
Montcalm	11,900	10,000	84	Wilkin	2,500	2,000	78	Chariton	4,100	3,000	73
Montmorency	1,200	800	70	Winona	11,600	9,700	84	Christian	3,700	2,800	77
Muskegon	43,900	39,800	91	Wright	8,200	7,000	86	Clark	2,600	2,000	76
Newaygo	7,600	6,000	79	Yellow Medicine	4,400	3,600	82	Clinton	29,000	26,800	92
Oakland	197,600	192,000	97	Total	974,300	855,900	88	Cole	3,500	3,100	89
Oceana	4,700	3,800	80	MISSISSIPPI				Cooper	4,700	3,800	81
Ogemaw	2,500	2,300	90	Adams	10,600	8,000	76	Crawford	3,100	2,000	63
Ontonagon	3,000	2,100	71	Alcorn	7,100	5,300	74	Dade	2,600	1,700	67
Osceola	3,800	3,200	85	Amite	4,000	3,300	83	Dallas	2,700	1,800	68
Oscoda	900	690	77	Attala	5,600	4,500	80	Daviess	3,200	1,900	59
Otsego	2,000	1,600	79	Benton	2,000	1,500	73	De Kalb	2,300	1,900	84
Ottawa	29,800	27,900	94	Bolivar	15,100	9,300	63	Dent	3,000	1,500	51
Presque Isle	3,200	2,000	64	Calhoun	4,000	2,900	73	Douglas	2,800	1,700	60
Roscommon	2,300	1,900	80	Carroll	2,800	1,800	70	Dunklin	11,000	7,900	72
Saginaw	55,000	51,200	93	Chickasaw	4,400	3,100	70	Franklin	12,300	8,600	70
St. Clair	31,200	28,200	90	Choctaw	2,200	1,40					

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
MISSOURI—(Continued)				Pondera	2,000	1,500	74	Wayne	3,000	2,800	92
Howard	3,400	2,600	78	Powder River	800	290	36	Weoster	2,300	1,800	77
Howell	5,800	2,900	50	Powell	2,200	1,800	82	Wheeler	300	220	73
Iron	1,900	1,200	62	Prairie	700	170	24	York	4,600	3,800	82
Jackson	211,600	195,000	92	Ravalli	4,000	3,100	78	Total	443,000	381,990	86
Jasper	28,600	23,700	83	Richland	2,900	2,300	78	NEVADA			
Jefferson	19,800	17,200	87	Roosevelt	3,000	2,600	85	Churchill	1,900	1,700	90
Johnson	8,000	5,900	74	Rosebud	2,000	1,200	60	Clark	41,400	35,200	85
Knox	2,700	1,900	71	Sanders	2,500	1,700	66	Douglas	500	450	90
Laclede	6,000	4,800	79	Sheridan	1,800	1,300	73	Elko	4,200	2,700	65
Lafayette	7,700	6,500	84	Silver Bow	20,500	17,000	83	Esmeralda	200	too few to measure	
Lawrence	7,200	5,500	76	Stillwater	1,800	1,200	68	Eureka	100	150	77
Lewis	3,400	2,900	86	Sweet Grass	900	450	50	Humboldt	1,400	1,100	80
Lincoln	5,600	4,400	79	Teton	2,300	1,800	80	Lander	400	300	74
Linn	6,100	4,900	81	Toole	2,500	1,900	77	Lincoln	900	580	64
Livingston	5,100	3,900	76	Treasure	300	200	67	Lyon	1,200	1,100	93
McDonald	4,200	2,700	65	Valley	4,200	2,900	70	Mineral	1,900	1,500	78
Macon	7,200	5,700	79	Wheatland	900	620	69	Nye	900	510	57
Madison	2,900	1,700	57	Wibaux	400	240	61	Ormsby	1,800	1,600	88
Maries	2,100	1,400	68	Yellowstone	25,300	22,100	87	Pershing	1,100	800	74
Marion	9,900	8,600	86	Total	213,900	164,180	77	Storey	200	110	54
Mercer	2,000	1,200	60	NEBRASKA				Washoe	28,000	25,200	90
Miller	4,400	3,100	72	Adams	9,300	8,000	86	White Pine	3,400	2,800	84
Mississippi	5,500	4,200	76	Antelope	3,500	2,500	70	Total	89,600	75,800	85
Moniteau	3,200	2,800	88	Arthur	200	130	64	NEW HAMPSHIRE			
Monroe	3,100	2,600	83	Banner	500	390	77	Belknap	8,100	7,700	95
Montgomery	3,500	2,600	76	Blaine	200	160	82	Carroll	4,900	4,300	88
Morgan	2,900	2,300	78	Boone	2,800	2,300	81	Cheshire	12,700	10,000	79
New Madrid	8,800	5,800	66	Box Butte	3,700	2,900	77	Coos	10,400	9,800	94
Newton	9,400	7,000	74	Boyd	1,300	900	71	Grafton	12,900	9,500	74
Nodaway	7,400	6,000	82	Brown	1,400	900	66	Hillsborough	50,300	47,500	94
Oregon	3,000	1,200	41	Buffalo	8,500	6,800	80	Merrimack	18,300	16,200	88
Osage	3,000	2,400	78	Burt	3,500	3,200	91	Rockingham	26,700	22,800	85
Ozark	2,500	1,400	57	Butler	3,300	2,800	84	Strafford	15,200	12,900	85
Pemiscot	10,600	7,000	66	Cass	5,900	5,200	88	Sullivan	8,700	7,000	81
Perry	3,400	2,600	78	Cedar	3,700	3,100	85	Total	168,200	147,700	88
Pettis	12,600	10,600	84	Chase	1,300	1,100	82	NEW JERSEY			
Phelps	8,100	6,800	84	Cherry	2,600	1,800	70	Atlantic	47,300	43,600	92
Pike	5,900	4,500	77	Cheyenne	5,500	4,600	84	Bergen	247,200	241,300	98
Platte	6,900	6,100	88	Clay	3,200	2,800	88	Burlington	47,100	45,600	97
Polk	4,700	3,400	73	Colfax	3,300	3,000	91	Camden	109,600	107,900	98
Pulaski	9,100	6,500	71	Cuming	3,800	2,900	77	Cape May	15,500	12,800	83
Putnam	2,800	1,900	68	Custer	5,500	4,100	75	Cumberland	31,500	28,200	90
Ralls	2,200	1,500	68	Dakota	3,600	3,200	90	Essex	293,800	287,400	98
Randolph	8,000	6,200	78	Dawes	2,800	1,900	67	Gloucester	38,400	37,800	98
Ray	5,400	4,300	81	Dawson	6,400	5,600	87	Hudson	190,400	185,000	97
Reynolds	1,500	900	59	Deuel	900	770	85	Hunterdon	14,900	13,500	90
Ripley	3,000	1,700	55	Dixon	2,600	2,200	84	Mercer	73,500	72,300	98
St. Charles	11,700	10,200	87	Dodge	10,000	9,100	91	Middlesex	105,900	103,200	97
St. Clair	2,900	1,900	64	Douglas	103,400	99,300	96	Monmouth	93,000	86,200	93
St. Francois	11,600	9,800	84	Dundy	1,000	800	79	Morris	63,300	62,100	98
St. Louis	465,900	390,200	84	Fillmore	3,500	2,900	83	Ocean	27,800	27,200	98
Ste. Genevieve	3,100	2,600	84	Franklin	2,000	1,500	77	Passaic	117,700	115,500	98
Saine	8,000	6,300	79	Frontier	1,400	1,300	91	Salem	17,300	16,800	97
Schuyler	1,600	1,200	76	Furnas	2,900	2,100	72	Somerset	36,700	35,700	97
Scotland	2,400	1,900	81	Gage	8,400	6,900	82	Sussex	12,000	11,400	95
Scott	8,800	7,100	80	Garden	1,300	1,100	81	Union	149,500	145,800	98
Shannon	1,700	500	28	Garfield	800	610	76	Warren	19,100	18,100	95
Shelby	3,100	2,500	80	Gosper	700	590	84	Total	1,751,500	1,697,400	97
Stoddard	8,400	6,000	72	Grant	200	140	69	NEW MEXICO			
Stone	2,700	1,800	67	Greeley	1,600	1,200	77	Bernalillo	70,900	59,800	84
Sullivan	3,300	2,300	69	Hall	12,000	10,500	88	Catron	700	100	14
Taney	3,100	1,900	63	Hamilton	3,100	2,800	92	Chaves	16,100	13,400	83
Texas	5,700	3,400	60	Harlan	1,800	1,400	80	Colfax	3,500	2,000	57
Vernon	6,300	4,600	73	Hayes	500	360	71	Curry	9,300	7,700	82
Warren	2,400	1,800	75	Hitchcock	1,400	1,100	79	De Baca	800	590	73
Washington	3,800	2,600	68	Holt	4,100	2,800	69	Dona Ana	12,300	9,500	78
Wayne	2,400	2,200	92	Hooker	300	190	62	Eddy	13,700	11,300	83
Webster	4,200	2,800	68	Howard	2,300	1,700	73	Grant	4,600	2,800	61
Worth	1,600	1,300	79	Jefferson	4,100	3,400	83	Guadalupe	1,500	1,000	69
Wright	4,100	2,400	58	Johnson	2,000	1,500	74	Harding	300	150	51
Total	1,373,600	1,129,200	82	Kearney	1,900	1,700	88	Hidalgo	1,300	900	72
MONTANA				Keith	2,500	2,200	87	Lea	14,600	12,000	83
Beaverhead	2,700	1,800	68	Keya Paha	400	290	73	Lincoln	2,100	1,700	80
Big Horn	2,800	1,700	61	Kimball	1,900	1,600	83	Los Alamos	3,500	2,500	72
Blaine	2,600	1,500	56	Knox	4,100	3,100	75	Luna	3,100	2,300	74
Broadwater	700	480	68	Lancaster	47,300	43,100	91	McKinley	8,900	5,900	66
Carbon	2,400	1,700	70	Lincoln	9,600	7,400	77	Mora	1,400	800	59
Carter	800	220	27	Loup	400	280	70	Otero	11,900	9,700	81
Cascade	23,100	19,800	86	McPherson	100	70	72	Quay	3,700	2,600	70
Chouteau	2,400	1,900	77	Madison	8,100	6,500	80	Rio Arriba	6,100	4,200	68
Custer	4,000	2,600	65	Merrick	2,800	2,300	82	Roosevelt	4,000	2,900	73
Daniels	1,000	700	71	Morrill	2,200	1,500	68	Sandoval	2,100	1,500	71
Dawson	3,300	2,900	87	Nance	1,800	1,400	76	San Juan	14,700	11,000	75
Deer Lodge	6,400	5,700	90	Nemaha	3,100	2,600	85	San Miguel	5,200	3,600	70
Fallon	1,100	700	65	Nuckolls	2,800	2,400	84	Santa Fe	10,700	8,800	82
Fergus	4,400	2,900	66	Otoe	5,900	5,400	92	Sierra	2,000	1,400	72
Flathead	10,400	8,500	82	Pawnee	1,900	1,300	68	Socorro	2,700	2,000	73
Gallatin	7,800	5,600	71	Perkins	1,100	800	75	Taos	3,400	1,700	51
Garfield	600	380	63	Phelps	3,300	2,800	86	Torrance	1,500	1,000	67
Glacier	3,000	2,200	73	Pierce	2,600	2,100	81	Union	1,600	900	58
Golden Valley	400	250	63	Platte	7,100	5,900	83	Valencia	7,700	5,900	77
Granite	1,000	700	69	Polk	2,600	2,300	89	Total	245,900	191,640	78
Hill	5,500	4,100	75	Redwillow	4,000	3,300	82	NEW YORK			
Jefferson	1,000	700	71	Richardson	4,700	3,600	76	Albany	87,700	82,500	94
Judith Basin	700	510	73	Rock	800	500	62	Allegany	13,300	12,000	90
Lake	3,700	2,100	58	Saline	5,000	4,500	90	Bronx	432,100	421,300	97
Lewis and Clark	10,300	8,200	79	Sarpy	7,500	6,600	88	Broome	62,100	58,900	95
Liberty	500	360	72	Saunders	5,700	4,500	80	Cattaraugus	25,100	22,300	89
Lincoln	3,400	2,500	74	Scotts Bluff	10,600	9,100	86	Cayuga	21,900	20,600	94
McCone	1,000	500	47	Seward	4,200	3,100	73	Chautauqua	47,500	41,800	88
Madison	1,800	1,400	75	Sheridan	3,000	2,500	82	Chemung	30,400	26,300	86

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Cortland	12,100	11,400	94	Madison	4,600	3,300	73	Carroll	5,900	4,700	80
Delaware	13,900	10,700	77	Martín	6,300	5,200	83	Champaign	9,200	8,000	87
Dutchess	45,600	41,000	90	Mecklenberg	73,900	66,600	90	Clark	39,600	38,800	98
Erie	325,300	312,800	96	Mitchell	3,500	2,400	68	Clermont	21,400	21,000	98
Essex	11,200	9,700	87	Montgomery	3,900	3,000	76	Clinton	8,800	7,700	87
Franklin	12,300	10,900	88	Moore	8,000	6,200	77	Columbiana	33,300	28,800	86
Fulton	16,500	15,100	92	Nash	16,000	11,500	72	Coschocton	10,300	8,400	82
Genesee	15,700	14,600	93	New Hanover	21,400	19,500	91	Crawford	14,200	12,400	87
Greene	9,400	8,300	89	Northampton	5,800	4,100	71	Cuyahoga	498,700	476,500	96
Hamilton	1,400	1,000	72	Onslow	6,800	5,200	77	Darke	14,300	11,500	81
Herkimer	20,000	19,300	97	Orange	9,600	6,600	69	Defiance	9,300	7,300	78
Jefferson	20,000	24,600	91	Pamlico	2,800	2,100	76	Delaware	9,800	8,700	89
Kings	777,600	728,800	94	Pasquotank	6,700	5,900	88	Erie	21,400	19,000	89
Lewis	6,600	5,400	81	Pender	4,600	3,500	75	Fairfield	20,500	18,000	88
Livingston	12,300	11,000	90	Perquimans	2,500	1,900	76	Fayette	8,300	7,100	86
Madison	15,400	14,600	95	Person	5,800	4,600	79	Franklin	198,500	192,200	97
Monroe	181,300	173,600	96	Pitt	15,100	12,100	80	Fulton	9,300	7,300	78
Montgomery	19,200	17,500	91	Polk	3,100	2,100	68	Gallia	7,900	6,700	85
Nassau	405,600	399,400	98	Randolph	14,700	11,700	80	Geauga	10,600	9,700	91
New York	581,800	499,800	86	Richmond	9,500	7,800	82	Greene	24,400	22,500	92
Niagara	69,100	67,800	98	Robeson	18,000	13,500	75	Guernsey	11,700	9,000	77
Oneida	72,300	69,500	96	Rockingham	18,100	15,700	87	Hamilton	270,300	255,200	94
Onondaga	122,000	115,500	95	Rowan	22,500	19,100	85	Hancock	16,500	14,800	89
Ontario	19,800	18,500	93	Rutherford	10,900	8,500	78	Hardin	9,300	7,700	82
Orange	52,800	47,100	89	Sampson	11,600	8,600	74	Harrison	5,900	4,900	83
Orleans	10,400	9,800	94	Scotland	5,600	4,500	80	Henry	7,200	6,400	88
Oswego	24,500	23,700	97	Stanly	10,600	7,700	72	Highland	10,000	8,000	80
Otsego	17,100	15,100	88	Stokes	5,100	3,800	75	Hocking	5,800	4,900	84
Putnam	7,400	7,400	100	Surry	12,400	8,900	72	Holmes	5,400	4,100	76
Queens	575,400	551,100	96	Swain	2,300	1,400	59	Huron	13,700	12,900	94
Rensselaer	44,000	41,100	93	Transylvania	3,700	3,000	80	Jackson	9,100	7,100	78
Richmond	61,500	57,400	93	Tyrrell	1,200	900	77	Jefferson	29,900	27,100	91
Rockland	33,000	32,500	99	Union	10,100	6,700	66	Knox	12,300	10,500	86
St. Lawrence	34,000	28,800	85	Vance	8,000	6,600	83	Lake	38,800	37,300	96
Saratoga	25,500	24,500	96	Wake	41,000	35,000	85	Lawrence	15,700	13,900	89
Schenectady	51,600	49,900	97	Warren	4,400	3,400	78	Licking	27,200	24,300	89
Schoharie	7,700	6,600	86	Washington	3,000	2,300	78	Logan	11,200	10,200	91
Schuyler	4,000	3,300	81	Watauga	4,400	3,400	78	Lorain	61,300	58,300	95
Seneca	8,100	7,600	94	Wayne	16,900	14,100	84	Lucas	144,700	140,200	97
Steuben	29,500	26,100	89	Wilkes	11,200	8,800	79	Madison	7,700	7,000	91
Suffolk	163,800	155,100	95	Wilson	14,900	12,000	81	Mahoning	82,800	77,800	94
Sullivan	14,100	12,500	89	Yadkin	6,300	4,300	68	Marion	18,100	16,100	89
Tioga	10,600	9,300	88	Yancey	3,500	2,500	71	Medina	15,600	14,000	90
Tompkins	18,200	15,100	83	Total	1,115,400	909,700	82	Meigs	7,100	5,700	80
Ulster	35,400	30,600	86	NORTH DAKOTA				Mercer	9,600	7,400	78
Warren	12,900	11,200	87	Adams	1,300	1,100	87	Miami	22,800	20,600	90
Washington	13,700	12,100	88	Barnes	4,700	4,000	85	Monroe	4,700	3,700	80
Wayne	20,500	19,200	93	Benson	2,300	1,600	71	Montgomery	158,700	152,200	96
Westchester	237,600	232,000	98	Billings	400	220	54	Morgan	4,400	3,700	84
Wyoming	9,600	8,700	90	Bottineau	2,800	2,100	74	Morrow	6,000	4,700	78
Yates	5,500	4,700	86	Bowman	1,000	800	85	Muskingum	24,300	20,800	86
Total	5,085,700	4,768,000	94	Burke	1,800	1,300	72	Noble	3,800	3,300	86
NORTH CAROLINA				Burleigh	9,200	8,200	89	Noble	3,800	3,300	86
Alamance	21,600	19,000	88	Cass	20,200	18,000	89	Ottawa	11,100	10,400	94
Alexander	3,900	3,200	82	Cavalier	2,400	1,600	66	Pauling	5,700	4,400	77
Alleghany	2,300	1,800	79	Dickey	2,400	1,900	78	Perry	8,100	6,600	81
Anson	5,600	4,400	79	Divide	1,400	900	63	Pickaway	9,000	7,800	86
Ashe	5,000	3,900	78	Dunn	1,400	800	60	Pike	7,900	6,200	78
Avery	3,000	2,200	72	Eddy	1,300	1,100	81	Portage	24,200	20,400	84
Beaufort	8,900	7,100	80	Emmons	2,000	1,400	72	Preble	9,800	8,400	86
Bertie	5,100	3,900	76	Foster	1,500	1,200	80	Putnam	8,300	7,200	87
Bladen	6,800	4,900	73	Golden Valley	800	900	86	Richland	32,800	28,200	86
Brunswick	5,100	3,900	77	Grand Forks	13,200	11,400	86	Ross	18,400	15,600	85
Buncombe	36,800	29,200	79	Grant	1,500	1,000	64	Sandusky	19,500	17,500	90
Burke	12,200	10,100	83	Griggs	1,400	1,100	80	Scioto	30,400	23,200	76
Cabarrus	17,700	13,900	79	Hettinger	1,700	1,400	79	Seneca	17,100	16,000	94
Caldwell	11,200	9,700	86	Kidder	1,400	1,000	72	Shelby	10,100	8,500	84
Camden	1,200	1,000	83	La Moure	2,100	1,700	80	Stark	97,500	90,000	92
Carteret	7,400	5,700	76	Logan	1,100	800	73	Summit	154,500	146,800	95
Caswell	4,900	3,500	72	McHenry	2,600	2,100	79	Trumbull	59,100	56,100	95
Catawba	19,000	17,000	89	McIntosh	1,800	1,300	72	Tuscarawas	24,100	19,400	80
Chatham	6,700	5,400	81	McKenzie	2,000	1,400	68	Union	7,600	6,200	82
Cherokee	4,200	3,100	74	McLean	4,800	3,400	71	Vanwert	10,200	8,400	82
Chowan	3,200	2,400	74	Mercer	2,000	1,400	70	Vinton	2,900	2,100	72
Clay	2,300	1,600	70	Morton	5,400	4,800	88	Warren	16,000	14,100	88
Cleveland	15,900	13,500	85	Mountrail	2,800	1,900	68	Washington	16,000	13,100	82
Columbus	12,200	8,700	71	Nelson	1,700	1,400	80	Wayne	20,200	18,000	89
Craven	14,800	11,900	81	Oliver	500	380	75	Williams	10,000	8,700	87
Cumberland	30,700	25,100	82	Pembina	3,400	2,600	77	Wood	21,600	18,400	85
Currituck	1,900	1,400	72	Pierce	2,000	1,500	78	Wyandot	6,800	5,700	83
Dare	1,400	1,100	77	Ramsey	3,300	3,000	92	Total	2,898,500	2,669,000	92
Davidson	18,700	14,900	80	Ransom	2,100	1,600	74	OKLAHOMA			
Davie	4,100	3,200	77	Renville	1,200	900	79	Adair	3,600	2,700	74
Duplin	10,000	7,300	73	Richland	5,200	4,400	85	Alfalfa	2,400	1,900	81
Durham	29,900	25,200	84	Rolette	2,300	1,600	68	Atoka	3,100	2,100	69
Edgecombe	12,100	11,100	92	Sargent	1,700	1,400	85	Beaver	1,800	1,300	70
Forsyth	49,600	43,800	88	Sheridan	1,100	900	81	Beckham	5,000	3,900	77
Franklin	7,000	5,200	74	Sioux	600	420	70	Blaine	3,500	3,100	89
Gaston	33,200	29,500	89	Slope	400	250	63	Bryan	7,100	5,300	74
Gates	2,400	1,900	80	Stark	4,400	3,500	80	Caddo	7,400	5,900	79
Graham	1,700	1,200	72	Steele	1,200	1,000	82	Canadian	6,800	5,600	82
Granville	7,000	5,300	76	Stutsman	7,000	5,300	76	Carter	13,400	10,300	77
Greene	3,600	2,600	71	Towner	1,200	900	75	Cherokee	4,900	3,500	70
Guilford	61,500	56,700	92	Traill	2,900	2,500	87	Choctaw	3,900	2,300	58
Halifax	13,800	10,500	76	Walsh	4,600	4,100	89	Cimarron	1,100	700	65
Harnett	12,800	10,200	80	Ward	12,400	10,600	85	Cleveland	12,000	9,800	82
Haywood	10,700	8,600	81	Wells	2,700	1,900	71	Coal	1,600	1,200	78
Henderson	9,400	7,000	75	Williams	8,000	6,100	76	Comanche	19,100	16,500	86
Hertford	5,000	3,700	75	Total	170,600	137,860	81	Cotton	2,500	2,000	79
Hoke	3,200	2,400	76	OHIO				Craig	4,600	3,600	77
Hyde	1,400	1,000	71	Adams	6,900	4,400	64	Creek	11,800	9,700	83
Iredell	15,100	12,400	82	Allen	31,200	28,300	91	Custer	5,300	4,500	85
Jackson	4,400	3,100	71	Ashland	11,700	10,600	90	Delaware	4,100	2,800	69
Johnston	16,100	12,000	75	Ashtabula	29,700	24,700	83	Dewey	1,600	1,300	81
Jones	2,600	1,900	75	Athens	13,100	10,600	81	Ellis	2,200	1,300	57
Lee	7,000	5,500	78	Auglaize	10,800	9,100	84	Garfield	14,600	12,900	88
Lenoir	13,900	11,000	79	Belmont	27,300	25,400	93	Garvin	8,200	6,500	80
Lincoln	6,600	5,500	84	Brown	7,800	6,500	84	Grady	9,300	7,400	79
McDowell	7,000	5,300	76	Butler	53,800	51,900	96	Grant	2,400	2,000	84
Macon	4,300	3,100	72								

(Continued on next page)

