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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.)

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## 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.

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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	87%
<b>TOTAL U.S.</b> .....	52,000,000	45,200,000	
<b>North East</b> .....	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
<b>North Central</b> .....	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
<b>South</b> .....	14,968,000	11,908,440	80
South Atlantic .....	6,971,300	5,700,400	82
Delaware .....	125,900	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
<b>West</b> .....	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*	80%
<b>Canada (9 Provinces)†</b> .....	4,266,800	3,423,410	
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

**M**ANY 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 LANGUISH:** 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 Burluson (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. Burluson 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		
	March 1960	March 1959	1 month ago	1 year ago	% Cumulative Change
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 Kuder vp & TV-radio programming dir. . . . Richard S. Mulford, ex-Desilu TV commercial div., named D'Arcy TV-radio dir. . . . Robert A. Wulforst, 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: K TEN 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 <sup>1</sup>	"
WMAR-TV Baltimore .....	1500 to 1650	400 to 425	May 1
WTMJ-TV Milwaukee .....	1450 to 1500	300 to 325	June 1
KCOF 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)	"
WITN Washington, N.C. ....	350 to 400	70 to 80 <sup>2</sup>	"
WCYB-TV Bristol, Va. ....	300 to 350	60 to 70 <sup>3</sup>	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

<sup>1</sup> Min. rate added, 20 Sec. remains \$350. <sup>2</sup> Not reported. <sup>3</sup> 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	---	5,439,239
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	361,721
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	---
5. Lever Bros. Co.	56,767,363	6,876,767	6,876,280	60,421	---	32,734,955	14,118,940	---	820,052
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	---
7. Colgate-Palmolive Co.	49,531,959	7,300,542	5,352,667	---	363,500	22,478,524	13,879,890	---	1,293,229
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	---
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	219,421	---	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	6,194,654	438,220	---	90,519
12. General Mills Inc.	30,823,439	7,064,547	6,317,093	211,833	388,500	12,919,237	1,973,510	594,000	2,189,167
13. Distillers Corp.-Seagrams Ltd.	28,706,637	11,373,763	11,994,197	7,650	250,000	503,350	3,237,710	415,000	312,958
14. P. Lorillard Co.	28,605,747	6,779,442	1,410,619	---	141,500	12,825,558	4,177,170	3,100,000	---
15. Bristol-Myers Co.	27,943,794	909,483	4,631,454	---	---	11,591,507	2,948,590	3,600,000	190,427
16. Liggett & Myers Tobacco Co.	25,902,172	3,262,609	4,280,859	28,180	---	1,406,190	5,036,980	710,000	607,019
17. American Telephone & Telegraph Co.	22,912,502	5,987,885	8,819,431	504,997	550,000	8,595,078	4,387,270	---	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	758,300
19. Sterling Drug Inc.	22,018,578	2,017,570	1,924,450	100,985	314,200	12,975,463	3,660,910	---	1,374,304
20. National Dairy Products Corp.	22,015,870	6,545,894	6,325,250	268,239	196,000	6,395,377	1,526,810	---	25,881
21. Kellogg Co.	21,766,988	3,927,363	2,750,251	152,209	120,000	7,454,261	5,988,600	---	---
22. Brown & Williamson Tobacco Corp.	21,565,288	2,063,356	1,619,203	11,255	---	8,592,953	9,252,640	1,059,500	---
23. Gillette Co.	20,277,178	1,977,553	852,601	---	---	13,642,174	2,745,350	1,400,000	158,066
24. Campbell Soup Co.	19,033,517	4,906,207	7,155,760	154,749	458,800	4,766,675	492,060	1,100,000	---
25. Miles Laboratories Inc.	18,893,708	1,656,860	444,203	2,500	---	7,420,515	7,830,830	---	---
26. Adell Chemical Co.	18,392,234	260,204	---	---	---	---	18,132,030	---	---
27. Warner-Lambert Pharmaceutical Co.	18,334,659	1,817,364	2,913,681	---	550,200	2,362,794	10,690,620	---	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	---	---	800,000	296,663
31. Corn Products Co.	15,858,780	1,459,012	4,040,299	147,950	253,900	4,521,697	4,226,190	---	409,729
32. E. I. du Pont de Nemours & Co.	15,761,575	1,806,415	5,565,963	289,793	2,637,000	4,684,494	481,250	---	---
33. Pillsbury Co.	15,753,965	5,305,357	3,300,095	101,919	112,000	4,222,514	2,712,080	3,683,000	4,456,105
34. Anheuser-Busch Inc.	15,368,201	1,374,218	1,252,001	---	134,200	3,434,227	4,125,250	---	---
35. National Biscuit Co.	14,485,927	2,500,723	2,001,065	12,917	241,200	7,599,142	2,130,880	---	---
36. Eastman Kodak Co.	14,461,387	1,965,392	5,076,217	2,043	1,650,000	5,660,265	107,470	800,000	136,827
37. Quaker Oats Co.	13,674,600	4,060,609	3,435,390	71,028	501,000	2,810,056	1,859,690	---	---
38. American Motors Corp.	13,599,689	8,507,433	2,325,556	---	403,600	1,928,100	1,928,100	435,000	1,366,158
39. Schenley Industries Inc.	12,885,113	7,624,421	3,354,945	---	375,000	136,379	28,210	---	1,176,246
40. Sorden Co.	12,002,475	3,799,166	1,565,026	11,131	100,000	1,626,436	2,824,470	900,000	46,141
41. Goodyear Tire & Rubber Co.	11,972,241	3,207,669	5,421,891	658,955	1,003,400	1,559,205	74,980	---	245,333
42. Texaco Inc.	11,870,946	580,640	1,270,283	307,300	715,000	6,198,830	713,560	1,840,000	---
43. Coca-Cola Co.	11,856,521	1,197,957	4,264,663	---	72,800	375,180	3,567,960	---	2,377,961
44. Westinghouse Electric Corp.	11,799,946	2,212,259	2,238,142	193,890	1,946,700	5,166,205	42,750	---	---