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
OKLAHOMA—(Continued)				Clinton	11,100	9,600	86	Bennett	800	610	76
Greer	2,600	2,000	76	Columbia	17,100	14,600	85	Bon Homme	2,200	1,600	73
Harmon	1,700	1,300	74	Crawford	22,700	18,200	80	Brookings	5,100	3,800	75
Harper	1,400	1,100	77	Cumbehand	35,800	33,100	92	Brown	10,300	8,300	80
Haskell	2,900	1,800	61	Dauphin	66,600	61,300	92	Brule	1,900	1,500	80
Hughes	4,100	3,300	80	Delaware	163,100	158,800	97	Buffalo	400	300	76
Jackson	8,200	6,000	73	Elk	10,000	8,900	89	Butte	2,800	2,300	84
Jefferson	2,400	1,900	80	Erie	68,900	65,500	95	Campbell	1,000	700	71
Johnston	2,500	1,800	72	Fayette	45,600	37,600	83	Charles Mix	4,100	2,700	66
Kay	15,600	13,200	85	Forest	1,400	1,200	83	Clark	2,200	1,800	81
Kingfisher	2,800	2,400	87	Franklin	24,100	17,400	72	Clay	3,300	2,300	71
Kiowa	4,100	3,100	77	Fulton	2,800	1,800	66	Codington	5,800	4,800	83
Latimer	1,900	1,100	58	Greene	11,700	9,800	84	Corson	1,400	900	66
Le Flore	7,800	5,400	70	Huntingdon	10,900	8,700	80	Custer	1,500	1,000	68
Lincoln	5,600	4,500	81	Indiana	19,200	15,800	82	Davison	5,000	4,100	82
Logan	5,500	4,700	85	Jefferson	13,700	11,900	87	Day	3,000	2,300	77
Love	1,600	1,200	78	Juniata	4,600	3,400	74	Deuel	2,100	1,300	61
McClain	3,800	3,100	82	Lackawanna	71,100	68,300	96	Dewey	1,100	600	58
McCurtain	6,900	4,900	71	Lancaster	76,700	65,900	86	Douglas	1,600	1,000	62
McIntosh	3,700	2,700	73	Lawrence	31,200	27,900	90	Edmunds	1,800	1,300	71
Major	2,200	1,500	68	Lebanon	25,000	21,400	86	Fall River	3,400	2,700	79
Marshall	2,400	1,900	78	Lehigh	64,600	61,500	95	Faulk	1,300	1,000	79
Mayes	6,000	4,800	79	Luzerne	102,700	97,200	95	Grant	3,100	2,400	78
Murray	3,500	2,800	81	Lycoming	32,500	27,400	84	Gregory	2,400	2,000	82
Muskogee	17,900	14,000	78	McKean	15,100	13,200	87	Haakon	800	680	85
Noble	3,100	2,800	91	Mercer	33,200	32,300	97	Hamlin	2,100	1,600	76
Nowata	3,300	2,700	83	Mifflin	12,000	10,400	87	Hand	1,900	1,500	77
Okfuskee	3,400	2,500	75	Monroe	12,100	10,800	89	Hanson	1,000	900	86
Okiahoma	136,100	123,500	91	Montgomery	141,000	138,600	98	Harding	500	320	64
Okmulgee	10,600	8,500	80	Montour	3,800	3,500	91	Hughes	3,200	3,000	94
Osage	9,200	7,900	86	Northampton	53,800	52,000	97	Hutchinson	3,300	2,400	72
Ottawa	8,500	7,000	82	Northumb'land	33,500	28,100	84	Hyde	600	440	74
Pawnee	3,800	3,300	87	Perry	7,100	5,700	80	Jackson	600	450	75
Payne	11,300	9,100	81	Philadelphia	621,400	606,700	98	Jerauld	900	720	80
Pittsburg	8,800	6,200	71	Pike	3,300	2,600	78	Jones	400	270	67
Pontotoc	8,400	7,300	87	Potter	4,700	4,000	85	Kingsbury	2,900	2,300	81
Pottawatomie	13,000	11,000	85	Schuylkill	51,000	42,300	83	Lake	3,200	2,700	86
Pushmataha	2,800	1,700	59	Snyder	7,700	5,700	73	Lawrence	6,000	5,100	85
Roger Mills	1,500	900	63	Somerset	21,200	19,300	91	Lincoln	3,200	2,600	81
Rogers	5,900	4,800	82	Sullivan	1,700	1,300	78	Lyman	1,200	1,000	81
Seminole	8,800	7,300	83	Susquehanna	8,800	7,500	85	McCook	2,900	2,200	76
Sequoyah	4,900	3,500	72	Tioga	10,700	8,600	80	McPherson	1,800	1,000	56
Stephens	11,300	9,300	83	Union	6,500	5,000	77	Marshall	2,100	1,700	79
Texas	3,300	2,100	63	Venango	18,600	16,200	87	Meade	2,200	1,700	77
Tillman	4,200	3,400	81	Warren	10,700	8,700	81	Mellette	600	380	63
Tulsa	108,700	97,900	90	Washington	61,500	59,500	97	Miner	1,600	1,300	81
Wagoner	4,600	3,500	76	Wayne	7,700	6,200	80	Minnehaha	26,700	24,500	92
Washington	13,000	12,100	93	Westmoreland	94,400	90,000	95	Moody	2,200	1,800	82
Washita	3,900	3,200	83	Wyoming	4,700	3,900	82	Pennington	18,200	14,800	81
Woods	3,300	2,600	80	York	71,000	65,500	92	Perkins	1,600	1,400	88
Woodward	3,600	2,600	72	Total	3,270,400	3,053,700	93	Potter	1,300	1,000	75
Total	679,700	567,300	83	RHODE ISLAND				Roberts	3,400	2,600	76
OREGON				Bristol	9,000	8,800	98	Sanborn	1,500	1,200	77
Baker	6,300	4,800	75	Kent	31,200	30,800	99	Shannon	1,400	1,000	74
Benton	11,800	9,400	80	Newport	19,600	19,500	100	Spink	3,000	2,500	83
Clackamas	36,500	34,200	94	Providence	173,400	168,900	97	Stanley	1,200	1,100	92
Clatsop	9,100	8,000	88	Washington	16,600	16,300	98	Sully	800	540	68
Columbia	6,700	5,700	85	Total	249,800	244,300	98	Todd	1,600	1,000	65
Coos	18,800	13,200	70	SOUTH CAROLINA				Tripp	2,700	2,200	81
Crook	2,700	2,300	87	Abbeville	5,300	4,000	75	Turner	3,100	2,600	83
Curry	6,100	4,400	73	Aiken	24,000	20,100	84	Union	3,300	3,100	93
Deschutes	6,700	5,700	85	Allendale	4,400	2,600	59	Walworth	2,500	1,600	63
Douglas	20,700	17,800	86	Anderson	24,900	20,100	81	Washabaugh	200	150	76
Gilliam	1,200	800	67	Bamberg	3,900	2,900	75	Yanckton	4,800	3,800	79
Grant	2,400	1,600	68	Barnwell	6,500	4,500	69	Ziebach	600	460	77
Harney	1,900	1,800	93	Beaufort	8,600	6,400	75	Total	198,100	159,220	80
Hood River	4,200	3,400	81	Berkeley	7,600	5,600	73	TENNESSEE			
Jackson	23,400	20,800	89	Calhoun	3,100	2,200	73	Anderson	16,900	12,900	77
Jefferson	2,700	2,000	75	Charleston	57,500	49,700	86	Bedford	6,100	4,800	78
Josephine	10,200	7,400	72	Cherokee	9,100	7,000	77	Benton	3,800	2,300	60
Klamath	15,000	13,400	89	Chester	8,100	6,600	81	Bledsoe	1,600	800	47
Lake	2,300	1,900	81	Chesterfield	7,800	5,700	73	Blount	15,900	12,100	76
Lane	47,700	42,400	89	Clarendon	7,300	5,200	72	Bradley	10,200	8,800	86
Lincoln	9,000	7,600	85	Colleton	7,000	5,000	71	Campbell	6,600	4,200	63
Linn	17,000	14,900	87	Darlington	11,900	8,800	74	Cannon	2,300	1,300	55
Malheur	6,600	6,000	91	Dillon	6,900	4,700	68	Carroll	7,500	4,800	64
Marion	37,000	34,400	93	Dorchester	6,100	4,700	77	Carter	11,100	8,100	73
Morrow	1,300	1,100	82	Edgefield	4,200	3,300	79	Cheatham	2,400	1,700	70
Multnomah	194,400	178,000	92	Fairfield	4,300	3,000	69	Chester	2,300	1,400	62
Polk	8,000	6,900	87	Florence	21,300	16,300	76	Claiborne	5,200	3,500	68
Sherman	700	580	83	Georgetown	9,000	6,800	75	Clay	1,800	900	53
Tillamook	6,200	4,400	70	Greenville	56,800	49,900	88	Cocke	5,800	3,800	66
Umatilla	14,600	11,000	75	Greenwood	12,000	10,400	87	Coffee	8,100	6,100	75
Union	5,700	3,900	68	Hampton	4,900	3,400	70	Crockett	3,800	2,600	68
Wallowa	2,400	1,600	68	Horry	17,400	12,800	73	Cumberland	5,200	3,400	66
Wasco	7,200	6,100	85	Jasper	2,900	2,200	75	Davidson	107,700	90,800	84
Washington	31,200	28,500	91	Kershaw	8,400	6,200	74	Decatur	1,800	1,100	61
Wheeler	800	700	88	Lancaster	10,000	7,300	73	De Kalb	3,000	2,300	75
Yamhill	10,000	8,500	85	Laurens	10,800	8,400	78	Dickson	5,500	4,200	76
Total	588,500	515,180	88	Lee	5,100	3,600	70	Dyer	7,000	5,500	78
PENNSYLVANIA				Lexington	15,800	10,700	68	Fayette	5,000	3,600	71
Adams	13,900	11,000	79	McCormick	2,000	1,400	72	Fentress	3,200	1,300	42
Allegheny	469,700	457,300	97	Marion	7,400	5,900	80	Franklin	6,100	4,200	63
Armstrong	23,100	19,300	84	Marlboro	6,200	4,400	71	Gibson	12,200	9,300	76
Beaver	58,100	55,700	96	Newberry	7,900	6,100	78	Giles	6,600	4,300	65
Bedford	12,500	9,400	76	Oconee	9,200	7,500	81	Grainger	3,000	2,100	70
Berks	80,700	74,000	92	Orangeburg	17,400	12,300	71	Greene	12,400	7,300	59
Blair	38,200	35,600	93	Pickens	11,600	9,400	81	Grundy	3,000	1,800	61
Bradford	15,500	12,700	82	Richland	42,300	36,800	87	Hamblen	8,600	6,300	73
Bucks	99,200	92,800	94	Saluda	4,200	3,000	72	Hamilton	73,300	60,800	83
Butler	30,400	26,200	86	Spartanburg</							

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
Jefferson	5,400	4,000	75	Dawson	4,700	3,600	77	Montgomery	7,900	6,000	75
Johnson	3,900	2,500	63	Deaf Smith	4,000	3,300	82	Moore	5,000	4,000	80
Knox	68,100	54,500	80	Delta	1,800	1,400	77	Morris	3,200	2,600	80
Lake	2,900	1,900	65	Denton	15,200	12,400	82	Motley	1,000	500	46
Lauderdale	5,400	4,000	74	De Witt	6,200	4,400	71	Nacogdoches	9,200	6,700	73
Lawrence	7,600	5,200	68	Dickens	1,600	1,300	81	Navarro	11,100	9,300	84
Lewis	1,200	800	68	Dimmit	1,900	1,000	52	Newton	2,600	1,900	71
Lincoln	7,000	5,100	72	Donley	1,700	1,300	78	Nolan	6,100	5,200	85
Loudon	6,700	4,800	72	Duval	2,700	1,900	71	Nueces	66,600	57,700	87
McMinn	8,900	6,900	78	Eastland	6,400	4,800	76	Ochiltrec	2,000	1,600	80
McNairy	5,000	2,900	58	Ector	27,500	24,200	88	Oldham	500	470	93
Macon	4,100	2,700	65	Edwards	600	400	67	Orange	17,400	14,400	83
Madison	16,600	12,800	77	Ellis	12,800	10,600	83	Palo Pinto	6,300	5,500	88
Marion	5,100	3,900	76	El Paso	86,900	73,900	85	Panola	4,500	3,500	79
Marshall	4,700	3,400	73	Erath	5,400	4,200	78	Parker	7,200	6,000	83
Maury	11,700	9,000	77	Falls	6,500	4,600	71	Parmer	2,600	2,100	80
Meigs	1,500	1,000	68	Fannin	7,700	5,600	73	Pecos	2,900	2,200	77
Monroe	6,600	4,900	74	Fayette	6,400	4,400	68	Polk	4,100	2,600	64
Montgomery	13,100	10,700	82	Fisher	2,300	1,900	84	Potter	40,900	38,100	93
Moore	1,100	600	59	Floyd	3,100	2,700	89	Presidio	1,400	700	51
Morgan	2,700	1,600	59	Foard	900	670	74	Rains	700	480	68
Oblon	8,200	5,800	71	Fort Bend	9,600	8,400	88	Randall	8,600	6,600	77
Overton	3,600	2,300	63	Franklin	1,500	1,100	73	Reagan	700	640	91
Perry	1,600	1,100	68	Freestone	4,400	3,000	67	Real	600	260	44
Pickett	1,100	700	61	Frio	3,000	1,900	63	Red River	5,300	3,500	65
Polk	2,600	1,900	74	Gaines	3,100	2,500	80	Reeves	5,000	4,200	84
Putnam	8,500	5,500	65	Galveston	37,300	32,800	88	Refugio	2,900	2,300	79
Rhea	4,400	3,100	70	Garza	1,800	1,500	83	Roberts	300	230	78
Roane	10,800	8,300	77	Gillespie	3,300	2,000	61	Robertson	5,000	4,000	80
Robertson	7,600	5,800	76	Glasscock	200	160	81	Rockwall	1,700	1,500	89
Rutherford	12,600	10,600	84	Goliad	1,500	1,000	64	Runnels	4,700	3,800	81
Scott	4,000	1,800	45	Gonzales	5,500	3,900	71	Rusk	12,100	9,600	79
Sequatchie	1,400	900	65	Gray	9,400	8,300	88	Sabine	1,700	1,100	65
Sevier	6,400	3,800	60	Grayson	25,800	22,300	86	San Augustine	1,800	1,500	82
Shelby	168,100	140,200	83	Gregg	22,800	19,600	86	San Jacinto	1,700	1,200	71
Smith	2,900	2,000	68	Grimes	4,100	3,100	76	San Patricio	10,400	8,800	84
Stewart	2,100	1,300	61	Guadalupe	7,700	6,200	80	San Saba	2,300	1,400	60
Sullivan	30,200	24,400	81	Hale	9,900	8,600	87	Schleicher	600	490	82
Sumner	10,400	7,900	76	Hall	1,900	1,200	61	Scurry	9,500	7,800	82
Tipton	7,000	4,400	62	Hamilton	3,100	2,300	75	Shackelford	1,200	1,000	86
Trousdale	1,200	800	67	Hansford	1,100	900	81	Shelby	6,800	4,600	67
Unicol	3,400	2,600	76	Hardeman	2,900	2,200	75	Sherman	600	500	83
Union	2,300	1,200	53	Hardin	6,800	5,200	77	Smith	24,600	21,100	86
Van Buren	700	480	69	Harris	362,400	317,500	88	Somervell	800	630	79
Warren	6,600	4,500	68	Harrison	14,200	11,400	80	Starr	3,200	2,000	64
Washington	16,100	12,700	79	Hartley	600	490	81	Stephens	3,100	2,600	83
Wayne	2,900	1,600	54	Haskell	3,100	2,400	76	Sterling	200	150	75
Weakley	7,600	4,500	60	Hays	5,300	4,300	81	Stonewall	1,000	800	83
White	3,800	2,600	70	Hcmphill	1,100	700	65	Sutton	900	640	71
Williamson	6,500	5,000	77	Henderson	7,300	5,600	77	Swisher	2,600	2,100	82
Wilson	8,100	5,900	72	Hidalgo	48,500	36,100	75	Tarrant	175,100	155,100	89
Total	962,900	734,980	76	Hill	8,400	6,900	83	Taylor	26,100	23,000	88
TEXAS				Hockley	5,600	4,300	77	Terrell	900	410	45
Anderson	9,300	6,600	71	Hood	1,200	1,100	88	Terry	5,000	4,000	79
Andrews	4,300	3,600	84	Hopkins	6,800	4,200	62	Throckmorton	700	530	76
Angelina	12,300	9,600	78	Houston	5,600	4,200	76	Titus	5,200	4,000	77
Aransas	1,600	1,300	83	Howard	10,500	8,700	83	Tom Green	21,500	17,500	81
Archer	1,800	1,500	84	Hudspeth	900	620	69	Travis	59,300	50,300	85
Armstrong	400	340	84	Hunt	12,700	10,400	82	Trinity	2,300	1,400	62
Atascosa	5,000	3,700	74	Hutchinson	10,300	8,900	86	Tyler	2,800	2,200	79
Austin	4,600	3,100	68	Irion	300	200	68	Upshur	5,000	3,400	68
Bailey	2,600	1,800	69	Jack	2,000	1,800	89	Upton	1,700	1,400	81
Bandera	1,100	900	77	Jackson	4,100	3,000	74	Uvalde	5,000	3,600	73
Bastrop	4,900	3,600	74	Jasper	5,400	4,100	75	Val Verde	5,100	3,100	61
Baylor	1,600	1,300	80	Jeff Davis	300	220	74	Van Zandt	5,600	4,200	75
Bee	5,900	4,800	81	Jefferson	74,000	68,000	92	Victoria	15,500	12,000	78
Bell	27,500	22,600	82	Jim Hogg	1,200	700	55	Walker	4,300	3,400	78
Bexar	180,000	156,100	87	Jim Wells	7,500	6,100	81	Waller	3,100	2,400	77
Blanco	1,200	800	66	Johnson	11,600	9,400	81	Ward	4,300	3,500	80
Borden	300	140	47	Jones	5,900	4,800	81	Washington	5,200	3,500	68
Bosque	3,500	2,900	82	Karnes	3,900	2,800	71	Webb	16,100	12,300	76
Bowie	20,300	16,300	80	Kaufman	7,600	6,200	82	Wharton	10,900	8,700	80
Brazoria	19,800	16,700	84	Kendall	1,700	1,200	72	Wheeler	2,200	1,500	69
Brazos	13,200	10,500	80	Kenedy	100	too few to measure		Wichita	35,500	31,100	88
Brewster	1,600	1,000	63	Kent	400	340	84	Wilbarger	5,400	4,400	81
Briscoe	900	690	77	Kerr	4,400	3,200	72	Willacy	5,200	3,800	72
Brooks	2,000	1,500	74	Kimble	1,300	700	50	Williamson	10,900	9,100	83
Brown	8,900	6,500	73	King	200	170	84	Wilson	3,300	2,600	78
Burleson	2,900	2,200	75	Kinney	400	120	30	Winkler	4,400	3,700	83
Burnet	3,000	2,400	80	Kleberg	7,300	5,600	77	Wise	4,700	3,800	81
Caldwell	4,900	3,700	75	Knox	2,400	1,800	75	Wood	5,100	4,000	78
Calhoun	5,000	3,500	70	Lamar	12,500	7,300	59	Yoakum	1,800	1,500	85
Callahan	2,400	1,700	70	Lamb	7,100	5,800	82	Young	4,800	4,300	89
Cameron	41,300	31,400	76	Lampasas	3,400	2,700	81	Zapata	800	390	49
Camp	2,800	2,300	81	La Salle	1,400	900	63	Zavala	2,600	1,400	55
Carson	2,000	1,600	81	Lavaca	5,500	3,100	57	Total	2,790,800	2,334,250	84
Cass	6,200	4,900	79	Lee	2,400	1,500	63	UTAH			
Castro	2,200	1,900	84	Leon	3,400	2,400	70	Beaver	1,000	900	86
Chambers	2,400	2,000	84	Liberty	8,200	6,600	80	Box Elder	6,100	5,400	89
Cherokee	9,800	7,700	79	Limestone	6,100	4,500	74	Cache	8,800	7,100	80
Childress	2,900	1,900	66	Inscomb	1,300	900	68	Carbon	7,200	5,500	76
Clay	3,000	2,500	82	Live Oak	2,000	1,400	69	Daggett	100	too few to measure	
Cochran	1,400	1,000	74	Llano	1,800	1,400	76	Davis	15,800	14,300	90
Coke	1,000	800	75	Loving	100	90	85	Duchesne	1,700	1,200	70
Coleman	3,600	2,600	71	Lubbock	49,300	41,900	85	Emery	1,600	1,200	74
Collin	13,600	11,000	81	Lynn	3,000	2,500	83	Garfield	700	520	74
Collingsworth	1,700	1,200	72	McCulloch	2,600	1,500	58	Grand	1,600	600	40
Colorado	5,000	3,700	74	McLennan	43,600	37,500	86	Iron	2,700	1,900	70
Comal	5,900	4,700	80	McMullen	300	230	76	Juab	1,500	1,300	88
Comanche	3,700	2,400	64	Madison	1,800	1,100	64	Kane	700	480	69
Concho	1,200	900	72	Marion	2,300	1,800	79	Millard	1,700	1,200	68
Cooke	7,000	5,500	79	Martin	1,500	1,100	74	Morgan	700	600	85
Corvell	5,800	4,700	80	Mason	1,300	700	58	Piute	200	140	69
Cottle	1,100	700	60	Mataorda	7,200	5,000	70	Rich	300	200	65
Crane	1,600	1,400	86	Maverick	3,100	800	24	Salt Lake	110,400	102,700	93
Crockett	1,100	700	64	Medina	4,800	3,800	80	San Juan	1,800	1,200	68
Crosby	3,100	2,600	83	Menard	700	310	44	Sanpete	2,800	2,500	88
Culberson	600	440	73	Midland	18,900	17,200	91	Sevier	2,900	2,600	90
Dallam	2,100	1,800	87	Millam	6,900	4,800	70	Summit	1,400	1,200	89
Dallas	282,900	260,000	92	Mills	1,400	1,000	68	Tooele	5,200	4,200	81
				Mitchell	3,900	3,200	83				
				Montague	5,200	4,400	85				

(Continued on next page)

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
UTAH—(Continued)				Rockingham	13,900	10,000	72	Tyler	2,800	2,000	72
Uintah	2,700	2,200	83	Russell	5,800	4,000	68	Upshur	5,000	3,100	62
Utah	28,200	24,500	87	Scott	7,400	5,200	70	Wayne	8,900	7,200	80
Wasatch	1,300	1,100	81	Shenandoah	6,000	4,800	80	Webster	3,900	2,500	65
Washington	3,000	1,800	61	Smyth	7,100	5,500	77	Wetzel	4,800	4,100	85
Wayne	200	190	96	Southampton	6,400	5,400	84	Wirt	1,300	900	70
Weber	31,200	29,000	93	Spotsylvania	7,500	5,900	79	Wood	26,700	24,000	90
Total	243,500	215,730	89	Stafford	4,400	3,100	71	Wyoming	9,500	7,400	78
VERMONT				Surry	1,500	1,100	72	Total	512,600	425,400	83
Addison	4,900	3,900	79	Sussex	2,700	2,200	82	WISCONSIN			
Bennington	7,400	5,700	77	Tazewell	11,100	8,500	77	Adams	2,400	1,600	66
Caledonia	6,300	5,300	85	Warren	4,000	3,000	75	Ashland	5,300	4,600	87
Chittenden	18,700	16,400	87	Washington	12,800	9,800	76	Barron	9,700	7,900	81
Essex	1,500	1,300	87	Westmoreland	2,800	2,200	78	Bayfield	3,400	2,800	81
Franklin	7,000	6,200	89	Wisconsin	12,100	10,300	85	Brown	33,400	31,900	95
Grand Isle	700	660	94	Wythe	5,300	4,500	84	Buffalo	4,000	2,700	68
Lamoille	3,100	2,800	92	York	5,700	4,700	83	Burnett	2,300	1,600	70
Orange	5,000	3,900	78	Total	1,039,500	851,230	82	Calumet	4,800	4,200	87
Orleans	5,600	4,400	82	WASHINGTON				Chippewa	13,100	10,500	80
Rutland	12,100	9,900	82	Adams	3,700	3,400	93	Clark	9,500	7,300	76
Washington	11,600	10,400	90	Asotin	4,600	3,800	82	Columbia	11,700	9,600	82
Windham	8,800	6,900	78	Benton	21,900	17,700	81	Crawford	4,600	3,400	74
Windsor	10,800	8,700	81	Benton	14,600	10,900	74	Dane	61,200	54,600	89
Total	103,500	86,460	84	Chelan	9,000	7,500	83	Dodge	18,100	14,300	79
VIRGINIA				Clallam	9,000	7,500	83	Door	6,800	5,600	82
Accomack	9,400	7,500	80	Clark	28,600	26,500	93	Douglas	14,400	13,500	93
Albemarle	15,800	10,800	68	Columbia	1,700	1,400	82	Dunn	7,700	6,400	84
Alleghany	6,900	5,500	79	Cowlitz	18,800	17,100	91	Eau Claire	18,300	15,200	83
Amelia	1,600	1,100	71	Douglas	4,700	3,700	80	Florence	800	550	69
Amherst	5,600	3,700	67	Ferry	1,100	800	74	Fond Du Lac	21,600	19,600	91
Appomattox	2,000	1,400	70	Franklin	6,100	4,900	81	Forest	1,800	1,200	69
Arlington	79,600	74,100	93	Garfield	900	770	86	Grant	13,000	11,100	85
Augusta	18,800	12,600	67	Grant	16,000	13,500	84	Green	7,600	6,000	79
Bath	1,600	1,000	64	Grays Harbor	18,500	15,200	82	Green Lake	4,600	3,900	85
Bedford	8,200	6,000	73	Island	5,800	5,200	90	Iowa	5,900	4,700	80
Bland	1,500	1,100	75	Jefferson	2,300	1,900	83	Iron	2,300	2,000	88
Botetourt	4,600	3,800	83	King	314,300	294,500	94	Jackson	4,200	3,400	82
Brunswick	4,200	3,300	80	Kitsap	27,100	25,000	92	Jefferson	15,300	13,300	87
Buchanan	8,000	5,700	71	Kittitas	6,200	5,000	80	Juneau	5,100	3,800	75
Buckingham	2,500	1,700	67	Klickitat	4,100	3,000	73	Kenosha	30,000	28,500	95
Campbell	22,700	17,900	79	Lewis	14,100	11,300	80	Kewaunee	4,600	3,800	84
Caroline	3,000	2,500	85	Lincoln	3,000	2,600	88	La Crosse	21,100	18,900	90
Carroll	7,900	5,800	74	Mason	4,600	4,300	93	Lafayette	4,500	3,500	77
Charles City	1,100	800	71	Okanogan	9,100	7,200	79	Langlade	5,800	5,000	87
Charlotte	3,600	2,700	75	Pacific	5,000	4,000	80	Lincoln	6,500	5,600	86
Chesterfield	18,500	17,600	95	Pend Oreille	2,300	1,900	81	Manitowoc	20,800	18,700	90
Clarke	2,100	1,500	72	Pierce	97,900	92,700	95	Marathon	25,200	21,300	84
Craig	800	650	81	San Juan	1,000	900	86	Marquette	11,000	9,400	85
Culpeper	3,300	2,600	80	Skagit	16,200	14,000	86	Marquette	2,500	1,900	76
Cumberland	1,800	1,400	77	Skamania	1,500	1,200	81	Milwaukee	317,400	303,700	96
Dickenson	5,000	3,900	78	Snohomish	48,900	42,100	86	Monroe	8,800	7,300	83
Dinwiddie	13,900	11,300	81	Spokane	95,100	89,800	94	Oconto	6,800	5,600	82
Essex	1,800	1,300	75	Stevens	6,500	4,600	71	Oneida	7,000	6,100	86
Fairfax	63,000	55,700	88	Thurston	17,200	16,500	96	Outagamie	27,200	25,400	94
Fauquier	5,800	5,000	86	Wahkiakum	1,000	800	83	Ozaukee	9,800	8,900	91
Floyd	2,600	1,800	70	Walla Walla	12,800	10,400	81	Pepin	2,100	1,700	82
Fluvanna	1,800	1,300	71	Whatcom	24,900	21,300	85	Pierce	6,800	6,100	90
Franklin	6,500	4,700	72	Whitman	8,900	7,200	81	Polk	7,900	6,900	87
Frederick	10,300	7,900	77	Yakima	47,100	39,800	85	Portage	9,700	8,600	89
Giles	4,400	3,500	80	Total	927,100	834,370	90	Price	3,600	2,800	78
Gloucester	3,100	2,600	85	WEST VIRGINIA				Racine	40,400	38,400	95
Goochland	1,800	1,600	86	Barbour	4,400	2,900	65	Richland	5,200	4,200	82
Grayson	4,200	2,800	67	Berkeley	8,500	7,300	86	Rock	34,100	30,300	89
Greene	1,100	600	53	Boone	6,100	5,000	81	Rusk	4,600	3,400	73
Greensville	3,800	3,100	81	Braxton	4,400	3,100	70	St. Croix	7,800	7,200	92
Halifax	9,500	7,100	75	Brooke	7,400	6,600	89	Sauk	11,800	9,000	77
Hanover	7,400	5,900	80	Cabell	35,200	31,900	91	Sawyer	3,000	2,300	77
Henrico	95,300	80,000	84	Calhoun	2,100	1,400	65	Shawano	9,400	7,800	83
Henry	14,000	11,700	83	Clay	3,300	2,400	72	Sheboygan	27,300	24,600	90
Highland	800	580	73	Doddridge	1,900	1,100	60	Taylor	4,700	4,000	85
Isle of Wight	4,100	3,300	81	Fayette	18,100	14,100	78	Trempealeau	6,800	5,700	83
James City	3,200	2,700	83	Gilmer	1,900	1,200	63	Vernon	7,300	6,000	82
King and Queen	1,500	1,000	67	Grant	2,200	1,300	60	Vilas	2,500	1,700	66
King George	1,700	1,300	77	Greenbrier	9,300	7,000	76	Walworth	16,200	14,900	92
King William	1,900	1,600	84	Hampshire	3,300	2,600	79	Washburn	2,900	2,100	73
Lancaster	2,500	2,100	84	Hancock	10,400	9,200	89	Washington	12,300	10,600	86
Lee	6,300	4,800	75	Hardy	2,300	1,400	62	Waukesha	38,900	36,900	95
Loudoun	6,100	4,800	78	Harrison	21,700	19,600	90	Waupaca	10,200	8,600	84
Louisa	3,200	2,200	69	Jackson	3,800	3,200	84	Wausara	4,000	3,100	78
Lunenburg	3,100	2,300	74	Jefferson	4,300	3,700	85	Winnebago	32,800	29,700	90
Madison	2,100	1,200	56	Kanawha	69,500	62,100	89	Wood	17,200	15,100	88
Mathews	2,000	1,700	86	Lewis	4,900	4,100	83	Total	1,151,400	1,032,550	90
Mecklenburg	7,400	5,400	73	Lincoln	5,000	3,800	76	WYOMING			
Middlesex	1,800	1,400	80	Logan	15,600	13,000	84	Albany	6,900	5,400	78
Montgomery	10,200	8,400	83	McDowell	17,900	13,600	76	Big Horn	3,200	2,300	70
Nansemond	10,500	8,400	80	Marion	19,000	16,700	88	Campbell	1,700	1,000	58
Nelson	3,100	2,500	80	Marshall	11,100	9,500	85	Carbon	5,300	3,400	65
New Kent	1,100	800	74	Mason	6,200	5,100	82	Converse	1,700	1,300	77
Newport News	50,700	43,400	86	Mercer	19,800	16,400	83	Crook	1,300	800	61
Norfolk	150,900	125,700	83	Mineral	5,800	4,400	76	Fremont	7,200	5,300	74
Northampton	4,800	3,800	80	Mingo	10,100	7,900	79	Goshen	3,600	3,000	84
Northumberland	2,400	1,900	81	Monongalia	15,100	12,700	84	Hot Springs	1,800	1,400	79
Nottoway	3,400	2,700	80	Monroe	3,000	2,000	67	Johnson	1,400	1,000	73
Orange	3,400	2,600	77	Morgan	2,300	1,800	80	Laramie	17,200	15,500	90
Page	4,000	3,400	84	Nicholas	6,900	5,200	75	Lincoln	2,400	1,600	66
Patrick	3,800	2,700	72	Ohio	21,000	20,400	97	Natrona	12,700	10,500	83
Pittsylvania	28,700	21,700	76	Pendleton	2,200	1,300	60	Niobrara	1,200	1,000	81
Powhatan	1,100	900	79	Pleasants	1,600	1,500	91	Park	5,200	3,800	73
Prince Edward	3,900	2,600	66	Pocahontas	2,900	1,800	62	Platte	2,400	1,400	60
Prince George	14,200	11,100	78	Preston	6,400	5,300	82	Sheridan	6,500	4,900	75
Princess Anne	17,100	14,300	83	Putnam	5,900	4,600	77	Sublette	1,000	600	58
Prince William											

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SUMMARY-INDEX OF WEEK'S NEWS

Congress

PAYOLA BILL NEARS HOUSE VOTE after Rep. Harris (D-Ark.) charges publishing-broadcasting "conspiracies" are out to stop it. FCC Comr. Lee confirmed (pp. 1, 11 & 12).

Auxiliary Services

HARTFORD PAY-TV TEST application filed by Zenith & RKO General, which say they hope to get started on WHCT early in 1961 with 2,000 initial subscribers (p. 2).

CATV STANDS FIRM on "no govt. controls," NCTA members voting unanimously to oppose legislation. Full-time top executive to be appointed. Pay-TV pitches heard (pp. 3 & 4).

FCC STUDIES NEW UHF ANTENNA said to offer high gain and broad band, inexpensively, for transmission & reception. Described to engineers by subcontractor to major companies (p. 8).

Film & Tape

AND NOW THE ACTORS. Annoyed with lack of progress in Alliance-AMPP talks, Screen Actors Guild board may seek strike authority against producers just recovering from writers' strike. WGA and networks reach agreement (pp. 3 & 14).

Programming

FILM ANIMATION IS ENJOYING A BOOM as producers launch new animated packages, networks open time slots to animation, and advertisers develop new uses for it in commercials. An exclusive report (p. 6).

FCC

MIAMI—CH. 7 "INFLUENCE" CASE closed in Philadelphia where FCC's special examiner Judge Horace Stern says he will file decision by Sept. 15 (p. 8).

Consumer Electronics

TV ENTERS SEMICONDUCTOR AGE, as engineers discuss use of transistors & tunnel diodes to increase reliability of non-portable sets. "Flat tube" progress (pp. 17 & 20).

MANUFACTURERS SELL EACH OTHER at summer mart, lacking dealer customers. Fine-furniture trend evident; replacement sales seen as TV safeguard against hard-goods slump (pp. 18 & 21).

MORE NEW LINES: Olympic shows TV line with 50 basic models, including color combination & console. Symphonic's 7-set TV line priced from \$179.95 to \$600 (p. 21).

ETV

GOVT. PAYS \$4 MILLION FOR ETV and other audio-visual research projects under National Defense Education Act. New projects will cost \$600,000 more (p. 10).

Networks

CONVENTION COVERAGE by the networks will require 1,000 newsmen, commentators, & technicians, 90 TV cameras and 8 mobile units (p. 13).

Advertising

LOCAL RETAILER ADVERTISING on TV will reach \$1.5 billion by 1970, predicts TvB (p. 13).

SHELL, LEADING SPOT-TV-USER AMONG OIL FIRMS, switches its big account from J. Walter Thompson to Ogilvy, Benson & Mather (p. 14).

NETWORK & SPOT TV both show gains in April for month ago, year ago, and cumulative-year ago (p. 14).

Other Departments

FOREIGN (p. 5). **STATIONS** (p. 9). **PERSONALS** (p. 16). **FINANCE** (p. 23).

PAYOLA BILL NEARS HOUSE VOTE: House Commerce Committee's sweeping broadcasting-reform bill against payola & other much-censured practices (Vol. 16:25 p4) was close to vote June 24, at end of week marked by Congressional breakouts on related TV-radio fronts.

While House headed for action on TV-radio-FCC measure (S-1898) in drive for July adjournment: (1) FCC Comr. Lee slid home with 64-19 Senate confirmation for another 7-year term (see p. 11) after being held up for weeks by political byplay. (2) House approved amended versions of Senate-passed bills permitting members of regulatory agencies to keep their jobs until successors are confirmed (S-1965) and legitimizing boosters (S-1886), sent them back to Senate for almost certain concurrence. (3) Senate okayed independent offices appropriation bill (HR-11776), carrying \$2 million for FCC's N.Y. uhf project and \$200,000 for FCC "watchdog" operation (Vol. 16:25 p20), sent measure back to House. (4) House Commerce Committee, in extra legislative push, whipped up still another bill—catch-all (HR-12731) amalgamating long-pending proposals against backstage influences on agencies.

House got set for vote—probably June 27—on omnibus broadcasting bill, following emotion-charged speech by Commerce Chmn. Harris (D-Ark.) pleading for quick passage. He took up half of 3-hour debate time warning colleagues of publishing-broadcasting "conspiracies" which he said were designed to block it (see

p. 12). But there was big obstacle to swift action on floor itself—demands by Rep. Bennett (R-Mich.) for controversial amendment putting networks under FCC regulation. Debate started June 23 but was interrupted by other House business.

New Harris Committee bill banning ex-parte contacts with FCC & other agencies wasn't expected to get much further this session, although Harris said he'd try "for all progress we can." His Committee turned it out in assembly-line fashion, putting together sections of 1959 measure (HR-4800) drafted by Harris himself and a supplementary bill (HR-6774) prepared by American Bar Assn. Applied to FCC & rest of "big 6" agencies, it would: (1) Forbid off-record approaches to influence case decisions. (2) Set up \$10,000 fines & one-year jail terms for infractions. (3) Subject members of Congress to same rules as everybody else, but allow them to make inquiries about status of cases. (4) Permit President to fire agency members for neglect of duty or malfeasance.

Note: Still hanging in Senate was another piece of important broadcasting business—resolution (S. J. Res. 207) suspending equal-time requirements for TV & radio appearances by nominees for President & Vice President this year (Vol. 16:25 p5).

HARTFORD PAY-TV TEST APPLICATION FILED: Zenith & RKO General, which have been talking up pay-TV plans since March (Vol. 16:14 et seq.), finally made them official last week. They submitted formal application to FCC for 3-year test of Phonevision system, using WHCT (Ch. 18) Hartford.

Operation can't get under way before 1961, however—even if all goes well for Zenith & RKO at Commission, where application will get careful going-over. RKO's Hartford Phonevision, whose \$900,000 purchase of WHCT already had FCC's approval (Vol. 16:23 p14), said start would be made when 2,000 decoders have been installed—which "could be 6 months after the FCC authorization is obtained."

But pay-TV promoters professed themselves ready for big adventure in first on-air subscription project proposed to FCC since it issued third report on test requirements in March 1959 (Vol. 15:13 p1). Zenith & RKO already had indicated they were prepared to put up \$10 million in capital investment to prove pay TV will work. Joined in application by Hartford Phonevision & Teco Inc., Zenith's Phonevision licensing subsidiary, they now spelled out plans in 3/4-in.-thick prospectus, much of it devoted to technical explanations of how decoding system works.

Among details in application: (1) About 300,000 homes in WHCT area are potential subscribers. (2) In phasing Hartford operation, 10,000 families are counted on as signed up by end of first year. (3) Installation charge of \$7.50-\$10 will be made. (4) Subscribers may be assessed 75¢ per week for "maintenance & depreciation" of decoders. (5) Individual program charges will range from 25¢ for "some features" to \$3.50 for heavyweight championship fights. (6) First-run movies will be chief fare, supplemented by plays, opera, ballet, symphony concerts. (7) In line with FCC test rules, WHCT will be operated as regular commercial station most of day, no commercials will be shown on pay shows.

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Less glowing were present prospects for supplying subscribers with promised programs. Almost as afterthought, Zenith & RKO General listed some difficulties in final 2½ pages of application:

(1) "Our proposals have inherent irremovable uncertainties until the requisite govt. authorization is obtained."

(2) "In view of the uncertainties, and until they have been cured, an agreement to furnish specific product on specific dates under specific conditions cannot be made sufficiently definite & precise to constitute a firm commitment."

(3) "Arrangements between the distributors & producers & their respective independent contractors & joint venturers that may be prerequisites to commitments to the applicant are not feasible to undertake until the present uncertainties have been removed."

(4) "There seems to be a natural unwillingness to upset or confuse existing business relationships so long as the public decision or position with respect to the tests could be postponed."

Zenith & RKO also "are aware of strong opposition from some motion picture exhibitors," application added. On this front, Conn. theater owners were mobilizing to stop Hartford experiment before it starts. They planned to hire lawyer to argue anti-pay-TV case before FCC, wage public-relations campaign.

AND NOW THE ACTORS: As WGA and the networks reached verbal agreement, Screen Actors Guild, whose negotiations with Hollywood TV-film producers have been generally overlooked because of attention to the just-ended writers' strike, was reported ready to call a membership meeting seeking strike authority against producers.

This can be regarded as strategic move to strengthen hand of SAG negotiators, but there's no question SAG is perturbed over what it considers lack of progress. SAG's contract with producers expires this Wed. (June 30). Major issues: Pension & welfare plan, minimums, reruns and foreign residuals. Unlike writers, actors do not want royalty plan embracing foreign market, but do want reruns to include foreign market.

Consensus is that an actors' strike isn't likely in immediate future, but situation is subject to change depending on progress in negotiations (see p. 14).

CATV STANDS FIRM ON 'NO GOVT. CONTROLS': Though federal regulation of CATV may come eventually, the industry certainly isn't going to help it along. In its Miami Beach convention last week, NCTA members voted unanimously to oppose regulatory legislation now and to "examine with care" every new bill as it is introduced.

To emphasize its determination to oppose legislation, NCTA also voted unanimously to place a full-time top-level "general executive" at its head. Committee will be named to find a man "of national stature" capable of acting as a true industry spokesman—at a salary in the \$30,000 range—and several members suggested former FCC Chmn. John Doerfer as a possibility. This would leave unchanged present Washington hq personnel under exec. dir. Edward P. Whitney. It was decided also to appoint a full-time house counsel in place of gen.counsel E. Stratford Smith, who will handle special assignments. Efforts will be made, too, to broaden public relations efforts—particularly in field of relationships with telecasters, notably those who stimulated Congressional opposition to CATV.

To finance foregoing, association projected budget of \$212,180 for next year, increasing dues to offset the increase of \$50,780.

Some operators from Northwestern states came to convention determined to seek mild federal legislation, considering it much the lesser evil as compared with state public-utility regulation which they've been barely staving off. But majority persuaded them to go along with "no legislation" policy for good of whole industry. There was no major split or fight.

Though industry opposes federal legislation, vigorous men in Congress & FCC believe it is necessary, will press for it. NCTA members are philosophical about this, but will resist controls indefinitely. They acknowledge that regulation won't mean end of the world for them—but they believe it would be a costly & unnecessary nuisance.

Even if they lose in Congress and in the courts (on the copyright issue) and end up paying stations & producers for use of their signals, they don't visualize signal sources pricing themselves out of market.

NCTA's position on legislation was stated as follows: "Legislation governing the operation of a private industry is a function of govt. only where a vital public interest or necessity cannot be served by the force of free competition.

"There is no compelling reason to legislate in the case of the CATV industry. The NCTA does not deem it necessary or desirable at this time to recommend or support any legislation concerning antenna systems. It will examine with care any recommended resolution or bill introduced in any legislative body and will take a position on behalf of its membership based on the merits of each case at the time it arises consistent with the best possible interest."

There was rising tide of interest in pay TV via cable, evidenced by fact that TelePrompTer's Irving Kahn & Telemeter's Paul MacNamara were principal speakers (see p. 4). However, members are by no means preponderantly eager to change their way of doing business to accommodate pay TV, many fearing it could bring more problems than revenue. But some substantial members are pushing hard for it. The issue will arise with increasing intensity in months to come.

There were 430 registrants at the beautiful, luxurious, garish, expensive Fontainebleau Hotel. They voted to hold 1961 convention in San Francisco in late spring, elected officers & directors headed by Sandford Randolph, Clarksburg, W.Va. (see p. 5).

Auxiliary Services

More about

PAY-TV'S PITCH TO CATV: The show's still the thing, no matter how you slice it. That was apparent in TelePrompter's and Telemeter's drive to recruit CATV operators for their pay-TV systems during the NCTA convention at the Fontainebleau Hotel in Miami Beach last week. In short, if you have the programs, you'll get the audience—and CATV operators are still waiting for evidence of continuous solid fare.

TelePrompter Chmn. Irving Kahn, fine promoter & showman that he is, made the most of giving conventioners the Patterson-Johansson fight on a big screen at the hotel—he followed it up 2 days later with a vigorous recruiting speech that capitalized on the residual excitement after the exciting fight.

Kahn can deliver an occasional good fight, and CATV operators would like to have it—if they can make money on it, short run or long run. After his luncheon address, he stood & answered questions for 2½ hours, from a parade of 30-40 operators who wanted to know how much AT&T would charge to get them the fight re-match. Some are willing to lose some money in the hope of securing a sharp promotional jolt that will increase subscribers. Others, with more mature systems, hesitate to spend several thousand dollars for a one-shot deal, doubtful of its net financial value.

Kahn sought to stimulate their interest by proposing a continuous schedule of pay-TV programs: 13 major sports events per year, an hour or 2 weekly devoted to a bingo-type game, university extension courses, legitimate drama, opera, etc.

Kahn reserved his strongest salesmanship for the "merchandising" aspects of the "Key TV" device—the method whereby the subscriber may press buttons to order products touted in commercials over a cable pay-TV channel or over conventional TV & radio stations (Vol. 16:25 p7). He displayed the device and said he'd start using it in TelePrompter's Liberal, Kan. CATV system within "60, 90 or 120 days."

Tape Keeps Record of Viewer Response

The box on the set looks like a tiny TV set—about 2x3x5-in. It carries various colored lights which signal the subscriber to respond to commercials, etc., which he receives on his TV set. On the utility pole nearest his home, a box with a Western Union tape makes record of what he orders. At intervals, a serviceman picks up the tape which is then fed to data-processing computers that total up bills, calculate public opinion polls, etc. Kahn said a refinement, to eliminate the tape pickups, would be to run a wire from sets back to a central source.

CATV operators were somewhat skeptical of the practicality of tape pickups and the costs of stringing wire—even though the wire is much cheaper than TV cable. Kahn told one operator that his 52-mile system would cost \$8-10,000 to wire.

The "honor system" of charging CATV subscribers \$2 for the fight worked well, according to Kahn, who said about 70% authorized the additional billing. But operators were dubious about use of that method for more events, fearing a rapid disintegration of "honor." They thought foolproof charging system would have to be found.

Kahn said the 13 CATV systems carrying the fight fed

25,000 homes. It wouldn't surprise us, if we judged reaction of the operators correctly, to find several dozen systems asking for the next fight. They may have trouble getting it in some cases, for AT&T was most reluctant to feed the last fight to Bruce Merrill's 7 Ariz. systems through his microwave, asserting that the interconnection with his facilities violated AT&T tariffs filed with FCC. This seems to be true, lawyers tell us. But AT&T apparently decided it wasn't quite the time to get tough. A different situation developed with regard to Homer Bergren's system in Aberdeen, Wash. As we get it, the phone company at first asserted that it couldn't legally feed the fight; reconsidered; then decided otherwise.

At any rate, many CATV systems can be physically tied together. We were amazed to learn that one organization has surveyed the entire U.S., plotting every non-military microwave transmitter—AT&T & others—and decided that, with very few additional hops, 500,000-plus homes could be tied together—and quickly.

AT&T is in the picture all over the place. Kahn both praised & cautioned the common carrier behemoth, warning in essence that if it's reluctant, there's another competitive common carrier with transcontinental TV capabilities coming up—namely, Western Union, the 16% owner of TelePrompter. "AT&T is not in a position to be high-handed," he asserted. "Competition is good."

Will Bid Against Theaters for First Runs

In Liberal, Kan., Kahn said, he's prepared to bid for first-run movies against the 3 local movie houses—"and I believe we have an economic edge." He said he didn't believe the movie producers would discriminate against him lest they run up against the anti-trust decree.