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	---	90,648
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	1,508,102
52. Ralston Purina Co. ....	10,269,806	860,455	213,083	839,687	142,000	4,414,520	1,808,340	1,352,000	639,721
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. Carrier 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	588,524	80,210	750,000	1,328,300
59. Swift & Co. ....	8,955,385	2,919,317	2,323,029	191,108	82,700	82,700	2,924,590	---	310,267
60. Pepsi-Cola Co. ....	8,808,516	3,222,211	1,519,925	12,660	112,500	2,984,590	2,874,170	---	956,630
61. Carnation Co. ....	8,773,096	2,987,661	1,719,073	254,592	249,600	2,640,848	584,590	---	336,732
62. Aluminum Co. of America ..	8,594,022	1,211,128	1,799,160	45,083	1,000,000	3,912,921	625,730	---	---
63. Chesebrough-Pond's Inc. ....	8,432,621	714,100	2,187,897	37,215	67,100	2,271,639	1,484,670	1,670,000	---
64. Hiram Walker-Gooderham & Worriss Ltd. ....	8,404,825	3,445,156	4,243,150	130,000	---	---	---	---	586,519
65. Scott Paper Co. ....	8,319,155	419,165	2,454,769	137,100	47,700	4,100,596	1,011,750	---	195,775
66. Johnson & Johnson ..	8,165,616	1,111,384	3,726,425	74,927	---	3,001,115	168,800	---	35,265
67. Stanley Warner Corp. ....	7,909,465	462,840	48,203	---	---	14,570	7,381,340	---	---
68. Wm. Wrigley Jr. Co. ....	7,794,626	1,444,073	712,744	---	---	---	2,749,420	500,000	2,388,389
69. Nestle Co. ....	7,388,139	1,309,016	909,742	17,230	---	1,980,761	2,581,390	---	---
70. Beech-Nut Life Savers Inc. ....	7,264,227	1,049,407	637,410	---	101,200	4,839,370	636,840	---	---
71. H. J. Heinz Co. ....	7,251,019	2,843,715	1,425,265	1,109	105,400	2,847,490	28,040	---	---
72. Boyuk Cigars Inc. ....	6,920,421	180,469	594,270	---	20,000	5,962,772	162,910	---	---
73. Kimberley-Clark Corp. ....	6,883,650	814,949	2,341,413	---	381,300	3,291,632	---	2,000,000	54,336
74. Canadian Breweries Ltd. ....	6,675,643	195,467	846,879	---	---	330,007	3,022,220	---	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	861,282	---	---	---	246,360	---	---
82. Prudential Insurance Co. ....	5,938,576	1,913,440	74,710	34,800	58,000	3,776,169	2,496,540	---	81,457
83. American Chicle Co. ....	5,828,120	---	---	---	---	3,331,580	2,496,540	---	---
84. Mobil Oil Co. ....	5,797,415	2,850,711	836,750	122,972	103,000	1,139,832	605,900	---	138,250
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	---	---	2,453,349	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	478,946	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	735,000	809,034
98. J. A. Folger Co. ....	5,270,103	532,509	38,788	977	---	---	3,722,440	240,389	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