Kahn also pulled baseball problems into the picture, saying that cable pay TV could subsidize the troubled minor leagues by charging viewers \$2 for each World Series game. The Dallas team, he said, sponsored the big-screen showing of the fight "and made more money on it than it did all season on baseball." National TV gate on the fight exceeded \$2 million, he noted (see p. 5).

Kahn said he would offer his pay-TV device to operators on a sale or lease basis—or buy time from them.

Telemeter vp Paul MacNamara's talk was primarily a rerun of information previously reported on the Toronto cable experiment. He was careful, saying that Telemeter & parent Paramount aren't drawing conclusions until they've had many more months of experience—"until the novelty factor wears off." He said that "Anatomy of a Murder" was bought by 23% of the homes, "Gigi" by 30%, "Ten Commandments" by 50%.

The Toronto suburb of Etobicoke has 13,000 families, MacNamara said, and Telemeter expects to hook up 6,000 of them—has 3,800 now. He repeated his firm's philosophy: People will pay cash for entertainment, don't like credit.

"Opposition to pay TV is beginning to break up," he asserted. "The networks are taking second look. Exhibitors are getting on the bandwagon." He thought that pay TV would never eliminate sponsored TV and he urged: "Take your local exhibitor into consideration. He'd be a good partner."

Telemeter is experimenting, he said. Example: Hockey is carried as it's played, and subscribers are charged a regular fee. The game is taped, offered later the same day at a reduced fee. He didn't offer conclusions drawn to date on this procedure.

CATV is a natural for pay TV for 2 reasons, he said:

(1) It can start small. (2) It can offer several channels.

We discussed the 2 companies' pitches with many operators—and they're still cautious. Their general feeling is that they have problems enough & costs enough, but that they don't want to miss anything.

One of the ablest operators of them all offered us an analysis of the Toronto experiment: "They can't do it with movies alone. They need \$8-10 a month to break even. They put on 2 movies a week, at \$1 each. If every home watched every movie, they'd just break even. People won't. Telemeter reports figures of 20% to 50%, roughly. I think it will average out to 20% or less. They must get more program fare."

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Patterson-Johansson heavyweight title bout is indicated by "flash" responses from theater owners to have won more than \$2 million gross for TelePrompTer closed-circuit telecast. Final tally should be available by the middle of this week, said TPT. In-theater seats should total over \$500,000, it was estimated. The money breaks down as follows: Half of the gross stays with the local exhibitor who pays for local loop, projector and operator and any local promotion & publicity. Of the remaining half, TPT keeps 20%, Feature Sports Inc., the fight promoter, keeps 80%. TPT pays for the long-line charges at the rate of 1¼¢ per mile per hour. Champion Patterson will get half of Feature Sports' gross. Johansson had exchanged most of his share of the remaining gross with FS for Scandinavian ancillary rights to the fight.

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New NCTA officers elected: Sandford Randolph, Clarksburg, W.Va., pres.; Larry Boggs, Oklahoma City, vp; Charles E. Clements, Waterville, Wash., secy.; Glenn H. Flinn, Tyler, Tex., treas. New directors: Fred Goddard, Aberdeen, Wash.; Ray Schneider, Williamsport, Pa.; Dean Devoe, Barstow, Cal.; Norman Hendry, Prescott, Ariz.; Jack Crosby, Del Rio, Tex.; Curt Faris, Guymon, Okla.; Jack Pryor, Cornell, N.Y.; Gene Schneider, Casper, Wyo.; Lee Stoner, La Grande, Ore.; Al Ricci, Keene, N.H. Retiring Pres. Al Malin, Laconia, N.H., became a board member automatically. Martin Malarkey, pres. for first 5 years & board member since, left the board because of a rule prohibiting a director from succeeding himself; his colleagues presented him with a special plaque.

* * *

NCTA convention in Miami Beach developed an apropos sidelight at the annual banquet. CATV operator from Tenn., also a tombstone maker, walked up to outgoing Pres. Al Malin, presented him with a miniature tombstone. It was inscribed: "S-2653—Just Sleeping." S-2653 is the defunct CATV-regulation bill. "Usually," the marker maker told Malin, "people want me to put on 'at rest,' but I thought I'd better put 'just sleeping.'" Incidentally, the Pasture Room, where NCTA board met, soon became known as the Pastore Room—in reference to the Senator who led the fight for S-2653.

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Telemeter deal with BBC-TV is being discussed in London by Telemeter Pres. Louis Novins and BBC officials. Reportedly, Novins would like to franchise his firm's pay-TV system to BBC for home operation in Britain. Telemeter already has a foot in the Canadian door through its Toronto operation, but such a deal would mark the first time that Telemeter has arranged a franchise outside North America.

20th Century-(Matty) Fox? The hottest rumor in the pay-TV field last week involved 2 familiar movie-industry names: 20th Century-Fox Pres. Spyros Skouras and Tolvision Inc. Pres. (and veteran pay-TV entrepreneur) Matthew J. Fox. The rumor, which TCF sources declined to confirm or deny: that Fox & Skouras were discussing a stock-swap merger under which Tolvision would become part of the TCF operation, with Fox operating out of TCF's N.Y. hq. Lending support to the reports was the fact that Skouras had just returned from a meeting of theatrical exhibitors in Toronto where, as guest of honor, he made a ringing speech praising the concept of pay TV. While in Toronto, Skouras also toured (and was reportedly impressed with) the Telemeter pay-TV installation. No definite TCF-Tolvision plans have been formed, we're told, although discussions have centered on possible test cities and TCF feature product available for a pay-TV test. Fox was also reportedly discussing product with MGM.

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Protest of microwave to feed a CATV system in Athol, Mass. was granted by FCC to WRLP (Ch. 32) Greenfield, Mass., against New England Microwave Corp. The Commission said that the microwave CPs would be designated for hearing, but that construction could continue pending a final decision on the protest.

Traffic control by TV will be possible at the Lincoln Tunnel when the Port of N.Y. Authority installs a closed-circuit TV operation in Sept. A camera, placed atop the nearby McGraw-Hill building in Manhattan to command a view of approaches to the tunnel, will be operated from a traffic control center in N.J., 2 miles away.

Foreign

625-line standards for British TV have been recommended by the TV Advisory Committee, which also reported to the government that color TV is not yet ready for introduction. Postmaster-General Bevens indicated that a govt. committee would be appointed to study the recommendations and render a decision by 1962. If a 625-line system is adopted, the first transmissions won't begin before 1964. Another 5-7 years would be needed to develop a network. Meanwhile, the British public was reassured that the present 405-line service will continue & that 405-line TV sets do not face obsolescence. TAC, in recommending adoption of 625-line service, said that 405-line standards are not adequate for full TV service.

BBC's new \$45-million TV center, "White City," on a 13-acre site some 4 miles from downtown London, is slated to go into operation this week (29). The giant 8-story, 7-studio structure, described by BBC as "the world's largest TV factory," eventually will originate almost all of BBC's live programming. BBC-TV dir. Gerald Beadle described the center's function: "To produce about 1,500 hours of electronic program material a year—equivalent to 1,000 full-length feature films."

Grundig will establish a tape-recorder plant in Northern Ireland and start production in Sept. with a line of battery-operated models for export to the U.S., reports Britain's *Wireless & Electrical Trader*. The 72,000-sq.-ft. plant will be at Dunmurry, near Belfast. The plant will be operated by newly formed Grundig Works Ltd., registered in Northern Ireland, which will function as a member of Grundig's international organization of 11 factories.

Programming

CARTOONS—TAKE 'EM SERIOUSLY: Animation of TV programs & commercials will be a serious contender for prime-time exposure on networks & stations this fall. Although film animation dates back to the dawn of movies and is an established technique in TV commercials, there's more TV activity in the animation field than in any previous season. Million-dollar investments are being made by several producers in new color-animation series. Networks are opening choice slots to animated shows. And the current interest in "soft-sell" commercials is providing a small boom for film animators. An industry-wide checkup we have just made among film production companies, animation houses, commercial producers, agencies and network program officials, also revealed these developments:

Programs: At least 8 new animation series are being launched for network or syndication sale, 2 nighttime animation series (one new, one refurbished from theatrical cartoons) are network-scheduled, and cartoon packages continue to draw audiences & sales in syndicated reruns.

Among the newest properties is *Hollywood Classics*, a 30-min. adult-appeal animation series, N.Y.-produced in color by Goulding, Elliot & Graham (the firm that produces the "Bert & Harry" Piel Bros. spots). The series is built around capsule satires of famous Hollywood movies and features Bob Elliot & Ray Goulding (the "Bert & Harry" voices). Pilot is completed. CNP is distributor.

"We've tried animated programs on several previous occasions with no luck at selling them," reported GEG Pres. Ed Graham, a former Young & Rubicam TV executive. "Network & non-network program markets are becoming more receptive to animation, however. We hope to sell the package for the 1961-62 season, if not earlier."

Comic Strips Inspire Cartoon Series

Another new 30-min. satirical animation series aimed at prime-time network exposure is *Fearless Fosdick*, produced by Terrytoons for CBS Films. The series is based on Al Capp's spoof of *Dick Tracy* that appears periodically in Capp's *L'il Abner* strip. Oddly enough, Dick Tracy himself may be on hand in animated TV form. TV Personalities Inc. is filming a *Dick Tracy* 208-episode, 5-min. series of juvenile-appeal short cartoons in Hollywood for syndication sale this fall.

Also in the syndication field, Cinemagic International is producing a color animation series of 7½-min. shorts called *Hound for Hire*. It's another satire, this time spoofing Sam Spade-type private eyes, and was described to us as "an adult show with appeal for children" by CI Pres. Arthur Epstein.

Trans-Lux TV, which launched *Felix the Cat* last year on the syndicated cartoon market, has a follow-up show in the works: *Willie McBean and His Magic Machine*. The 260-episode series, done in 5-min. lengths and filmed in color, "will go the national route first, as far as sales are concerned," reported T-L Pres. Richard P. Brandt, although the series will probably go into syndication if no network sale is achieved.

Transfilm-Wylde Animation, an affiliate of Buckeye Corp.-owned Transfilm-Caravel, a commercial-production firm, has launched N.Y. production of a 150-episode 6-min. syndicated series based on *The Nutty Squirrels*, a recent

pop record hit. Flamingo Telefilm Sales is distributing the package. A comparable series, *Mello-Toons*, was recently released by UAA as a 104-episode, 6-min. package based on a series of children's records of "Peter & the Wolf," "Treasure Island," etc. King Features, owner of the rights to *Popeye*, has scheduled, among others, a new series of TV *Popeye* cartoons for production (somewhat to the dismay of UAA, which distributes the 234 old *Popeye* cartoons to 150 markets but is barred from making new ones).

Although the syndication market has recently been slow for new live-action entries, CBS Films has had no trouble in launching *Deputy Dawg*, a juvenile-appeal cartoon series. In the first 2 weeks on the market, *Deputy Dawg* racked up \$600,000 in sales in 15 cities, and last week scored a major regional sale to Lay's potato chips for a 45-city spread in 13 Southeastern states, plus station sales in 5 more markets. The 30-min. series, which CBS Films is selling as 26 half-hour shows or as a library of 104 cartoons, will be ready for premiere telecasts around Oct. 1. It is produced by Terrytoons.

Robert Lawrence Productions is another commercial firm which has caught the animated program fever. Robert Lawrence Animation Co. dir. Peter Cooper told us that a series of 6-min. cartoons, "in a sophisticated vein," was being planned for color production in the near future, with an eye to network sale as a featured highlight of an existing variety show.

Networks Changing Minds on Cartoons

Networks have been wary of scheduling animated shows, but ABC-TV is taking a bold stand on animation this fall, having scheduled 2 shows—Hanna-Barbera's *The Flintstones* and Warner Bros.' *Bugs Bunny*—for evening time periods. ("With animation, you have a broader, faster-paced humor," ABC-TV programming vp Tom Moore told us.) NBC-TV has been successful with a Hanna-Barbera-produced (via Screen Gems) cartoon package, the daytime-scheduled *Ruff & Reddy*, and admits it is "thinking" about a possible cartoon series at night this fall. CBS-TV told us it had no plans for new cartoon programs at the present time.

Costs, production trends: It takes considerable time & money to produce animated program packages. Goulding, Elliot & Graham has invested \$76,000 in the 30-min. pilot of *Hollywood Classics*, and future episodes will be budgeted at about \$50,000 each (as compared with \$35-45,000 for the typical 30-min. live-action Western). A Screen Gems source stated that *The Flintstones* will be "the most expensive 30-min. network show next season," with a budget of nearly \$60,000 per episode.

Full animation is still a slow, costly process, involving hundreds of ink-on-celluloid drawings (16 per sec. of film time) and precision camerawork. Routine 30-min. live-action film shows can be cranked out in as little as 2 or 3 days. The pilot episode of a 7-10 min. cartoon series may take as long as 2 months to prepare and involve 2,500 individual drawings. Even when an animated show hits its production stride, a single episode may take a week or more to complete. Accordingly, animation houses try for program sales far in advance, to give production staffs their go-ahead in plenty of time.

One way to reduce animation costs is to produce overseas. Cinemagic International's *Hound for Hire* and Trans-Lux's *Willie McBean* are good examples of this approach. CI's Arthur Epstein has farmed out the actual color animation of the series to the Zagreb studios in Yugoslavia.

Cost savings are "a strong factor," Epstein said, but travel expenses have already been sizable. T-L's Richard Brandt is having *Willie McBean* produced in the Queensway studios in Canada for 2 reasons: "To tap Toronto's animation excellence and to fall under the British TV-film quota."

Despite the high costs of launching an animated series, most producers consider it a good risk because of the enormous rerun values, particularly if it appeals to children. "Every year, a whole new group of children grow up into the age group that enjoys *Popeye* and Warner Bros. cartoons. This constantly replenishes the audience," is how UAA vp & gen. sales mgr. Robert Rich put it to us. Added a Screen Gems official: "You don't have to worry about how to keep a cartoon character looking young in TV, or that your sets, props & costumes will be dated a few years from now."

With a canny eye on the long-range earning potential of animated series, virtually every producer launching a new package is producing the show in color. They tell us they expect "little or no special revenue" for colorcast versions of their shows now, but that their cartoons will still be making the rounds of rerun syndication when color is widespread.

Animated commercials: Back in 1940-41, when Botany Fabrics was experimenting with commercials in the then-pioneer TV medium, Botany's film spots featured an animated series of little lambs jumping over a fence. Animation, therefore, is no newcomer to the arsenal of sales devices used by clients & agencies in TV, and miles of animated spots have been produced.

Improvement in Animated Commercials

The principal change taking place this year in commercial film animation is subjective. "More significant than the increased volume of animation is the increased quality of story & creative art work in animated commercials," said Robert Lawrence's Cooper. "This is chiefly the result of agencies allowing commercial animation companies to create commercials rather than telling them they must follow storyboards exactly. It's a healthy trend for the commercial film industry, too. I have many times heard agency men say 'I think it's great but the viewers won't get it.' What manner of insecurity compels us to believe in our own superior maturity? Who is better equipped to conceive, stage and design an animated film utilizing everything the medium has to offer than a person who spends 50 weeks out of every year doing nothing else?"

Animation, however, represents the secondary output of nearly all commercial production firms that do both animated & live spots. The breakdown of commercials scheduled this season at the Robert Lawrence studios shows: 11% are animation, 26% are live-action & animation, and 63% are live-action. Nevertheless, the animation orders show a "noticeable increase" over past seasons.

Producers who have invaded the animated program realm naturally offer their services to do animated commercials that tie in with the series (such as the Kellogg spots on NBC-TV in *Ruff & Reddy*). Again, this gives the producer an unusual amount of creative freedom in the commercials, since he can legitimately insist that the "sell" in the show pair off nicely with the "entertainment."

One of the newest trends in animated commercials is the use of famous comic-strip or theatrical cartoon characters. J. Walter Thompson, for Ford Motor Co., this season made a deal for the TV rights to the United Features syndicate *Peanuts* strip, and has been amusing (and,

presumably, selling) audiences of Ford-sponsored shows with *Peanuts* commercials. They're produced by Playhouse Inc. for JWT and Ford, and are far from inexpensive; reportedly, the *Peanuts* commercials cost a hardly-peanuts \$18,000 apiece. Similarly, UPA has done a commercial series, equally expensive, for GE, featuring its near-sighted "Mr. Magoo" character. In both cases, the advertisers gain extra mileage by using the TV cartoon characters in print.

Long a favorite with TV viewers (who consistently vote such animated commercials as those of Piel Bros. and Hamm Brewing to the top of the "best-liked commercials" lists of ARB), commercial animation came into its own professionally at the recent American TV Commercials Festival in N.Y. Of the 83 winners, 22% were animated commercials—about one out of every 5—and of the 250 entries picked as finalists, 26%—slightly better than one out of every 4—were animated commercials. In the category of 8-10 sec. IDs, all 7 of the finalists were animated.

Stated festival dir. Wallace A. Ross, who screened over 1,000 commercials submitted to the event: "I think this indicates growing recognition of the 'immediacy of effect' and the direct, rapid communication which animated commercials afford. The animated winners weren't just 'entertainment,' either. All contained direct & specific sell."

1960's Emmys: Although TV film now constitutes the bulk of network programming, film as usual received a minority of last week's Emmy Awards, 7 of the 21. CBS-TV won 14 statuettes, NBC-TV 5, ABC-TV 2.

Desilu Productions led the film winners, its successful *The Untouchables*, bringing Emmys to Robert Stack (actor in a series), Frank Smith and Ralph Berger (art direction & scenic design), Charles Staumer (cinematography) and Ben H. Ray and Robert L. Swanson (film editing). Other film winners: *Huckleberry Hound* (children's program), Jane Wyatt (actress in a series), Rod Serling (writing; *Twilight Zone*). CBS-TV Pres. Dr. Frank Stanton received the trustees' award for "outstanding service to the TV industry." Other winners: *Playhouse 90* (drama), *Fabulous Fifties* (variety), Art Carney special, *VIP*, (humor), *Huntley-Brinkley Report* (news), *20th Century* (public affairs & education), Robert Mulligan for *The Moon and Sixpence* (directional achievement in drama), Ralph Levy and Bud Yorkin for Jack Benny specials (comedy).

Harry Belafonte, *Tonight With Belafonte* (performance in a variety, musical or series), Laurence Olivier in *The Moon and Sixpence* (single performance by an actor), Ingrid Bergman in *The Turn of the Screw*, *Ford Startime* (single performance by an actress). Sam Perrin, George Balzer, Al Gordon and Hal Goodman, *Jack Benny Show* (comedy writing), Howard K. Smith and Av Westin, *The Population Explosion*, *CBS Reports* (documentary writing), *Winter Olympics* (electronic camera work), Leonard Bernstein & N.Y. Philharmonic (achievement in music), GE super-sensitive camera tube permitting colorcasting in no more light than is needed for b&w (best engineering or technical achievement).

TV debate between Presidential aspirants would outdraw by a landslide any solo TV appearance by candidates, according to a poll conducted in N.Y. last week. Pulse Pres. Dr. Sydney Roslow reports that 84% of 500 adults queried said they would watch a debate; 66% said they would pass up a favorite program for a particular candidate. Dr. Roslow said it was doubtful that a single candidate could draw 66%, since only a small percentage of those who say they would watch a candidate on TV actually do so. In the 1956 campaign, he noted, President Eisenhower attracted 9.8% of viewers on Oct. 12. Other findings: 90% of those queried said they plan to watch the 1960 convention telecasts; 78% reported they saw parts of the 1956 conventions on TV.

TV aide to Vice President Nixon is recently-appointed 39-year-old L.A. TV producer Edward A. (Ted) Rogers. Comments the *Wall St. Journal* on Rogers' advisory duties: "In coming months [he] will figure out the types of TV shows to be used in the Nixon campaign, arrange filming & taping times and take care of technical details."

The FCC

Miami-Ch. 7 Finale: The rerun of the Miami Ch. 7 "improper influence" case closed a 6-day stand (Vol. 16:25 p11) in Philadelphia Friday. Special FCC examiner Judge Horace Stern ordered both sides to file briefs, said he'd file his decision in Washington no later than Sept. 15.

The finale was spiced by the testimony of former Miami mayor Perrine Palmer, who said he had received \$1,250 for getting into the Ch. 7 scramble on an off-the-record basis on behalf of unsuccessful contender South Florida Television Corp. Boyhood friend of ex-FCC Comr. Richard A. Mack, Palmer said that when he was unable to get a commitment from Mack, he introduced Thurman A. Whiteside, another Mack friend, to South Fla. Pres. Jack Stein. Palmer testified that the \$1,250 came from Whiteside for the favor. Palmer explained that his interest in the case stemmed from promises by Stein to throw business to Palmer's construction company.

Palmer also said he believed that awarding Ch. 7 to eventual winner Biscayne Television Corp. would mean "too much power over public opinion in the hands of too few people." He added: "As I look back now, possibly what I did should be considered improper. At the time, I did not think so. I thought every applicant for radio or for TV attempted to get all the help he could."

Other testimony at Friday's session came from *Miami News* publisher James M. Cox (25.5% owner of WCKT Miami) who said he had talked to Mack a month before the award to Biscayne, but insisted his company's pending application was never mentioned in the contact. Cox explained that he called on Mack to "disabuse" him of a false rumor about a sub rosa agreement between the Cox and Knight newspapers.

Meanwhile, the Ch. 7 controversy spilled over in Washington, where Rep. Oren Harris (D-Ark.) rapped the Knight papers for stories about him, noted that FCC is now investigating to see whether it should reverse its 1956 decision in favor of partly-Knight-owned Biscayne (p. 12).

OCDM needs more time to study FCC's alternative vhf spectrum proposals, Commission Chmn. Ford wrote Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) June 21. Ford, relaying an interim report from OCDM—which had first tried to make up its mind by May 15 (Vol. 16:25 p12)—told Pastore that "answers to our proposals [for obtaining more spectrum from the military for TV] may be completed" in late July or early Aug.

Lower uhf channels for Harrisburg station WHP-TV (Ch. 55) and CP-holder WDTV (Ch. 71) are proposed by FCC in rule-making initiated last week, with comments due July 22. WHP-TV seeks Ch. 21, WDTV Ch. 33. The complicated shifts involve channels in Lancaster, Reading, State College, Williamsport, & Shinglehouse, Pa.; Dover, Del.; Wildwood, N.J.; Baltimore. (For details, see *TV Adenda 30-M* herewith).

Opposition to FCC's proposed interim policy on short-spaced vhf drop-ins (Vol. 16:24 p 9 & 16:25 p 12) was filed by WWLP (Ch. 22) Springfield, Mass. Filing before the new deadline of Sept. 1, the group stated that it is "unable to discern from the evidence available . . . why the 'ultimate' action should not now be proposed." WWLP also says it can't understand how FCC can propose additional vhf drop-ins without injuring the competitive position of some uhf stations directly and all uhf indirectly.

FCC Studies New Uhf Antenna: A broad-band end-fire uhf antenna, good for both transmission & reception, was described to FCC engineers last week—and the audience seemed impressed. In a closed session, a representative of an organization identified only as a supplier of antennas used by RCA, GE & others, said the antenna has high gain and is particularly applicable for installation on the Empire State Bldg. to be used in FCC's projected \$2-million uhf project.

The antenna was reported to have a gain of 14-17 db for 15-ft. units, 9-12 db for 5-ft., 7-10 db for 18-in. FCC was told it could be mounted relatively easily around Empire State, using 6-8 elements. Its polarization can be varied electrically.

The antenna is claimed to be inexpensive, featuring discs on a rod. At 650 mc, it has 15 sq. ft. of capture area with 17-db gain, compared with about 3 sq. ft. and 10 db for the average uhf antenna, according to engineers.

The antenna has been used in radar by major manufacturers, and it was reported in use receiving the new Transit II-A satellite signals.

TV & radio tower regulations to prevent air navigation hazards need a general overhaul, not just FCC rule-making revision, according to the Washington communications law firm of Scharfeld & Baroñ. The firm, joining other critics of FCC's proposals to give the Federal Aviation Agency initial responsibility for evaluating tall-tower dangers (Vol. 16:24 p8), said: "Nothing less than complete substantive & procedural reform of the present system for initial aeronautic review of tower proposals would resolve current difficulties & serve the public interest." In its comments, Scharfeld & Baroñ argued that broadcasters don't get fair deals now at the hands of "objecting aeronautic interests" which oppose all tall towers "as a matter of principle." Similar objections were filed by the Assn. of Federal Communications Consulting Engineers. It said FCC's proposed rule would reverse "cooperative policy which has been developed over approximately 14 years," that an agency such as FAA "cannot be expected to weigh all of the public-interest factors."

Deintermixture of Bakersfield to all-uhf was proposed by FCC last week, as expected. Comments are due July 27. Three alternate methods are proposed: (1) Simple deletion of Ch. 10. (2) Make Ch. 10 educational. (3) Shift Ch. 10 to Santa Barbara, Santa Maria, Lompoc-Santa Maria or San Luis Obispo. Two uhf channels would be added to Bakersfield by one of 2 methods: (1) Add Ch. 23 plus Ch. 50 or 51, substituting Ch. 45 for Ch. 37 in Delano. (2) Add Ch. 45 and 51. KERO-TV is ordered to show cause why it shouldn't move from Ch. 10 to Ch. 23 or Ch. 45. The station has indicated that it will continue to oppose the move, will insist on a hearing.

Staff of FCC's N.Y. uhf project is due to be proposed to FCC Commissioners this week, recommended by chief engineer Edward Allen and exec. officer Robert Cox. It's understood that they are these Commission engineers: Arnold Skrivseth, chief of project; George V. Waldo, project analyst; Sidney Lines, transmission facilities; Jules Deitz, receiver development & procurement; Daniel Hutton, measurements & observation.

TASO Report occupies 121 pages of June *Proceedings of the IRE*. Special papers on the study group's findings are authored by TASO members.

Stations

NEW & UPCOMING STATIONS: WJPB-TV (Ch. 5) Weston, W.Va. began programming June 22 after having been airing test patterns since May. It is an ABC-TV primary affiliate, but also carries CBS-TV shows. It has color-equipped 5-kw GE transmitter with 25-kw amplifier and 510-ft. Blaw-Knox tower with 5-bay antenna at studio-transmitter site on Fisher Summit, Jane Lew, W.Va.

Although it has studios available in Fairmont, W.Va., they won't be used at present because construction of microwave hookup to transmitter has been held up by protests filed by WBOY-TV (Ch. 12) Clarksburg, W.Va. and WSTV-TV (Ch. 9) Steubenville, O.-Wheeling, W.Va.

WJPB-TV stockholders are J. Patrick Beacom, pres. & exec. dir., 50%; Thomas P. Johnson, chairman & treas., 47.5% (also Pittsburgh Pirates vp and stockholder in off-air uhf WENS Pittsburgh); George W. Eby, secy., 2.5% (associated with Harris Enterprises, Pittsburgh). Beacom formerly operated Ch. 35 in Fairmont, W.Va., which also used WJPB-TV call. He also owns radio stations WVVW Grafton, W.Va. & WBUT Butler, Pa. and publishes weekly *Mannington (W.Va.) Times*.

Charles Arnett is asst. gen. mgr. & dir. of TV; John Connelly, commercial mgr.; J. J. Cooper, program dir.; J. C. Strelauski, engineering dir. Base hour is \$225. Rep is Gill-Perna. New starter changes U.S. operating total to 567 (87 uhf).

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

KSOO-TV (Ch. 13) Sioux Falls, S.D. has 25-kw RCA transmitter nearly ready for use and has changed target to mid-July, writes Morton H. Henkin, pres. of grantee KSOO Inc. It's also installing RCA traveling-wave antenna on 1000-ft. Stainless tower. Base hourly rate will be \$450. Rep will be Avery-Knodel.

KERA-TV (Ch. 13, educational) Dallas, Tex. plans to have equipment tests completed July 23 in order to start limited programming in Aug. It would then go to full schedule in early Sept., reports exec. dir. Martin Campbell. The station has moved to temporary studio-offices on Harry Hines Blvd., near standby transmitter and 300-ft. tower it purchased from WFAA-TV (Ch. 8). The latter recently began construction of its \$3.5-million plant adjacent to parent *Dallas Morning News* building.

KCND-TV (Ch. 12) Pembina, N.D., after getting FCC approval to change to 1350-ft. Stainless tower, has set Sept. 1 target, according to operations dir. Charles K. Bundlie, of KNOX-TV (Ch. 10) Grand Forks, N.D., which owns 25% of KCND-TV. Construction of the transmitter house will begin July 1. RCA 2-kw transmitter is scheduled to arrive July 15. Antenna is due Aug. 1. Network affiliation hasn't been signed. Base hour hasn't been set. Reps will be Meeker, Wayne Evans (Minn.), Pembina TV Sales (Winnipeg, Man.), Television Representatives Ltd. (Canada).

XEWT-TV (Ch. 12) Tijuana-San Diego plans to begin test patterns July 1, programming in Spanish July 12, reports gen. & sales mgr. Ernesto Hevia for owner Telesistema Mexicano. It has 5-kw GE transmitter installed on Monte San Antonio, where studios are also located. Rene Armando Lafon is program director, with Felipe Fernandez, chief engineer. Base hour is \$96. Rep not chosen.

WXTV (Ch. 45) Youngstown, O. has Oct. 27 programming target says Sanford A. Schafitz, 70% stockholder, who also owns radios WWIZ Lorain, O. and WFAR Farrell, Pa. It will be independent outlet in city which already has 3 uhf stations. Construction of studios and the transmitter building has been completed and 1-kw RCA transmitter is 50% wired. Foundations are ready for 300-ft. self-supporting Ideco tower on which work begins June 29. Joe Leonard, from WWIZ, will be gen. mgr., with Ray Dio, chief engineer. Base hour will be \$250. Rep has not been chosen.

What Fate WNTA? If WNTA-TV is sold, the price will be around \$12 million, we learned in N.Y. last week. Parent company NT&T is reportedly "anxious" to make an outright sale to ex-NTA Chmn. Ely Landau. According to NT&T's terms, however, Landau (or any buyer) would have to pay cash, for deferred debts as well, station sources told us. NT&T still owes payment for WNTA-TV to Irving Rosenhaus, who sold WATV Newark to NT&T.

In another area, the official stop date on *Daywatch*, WNTA's unsuccessful Storevision project, was June 25. Daytime WNTA-TV programming plans following *Daywatch's* finale were nebulous late last week. One WNTA executive told us it would probably be as follows: The station will go on the air at 3:30 p.m. with a public-service show, as yet unselected, followed by *The Leland Show*, a 30-min. physical culture series which is produced & sold by Leland, the programs' host, followed by a 2-hour movie.

NAB abolished its organizational services dept. last week in an unannounced reorganization move by the policy committee headed by Clair R. McCollough (Steinman Stations). Out with the dept. went mgr. Fred H. Garrigus, whose resignation was accepted as of June 20. Functions of his office, devoted primarily to NAB liaison work with public-service & educational organizations, were taken over by new industry-affairs vp Howard H. Bell (Vol. 16:25 p2). The policy committee's decision to eliminate the dept. (staffed only by secretarial help in addition to Garrigus) was another step in the committee's revamping of NAB's hq structure. Garrigus came to NAB in July 1955 from radio WEEI Boston, once the home station of the late NAB Pres. Harold E. Fellows. He did not announce his plans.

WDAN-TV (Ch. 24) Danville, Ill. has been sold to Plains TV Corp. (WICS Springfield, Ill., WCHU Champaign and WHNB-TV New Britain, Conn.) for \$75,000 by the Gannett Publishing Co. The purchase covers equipment but the building & tower space will be leased to the new owners at a \$1,500 monthly rental.

Grant of Ch. 9, Baton Rouge, to WAFB-TV (Ch. 23) is recommended in an initial decision issued by FCC examiner Walther W. Guenther. Competitor radio WIBR had agreed to drop out after WAFB-TV gave it an option to acquire 20% of the Ch. 9 station for \$167,000 during the period between 18 & 30 months after it starts operating or for \$38,000 during 36 to 39 months. WAFB-TV also agreed to pay WIBR's application expenses up to \$23,000.

Ch. 9, Alpena, Mich. should be granted to Lake Huron Bestg. Co., now that competitor Gerity Bestg. Co. has dismissed its application, FCC examiner Basil P. Cooper recommended in an initial decision. Gerity filed an affidavit stating that it is receiving no payment from Lake Huron for dropping out. The prospective grantee operates WKNX-TV (Ch. 57) Saginaw-Bay City.

The New Nielsens: Broadcasters, agencies and advertisers last week received a new set of planned specifications for the 1961 Nielsen coverage service. Highlights:

1. TV "circulation" on a county-by-county basis will be measured in the Mar.-Apr. 1961 period. Radio will be surveyed in mid-Oct. and mid-Dec.

2. TV-radio figures will be released by Nielsen as soon as the 1960 census counts on receiver ownership can be applied to percentage tabulations being held by Nielsen. Estimated delivery date: mid-summer of 1961.

3. The sample will include 375,000 families. Returns will cover a minimum of 40% of the homes in the sample, although an average of 50% or better is expected.

4. A total of 2,930 counties (including sub-divisions) will be measured individually, with 146 counties combined into 70 "county clusters."

5. The NCS data will report on "the total audience to a station over an extended period of time." It won't report audiences to specific programs or time periods (which Nielsen does with ratings).

6. The TV-radio survey periods are said by Nielsen to "represent average audience conditions typical of the commercial use of these media." Radio measurements will include out-of-home listening.

7. Subscribing stations will receive 100 mapped copies of their own station report without additional cost, with extra copies available at reprint charges. Management-use copies of the coverage of all stations serving a station's home county will also be provided. Agencies & admen subscribing to NCS are to receive a master report of the complete circulation report and the station report, with extra copies available.

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NAB's Radio Code Board, new counterpart of the TV Code Review Board (Vol. 16:25 p9), is headed by Cliff Gill (KEZY Anaheim, Cal.), who was chmn. of the predecessor Radio Standards of Good Practice Committee. Other Code Board members appointed by the NAB policy committee chaired by Clair R. McCollough (Steinman Stations): Richard O. Dunning (KHQ Spokane), Elmo Ellis (WSB Atlanta), James L. Howe (WIRA Fort Pierce, Fla.), Robert B. Jones Jr. (WFBR Baltimore), Herbert L. Krueger (WTAG Worcester, Mass.), Robert L. Pratt (KGGF Coffeyville, Kan.), George J. Volger (KWPC, Muscatine, Ia.), Cecil Woodland (WEJL Scranton).

Partial purchase by S. I. Newhouse of the *Springfield* (Mass.) *Union, News* and *Sunday Republican* for approximately \$4 million from relatives of the late Sherman Bowles doesn't affect ownership of WHYN-TV (Ch. 40) Springfield-Holyoke. The station is 50% owned by Republican Television Inc., which in turn is owned by the Employees Beneficial Fund of the papers, but the publishing company itself has no ownership in WHYN-TV. Bowles had willed 45% of the newspaper stock to his immediate family, 40% to relatives, the remaining 15% to the employe fund. Newhouse's buy included the relatives' 40% & rights to the family's 45%, but not the employes' holdings.

New facilities: KKTV Colorado Springs has 12-kw RCA transmitter on hand and plans power boost July 12 to 237.6-kw from new site on Cheyenne Mt. • KSTP-TV & KSTP St. Paul-Minneapolis expect to "more than triple" facilities after move to \$9 million 15-story office-hotel building KSTP Inc. is building at site adjoining its present quarters. • KTBC-TV & KTBC Austin, Tex. have set Sept. completion date for new 5-story building at 10th & Brazos.

License revocation proceedings against radio KIMN Denver for "vulgar, obscene" broadcasts (Vol. 16:6 p11) have been dropped by FCC, Chmn. Ford dissenting. At the same time, Commission issued a cease-&-desist order against the station, which had protested the proposed revocation on grounds that the offensive material had been broadcast without KIMN management's knowledge by a since-dismissed announcer. Although lifting the threat of license loss, FCC said "a licensee's unfamiliarity with its program content reflects an indifference tantamount in effect to abdication of control." In his dissent Chmn. Ford said he wanted to go ahead with a hearing for KIMN.

Strike-bound WJZ-TV Baltimore & AFTRA were still deadlocked at the weekend, but both had met with the Federal Mediation & Conciliation Service and established ground-rules for mediation meetings which begin today (27). Management & supervisory employes have been telecasting since the strike without interruption. Involved in the strike, which began June 20, are 4 staff announcers and 3 free-lance contract performers—all members of AFTRA's Washington-Baltimore local. Among the key issues: base pay, remuneration for announcers who substitute for talent. The issues had been under sporadic discussion for 5 months before the breakdown in negotiations.

Committee to study Canadian TV & radio bestg. has been voted by the Parliament, but which will get priority has not been announced. Last year a committee probed operations of CBC, but opposition this year has demanded study of legislation rather than actual operations of BBG or of TV or radio station owners. Committee is due to expire when Parliament adjourns, expected about July 31.

WKOW-TV (Ch. 27) Madison, Wis. has been sold for \$925,000 to Midcontinent Bestg. Co. (Joe Floyd, pres.), operator of KELO-TV (Ch. 11) Sioux Falls, satellites KDLO-TV (Ch. 3) Florence, KPLO-TV (Ch. 6) Reliance, all S.D., and radios WLOL St. Paul & KSO Des Moines.

Radio WQXI Atlanta has been sold by Robert W. Rounseville for \$1,850,000 to Esquire Bestg. Co. of Atlanta Inc.—*Esquire* magazine's first broadcast acquisition.

Ottawa hearings of Canadian BBG June 23 included application by CHAU-TV Carleton, Que. for low-power Ch. 80 satellite at Mont Blanc, Que.

Educational Television

Govt. Pays \$4 Million for ETV: Started last year under Title VII of the National Defense Education Act, federally-financed research in educational TV and other audio-visual teaching aids (Vol. 16:18 p14) already has cost more than \$4 million—and \$609,994 is earmarked now for new studies.

U.S. Education Comr. Lawrence G. Derthick, reporting "significant progress" in the program, said \$1.6 million was spent in fiscal 1959 on 23 research projects & 13 information-dissemination contracts. So far in fiscal 1960, an additional \$2.49 million has been obligated for a total of 82 projects & 23 contracts.

Derthick said 20 more research projects, 11 dissemination contracts and 14 small grants recently approved by the Advisory Committee on New Educational Media will cost \$609,994.

Meanwhile Purdue U. Pres. Frederick Hovde, Mrs. Margaret Divizia of the Los Angeles public schools system and Houghton Mifflin Co. Pres. William Spaulding were appointed to the 14-member Advisory Committee to help review research applications.

Congress

More about

LEE FINALLY MAKES IT: Just 7 days short of the expiration of his term (June 30), Republican FCC Comr. Lee last week survived a Senate floor fight over his record & capabilities. He won confirmation—54-19—for another 7 years in office.

Following a unanimous recommendation by the Senate Commerce Committee that his reappointment by President Eisenhower be approved (Vol. 16:25 p3), it had been expected that Lee would have an easy time on the floor. Instead, a sharp partisan wrangle had developed and the nomination had been forced into a roll-call vote.

Denounced by Democrats, defended by Republicans, Lee was pictured alternately as a man who had failed to do his FCC duty and as one of the country's outstanding public servants.

The attack on Lee was led by Sen. Proxmire (D-Wis.). He conceded that Lee and White House nominees for other agencies "are pleasant men & honorable men & decent men," but he called for rejection of Lee's name—"a controversial nomination to a Commission with which very few persons are satisfied."

Proxmire drew up an indictment against Lee from the transcript of his confirmation hearing before the Commerce Committee (Vol. 16:18 p3). Among the anti-Lee counts he cited were:

(1) "The nominee failed to act on a matter of subterfuge in the Waco case," in which FCC rejected an equal-time complaint involving KWTX-TV & KWTX Waco, Tex. (Vol. 16:17 p4).

(2) "He has failed to act on payola."

(3) "He opposes development of standards which are of course absolutely essential if there is to be any meaningful regulation of the industry."

(4) "He went along with the majority of the Commission 90% of the time."

Proxmire & Gruening Lead Opposition

Proxmire deplored "the sad fact" that Lee had no overt opposition within the Commerce Committee, wound up by telling the Senate: "I suppose it is impossible not to vote for a man who has the famous name of Robert E. Lee, especially in this body."

Sen. Gruening (D-Alaska) joined Proxmire in urging the Senate to reject Lee, although Gruening said he meant "no reflection whatsoever" on the nominee. Gruening's argument was that "it is a grave error for the Senate to confirm any nomination for appointment for a term of 7 years," with a new President due next Jan.

Mild objections to Lee came from Sen. McGee (D-Wyo.), who said: "The nominee's record has many spots that are subject to legitimate criticism. But I should like to say that the nominee has, I think, learned." McGee said Lee had displayed interest in Western booster problems, that he therefore was entitled to Senate support. And in the rollcall McGee was on Lee's side.

Sen. Bridges (R-N.H.) was Lee's main backer on the floor. "I would say Mr. Lee is one of the most competent public officials in this country today," said Bridges. As Republican policy committee chmn., he presented a lengthy document titled "Report of the Accomplishments of the Federal Communications Commission during the Republican Administration, 1953-60." Lee's work was reflected in the GOP committee's report, Bridges assured the Senate.

Sen. Butler (R-Md.) recited Lee's record from the time he went on a federal payroll in 1938 as an FBI agent, concluding with: "He is a Roman Catholic & a Republican. I wholeheartedly endorse confirmation of this nomination."

Minority Leader Dirksen (R-Ill.) disclosed that he had summoned Lee to his office for a 2-hour session when it became apparent that objections to confirmation would be made on the floor. "I had at least 40 questions to ask," Dirksen said. "I wanted to be assured on any number of things, some of which had overtones of an investigation on the House side [by the Legislative Oversight Subcommittee]." When the long interview was over, Dirksen reported, he was convinced that Lee was "a good, able, aggressive, competent public servant."

Lee had help, too, from Sen. Scott (R-Pa.), who called the nominee "fairminded & attentive to his duties & competent in his position." In the rollcall, demanded by Sen. Smathers (D-Fla.), votes against Lee were cast by these Democrats: Cannon (Nev.), Carroll (Colo.), Clark (Pa.), Douglas (Ill.), Engle (Cal.), Ervin (N.C.), Gore (Tenn.), Gruening (Alaska), Hart (Mich.), Hill (Ala.), Humphrey (Minn.), Jackson (Wash.), Johnston (S.C.), Jordan (N.C.), McCarthy (Minn.), McNamara (Mich.), Moss (Utah), Proxmire (Wis.), Young (O.).

Charles H. King, dean of the Detroit College of Law, presumably is still in the works for a recess appointment when Congress adjourns (Vol. 16:25 p3). He told us he knows of no change in Eisenhower's plans to name him.

* * *

Lee is being relieved of some of his work. Starting July 1, he no longer will be responsible for the day-by-day chores of supervising Commission's Conelrad & other national defense activities. FCC voted to move its Office of Defense Coordination from Lee's office to the Office of Administration, under exec. officer Robert W. Cox. Albert A. Evangelista will be FCC's defense coordinator in the new set-up, replacing Harland W. Morris, who retires Aug. 1.

* * *

Trust-buster Robert A. Bicks, nominated by President Eisenhower to be Asst. Attorney General (Vol. 16:25 p3), had an easy time of it at a Senate Judiciary Subcommittee hearing. No opposition to his appointment developed at a brief session conducted by Sen. Eastland (D-Miss.). Chief witness for Bicks was Senate Minority Leader Dirksen (R-Ill.), who said he'd conducted his "own FBI work" on Bicks, urged confirmation "as quick as possible."

FCC housekeeping chores will be lighter from now on, thanks to Congress. The Senate has finally approved a House-amended bill (S-899) cutting down the paperwork which the law requires of govt. depts. & agencies, including FCC (Vol. 16:7 p9). Repealed was subparagraph 3 of the Communications Act's Sec. 4(k). This provides for annual reports to Congress by FCC on payroll personnel—"including names, pertinent biographical data & experience, Commission positions held & compensation paid, together with the names of those persons who have left the employ of the Commission."

USIA faced barrage of criticism at a Senate Appropriations Subcommittee hearing last week. Appearing to plead for restoration of \$5-million cut from his budget by the House, USIA dir. George V. Allen ran into protests that the Communists seemed to be winning the world propaganda war despite millions spent for VOA & other programs.

More about

HARRIS SEES TV-PRESS PLOT: Publishing-broadcasting combines—and the Knight newspapers & Time Inc. in particular—are ganging up on the House Commerce Legislative Oversight Subcommittee in “conspiracies” to prevent enactment of TV & radio reform legislation, Chmn. Harris (D-Ark.) charged last week.

Pleading for passage of the Commerce Committee’s omnibus broadcasting bill (see p. 1), Harris said in an impassioned 1½-hour floor speech that recent exposes in Knight papers & *Life* of Congressional expense-account practices (Vol. 16:23 p10) were designed to block effective controls of broadcasting.

“In my judgment, Mr. Speaker, these recent attacks on members of the Congress are conspiracies of the Knight newspapers & *Life* magazine,” Harris said in his emotion-packed speech, which rang in a hymn (“Oh God Our Help in Ages Past”) and brought a standing ovation from his colleagues.

Harris said he was especially incensed about “the nasty innuendoes, the implications and smear attack, virtually accusing me of impropriety, dishonesty, and misappropriating funds.” He said the Knight-*Life* stories singled him out for “a little old tinky bill” for a 1957 stop-over in Honolulu on his way back from a House mission to the Antarctic.

Harris with Glass (Not His)

Harris said that part of the “smear” was publication of a photograph of himself in black tie and showing “a hand just barely inside the picture with a glass in hand.” The caption in Knight’s *Akron Beacon-Journal* was “Representative Harris drinks well at taxpayers’ expense.” The picture was taken at a 1959 SEC anniversary reception in Washington and the hand holding the glass wasn’t his, Harris said.

“I want to show you what is behind all of this and what brought on these attacks to take the spotlight off of the pressures & improper actions in dealing with these valuable [broadcasting] properties that mean so much,” Harris told the House.

He pointed out that it was the Legislative Oversight Subcommittee that first exposed *ex-parte* maneuverings in FCC’s award of Miami Ch. 7 to WCKT, partly owned by Knight interests. And at the time the House expense-account stories appeared, Harris pointed out, publisher-broadcaster John S. Knight was facing FCC rehearings on the Ch. 7 case in Philadelphia (Vol. 16:25 p 11). Harris also noted other Knight interests, including WAKR-TV & WAKR Akron.

As for Time Inc.’s broadcasting arm, TLF Broadcasters Inc., Harris said it too had reason to be worried about the Oversight Subcommittee. In a colloquy with Rep. Flynt (D-Ga.), Harris emphasized that TLF obtained its stations (KLZ-TV Denver, etc.) through transfers, and that TLF never had to face initial FCC application hearings.

“Is it also true that there were never any public hearings as to the fitness of TLF for a TV channel?” Flynt wanted to know. That was true, Harris said. “I wonder if the gentleman would care to comment on whether or not willful libel should be considered as an ingredient of unfitness for future renewals of a TV or radio license or as ground for revocation,” Flynt cued Harris. “Of course, that would be a very appropriate subject for the Commission to undertake,” Harris said.

“Political payola at its worst” was practiced by FCC in its proposed grant of permanent operation of WTEN (Ch. 10) Vail Mills, N.Y. to Capital Cities TV Corp. (now Capital Cities Bcstg. Corp.—Vol. 16:23 p14), according to Sen. Proxmire (D-Wis.). In a Senate speech, he said Commission should give “promptest & most sober consideration” to the fact that 5 House members are among more than 800 Capital Cities stockholders. Proxmire quoted a story by Washington reporter David Wise in the June 19 *N.Y. Herald Tribune*, which made page-one news out of the long & losing bid by Veterans Bcstg. Co. for the award in the Albany-Schenectady-Troy area. Implying that Congressional influence weighted FCC’s preliminary decision for Capital Cities, the *Herald Tribune* noted that examiner J. D. Bond had mentioned the House members’ holdings in giving Capital Cities principals a “manifestly superior” rating for “civic backgrounds” in his report last Aug. (Vol. 15:33 p5). The 5 are Reps. Taylor (R-N.Y.), O’Brien (D-N.Y.), Keogh (D-N.Y.), Delaney (D-N.Y.), Rodino (D-N.J.). In a follow-up speech, Proxmire told the Senate a “top official” of FCC had confirmed to him that members of Congress enjoy special consideration from Commission. Declining to identify his course, Proxmire said: “He told me it is indeed the settled policy of the FCC to give weight to ownership by members of Congress as an indication of ‘civic participation’ and a favorable factor in making TV license awards.” Note: The interests of Taylor (2.61%) and other members of Congress in Capital Cities have long been on record (Vol. 14:35 p8), along with interests of many more in other TV & radio stations (Vol. 14:5 et seq.). There’s no law or code of conduct against such holdings.