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

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## 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 Dantre 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., WNBFTV & WNBFTV 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 Bestrs. 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 cascade 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 cascade, 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 free-ways 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, Conr. 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.

Proportional 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% on the American Stock Exchange May 31—up  $\frac{3}{8}$ —the day the sale was announced. It ended the week by dropping to 9½.

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, bcstg., 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
<b>Total .....</b>	<b>\$21,950,000</b>

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 Kollsman 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-consolettes 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 ¾% 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 Transisron (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 <sup>3</sup>	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 <sup>7</sup>	29,200,000	—	2,360,000	.72	—
	1959—6 mo. to Apr. 30 <sup>7</sup>	21,000,000	—	1,500,000	.46	—
Jerrold Electronics Story on p. 23	1960—year to Feb. 29	8,416,750	—	810,251 <sup>5</sup>	.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 <sup>1</sup>	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 <sup>4</sup>	—
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 <sup>2</sup>	.17	3,593,940 <sup>2</sup>
Varian 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: <sup>1</sup> 1959 figures reflect 2-for-1 split in Dec. 1959 and special income credit of \$700,000. <sup>2</sup> Per-share earnings and common shares in 1959 adjusted for 4% stock dividend and 3-for-1 split. <sup>3</sup> Includes WICU-TV & WICU Erie, radio WTOD Toledo & WHOO Orlando, headed by Edward Lamb. <sup>4</sup> On shares now outstanding. <sup>5</sup> Includes non-recurring income of \$283,656 (23¢ a share) representing profit on sale of Key West CATV system. <sup>6</sup> Estimated. <sup>7</sup> 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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## 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).

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**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 goes 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 Averback, 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 Bestg. 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

- Aquanuts, Wed. 7:30-8:30 p.m., participations eff. fall 1960.  
*Kellogg* (Leo Burnett)  
*Carter Products* (SSC&B)  
*P. Lorillard* (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 Leming* (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 reped 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 WBTW 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 WBTW 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 WBTW 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 Bestg. 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
WBWM-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
KGBT-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
CKCK-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
CFQJ-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

<sup>1</sup> 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 Seventeen" 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 redesigned 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
<b>Totals .....</b>	<b>31,155,798</b>	<b>\$78,246,279</b>	<b>16,898,980</b>	<b>\$45,910,840</b>

**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., Spiraling 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	73	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 .....	5,566	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 parts 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	3%	3-13/16
Aerovox	11¼	12¼	Magnetic Amp.	11½	—
Allied Radio	19½	21	Magnetics, Inc.	10½	11½
Astron Corp.	27%	3-7/16	Maxson (W.L.)	9%	10%
Baird Atomic	33	35%	Meredith Pub.	36¼	39
British Ind.	16%	18%	Metropolitan Bcstg.	14%	16%
Capital Cities Bcstg.	8½	9%	Milgo Electronics	24	26¼
CGS Labs	10	12½	Narda Micro	5%	6%
Control Data Corp.	39¼	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
Eastern Ind.	14	15½	Pacific Mercury	7%	8%
Eitel-McCullough	28½	30%	Perkin-Elmer	44%	48
Elco Corp.	18½	20%	Phillips 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	30½	Sanders Associates	48½	52½
Eric Resistor	8%	9%	Silicon Trans.	8½	9%
Executone	37	39%	Soroban Engineering	22¼	24½
Fischer & Porter	14	15½	Soundscribe	17¼	18%
FXR	52½	57	Speer Carbon	20%	22¼
General Devices	23	24%	Sprague Electric	65%	68
G-L Electronics	10¼	11½	Taylor Instrument	63½	67½
Granco Products	5%	5%	Technology Inst.	13½	15
Gross Telectasting	18%	20½	Tele-Broadcasters	1%	1%
Gulton	43¼	46%	Telechrome	10½	11½
Haydu	½	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%	27%	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	41%	44%	Vocaline	3	3-7/16
LEL Inc.	3½	3-9/16	Wells-Gardner	17¼	18%
L.F.I., Inc.	10½	13¼	WJR Goodwill Station	8%	9%
Ling Altec Electr.	27	29½	Wometco Ent.	12%	13½