Networks

On Congressional waiving of Sec. 315 depends the political freedom of TV-radio and the fate of millions of dollars worth of free TV time. That, essentially, was CBS Inc. Pres. Dr. Frank Stanton’s final plea during a closed-circuitcast (over CBS-TV facilities) to Democratic & Republican delegates gathered at station viewing rooms last week. “We cannot cover the major candidates without meeting the demands for equal time of nearly a score of minor parties and a dozen fringe candidates. And it will be a negligence of hazardous dimensions if, by inertia or lack of insight, this resolution fails to come to a vote in both houses.” Stanton reminded delegates that the press has been “virtually unanimous in its plea to Congress to lift the equal time restrictions imposed upon TV-radio.” If Congress passes the resolution, Stanton continued, “it is certain that every man & woman who goes to the polls on Nov. 8 will have a clearer grasp of the issues than ever before in our history.”

Hal Roach Jr. was fined \$500 last week for his rôle in MBS’s \$750,000 propaganda deal with the Dominican Republic. Washington Dist. Court Judge Joseph R. Jackson said Roach was “more sinned against than sinner,” stating that most of the blame should be attached to his one-time associate Alexander Guterma, who was sentenced in Feb. in N.Y. to 4 years & 11 months in jail and fined \$160,000 for conspiring to defraud the U.S. Guterma awaits sentencing by Judge Jackson on the propaganda deal. The judge said that he could give Roach 5 years in jail and fine him \$10,000, but that his past record shows he is “a clean man.” The judge told Roach: “You have tremendous financial obligations against you, but you are a young man and can rehabilitate yourself.”

The Convention Coverage: More than 1,000 newsmen, technicians, commentators and production specialists will represent the 3 TV networks in Los Angeles and Chicago next month. At least 91 TV cameras, 8 mobile units, and hundreds of tons of special equipment are being shipped by the networks to both convention areas. Individual network logistics last week:

ABC-TV: Led by a staff of 30 correspondents, with news vp John Daly at the helm, ABC will invade Los Angeles and Chicago with 20 tons of equipment, including video monitors, short-wave receivers & transmitters, master-control consoles, devices for switching, montaging & superimposing TV pictures, tote boards, cameras & mike booms. ABC is handling the 3-network video "pool" at the Democratic convention and will install 6 TV cameras to feed pool shots. The network will also have 25 camera sites at each convention city, plus 2 mobile units and a "crash unit," which transmits by microwave relay housed in a station wagon.

CBS-TV: On-scene construction of TV studios to handle commercials for sponsoring Westinghouse, control rooms, newsrooms with full telephone & TWX facilities, tape room, observation booth and "all facilities for broadcast from 28 camera locations" will be highlights of CBS's convention setup. Both CBS convention locations will be wired in advance by the network, with 25 miles of cable in each city. In addition to regular TV cameras, CBS will employ "eyewitness" cameras (for "roving reports"). These are powered by a 15-pound battery-transmitter pack slung over the cameraman's shoulders. The network will have 2 mobile units in operation, each a 26,000-lb. "rolling TV studio" with 3 cameras and a control room.

NBC-TV: A tractor-trailer load of 15 tons of equipment is being sent from N.Y. to Los Angeles to supplement the network's West Coast facilities. Two similar loads will be sent to Chicago for the Republican convention, as well as 7 tons of equipment to be flown by chartered plane from Los Angeles to Chicago. Approximately 25,000 feet of camera cable & 100,000 feet of wire for sound transmission are required in each city to make NBC's convention cameras operable. NBC will have a mobile tape unit with 2 cameras, another mobile truck with 3 cameras and the "NBC Cadillac," which will function as a 1-camera transmitter. NBC will have 32 camera locations at each convention in addition to cameras for the 3-network pool at the Republican convention. The network also will operate at the Democratic convention a special "train" (electric locomotive tractor, 3 rubber-tired cars) to haul politicians and newsmen on a shuttle run between the convention hall and the "NBC Cadillac," which will function as a one-camera NBC's convention studios. Although NBC wags proposed such names as the "Sarnoff & Ohio" and "Atchison, Topeka & Free TV," the NBC-operated "railroad" will be known as the "VIP train."

Substantial increases in network TV billing in the first 4 months of 1960, TvB reported last week, were evidenced in the categories of confectionery & soft drinks, drugs & remedies, beer & wine, apparel, footwear & accessories and household furnishings. Confectionery & soft drinks jumped from \$4.3 million in Jan.-April 1959 to \$6.1 million in the like period this year. Other increases: drugs & remedies, \$29.6 million, up from \$24.7 million. Beer & wine, \$2.7 million, up from \$1.5 million. Apparel, \$2.3 million, up from \$1.6 million. Household furnishings, \$2.3 million, up from \$1.3 million.

NETWORK SALES ACTIVITY

ABC-TV

- Daytime programming, Mon.-Fri., particips. eff. June 28.
Chemway (Cohen & Aleshire)
- Dick Clark Show, Sat. 7:30-8 p.m., full sponsorship renewal, eff. fall 1960.
Beechnut Lifesavers (Young & Rubicam)
- The Islanders, Sun. 9:30-10:30 p.m., particips. eff. fall 1960.
Warner-Lambert (Ted Bates)
- Debbie Reynolds special, Oct. 27th, 9:30-10:30 p.m., full.
Revlon (Grey)

CBS-TV

- Olympic track and field trials, Sat. July 2, half-sponsorships.
P. Lorillard (Lennen & Newell)
Pabst Brewing (Kenyon & Eckhardt)
- Pete & Gladys, Mon. 8-8:30 p.m., half-sponsorships eff. fall.
Carnation (Erwin Wasey, Ruthrauff & Ryan)
Goodyear Tire & Rubber (Y&R)

NBC-TV

- Thriller, Tue. 9-10 p.m., one-thirds eff. fall 1960.
Allstate Insurance (Leo Burnett)
- Today show, 7-9 a.m., participations presently eff.
Standard-Triumph Motor (Doherty, Clifford, Steers & Shenfield)
SatEvePost (BBDO)
- Jack Paar Show, 11:15-1 a.m., participations presently eff.
Lipton Instant Tea (SSC&B)
Kiwi shoe polish (Cohen & Aleshire)
- Wichita Town, Fri. 8:30-9 p.m., summer re-runs. Full.
Alberto-Culver (Wade)
- M Squad, Tue. 10-10:30 p.m., full sponsorship eff. summer.
Alberto-Culver (Wade)
- Fred Astaire special, 60-min., fall, full sponsorship.
Chrysler (Leo Burnett)

Advertising

Big Retail Ad Growth Predicted: TV advertising by local retailers will soar to \$1.5 billion by 1970, TvB predicted last week (1959 level: \$280 million). "This growth on the local front will happen because there's an awakening taking place," said Pres. Norman E. Cash. "Retailers are looking at the success national advertisers have had with our medium, and are now finding ways to adapt it." Working with the National Retail Merchants Assn., TvB is currently preparing a TV manual for retailers.

A recent NRMA survey showed that "2 out of 3 retailers using TV today started since 1955," Howard P. Abrahams, TvB vp for retail sales, pointed out. The survey also showed that the average TV budget of retailers who use the medium is about 10% of total advertising expenditures. The chief TV technique used by retailers today is slides, with wide use of live commercials and scattered use of tape. One in 5 retailers believes he cannot use TV because of the lack of facilities in his town; 43% of retailers surveyed are now using TV, Abrahams reported.

TV's penetration of suburban areas produces "lower cpm than newspapers," Abrahams pointed out. He suggested that any retailer about to embark upon a TV campaign employ a TV-oriented ad agency. "Retailers' past misuses of TV were probably due to lack of knowledge of the medium's flexibility," he said. In line with its retail advertising push, TvB has conducted 17 sales clinics on retail advertising, attended by 867 station executives.

Shell to OBM: Medium-sized Ogilvy, Benson & Mather agency last week won the huge Shell Oil account from giant J. Walter Thompson. Shell is 2nd only to Texaco in TV spending among oil firms and is No. 1 in spot-TV-only field. The latter category accounted for 95% of Shell's \$2,564,000 gross time-spending last year.

The official reason for the firm's change, after 31 years at JWT, was stated as "a general reorientation of the company's marketing program" by Shell Pres. H.S.M. Burns. But admen were quick to note the relationship between Shell's spot-oriented TV spending and OBM's growing success in the spot field. It scored first-place in the "Coffees & Teas" category of the recent American TV Commercials Festival & Forum with a Maxwell House Coffee film commercial. Maxwell House (which OBM won away from Benton & Bowles a few seasons back) is also a spot-conscious account, with a 1959 expenditure of \$6 million in that area.

* * *

Shopping for a strong TV agency last week was Hazel Bishop, whose mktg. vp Matthew Middleton was quoted as saying that the cosmetics firm believed TV to be "the prime medium for our operation." What Hazel Bishop wants, according to adman Middleton: "An agency that knows TV inside & out & backward & forward; one whose primary billings are in TV." Latest Hazel Bishop budget estimate: nearly \$5 million.

"Deceptive" TV commercials for Rise shaving cream have been used by Carter Products Inc. and its agency Sullivan, Stauffer, Colwell & Bayles to disparage competing products, according to an FTC complaint. Citing a "typical" commercial, FTC said a demonstration of how Rise stays "moist & creamy" while other lathers are "dried out" wasn't what it was represented to be. "In reality," FTC alleged, "the supposed competing lather is a formulation specially prepared for the demonstration and is not a product for shaving purposes."

■

Net & Spot Ahead on 6 Counts: The national ad volume in April rose 6% above the year-ago level, buoyed by gains of magazines (16%), business papers (12%) and network TV (5%). *Printers' Ink's* latest index also shows that the Jan.-Apr. ad investment was 10% greater than that cumulative period of 1959. But this was slightly off the 11% pace set during first-quarter 1960 (Vol. 16:23 p11).

In April-over-March volume, network TV's 1% gain looked big against the losses of other major media: network radio (down 21%) magazines (down 4%), newspapers (down 3%). Network radio & newspapers recorded the same declines (21% & 3%) in April '60 vs. '59.

Medium	Index		% Change from		% Cumulative Change
	April 1960	April 1959	1 month ago	1 year ago	
General Index	238	225	- 1	+ 6	+10
Total Magazines	191	165	- 4	+16	+17
Weekly	217	189	- 5	+15	+23
Women's	139	118	- 1	+18	+10
General Monthly	235	193	+ 3	+22	+11
Farm	98	99	-12	- 1	+ 8
Newspapers	209	216	- 3	- 3	+ 9
Network Television	473	452	+ 1	+ 5	+ 7
Network Radio	19	24	-21	-21	-17
Business Papers	256	229	+ 4	+12	+ 8
Outdoor	160	157	+ 3	+ 2	+ 8
Spot TV*	762	672	+ 3	+13	+13

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 1947-1949 except for the TV base, which covers the years 1950-52. Spot TV is not reflected in the general index. *Spot TV data, although shown monthly, report the preceding quarter's activity.

Film & Tape

More about

STRIKE DRAMA—ENTER, THE ACTORS: Just as Hollywood's TV-film producers heaved their collective sigh of relief and regeared for full production, following the 22-week writers' strike, they were faced with another labor crisis—with the actors. At the same time, WGA closed in on another agreement—with the networks.

Screen Actors Guild's negotiating committee, which held no sessions with the Alliance of Television Film Producers or the Assn. of Motion Picture Producers last week, did call a special meeting of SAG's board for this Mon. (27) to discuss negotiations. The committee is expected to ask the board to call a membership meeting at which authority to call a strike will be sought.

The board meeting is being called, said SAG bitterly, "in light of the failure of the producers to indicate any keen interest in bringing the negotiations to a conclusion." This statement contrasted to that of Alliance Pres. Richard W. Jencks, who told us "we're making progress."

WGA and the networks reached a verbal agreement late Fri., following lengthy negotiations for contracts covering TV films at the nets. Talks had boiled down to one question: How to compensate writers of sustaining shows under the new royalty concept? The networks told WGA negotiators they would go along with the Alliance-WGA deal. They would be willing to pay cash to writers of sustaining films. But the writers were seeking royalties. Because the royalty concept is based on growth, the sustainer presented unique & puzzling questions. However, it's reported that in the final negotiations, the networks agreed to go along with the royalty plan for such shows, the figures to be determined later by the newly-formed industry fact-finding committee.

Early Actors' Strike Not Expected

SAG's action is motivated by what its negotiators feel is a "brushoff" attitude on the part of the producers, who think SAG wouldn't dare strike again after already having had one strike this year (against the major movie studios).

One of SAG's principal objectives is a pension. While producers have agreed to this, the disagreement is in how to set it up. The producers offer to base it on 5% of the actor's salary, up to double minimum, but SAG wants 5% of the total actor's payroll in TV, including his residuals.

The Alliance offered actors a raise in minimums of 10% the first 2 years and 5% the second 2 years (the same terms the writers accepted), but SAG wants a higher hike. Originally the Guild asked that the residual base of 140% be raised to 200%, but this was rejected by the producers.

While SAG is the largest & most powerful of the Hollywood talent guilds and can shut down production more effectively & quickly than any other guild, there is presently no sense of urgency or expectancy of an early strike.

An irony of the marathon writers strike is that it could have been ended in Feb. instead of June. That was when MCA's Lew Wasserman offered as his solution a royalty plan to give writers 2.2% of the grosses, foreign & domestic, in lieu of the present fixed residuals. WGA immediately accepted the Wasserman proposal, but it was rejected by the Alliance. Eventually, after costly months of strike, the Alliance did accept a royalty formula, but because of the length of the strike, WGA had raised the ante, and got a guaranteed floor of 4% instead of the 2.2% it would have taken in Feb.

HOLLYWOOD ROUNDUP

CNP Has New Policy: NBC's telefilm subsidiary, California National Productions, is following the lead of 20th-Fox Television and MGM-TV by operating without a vp for production. Pres. Earl Rettig sees no need for such an executive and believes it to be "a more economical way to operate." Commenting on the recent departure of production vp Frank Cleaver, Rettig told us that he would henceforth supervise all TV film projects, with a producer assigned to each new series. "Much of our stuff is now done by producers Jack Chertok and Sam Gallu," he said.

Rettig emphasized that Cleaver's exit means no lessening of production at CNP. On the contrary, CNP will increase its 1960-61 production schedule to include at least 8 series (vs. top output of 4 series, in 1959). CNP's new efforts: 30-min. *R.C.M.P.*, 39 episodes based on Royal Canadian Mounties archives; *The Blue Angels*, flying team; *The Jim Backus Show*; more *The Lawless Years*; 5-min. *Henry & His Claymates*, 104 stories in color stop-motion technique; *The Funny Manns* kiddie comedies; 2 "off-beat" Westerns, still untitled.

Fate of Kaiser's sponsorship of *Maverick* on ABC-TV next season was believed to be in doubt on the West Coast last week, due to a contractual clause stipulating that James Garner will star in 13 of the 26 episodes. But in N.Y., ABC-TV business mgr. Henry Hede told us: "We have a firm year-long contract with Kaiser for sponsorship of *Maverick* sitting in our office." Garner, who starred with Jack Kelly in the series in the past, contends he is no longer under contract to Warners, because it breached his contract when it placed him on *force majeure* last March 3, allegedly because of the writers' strike. Warners and Garner are now involved in litigation, the studio contending the actor is guilty of breach of contract. A pre-trial hearing will be held in Aug. Meanwhile, Garner is busy in stock & personal appearances, and has just signed to star in Bob Hope's first special on NBC-TV next fall. When he appeared on Hope's show last season he split his fee 50-50 with Warners; this time he keeps all.

Two rival musicians unions in Hollywood are claiming the right to negotiate post-1948-movie-to-TV residuals deals with the Assn. of Motion Picture Producers. Musicians Guild of America notified AMPP that any such negotiations should be made with it, as the musicians' bargaining representative with the major studios. AFM then told AMPP that since it has negotiated the contracts covering 1948-1958 films, the majors must negotiate such contracts with it. MGA has no right to negotiate or interfere, contended AFM, which has petitioned NLRB for another collective-bargaining election among major studio musicians.

Profit sharing-plan by Desilu Productions for 34 permanent employees excludes: staffers covered by a collective bargaining unit which has pension or health & welfare benefits; those under creative, staff or production contracts; owners Lucille Ball & Desi Arnaz and exec. vp Martin Leeds. Under new plan effected May 1, contributions (based on Desilu's annual profit) ranging to 15% of employees' annual salaries may be placed in a trust fund to be turned over to them when they retire or leave Desilu.

NEW YORK ROUNDUP

Share of post-1948 revenue soon to be negotiated between Hollywood basic craft guilds of International Alliance of Theatrical & Stage Employes and movie producers won't go directly to IATSE union members. Instead, IATSE's Hollywood slice of the post-1948 residual pie would go to the Motion Picture Industry Pension Fund, which covers only Hollywood craft-guild members of the film industry. Other IATSE locals (N.Y., etc.) presumably would work out similar arrangements. Announcement of the union's move came from IATSE Pres. Richard F. Walsh, who flew to Hollywood recently as an observer during the WGA & SAG strikes. The current IATSE studio agreements expire Jan. 31 of next year. However, there is an existing clause in these agreements which states that if any film guild or union negotiates payment for residuals from the TV sale of post-1948 features, IATSE reserves the right to open negotiations in 60 days. Last week, such notice was given to Hollywood producers, we were told in N.Y.

Four Star Films & CBS were named in a \$1-million suit filed in Supreme Court in N.Y. last week, involving *Wanted: Dead or Alive*. Also named were Malcolm Enterprises (associate of Four Star), Bristol-Myers (former sponsor) and present sponsors Brown & Williamson and Kimberly Clark. Plaintiffs are Wanted Inc., Walter McGraw and Peggy Mayer. McGraw and Mayer claimed to have originated the show under the title of "Wanted." The complaint alleged that both parties entered into a contract with CBS on April 6, 1955, for the production & broadcast of a series under that title, with the same format as the present Four Star production. In May 1956, allegedly, the agreement was amended so that the title "Wanted" belonged to the contractor and CBS & the plaintiffs would each have a 50% share of the show.

Jack D. Wrather has denied reports, current in Hollywood for several weeks, that he was dropping his various TV interests. The head of the Jack Wrather organization told us last week: "We're not going into any new production in our Hollywood unit, but we're firmly committed to make 35 new *Lassie* episodes for the fall season." He added that no changes are anticipated in Wrather activities concerning Jerrold Electronics (in which Wrather owns substantial interest) or in Transcontinent TV Corp. (station group in which he is a major stockholder).

New post-1948 Warner package may be launched in the syndication market shortly. Linked to the project (although he denied it) is Eliot Hyman, who last week resigned as pres. of UAA. Reportedly, the package will contain 104 Warner Bros. features filmed after the 1948 freeze on TV feature releases. There were also reports last week that Hyman would be associated in the package venture with his former partner, Canadian financier Louis Chesler. Hyman and Chesler originally formed Associated Artists Productions, which became UAA when United Artists acquired controlling interest 2 years ago. UAA distributes the pre-1948 Warner library as well as UA features released to TV. Arthur B. Krim, UA pres., also assumed the UAA presidency, succeeding Hyman.

New Chicago video-tape firm, Tele-Tape Productions, will produce TV programs & commercials.

Television Digest

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Personals: Ross Donaldson named NBC-TV creative services dir.; W. Preston Wood named script services mgr., succeeding Donaldson . . . Howard W. Maschmeier, gen. mgr. of WNHC-TV New Haven, elected chmn., ABC-TV Affiliates Assn. board of governors; Donald D. David, pres. & commercial mgr., KMBC-TV Kansas City, Mo., named vice chmn.; John F. Dille Jr., pres., WSJV South Bend-Elkhart, Ind., named secy.; John T. Gelder Jr., vp-gen. mgr., WCHS-TV Charleston, W.Va., treas. . . . Robert Mochrie named Metro-Goldwyn-Mayer gen. sales mgr., succeeding Jack Byrne, resigned.

Edward DeGray, ex-ABC Radio pres., joins Presidential campaign staff of Senate Majority Leader Johnson (D-Tex.) as TV-radio coordinator; Edgar G. Shelton Jr., ABC vp in Washington, takes leave to work with Johnson staff, planning to return to network office following Democratic convention in Los Angeles next month.

Melvin B. Wright promoted from gen. mgr.-sales mgr., Skyline Stations, to exec. vp & gen. mgr., Skyline TV Network (KID-TV Idaho Falls & 5 other stations in Ida. & Mont.) . . . Al de Caprio named Theatre Network TV programs dir. . . . Dr. Raymond E. Silk, surgeon, named pres. of Young Publications, syndicated TV program producers.

Lee Ruwitch, exec. vp & gen. mgr., WTVJ Miami, elected pres., Fla. Assn. of Bcstrs.; Joseph Field, owner-mgr., radio WIRK West Palm Beach named radio vp; Fred Shawn, gen. mgr., WSUN-TV St. Petersburg, named TV vp . . . Dr. John A. Dawson appointed economics research dir. to Canada's Board of Best. Governors . . . Sherman Headley, WCCO-TV Minneapolis-St. Paul asst. mgr., elected pres., Minn. Bcstrs. Assn. . . . James A. Stabile, NBC standards & practices vp, elected pres. of Catholic Apostolate of Radio, TV and Advertising.

NAB's James H. Hulbert has been promoted to broadcast-personnel & economics mgr., replacing Charles H. Tower, now TV vp (Vol. 16:20 p7). Appointed by new industry-affairs vp Howard H. Bell to the post, he had been asst. mgr. of the NAB dept. since Sept. 1954. Hulbert joined NAB's staff after 2 years with NBC in N.Y. as producer & director at the network's WRCA-TV & WRCA. In 1951, during the Truman Administration, he was a White House editorial asst. Hulbert is a graduate of Harvard College and Harvard Graduate School of Business Admin.

Community Bcstrs. Assn., organization of Class IV radio stations, has elected James L. Howe, WIRA Ft. Pierce, Fla. to board, replacing Frank R. Smith, WBVP Beaver Falls, Pa. All other board members were reelected: F. E. Lackey, WHOP Hopkinsville, Ky., chmn.; Robert T. Mason, WMRN Marion, O., pres.; Merrill Lindsay, WSOY Decatur, Ill., vp; John Henzel, WHDL Olean, N.Y., secy.-treas.; David H. Morris, KNUZ Houston, Tex.; Lee Bishop, KORE Eugene, Ore.

TV Irony: Edgar G. Shelton Jr., ABC Washington vp, suffered a severe 120-volt shock recently while clearing leaves from a copper rain gutter at his home. His hand froze to the gutter but he managed to pull free and slide down the ladder. Back to work the next day after a hospital checkup, he was troubled only by temporary muscle soreness. Cause of the shock: short-circuit in his TV set, which had been repaired 2 days before.

William S. Paley, CBS chmn., was named one of 4 representatives of President Eisenhower with rank of Special Ambassador to attend ceremonies in connection with independence of the former Belgian Congo to be held in Leopoldville June 29. The delegation will be headed by Robert D. Murphy, former Under Secretary of State.

TvB-sponsored course on the advertising & business aspects of TV & radio will be offered this fall at City College of N.Y. TvB sales development dir. Murray Gross will be the instructor.

Obituary

Frieda Hennock Simons, 55, FCC Commissioner from 1948 to 1955, died in Washington June 20 following surgery for the removal of a brain tumor June 16. The first & only woman Commissioner, Miss Hennock was a politically active N.Y. Democrat when she was appointed by President Truman. Her tenure on the Commission was distinguished by an extremely aggressive & successful campaign during the TV freeze to get channels reserved indefinitely for the future use of ETV. She was also noted for her enthusiasm for color & uhf. In 1951, President Truman nominated her for a federal district judgeship, but the Senate Judiciary Committee failed to approve her after the Bar Assn. of N.Y. testified in opposition. Soon after leaving the Commission, she married Washington realtor William H. Simons. She was born in Kobel, Poland, came to N.Y. with her family when she was 6. She obtained her law degree from Brooklyn Law School, rose to a partnership in Choate, Mitchell & Ely, where she was the first woman partner & only Democrat in the firm, before joining the Commission.