## 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*	1,983,194*
	1959—9 mo. to Apr. 30	78,069,657	4,310,026	2,050,508	.95*	1,983,194*
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*	1.32*	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 <sup>1</sup>	1.05 <sup>1</sup>	550,000
	1959—year to Mar. 31	7,996,656	267,028	134,348	.45	300,000
Muntz TV <sup>1</sup> Story on p. 16	1960—8 mo. to Apr. 30	7,416,708	815,047	812,548	.68*	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	—
Wilcox-Gay	1960—qtr. to Mar. 31	—	—	202,645	.06	—
	1959—qtr. to Mar. 31	—	—	200,541	.06	—

Notes: <sup>1</sup> Operating under bankruptcy reorganization. \* After pfd. dividends. \* After special charge of \$642,530 representing loss on disposal of inventory. <sup>4</sup> Does not include special charge equal to 70¢ a share. <sup>5</sup> Excludes non-recurring income equal to 9¢ a share. <sup>6</sup> 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**

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

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## 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)

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### 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).

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**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 "watchdog" 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 surprising 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 scripter 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 videotaped 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 Brannagan*, 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 McCoy's* 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
<b>Total</b>	<b>\$55,922,827</b>	<b>\$52,126,364</b>	<b>+ 7.3</b>	<b>\$227,822,508</b>	<b>\$208,645,792</b>	<b>+ 9.2</b>

### 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. Epel 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 Bestg. & 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 Bestg. 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. Hennock) 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 Overseers 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. McConaughy 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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## 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."

**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.

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. Expres. 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 (To-shiba), 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 consolette (\$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
<b>TOTAL ..</b>	<b>2,001,998</b>	<b>1,779,801</b>	<b>178,307</b>	<b>123,132</b>	<b>1,951,583</b>	<b>1,639,626</b>

## 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
<b>TOTAL ..</b>	<b>5,696,029</b>	<b>4,637,859</b>	<b>2,263,057</b>	<b>1,786,168</b>	<b>2,627,147</b>	<b>2,079,804</b>

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
<b>TOTAL .....</b>	<b>303,124</b>	<b>1,050,927</b>	<b>515,248</b>	<b>659,341</b>

## 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
<b>TOTAL .....</b>	<b>343,352</b>	<b>1,118,462</b>	<b>636,359</b>	<b>573,963</b>

\* \* \*

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
<b>Jan.-Apr. 1960 .....</b>	<b>3,038,110</b>	<b>59,763,960</b>	<b>130,220,000</b>	<b>112,263,000</b>
<b>Jan.-Apr. 1959 .....</b>	<b>2,936,889</b>	<b>56,373,446</b>	<b>133,946,000</b>	<b>116,771,000</b>

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 3½%. (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.), Saltonstall (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. Rossoff, 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 4¾% 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	20½	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 Bestg.	14	15%
Capital Cities Bcstg.	8¼	9¼	Milgo Electronics	22½	25%
CGS Labs	14	16%	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%	Phillips Lamp	155%	161½
Electro Instruments	55	59½	Pyramid Electric	2¾	3-3/16
Electro Voice	12%	14½	Radiation, Inc.	26%	28½
Electronic Assistance	19	21	Howard W. Sams	44½	47½
Electronic Associates	25	27	Sanders Associates	50%	54½
Erie Resistor	8%	9%	Silicon Trans.	8½	9%
Executone	35	38%	Soroban Engineering	22	23¾
Farrington Mfg.	56½	60½	Soundscribe	16%	18%
Fischer & Porter	14%	15%	Speer Carbon	21¼	23
FXR	61½	66	Sprague Electric	69%	73¾
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	18%	20¼	Telechrome	9½	10½
Gulton	54½	58	Telecomputing	8%	9%
Haydu	1/16	5/16	Telemeter	16%	18%
Hewlett-Packard	78¼	83¼	Time, Inc.	60½	64
High Voltage Eng.	147	160	Tracerlab	9½	10½
Infrared Ind.	23%	25%	United Artists	7¼	8
Interstate Engineering	26¼	28	United Control	31	33¼
Itek	78	82%	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	27½			

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 loss.