John W. Alicoate, 70, *Radio-TV Daily* and *Film Daily* publisher, died of a coronary thrombosis June 21. Alicoate founded *Radio Daily* (now *Radio-TV Daily*) in 1937 as the first daily trade newspaper in the broadcasting field. He similarly served as publisher as well as editor-in-chief of *Radio & TV Annual* and *The Film Daily Year Book of Motion Pictures*. Alicoate is survived by his widow, 2 daughters, a stepson and his brother, Charles A. Alicoate, exec. publisher of *Radio-TV Daily*.

Factbook No. 31 Closes July 15

The 1960 Fall-Winter edition of TELEVISION FACTBOOK (No. 31) is now being prepared for September release by the editors of TELEVISION DIGEST. To reserve your advertising space for this new upcoming edition we suggest you get in touch with our Business Department today. Final advertising deadline is July 15.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV ENTERS THE SEMICONDUCTOR AGE: Next significant engineering change in American TV sets: widespread use of semiconductors—including both transistors & tunnel diodes. This trend, coupled with a continuing effort to achieve the flat TV screen, or something fairly close to it, showed up as most prevalent topic at a meeting last week of 300 TV-radio receiver engineers.

Half of the papers at IRE's first Chicago spring conference on broadcast & TV receivers dealt with some phase of the use of semiconductors in TV sets. Other significant reports were on reducing depth of picture tube with the flat shape the ultimate goal.

Motorola's 19-in. Astronaut, Philco's 2-in. reflex Safari and Emerson's 10-in. Trans-Viewer are the only U.S.-made transistor sets now on market or promised. Big selling point for all of them is portability, independence of power outlet. But engineers with whom we talked at Chicago conference had something more important in mind than mere portability: reliability, freedom from breakdown.

"A transistor set should be basically a home TV set," the chief receiver engineer of a leading manufacturer told us. "The battery pack and the portability should be just an optional 'plus.'" Although more costly—at present state of the art—good semiconductors in proper circuits are far more reliable than consumer-type receiving tubes, practically fail-proof in many applications. Also, in transistor circuits, other components are apt to last longer because of heat reduction & lower voltages. Engineers are striving for this reliability just as much as portability.

Tunnel diode, the new wonder semiconductor, will be ready for TV uses within couple of years—"a lot sooner than you may think" (Vol. 15:30 p16). So we were told by GE's Eric Gottlieb, who delivered paper on tunnel diode applications to TV. Tunnel diodes, he told us, have potential advantages over transistors or tubes in many TV applications—particularly high-frequency small-current uses such as tuners, oscillators, switching circuits. He envisioned hybrid tunnel diode-transistor sets—and even tunnel diode-transistor-tube sets—improving performance & reliability of TV in near future. Extreme sensitivity and low noise of tunnel diode make it ideal for tuners—particularly uhf—Gottlieb told us.

"It won't be too long before tunnel diodes are competitive in price with transistors in applications where tunnel diodes do the job better," said Gottlieb. "They even hold promise in connection with tube circuits." Other engineers told us that it wouldn't be surprising to see "hybrid" tube-transistor sets emerging soon—not designed for battery operation, but for doing best & most reliable job as conventional home sets.

As to battery sets—everybody's got a few in the works. What's biggest engineering problem in designing battery TV? Response was unanimous, from every engineer we asked: power drain. As one leading engineer expressed it: "Our goal is a set which will play 50 to 60 hours on a single battery charge." (Motorola's Astronaut runs 5-7 hours per charge.)

Power drain and how to reduce it was subject of several engineering papers. "Scan magnification," one technique for getting wide-angle deflection with minimum power, was discussed in papers and a panel. Sylvania's H. E. Smithgall detailed techniques by which his company has been able to reduce power requirements of cathode-ray tube heaters by more than 90%—from nearly 4 watts to .3 watt—in picture tubes requiring so little current they could be heated by a flashlight battery.

Approaches to the long-sought "flat tube" also elicited much interest. RCA Labs' Dr. E. G. Ramberg described 3 different systems—the British Gabor tube, Kaiser Electronics' Aiken tube and RCA's little-discussed "reflected beam kinescope." None is really flat (3-5-in. thick). All have disadvantages, he concluded, and appear to be beyond the near future.

Philco's continuing program to chop the depth of conventional-type picture tubes was exemplified in a paper by R. A. Bloomsburgh and associates, revealing that it is now practical to build tubes shorter in length

than one-half their diagonal picture measurement. He described Philco's proposed 18-in. tube, now shelved (Vol. 16:9 p16), less than 9 in. deep thanks to 122-degree deflection angle and redesigned glass & components. Special construction made its power requirements about 25% less than those of a 110-degree tube—although it was 2 in. shorter than shortest now in use. While Philco has given up the 18-in. tube, Bloomsburgh concluded: "The same principle can be applied to any size. It is now possible to reduce the length of a cathode-ray tube a significant amount."

These future trends—plus the others discussed on p. 20—point to still better sets soon. Although TV receivers seldom get the electronics engineering spotlight these days—now it's reserved for more glamorous missile, space & computer engineering—research in this consumer field is probably more intensive (and competitive) than it's ever been. As summed up by Admiral's William L. Dunn, who presided at a session which discussed Japanese TV engineering: "Japanese imports will present a real threat and challenge to the TV industry. We professionals won't take it lying down, but will come up with products second to none, by out-engineering & out-producing them."

MANUFACTURERS 'SELL' EACH OTHER AT MART: There weren't enough dealers to go around, so manufacturers had to sell each other at the 11th-floor TV-radio-stereo displays of the summer home furnishings market in Chicago's Merchandise Mart.

Summer market is normally a quiet show, but this one was slowest in memory of most of the 10 home-electronics manufacturers exhibiting there. Several reasons were given: (1) Most retailers have already seen (and ordered) new lines at regional showings. (2) Music Merchants Trade Show, coming up next month—in Chicago this year—is becoming the show for home-electronics merchandise, and TV-phono dealers are waiting for that one. (3) Doldrums in appliance trade have kept many appliance-TV retailers away.

Manufacturers exhibiting at the Mart agreed, nevertheless, that their presence there was worthwhile. And during first 2 days of show, each manufacturer's personnel had chance to get first close-up look at his competitors' merchandise

It's an anomaly so far this year that TV & radio haven't shared the slump which is blighting most other household consumer durables—appliances & furniture, for example. Most set makers & dealers credit the ripening replacement set market—and new lines on display are primarily designed as replacements.

Never have we seen so much "furniture emphasis" as in 1961 sets. And, for first time since the mid-1950s, every manufacturer displayed at least one set with picture-tube-hiding doors. It's no longer enough to offer a box with a picture tube in it. For their new sets, consumers want "something good-looking," and manufacturers are going out of their way to provide it.

Two Zenith officials, speaking in Chicago last week, underscored TV optimism. Pres. Joseph Wright told an IRE engineering conference (see p. 21) that he looks forward to an increase in set sales back to 1955's record 7.5 million within next 3 years, with over 8 million annually in the middle '60s. Zenith Sales Corp. vp C. J. Hunt, at a Merchandise Mart news conference, pointed out that TV consoles & combos last year took biggest share of market since 1955, "reflecting growing consumer acceptance of fine-furniture styling in TV."

TV inventories at all levels at end of May totaled about 2,285,000, compared with less than 2 million at the same time last year. Nevertheless, Hunt stated they "are not excessive when compared with the going rate of sale, although there is some evidence of imbalance within the categories." He saw 1960 as radio's biggest year since 1946-48, although inventories "are perhaps excessive in relation to the job that has to be done." This year will almost certainly be stereo's 2nd best, he predicted. (Details of Hunt's views on p. 21.)

Making the rounds at Mart and fringe displays, these were our chief impressions of new lines:

Two more manufacturers are joining the color ranks—Magnavox & Olympic. Magnavox won't display its new sets until the Music Show, but it is telling dealers that its color-AM-FM-stereo combo will sell for \$995 and that it will have 2 color consoles at about \$700 & \$850. Olympic displayed a color combo at \$995 and console at \$695, using RCA-made color chassis. "This is not a token effort," we were told by an Olympic spokesman. "We believe there's a good market for color, particularly in a stereo combination." Also joining parade to color combos is Packard Bell. Including the RCA unit introduced last month (Vol. 16:21 p20), public will have 4 makes of color-stereo combos to choose from this fall; last year none was offered.

Combinations are evident in greatest numbers ever. Magnavox, for example, now has three 21-in., four 23-in., seven 24-in. plus the color combo. Olympic, which also specializes in combinations, boasted "long-

est TV & stereo line we've ever marketed." Every manufacturer (including Symphonic, displaying for first time) had at least one combination to show.

The "squared-off look" in picture tubes is being extended to other sizes beyond the 19- & 23-in. square-corner tubes. Magnavox has squared the mask of its 24-in. tubes; Admiral gives its color sets a "bonded-tube look" by use of wrap-around safety glass inside the picture frame.

Corning's new frosted-glass bonded faceplate was used by only 2 manufacturers exhibiting at Mart: Sylvania in its 19-in. sets and Zenith in its high-end 23-in. receivers & combos. GE was only manufacturer not displaying any bonded tubes on its sets, preferring to stick with separate safety glass for the new sizes.

Remote controls received slightly more play than last year. New approach to ultrasonic remotes—now being sold by Magnavox in a 2-function unit—uses dressed-up plastic "squeeze-bottle" to activate ultrasonic whistle, in place of standard tuning-fork approach. Warwick is adopting similar system for its Silver-tone sets. The "pneumatic" remote was described by Warwick engineers in a paper at IRE Chicago receiver conference last week as simpler & more economical in approach.

Zenith has a TV-radio-phono remote on its top-end (to \$1,750) Stratosphere combo. Basically a 3-function unit, one button turns off TV, radio or phono; another button changes TV channel or rejects phono record; 3rd controls volume. Lighted panel at bottom of set indicates whether phono, radio or TV is on, and which channel is tuned in.

In stereo field, reverberation was biggest "what's-new" item. Demonstrations by Zenith & Philco drew good-sized gatherings of competitive manufacturers. We asked most of the reverb "have-nots" whether they planned to add the Hammond Organ device to their stereo units. Generally, the answer was "don't know yet." Westinghouse didn't have new sets at the Mart, reportedly will be next to show a reverb set, when it introduces 1961 lines at next month's Music Show.

For more details on new lines shown last week in Chicago, see p. 21.

TV-RADIO PRODUCTION: EIA statistics for week ended June 17 (24th week of 1960):

	June 10-17	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	105,929	99,432	121,369	2,740,097	2,576,252
Total radio	340,871	316,421	310,859	7,888,589	6,562,556
auto radio	135,964	123,364	138,427	3,087,652	2,665,870

New plants & expansions: GE will add 260,000 sq. ft. (making a total of 450,000 sq. ft.) of office, engineering and production space to its transistor facilities in Syracuse, N.Y. within the next few months • International Resistance Co. has begun a \$1-million expansion of its Burlington, Iowa div. which will add some 30,000 sq. ft. to the present 56,000 sq. ft. of floor space. Construction is slated for Oct. 1 completion, is expected to boost employment 25% by early 1961 • Eitel-McCullough has started construction of 2 buildings, totaling more than \$1 million and 63,000 sq. ft., at its San Carlos, Cal. plant. The new buildings are scheduled for Nov. completion, will increase the hq facilities to 240,000 sq. ft. • Western Electric has authorized the Greater Berks Development Fund to complete the design of a 290,000-sq.-ft. manufacturing plant at Laureldale, Pa. A smaller plant had been authorized earlier, then postponed. Construction will begin this fall, be completed late in 1961. • RCA broke ground last week for a multi-million-dollar, 188,000-sq.-ft. design & production plant on a 50-acre site at Washington, Pa., near Canonsburg. The plant, for communications equipment & industrial electronics, is slated for operation early next year.

Magnavox says there's no truth to rumors that it is negotiating to acquire the Wurlitzer Co. Since announcing the development of an electronic organ, Magnavox notes, it has been approached by "several organ manufacturers."

Magnetic-tape industry is profiled in June 22 *Financial World* which notes that "growth has been phenomenal but new companies entering the field are intensifying competition for available business." Listed among active or planned contenders: 3M, RCA, Reeves, Ampex, Audio Devices, Adams-Millis, Burgess Battery, Astatic Corp., Standard Laminated Yarn, Sarkes Tarzian. The real "tussle" is between "Titans" 3M & RCA, states *Financial World*, adding: "At stake in the contest is a market that has been growing by leaps & bounds and is still in its infant stages. Tape sales at the manufacturers' level topped \$40 million last year, up from \$32 million in 1958 and a threefold gain over the \$13.1 million of 1955. This year, volume is expected to register a further advance of 25% and some companies feel confident the industry will pass the \$100-million milestone by 1963."

For remote control of "Mobots"—mobile robots—Hughes Aircraft Co. has petitioned FCC for the allocation of 100 mc in the 13,000-35,000-mc band. Hughes now uses cable-controlled Mobots in nuclear applications but says that radio would give much greater flexibility. Hughes foresees use of Mobots in many "environments exceedingly dangerous to humans or even completely uninhabitable by humans, such as those . . . characterized by nuclear radiation, extreme pressure, vacuums, poisonous atmosphere and extreme heat."

More about

TV's TECHNICAL ADVANCES: Replacement of receiving tubes with transistors and other semiconductors in TV circuits was an important subject of discussion at the first annual Chicago spring conference on broadcast & TV receivers, sponsored by the IRE Professional Group on Broadcast & TV Receivers at the Graemere Hotel June 20-21 (see p. 17).

For example, a Zenith paper on transistorized deflection circuits for 110-degree picture tubes (by Richard L. Sager, Grigory Strachanow & George W. Fyler) made the point that high-power wide-deflection circuits now in use suffer from lack of reliability of tubes.

"Already," he added, "transistors can provide even greater deflection power, with higher efficiency, and possibly better reliability than tubes." The main deterrent to the general use of transistors in TV, he stated, has been their high cost. "Hybrid [transistor & tube] designs with solid-state devices in advantageous circuits are a possibility during the interim period."

Others voiced agreement. A Philco lab report on a developmental 14-in. battery TV, distributed at the meeting, concluded that battery-transistor TVs "may be designed & built with currently available transistors to have performance & reliability comparable with many commercial tube receivers." The cost, it said, need not "greatly exceed that of current TV receivers."

Transistorized TV tuner was displayed at the meeting by Standard Kollsman Instrument (Standard Coil). Co-developed with Motorola for the Astronaut, its sensitivity & noise levels are comparable with the best tube-type tuners. Philco and General Instrument recently announced development of a competitively-priced transistorized tuner with extremely low noise levels (Vol. 16:16 p16).

TV-FM Tuner Nuvistor in Production

Tubes aren't dead yet, however. Simultaneously with the engineering meeting, RCA announced commercial availability in quantity of its 2nd tiny nuvistor triode tube. This one is designed for use in TV & FM tuners and is claimed to have a noise factor 2-4 db better than any TV tuner tubes now in use. Priced currently at \$1, it's expected to go down to about 60¢, roughly equivalent to a good-quality standard TV tuner triode. Standard Kollsman displayed a nuvistor TV tuner (developed with RCA for its "New Vista" high-end TV sets), which is now available to other TV manufacturers. RCA plans to go into production on a small-signal nuvistor tetrode suitable for TV IF & tuner applications next year, to be followed by a beam pentode for large-signal power output, applicable to TV & hi-fi audio amplifiers.

It's understood that 3 other tube makers are negotiating with RCA to manufacture nuvistors. One non-RCA firm is now marketing a consumer device with nuvistors. It's Harman-Kardon, whose latest hi-fi FM tuner uses nuvistors. The production-model RCA nuvistor for TV & FM tuner designs is designated 6CW4.

TV developments in Japan were discussed at the engineering meeting by Dr. Milton Goldstein, dean of the American Institute of Engineering, a Chicago school. He stated that 14-in. is the predominant Japanese set size, that circuitry is similar to U.S. sets, that biggest new feature in Japanese receivers is "automatic fine tuning" and that most Nippon TVs have earphone jacks for private listening.

He was asked from the floor if it was true that RF radiation from Japanese TV sets far exceed the FCC-mandated permissible levels. The questioner, an engineer employed by a tuner manufacturer, said that he had tested a Japanese FM-AM battery portable and found that its radiation was 11 times as great as the FCC permits for U.S. sets and that its oscillator radiates on the TV band, a potential source of TV interference. Dr. Goldstein stated that he had no figures on radiation from Japanese TV sets and that failure of some of their radios to meet American standards in this respect is due to a "lack of communication" between U.S. & Japan.

EIA recently asked the FCC to look into non-compliance of Japanese manufacturers with the Commission's radiation-certification standards. The FCC replied that it will work on this problem through the Japanese embassy (Vol. 16:21 p19).

Retailing is becoming obsolete as a business entity, and within a few years some 50% of retail operations will be run by manufacturers—with more large retailers in turn entering manufacturing field. So says N.Y.U. Prof. E. B. Weiss in a special study prepared for Doyle, Dane Bernbach Inc., N.Y. ad agency. His report quotes studies showing that the most successful retailers already make more money out of non-merchandising operations than from selling. Major money-makers for retail stores: departmental leases, shopping-center development, realty investment, warehousing, exploiting manufacturers' ad allowances, installment credit management. Manufacturers, he says, are getting deeper into retailing through the services they perform for stores, but even "the mounting list of services performed by manufacturers and allowances offered by manufacturers have failed to stem the downward trend in retail net profit percentage."

Philco's anti-trust suit against RCA and 4 other electronics companies was narrowed in scope last week when Philadelphia Federal Judge Thomas J. Clary ruled that damages can't be claimed beyond the statute of limitations. In the \$150-million treble-damage suit filed in Jan. 1957 and aimed principally at RCA's former "patent-pool" licensing procedure (Vol. 13:3 p2), the judge ruled that Philco cannot collect patent anti-trust damages from RCA for the years before Nov. 20, 1948, and from GE, AT&T, Western Electric & Bell Labs before Jan. 15, 1953, and on other claims (communications monopoly) against AT&T and Western Electric before April 24, 1939.

U.S. export privileges have been denied Maireco Export-Import GmbH, Vienna, and Allround Establishment Inc., related firm in Liechtenstein, for failure to disclose destinations of American-made electronic equipment transhipped by them. In ordering the bans, the Commerce Dept.'s Bureau of Foreign Commerce said Maireco "gave neither direct & responsive answers nor satisfactory reasons for not providing them" when the company was questioned about its electronic business. Bureau sources told us that neither firm supplied information as to whether or not U.S.-made transistors, tubes and other equipment had been sent to Communist-bloc countries.

Admiral TV sets will be produced in New Zealand later this year under license by Collier & Beals Ltd., Wellington radio-phono manufacturer. Auckland currently has an experimental TV station, and regular govt.-owned stations are expected to begin telecasting this year in Wellington and in Christ Church.

More about

MORE NEW SETS: Trend toward broadened lines continues in the new-line showings & announcements made in Chicago last week. Both Olympic & Magnavox announced their longest lines yet, and Symphonic showed its first TV line, consisting of seven 19- & 23-in. sets.

Olympic introduced a TV line boasting no less than 50 "basic" models, excluding style & finish variations. Featuring a color combination and a color console (see p. 18), and including holdovers, Olympic's line starts with 3 open-list portables—2 of them 17-in. and one 19-in. In the line are 17-, 19-, 21-, 23- & 24-in. sets, including 21 "Stereocenter" combinations. There are 34 basic 23-in. models, three 19-in. sets, five 21-in., four 24-in., two 17-in. portables. The 19- & 21-in. sets start at \$99.95 and 23-in. table models at \$29.95.

Olympic's Stereo Line Has 18 Radio Units

The phono line starts with a stereo console at \$99.95, stepping up to 18 basic stereo-radio combinations featuring "sound control center" for switching speakers & varying tone. Six portable phono models are priced from \$34.95 to \$119.95. Simulcast radio is available at extra cost on most AM-FM models.

Magnavox, whose new TV drop-ins were described last week (Vol. 16:25 p16), now has the "broadest stereo line in history." In line with the industry trend toward lower-priced consoles, Magnavox now has 4 models listing at less than \$200—and has added to the top end to make 4 models in the \$500-&-up bracket. In the middle range there are step-ups all the way along the line—basic models at \$299.95, \$399.95 and \$499.95.

Prototypes of Symphonic Electronic Corp.'s new TV sets were shown in Chicago last week. The initial line to be merchandised under the Philharmonic name—one of the pioneer TV brands—will consist of a 19-in. portable at \$179.95, an open-list 19-in. table model, a promotional 23-in. console at around \$229, a 23-in. highboy at \$269.95, lowboy at \$279.95, an early American console at \$289.95 and a TV-radio-stereo combo to sell in the \$600 range.

Symphonic's TV production will be under way in August, and the company hopes that its TV business, like its stereo business, will be divided 50-50 between private brand and distributor sales. One selling point will be ease of servicing: The hand-wired chassis may be removed from the cabinet in 3½ minutes.

Packard Bell Has 22 TV Models

Packard Bell showed distributors its new sets in Los Angeles last week, highlighted by a color combination with remote control. Unique set in the line is a 19-in. "Cart-Tenna" portable, which sets in a tea cart doing double-duty as a non-directional antenna. It was designed by Pres. Robert S. Bell, and has been patented. The full line consists of 4 combinations, 2 color sets, three 19-in., thirteen 23-in., three 21-in. sets. Price range: \$179.95-\$1,325.

Emerson's complete Du Mont line, including holdovers, contains 25 basic models—one 19-in. table model (\$198), six 21-in., ten 23-in., three 24-in. and five 23-in. combos (topped by the Royal Sovereign and Marseilles at \$1,250 each). Each of the new models is available with transistorized remote control for \$100 extra. Grouped as the "Collector Series," the new sets have certified hardwood cabinets styled by designer Jules Cinque. Also shown were 6 stereo-AM-FM consoles at \$450 to \$550, an AM-FM table radio at \$100 and a 9-transistor pocket radio at \$58.

More about

ZENITH'S OPTIMISM: On 2 separate occasions in Chicago last week, 2 Zenith officials forecast soaring sales for TV in the 1960s (see p. 18). Pres. Joseph Wright, addressing the IRE conference on broadcast & TV receivers, predicted 8-million annual sales in the mid-1960s "on the basis of existing product."

Pitching for Phonevision, Wright called poor programming one factor in the decline of set sales in the late 1950s. Subscription TV, he said, would act as an incentive for greater set sales. "Pay TV is going to make John Q. Public want a 4x6 screen on his wall and he's going to want it in color."

Zenith Sales Corp. vp C. J. Hunt told a Merchandise Mart news conference that 1960 TV unit sales will come within 10-15% of 1955's record of 7.5 million, but "at a higher average unit price." Some imbalance in inventories, now showing up, is "partly a result of the long lead time required in making production commitments and the industry's inability to predict with great accuracy the impact on the market of the 19- & 23-in. tube sizes." However, he said manufacturers are successfully avoiding "the excesses of the past," which have led to dumps.

Hunt was optimistic about phono sales, too. He called last year's retail sales of 4.4 million units "a remarkable performance considering the confusion over stereo." With retail sales through April 21.6% over last year's level, he stated that 1960 is now destined to outstrip 1959 and become 2nd best phono sales year, even if 1960 sales for rest of the year don't exceed those of the comparable 1959 period. Inventories of phonos are below last year's level, he added, and are well-balanced between mono & stereo.

He predicted that the phono industry "will average nearly 5 million set sales annually over the next 5 years"—not a great jump from today's pace. Radio sales should continue at a rate of more than 10 million a year, with greater emphasis on portable & AM-FM models. "Inroads by the Japanese have served to spur domestic manufacturers to search their production & engineering souls, and the results of this additional effort should also make themselves felt in the areas of new design & major modification of the product."

Canadians Seek Import Quotas: With "survival of our consumer-goods electronics industry at stake," the Canadian EIA feels that quotas on imports of Japanese-made radios, TVs & parts offer "the only meaningful solution." So said outgoing EIA Pres. Stuart D. Brownlee (Canadian Admiral Corp.) in a news conference at the manufacturer association's annual meeting at Mont Tremblant, Que.