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 <sup>1</sup>	—
	1960—qtr. to Apr. 30	9,094,541	—	345,604	.34	—
	1959—qtr. to Apr. 30	7,950,216	—	314,392	.31 <sup>1</sup>	—
Ampex Story on p. 19	1960—year to Apr. 30	68,113,000 <sup>2</sup>	—	4,013,000 <sup>2</sup>	.55	7,270,000
	1959—year to Apr. 30	46,239,000	—	2,730,000	.38	7,270,000 <sup>10</sup>
Avnet Electronics	1960—9 mo. to Mar. 31	6,875,563	—	785,337	.52 <sup>1</sup>	1,512,438 <sup>8</sup>
	1959—9 mo. to Mar. 31	4,557,929	—	547,430	.36 <sup>1</sup>	1,512,438 <sup>8</sup>
Columbia Pictures	1960—39 wks. to Mar. 26	—	—	534,000	.28 <sup>4</sup>	1,302,109 <sup>9</sup>
	1959—39 wks. to Mar. 28	—	—	275,000 <sup>9</sup>	.08 <sup>4</sup>	1,302,109 <sup>9</sup>
Desilu Productions Story on p. 19	1960—year to Apr. 30	23,406,100	1,596,559	811,559 <sup>8</sup>	.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 <sup>4</sup>	590,076
	1959—6 mo. to Mar. 31 <sup>7</sup>	17,971,480	—	496,203	1.25 <sup>4</sup>	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 <sup>8</sup>	1,664,218
	1959—13 wks. to Apr. 2	19,297,000	—	712,000	.43 <sup>8</sup>	1,390,107
Universal Pictures	1960—26 wks. to Apr. 30	—	7,570,194	3,695,194	4.04 <sup>1</sup>	892,190
	1959—26 wks. to May 2	—	(899,266)	(533,266) <sup>9</sup>	—	927,254

Notes: <sup>1</sup> Adjusted for stock split or stock dividend. <sup>2</sup> Outstanding after 2-for-1 stock split May 11, 1960. <sup>3</sup> Record. <sup>4</sup> After pfd. dividends. <sup>5</sup> Outstanding Mar. 26, 1960. <sup>6</sup> Includes \$2,622,000 profit on sale of West Coast lab facilities. <sup>7</sup> Includes Standard Products Inc. acquired March 1959. <sup>8</sup> Based on 1,664,218 shares outstanding Apr. 2, 1960. <sup>9</sup> After \$366,000 tax credit and not including \$3,667,387 profit from sale of studio. <sup>10</sup> 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
<b>ALABAMA</b>				<b>Arkansas</b>				<b>CALIFORNIA</b>			
Autauga	4,100	2,900	70	Arkansas	5,300	4,000	75	Alameda	293,600	266,300	91
Baldwin	12,600	8,100	64	Ashley	5,900	4,400	75	Alpine	100	70	68
Barbour	6,400	4,200	65	Baxter	2,300	1,500	65	Amador	2,900	2,500	85
Bibb	3,600	2,100	58	Benton	10,200	6,300	62	Butte	25,300	21,200	84
Blount	6,900	4,200	61	Boone	4,000	3,000	76	Calaveras	3,000	2,400	80
Bullock	3,200	1,800	56	Bradley	3,100	2,100	66	Colusa	3,200	2,700	85
Butler	5,700	3,700	66	Calhoun	1,300	900	69	Contra Costa	114,400	113,800	99
Calhoun	25,100	18,800	75	Carroll	3,200	2,100	66	Del Norte	7,300	5,900	81
Chambers	9,300	5,200	56	Chicot	5,100	3,900	77	Eldorado	7,600	5,900	78
Cherokee	4,900	3,100	63	Clay	5,700	4,000	71	Fresno	107,100	100,000	93
Chilton	6,700	4,300	64	Cleburne	5,200	3,900	75	Glenn	4,000	3,600	89
Choctaw	4,300	3,200	75	Cleveland	1,600	1,000	64	Humboldt	31,000	26,400	85
Clarke	5,900	3,600	61	Columbia	6,800	5,600	82	Imperial	18,800	14,400	77
Clay	3,200	2,000	63	Conway	3,600	2,600	72	Inyo	4,300	3,000	69
Cleburne	2,800	1,600	57	Craighead	11,800	9,000	76	Kern	82,500	78,000	95
Coffee	9,600	6,100	64	Crawford	5,900	4,000	68	Kings	13,600	11,100	81
Colbert	12,100	8,300	69	Crittenden	11,600	8,200	71	Lake	4,000	2,800	71
Conecuh	4,200	2,300	56	Cross	4,700	3,200	69	Lassen	4,300	2,900	68
Coosa	9,300	5,900	64	Dallas	3,000	2,100	69	Los Angeles	1,989,400	1,880,800	95
Covington	3,600	2,200	61	Desha	5,300	3,900	73	Madera	11,600	9,400	81
Crenshaw	3,600	2,200	61	Drew	3,500	2,600	75	Marin	43,100	39,700	92
Cullman	12,000	7,800	65	Faulkner	5,800	4,500	78	Mariposa	1,400	1,100	80
Dale	5,900	3,500	60	Franklin	2,400	1,200	50	Mendocino	14,500	10,700	74
Dallas	14,400	9,900	69	Fulton	2,000	1,100	53	Merced	26,300	22,300	85
De Kalb	11,300	7,900	70	Garland	14,700	11,100	76	Modoc	2,300	1,600	70
Elmore	6,600	4,100	62	Grant	2,200	1,600	74	Mono	800	620	78
Escambia	7,800	5,400	69	Greene	6,300	4,400	70	Monterey	55,400	45,500	82
Etowah	27,200	19,200	71	Hempstead	4,800	3,200	66	Napa	18,500	15,500	84
Fayette	4,100	2,400	58	Hot Spring	5,900	3,900	67	Neada	5,800	3,800	66
Franklin	5,900	3,400	57	Howard	2,400	1,700	69	Orange	231,400	218,100	94
Geneva	6,000	3,600	60	Independence	5,800	4,200	72	Placer	15,600	12,800	82
Greene	3,200	2,200	69	Izard	2,100	1,300	62	Plumas	3,000	2,300	77
Hale	4,300	1,900	45	Jackson	7,400	5,200	71	Riverside	91,500	83,200	91