A Canadian EIA statement blamed the Canadian govt. for its inaction while imports are "rapidly forcing the Canadian electronics industry out of business." Brownlee estimated that 2,370,000 man-hours of labor—or more than 1,000 jobs—were lost to Canada as a result of last year's imports of 395,000 Japanese radios. He urged that Japanese radio imports be kept to the 1958 level of 155,000 units—pointing out that similar quotas have been set up in Canada for textiles, hardwood, plywood, stainless steelware.

Imports of Japanese TV "would call into question the survival of our consumer-goods electronics industry." He added: "Canadian [TV] manufacture has the double handicap of high wages and a limited home market already being shared with U.S. & German imports."

Trade Personals: Orrin E. Dunlap, after 20 years with RCA, has retired as institutional ad & publications vp. He will continue as consultant on an advisory basis through 1969. One of the broadcasting industry's pioneers, Dunlap was among the first to originate a newspaper radio column—for the *N.Y. Times*. He wrote it for 18 years (1922-40) before swinging over to RCA PR. He is the author of numerous books on TV-radio, played a major role in building the image of RCA & General Sarnoff. Dunlap told us he hasn't retired from activity, has many plans, including several books & other writing.

Moses Shapiro, former exec. vp, elected pres. of General Instrument Corp., succeeding Monte Cohen, who becomes vice chairman and continues as chmn. of operations committee . . . Albert Coumont, onetime EIA service coordinator and former International GE electronic products sales mgr., promoted to sales mgr., Sprague Products Co., distributor supply subsidiary of Sprague Electric; he was formerly asst. to Sprague Products Pres. Harry Kalker . . . O. O. Schreiber named Philco vp, mktg. inventory control . . . LeRoy A. Amylon named industrial relations dir., Corning Glass electrical products div., succeeded as TV budb sales dept. mgr. by Allen W. Dawson, formerly electronic components dept. mgr.

Robert Sackman elected exec. vp & chief operating officer, Ampex Corp. . . . Joseph N. Benjamin resigns as Bogen-Presto pres. . . . Alvin Barshop, ex-Thompson Starrett, named Granco Products sales mgr. succeeding Herbert A. Frank, resigned; Ralph Cohen appointed to new post of merchandise mgr.

Cain & Co., described as the first nationwide electronics sales-engineering organization, has acquired Memo Inc., electronics sales-engineering firm in the N.Y.-N.J.-Philadelphia area. Headed by Martin Kaplan, Memo represents Jerrold, Lab for Electronics, Motorola communications div., Electronic Measurements, International Resistance computer-products div., General Communications and other major electronics firms. Cain & Co., based in Los Angeles and headed by Gerald A. Cain, arranged the acquisition through Electronics Capital Corp., San Diego.

Electronic watch with transistor mechanism will be marketed "later this year" by Bulova, the giant watchmaker disclosed in its annual pamphlet report last week. Bulova has been working on an electronic watch for several years. For its 1960 fiscal year ended March 31, Bulova posted sharp gains in sales (to \$66,606,126 from \$58,446,574) & earnings (\$2,669,649 vs. \$2,527,168). The company attributed the rise in part to record radio sales.

Japan's latest TV inroad: bamboo antenna towers. Toronto-based Hosick Television Co. is importing, expects to start selling the 40-ft. poles early in July. Pres. Wesley Hosick says the bamboo TV towers will sell for about \$65 (under the price of most steel towers), weigh only 70 pounds, vary from 3.5- to 5-in. thick, and have a breaking strength of 8,000-10,000 pounds per sq. in.

Obituary

Francis P. (Fritz) Rice, 49, International Resistance Co. dir. of operations, died June 20 in Presbyterian Hospital, Newark, N.J. The former mgr. of Du Mont's TV receiver div. until its sale to Emerson in 1958, he had been associated with Du Mont Labs for 15 years in various capacities, including dir. of manufacturing. As a spare-time musician, he played violin in the N.J. Symphony Orchestra. He is survived by his wife & 2 sons.

Finance

General Instrument sales & earnings for the current fiscal year ending Feb. 29, 1961, are expected to set records, Chmn. Martin H. Benedek told the company's annual meeting last week. He said sales in the first quarter ended May 31 were "slightly higher than last year's record \$12.7 million," but earnings were "considerably above the \$211,000, or 14¢ a share," of last year's first period." Profit margins are "widening," he said, and this fiscal year the firm "should exceed \$65 million in sales, exclusive of any mergers or acquisitions." Last year's gross was \$56.2 million, earnings \$2.1 million (\$1.37 a share). Newly-elected Pres. Moses Shapiro (see Trade Personals) said GI hopes to complete negotiations in Aug. for a merger with General Transistor Corp. Under the terms, it is expected that 7/10 of a GI common share would be exchanged for each outstanding GT share. He estimated that after the merger 35-40% of the combined companies' sales would be in semiconductor devices. He added that GI also seeks to acquire "a number of small, highly specialized companies." GI's order backlog is at a record of more than \$46 million, compared with \$20.8 million a year ago. Its sales are about 50% military & industrial, 50% "entertainment."

RCA is considering the "advisability" of calling its 3½% convertible subordinated debentures for redemption "to create an expanded base for the future growth of the corporation, particularly in electronic data processing." The company also reported that its first-half earnings will be slightly lower this year than last—despite record sales—because of mounting costs "stimulated by a strong upsurge in orders" for data-processing gear. On Wall Street, there was speculation that RCA's announcement of possible redemption was calculated to encourage holders to convert their debentures to common stock. In this way, RCA would save on interest costs. At present market prices, debenture holders would receive common stock worth more than the cash redemption price of the debentures. Each \$100 debenture is convertible to 2 shares of common stock; if redeemed by the company it would be worth \$104.75. RCA stock closed June 24 at 66½, and a debenture could have been converted to \$133.25 in stock.

Standard Kollsman Industries (formerly Standard Coil) will report 6-month earnings of "at least 60¢ a share," up from 32¢ (\$639,703) a year ago, secy. Arthur Richenthal told the company's annual meeting in Chicago. Pres. James O. Burke estimated sales would exceed \$45 million, up from \$35.2 million. He said the company will enter a new electronics field within 90 days, but declined to elaborate. Richenthal said the company's recent acquisition of small-appliance maker Casco Products (Vol. 16:23 p20) will be "as significant in our corporate history as was acquisition of Kollsman Instruments 10 years ago."

Magnavox received the 1960 Investors' Relations Award in the TV-electronics industry, awarded to one company in each of 51 fields by *Investor's Future* magazine. Magnavox was selected "on the basis of its exemplary record in regularly, accurately & effectively disseminating to its shareholders such vital information, as figures concerned with earnings & dividends; a general picture of its operation, research, product development and financial data; employe relations, and the corporate image."

Clevite has earmarked 150,000 common stock shares for use in its stock option plan, according to an SEC registration statement (File 2-16670).

Officers-&Directors stock transactions as reported to SEC for May:

Allied Artists. R. W. Hurlock bought 200, held 19,500. Albert Zug-smith bought 4,000, held 150,100.
 American Bosch Arma. David Devine exercised option to buy 500, sold 1,100, held 1,080. Charles Perelle sold 10,000, held 10,000. Har-old R. Sennstrom sold 700, held 405.
 American Electronics. Maurice Nelles bought 100, held 100.
 Ampex. T. Kevin Mallen sold 1,500, held 54,000. Henry A. McMick-ing donated 150, sold 3,600, held 63,485. Robert L. Pappas exercised op-tion to buy 750, held 789. A. M. Poniatoff sold 3,000, held 5,550.
 Audio Devices. C. J. LeBel sold 3,000, held 74,414.
 Clarostat. Victor Mucher exercised option to buy 5,000, held 18,100 personally, 27,345 in trust.
 Desilu Productions. W. Argyle Nelson bought 700, held 8,700.
 Electronics Capital. L. J. Rice Jr. bought 1,000, held 2,000.
 Gabriel. Thomas A. Chervensk sold 200, held none.
 General Dynamics. Frederic deHoffmann sold 1,300, held 2,430. Ver-non M. Welsh sold 1,000, held 7,000.
 GE. Chauncey Guy Suits sold 1,500, held 7,591.
 Gen. Instrument. J. G. Mayer exercised opt. to buy 10,000, held 40,000.
 General Telephone & Electronics. Thomas A. Boyd sold 137, held 24,000 after 3-for-1 split April 20.
 Globe-Union. H. Everton Hosley Jr. sold 1,000, held 2,000. Chester O. Wanvig Jr. exercised option to buy 1,500, held 11,477 personally, 15,000 in trust.
 Herold Radio & Electronics. Jerome L. Herold sold 1,100, held 72,600. Roland J. Kalb sold 1,100, held 67,710. Frederick Nack sold 100, held 155. Morris J. Steelman sold 700, held 81,846.
 Hoffman Electronics. Bruce L. Birchard exercised option to buy 500, sold 200, held 1,900.
 IBM. Thomas J. Watson Jr. transferred 8,895 to trusts, sold 2,258, held 26,171 in trusts, 22,675 personally.
 ITT. John E. Gingrich sold 225, held 4,871. Charles D. Hilles Jr. sold 2,000, held 14,373. Allan P. Kirby bought 600 for Holding Co. B, held 600 in Holding Co. B, 20,278 in Holding Co. A, 18,505 personally. Paul F. Swantee sold 100, held 3,464.
 Lear. William P. Lear exercised option to buy 5,000, held 451,060.
 Litton. Charles R. Abrams Jr. sold 200, held 5,500. Alfred B. Con-nable sold 3,600, held 8,000. Lewis W. Howard sold 400, held 6,900. Myles L. Mace sold 8,000, held 8,685. Carl A. Spaatz sold 600, held 5,400.
 Loew's Theatres. Arthur M. Tolchin bought 2,000, held 3,500.
 Magnavox. Gerard M. Ungaro sold 300, held 12,829.
 Microwave Associate. Irving J. Helman sold 100, held none. Julian Z. Miller sold 700, held 300. Julian Pathe sold 5,400, held 2,800. Ben-jamin A. Trustman sold 100, held none.
 NAFL. George L. Coleman received 10,476 in exchange for KCOP TV Inc. shares, held 12,476 personally, 149,386 in Nafco Inc., 500 in trusts.
 National Theatres & TV. B. Gerald Cantor sold 3,526 through Cantor Fitzgerald & Co., 202 through Cantor & Son Inc., 1,020 through First Nevada Corp., held 8,000 in Cantor Fitzgerald & Co., 5,000 in Cantor & Son Inc., none in First Nevada Corp., 108,079 personally. Jack M. Ostrow sold 1,500 through corporations, held 74,025 in cor-porations, 7,803 personally.
 Packard Bell. Robert J. Haldeman sold 100, held 150.
 Philco. David B. Smith sold 100, held 2,752. Leslie J. Woods sold 2,000, held 4,077.
 RCA. John Q. Cannon sold 422, held 570. Rodolfo A. Correa sold 165, held 200. James M. Toney received 162 as incentive plan compensa-tion, held 197.
 Raytheon. David R. Hull bought 2,677, held 4,959 personally, 200 in trust. Richard E. Krafve bought 1,000, held 3,050. Robert L. McCormack sold 465, held 1,000.
 Siegler. P. M. Hamilton acquired 1,514 in exchange, held 34,370.
 Standard Coil. Robert C. A. Eland sold 150, held 3,000.
 TelePrompTer. Fred H. Barkau bought 3,000, held 43,641. Nat C. Myers Jr. bought 1,750, held 3,950. Hubert J. Schlafly Jr. exercised option to buy 2,700, held 37,356.
 Texas Instruments. W. D. Coursey sold 100, held 5,845. W. F. Joyce sold 3,000, held 8,262. C. J. Thomsen sold 500, held 11,638. E. O. Vetter sold 400, held 7,388.
 Thompson Ramo Wooldridge. Archie T. Colwell sold 3,000, held 10,000. Harold L. George sold 200, held 33,735.
 Trans Lux. Harry Brandt bought 600 through Brapick Inc., 100 through Marathon Pictures, 400 through Pamela Amusement, 100 through H. Brandt Foundation, held 2,600 in Brapick Inc., 200 in Mara-thon Pictures, 1,400 in Pamela Amusement, 22,980 in H. Brandt Founda-tion, 17,000 for wife, 100 in Bravie Theatres Corp., 400 in Bilpam Corp., 12,400 in Gusti Brandt Foundation, 160,900 personally. Jay Emanuel bought 1,000, held 13,000.
 20th Century-Fox. Joseph H. Moskowitz sold 1,800, held 3,200.
 Varian Associates. Edward L. Ginzton bought 20, sold 500, held 9,202. H. Myrl Stearns bought 20, sold 200, held 28,668 personally, 3,800 as trustee, 20 in joint tenancy. Sigurd F. Varian bought 8, sold 16 & 1,300 more from community property, held none personally, 79,048 in community property.
 Warner Bros. S. B. Trilling exercised option to buy 5,000, held 5,000.
 Westinghouse. Mark W. Cresap Jr. sold 5,300, held 1,160. J. H. Jewell sold 2,800, held none. Thomas P. Jones exercised option to buy 250, held 898. Robinson S. Kersh exercised option to buy 300, held 2,620. W. O. Lippman sold 500, held 3,342.
 Zenith. Hays MacFarland bought 200 & 500 more for trusts in private transaction, sold 700 through MacFarland Aveyard (500 in pri-vate transaction), held 200 personally, 500 in trusts, 500 in MacFarland Aveyard.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**

Thursday, June 23, 1960

Electronics TV-Radio-Appliances Amusements

The following quotations, obtained in part from the National Asso-ciation of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	32	35 1/2	Magnetics Inc.	12 1/4	14
Aerovox	12	12 1/2	Maxson (W.L.)	9 1/2	10 1/2
Allied Radio	20 3/4	22 1/4	Meredith Pub.	36 3/4	39 3/4
Astron Corp.	2 1/4	2 3/4	Metropolitan Bcstg.	13 3/4	14 1/4
Baird Atomic	39 3/4	42 1/2	Milgo Electronics	22	25 1/2
British Industries	16	17 1/2	MPO Videotronics	6	6 1/2
Capital Cities Bestg.	8 3/4	9 1/4	Narda Microwave	7 1/2	8 3/4
CGS Labs	13	15 1/2	Narda Ultrasonic	5 1/4	6
Control Data Corp.	47 1/2	51 1/2	National Co.	20 3/4	22 1/2
Cook Electric	16 1/2	17 1/2	Nuclear of Chicago	37 1/2	40 3/4
Craig Systems	21	22 1/2	Official Films	1-7/16	1-11/16
Dictaphone	42	45 1/2	Pacific Automation	8 1/2	9 1/2
Digitronics	23 1/2	25 1/2	Pacific Mercury	7 1/4	8 1/2
Eastern Ind.	12 1/2	13 1/2	Perkin-Elmer	48 1/4	51 1/2
Eitel-McCullough	30	32	Philips Lamp	168 1/2	174 1/4
Elco Corp	20 1/2	22 1/4	Pyramid Electric	2 3/4	3-3/16
Electro Instruments	53	56 3/8	Radiation Inc.	25 1/4	27 1/2
Electro Voice	12 1/2	13 1/2	Howard W. Sams	44	47
Electronic Assistance	23 1/2	25 1/2	Sanders Associates	48	51 1/2
Electronic Associates	25 1/2	27 3/4	Silicon Transistor	8	9 1/4
Erie Resistor	10	11	Soroban Engineering	25	27
Executone	35 1/2	38 3/4	Soundsciber	15 1/2	17 1/4
Farrington Mfg.	49 1/2	53	Speer Carbon	21	22 1/2
Fischer & Porter	15 3/4	16 1/2	Sprague Electric	65 1/2	69 1/2
FXR	60 1/2	64 1/2	Taft Bcstg.	12 1/2	13 1/2
General Devices	23 1/2	25 1/2	Taylor Instrument	89	94
G-L Electronics	10 1/2	12	Technology Inst.	11 1/4	12 1/2
Granco Products	4 3/4	5	Tele-Broadcasters	1 1/4	1 1/2
Haydu	1/8	5/16	Telechrome	9 1/2	10 1/2
Hewlett-Packard	81	85 3/4	Telecomputing	8 1/4	9
High Voltage Eng.	138	150	Telemeter	18 1/4	20 1/4
Infrared Industries	29	32 1/2	Time Inc.	60 1/2	64
Interstate Engineering	29	31 1/2	Tracerlab	11 1/2	12 1/2
Itek	80	84 3/4	United Artists	7 1/2	8 1/4
Jerrold	11 1/8	12 1/2	United Control	30 1/4	32 1/2
Lab for Electronics	55	58 1/2	Universal Trans.	2	2 1/2
Leeds & Northrup	43 3/4	46 3/4	Vitro	14 3/4	15 1/2
Lif Inc.	4 1/4	4 3/4	Vocaline	4 1/4	4 1/2
LFE Inc.	10	12 1/2	Wells-Gardner	16 1/2	17 1/2
Ling Altec Electr.	24 1/2	26 1/2	WJR Goodwill Station	8 1/2	9 1/4
Magna Theater	3 1/4	3-11/16	Wometex Enterprises	12	13 1/4

Corporate profits will fall in the 2nd quarter below the year-ago level, concludes *Wall St. Journal* after a survey of top corporations in major industries. If a profit drop develops, it will mark the first time since late 1958 that each quarter has failed to post a year-to-year gain. The TV-radio industry, however, is numbered among the minority expected to buck the trend. Reports the *Jour-nal*: "Producers of radio & TV sets generally report sales are running ahead of a year ago. One major manufacturer says second quarter profits may top a year ago by as much as 10%, while another looks for earnings to about equal the level of the like 1959 period." Fields anticipating profit sags include automobile, aircraft, steel, railroad.

Herold Radio & Electronics has deferred interest pay-ments on its 6% convertible debentures, but expects to make the payments by the end of the 30-day grace period July 15. The company blamed "heavy commitments" in-cluding the extra payroll required by plant-wide vacations.

Merger of Itek Corp. & Hermes Electronics (Vol. 16:20) has been approved by directors of both companies, subject to stockholder ratification. The terms call for ex-change of one Itek common share for each 4 1/4 shares of Hermes common.

International Resistance Co. was admitted to trading on the NYSE last week. Symbol: INT. Recently listed for trading on the American Stock Exchange were Andrea Radio Corp. (AND) and Lafayette Radio Electronics Corp. (LAF).

Jerrold Electronics has called for redemption its 6% convertible subordinated debentures (due June 1, 1975) on July 25. The redemption price is 105% of the principal amount plus accrued interest. The debentures may be con-verted into common stock at \$5.75 a share through July 20 (over-the-counter bid & asked quotations for Jerrold last week were in the 11-12 range).

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Andrea Radio	1960—qtr. to Mar. 31 1959 ² —————	\$ 1,802,085	—	\$ 72,623	\$0.29	250,700
Cinerama Inc.	1959—Year to Dec. 31 1958—year to Dec. 31	2,565,251 1,773,460	— —	(108,672) (94,194)	— —	2,696,020 2,696,010
NT&T ¹ Story below	1960—26 wks. to Mar. 29 1959—26 wks. to Mar. 29 1960—13 wks. to Mar. 29 1959—13 wks. to Mar. 29	34,243,076 26,265,830 16,767,445 14,029,000	— — — —	(835,981) 903,838 (1,237,140) 541,000	— .34 — .20	2,760,929 2,699,486 2,760,929 2,699,486
Outlet Co. (WJAR-TV & WJAR Providence)	1960—qtr. to Apr. 30 1959—qtr. to Apr. 30	3,907,632 3,878,908	— —	220,320 210,543	.44 .42	— —
Specialty Electronics Development Corp.	1960—9 mo. to Apr. 30 1959—9 mo. to Apr. 30	3,578,946 1,567,000	— —	151,334 102,000	.13 .09	— —

Notes: ¹Includes NTA. ²Privately owned, report not available.

NT&T reports a net loss of \$835,981 for the 26 weeks ended March 29, compared with a profit of \$903,838 (34¢ a share) registered in the year-ago period (see financial table). The report for fiscal-1960's first half does not include a net profit of about \$3 million which will result from the sale, pending FCC approval, of WDAF-TV & WDAF Kansas City to Transcontinent Television Corp. for \$9,750,000 cash. The first-half performance was affected by a loss of \$2,669,000 (96¢), attributable to National Telefilm Associates, an 87%-owned subsidiary. NTA's film-rental income for the period totaled \$7,238,000; provision for amortization of its inventory of TV programs was \$5,527,000. NT&T Pres. B. Gerald Cantor said the market for syndicated TV shows continues to be adversely affected by 2 major factors: expansion of programming by networks, competition from movies sold in bulk to TV by the major film studios.

Taft Bcstg. Co. posted an 18.5% increase in operating profit in the first 2 months (April & May) of its 1961 fiscal year, Pres. Hulbert Taft Jr. reported to the first stockholders meeting. Net earnings were equal to 21¢ a share, compared with 20¢ for April-May 1959. Looking ahead, Taft termed prospects for the rest of the year "excellent."

Audio Devices, maker of magnetic tape & discs, anticipates \$7 million sales in 1960, more than 20% over 1959. So said Pres. William T. Hack recently at the company's stockholders meeting, in reporting on "progressive monthly increases in sales" during the first months of this year. He predicted pre-tax at 15% of sales, net earnings of 65¢.

Laboratory for Electronics is offering its common stockholders rights to subscribe for 63,656 shares at the rate of 1 for each 10 held. The rights apply to stockholders of record June 9, will expire June 30.

Reports & comments available: Zenith, report, Freehling, Meyerhoff & Co., 120 S. LaSalle St., Chicago 3 • Erie Resistor, report, Fulton Reid & Co., 1186 Union Commerce Bldg., Cleveland 14 • Amphenol-Borg, analysis, Francis I. du Pont & Co., One Wall St., N.Y. 5 • CBS, memo, Hardy & Co., 30 Broad St., N.Y. 4 • Ling-Temco Electronics, report, Parker, Ford & Co., 211 N. Ervay St., Dallas 1 • General Autronics Corp., prospectus, Harrison & Co., 67 Wall St., N.Y. 5 • Movielab Film Labs, prospectus, Granbery, Maraché & Co., 67 Wall St., N.Y. 5.

Esquire Radio & Electronics Inc. (formerly Esquire Radio Corp.), now selling 150,000 shares of common stock at \$5 a share through a group headed by Myron A. Lomasney & Co., reports in its prospectus 1959 net sales of \$4,838,228 and net income of \$155,800. Formerly wholly owned by Chmn.-Pres. A. Robert Lieberman (who retains 260,000 shares), Esquire lists current assets at \$938,991, current liabilities of \$608,988 as of Dec. 31, 1959. The prospectus states that 51.5% of its net sales last year were from products of its own manufacture, 48.5% from Japanese products (principally pocket radios). Esquire makes private-label radios & phonos, more than 99% of its output having gone to 4 customers last year, one customer accounting for 60% of its sales. The company employs 125, of whom 15 are in engineering, 20 in sales, 90 in manufacturing. Incorporated in 1946, its net annual income has ranged from a low of \$24,700 (1956) to 1959's high. The earnings summary for calendar 1959 & 1958, as given in the prospectus:

	1959	1958
Net sales	\$4,838,228	\$2,881,023
Net income	155,800	95,027
Per common share	58¢	35¢
Common share basis	267,650	267,650

Movielab Film Labs is making a public offering of 100,000 shares of class A common stock (\$10 a share) through an underwriting group headed by Granbery, Marache & Co. (Vol. 16:21 p24). Of the total, 37,500 shares are being sold by Chmn.-Pres. Saul Jeffee. In the year ended Jan. 2, 1960, Movielab registered a profit of \$149,660 on sales of \$4,221,299.

MGM turned in a profitable fiscal-1960 3rd quarter despite the SAG strike that closed the studio during part of the period. MGM forecast that earnings for the quarter and the first 9 months of the fiscal year would top the year-ago earnings, which were equal to 51¢ & \$2.31 a share respectively.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
General Dynamics	Q	\$0.50	Aug. 10
Movielab Film Labs A ..	—	.10	Aug. 1
Polarad Electronics ..	Stk. 2-for-1	Jul. 12	Jun. 27