Henry	4,100	2,700	66	Jefferson	23,600	17,800	75	Sacramento	146,600	138,900	95
Houston	14,400	10,400	72	Johnson	3,600	2,200	61	San Benito	4,500	3,800	85
Jackson	8,800	5,500	62	Lafayette	2,700	1,900	71	San Bern'dino	152,300	137,300	90
Jefferson	179,500	144,200	80	Lawrence	4,300	2,400	55	San Diego	290,200	275,100	95
Lamar	3,800	2,200	57	Lee	4,600	2,800	62	San Francisco	275,000	241,000	88
Lauderdale	16,500	11,500	70	Lincoln	3,200	2,100	67	San Joaquin	74,000	68,900	93
Lawrence	6,300	3,600	57	Little River	2,400	1,800	74	San L. Obispo	24,100	20,200	84
Lee	11,200	7,600	68	Logan	3,800	2,200	59	Santa Mateo	130,200	127,300	98
Limestone	9,400	5,400	57	Loñoke	5,700	4,300	75	Santa Barbara	47,400	40,200	85
Lowndes	3,000	1,600	53	Madison	2,700	1,400	53	Santa Clara	188,600	176,900	94
Macon	4,900	3,000	61	Marion	1,300	700	53	Santa Cruz	27,600	24,000	87
Madison	2,800	1,900	68	Miller	9,700	7,600	78	Santa Cruz	27,600	24,000	87
Marengo	4,700	4,000	85	Mississippi	17,200	12,900	75	Shasta	16,500	13,900	84
Marion	6,000	3,800	63	Monroe	4,000	2,400	59	Sierra	9,600	7,700	80
Marshall	13,100	9,600	73	Montgomery	1,500	1,000	66	Siskiyou	36,700	35,400	96
Mobile	78,200	60,200	77	Nevada	2,300	1,500	67	Sonoma	48,400	40,600	84
Monroe	5,700	3,600	64	Newton	1,300	800	65	Stanislaus	45,300	38,300	84
Montgomery	46,400	34,800	75	Ouachita	8,200	6,100	75	Sutter	9,400	7,200	77
Morgan	14,500	9,600	66	Perrv	1,300	900	66	Tehama	7,500	6,000	80
Perry	3,900	2,000	52	Phillips	11,900	7,800	66	Trinity	2,900	1,900	67
Pickens	5,100	3,200	63	Pike	2,000	1,300	64	Tulare	44,100	37,500	85
Pike	7,000	4,500	65	Poinsett	6,900	4,800	69	Tuolumne	4,700	3,700	78
Randolph	5,000	3,300	65	Polk	3,100	2,100	69	Yolo	53,000	46,700	88
Russell	11,600	8,200	70	Pope	6,100	3,900	64	Yuba	17,400	14,000	80
Saint Clair	6,000	4,000	67	Prairie	2,800	1,800	66	<b>Total</b>	<b>4,902,100</b>	<b>4,524,270</b>	<b>92</b>
Shelby	8,200	5,400	66	Pulaski	78,100	62,700	80	<b>COLORADO</b>			
Sumter	3,900	2,000	52	Randolph	3,000	1,900	64	Adams	23,400	18,600	79
Talladega	16,400	12,400	76	St. Francis	8,700	5,900	67	Alamosa	2,400	1,800	76
Tallahpoosa	8,700	6,000	69	Saline	6,900	5,500	79	Arapahoe	31,500	28,600	91
Tuscaloosa	25,500	16,500	65	Scott	1,800	1,100	61	Archuleta	800	560	70
Walker	13,000	9,300	72	Searcy	2,400	1,500	62	Baca	1,700	1,000	60
Washington	2,600	1,600	61	Sebastian	18,500	14,900	80	Bent	2,200	1,400	65
Wilcox	4,500	2,500	55	Sevier	2,400	1,900	78	Boulder	19,500	17,400	89
Winston	3,600	2,300	64	Sharp	1,700	1,000	60	Chaffee	2,500	1,900	76
<b>Total</b>	<b>838,600</b>	<b>592,300</b>	<b>71</b>								
<b>ALASKA</b>											
1st Judicial (D)	10,200	3,700	37								
3rd Judicial (D)	28,000	16,200	58								
4th Judicial (D)	5,900	5,200	88								
<b>Total</b>	<b>44,100</b>	<b>25,100</b>	<b>57</b>								
<b>ARIZONA</b>											
Apache	6,100	2,800	47								
Cochise	11,600	8,100	70								
Coconino	9,300	6,900	74								
Gila	6,700	5,100	76								

(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
<b>COLORADO—(Continued)</b>				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	Marion	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	35,800	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
La Plata	16,000	13,800	86	Seminole	13,500	11,800	87	Miller	1,800	1,100	62
Larimer	7,000	4,300	61	Seminole	3,300	2,600	78	Mitchell	5,500	4,000	72
Las Animas	1,400	900	67	Suwannee	3,700	2,800	76	Monroe	2,600	2,100	82
Lincoln	5,300	4,200	80	Taylor	4,100	3,100	76	Montgomery	1,600	900	59
Logan	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	<b>GEORGIA</b>				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
Phillips	1,300	1,000	73	Baker	1,200	900	71	Pike	1,600	1,200	76
Pitkin	4,100	2,300	56	Baldwin	5,300	3,900	73	Polk	8,400	6,500	78
Prowers	32,400	28,100	87	Banks	1,500	1,100	71	Pulaski	2,100	1,600	75
Pueblo	1,300	700	51	Barrow	3,500	2,500	73	Putnam	1,700	1,300	75
Rio Blanco	3,000	1,600	53	Bartow	6,600	5,400	82	Quitman	400	280	70
Rio Grande	2,100	800	40	Ben Hill	3,600	2,000	56	Rabun	1,700	1,300	74
Routt	1,000	700	71	Berrien	3,200	2,100	65	Randolph	2,800	1,900	69
Saguache	300	230	76	Bibb	40,000	35,100	88	Richmond	41,900	36,400	87
San Juan	800	580	72	Bleckley	2,200	1,700	79	Rockdale	2,200	1,700	78
San Miguel	1,400	1,200	85	Brantley	1,400	800	58	Schley	900	630	70
Sedgwick	500	360	71	Brooks	3,600	2,400	68	Scriven	4,400	3,400	76
Summit	700	520	74	Bryan	1,000	700	74	Seminole	2,000	1,600	78
Teller	2,200	1,600	72	Bulloch	6,200	5,400	87	Spaulding	8,600	7,500	87
Washington	21,600	18,200	84	Burke	5,800	4,100	70	Stevens	4,400	3,500	79
Weid	3,200	2,200	68	Butts	2,400	1,700	72	Stewart	1,800	1,100	63
Yuma	514,600	426,040	83	Calhoun	2,900	2,000	68	Sumter	5,600	4,100	73
Total	514,600	426,040	83	Camden	2,000	1,500	76	Talbot	1,900	1,300	70
<b>CONNECTICUT</b>				Candler	1,900	1,500	77	Taliaferro	900	590	66
Fairfield	185,500	179,100	97	Carroll	9,600	7,000	73	Tattnall	3,700	2,600	70
Hartford	191,900	180,500	94	Catoosa	4,800	3,700	77	Taylor	2,100	1,500	70
Litchfield	33,400	30,600	91	Charlton	1,300	1,000	74	Telfair	2,900	1,900	64
Middlesex	23,200	21,000	90	Chatham	53,900	47,300	88	Terrell	3,200	2,100	65
New Haven	184,900	178,100	96	Chattahoochee	2,400	1,900	80	Thomas	9,800	7,700	79
New London	52,200	49,900	96	Chattooga	5,400	4,300	80	Tift	6,200	4,300	69
New London	16,200	13,900	86	Cherokee	5,300	4,200	80	Toombs	3,700	2,500	68
Tolland	20,400	18,300	90	Clarke	10,900	9,100	84	Towns	1,100	700	61
Windham	707,700	671,400	95	Clay	1,100	700	65	Treutlen	1,400	900	62
Total	707,700	671,400	95	Clayton	12,600	10,500	84	Troup	12,600	10,700	85
<b>DELAWARE</b>				Clinch	1,600	1,100	70	Turner	2,500	1,800	73
Kent	17,800	16,300	92	Cobb	29,900	27,100	91	Twiggs	1,500	1,100	74
New Castle	87,600	83,700	96	Coffee	6,500	4,700	73	Union	1,700	1,300	74
Sussex	21,500	17,700	82	Colquitt	8,400	6,200	73	Upson	6,200	5,100	83
Total	126,900	117,700	93	Columbia	2,300	1,800	78	Walker	10,200	9,100	90
<b>DISTRICT OF COLUMBIA</b>				Cook	3,000	2,000	67	Walton	4,900	3,700	75
FLORIDA	243,500	212,600	87	Coweta	7,400	6,400	86	Ware	9,300	8,000	87
Alachua	19,700	14,300	72	Crawford	1,300	900	68	Warren	1,900	1,200	63
Baker	1,300	1,000	76	Crisp	4,600	3,400	73	Washington	6,700	4,200	63
Baker	18,200	14,700	81	Dade	1,800	1,100	63	Wayne	4,000	2,800	70
Bay	3,300	2,400	74	Dawson	900	670	74	Webster	700	490	70
Bradford	33,500	28,800	86	Decatur	7,100	5,700	80	Wheeler	1,100	600	52
Brevard	91,700	83,100	91	De Kalb	64,400	57,100	89	White	1,700	1,200	71
Broward	2,100	1,400	66	Dodge	3,800	2,600	69	Whitfield	10,700	8,800	82
Charlotte	3,200	2,600	82	Dooley	2,900	2,000	69	Wilcox	2,200	1,600	72
Citrus	2,100	1,500	73	Dougherty	16,500	13,800	83	Wilkes	2,800	2,000	70
Clay	4,800	3,900	81	Douglas	3,200	2,600	82	Wilkinson	2,100	1,600	77
Collier	5,800	4,200	72	Early	3,200	2,200	70	Worth	4,200	2,800	67
Columbia	5,200	4,000	78	Echols	500	380	75	Total	1,024,400	833,520	81
Dade	281,500	254,000	90	Effingham	1,900	1,400	76	<b>HAWAII</b>			
De Soto	2,900	2,300	79	Elbert	4,300	3,300	77	Honolulu	119,700	108,100	90
Dixie	1,000	700	73	Emanuel	4,400	3,000	69	Hawaii	17,700	15,000	85
Duval	127,400	112,200	88	Evans	1,700	1,400	81	Maui	12,600	8,500	67
Escambia	47,300	38,800	82	Fannin	3,500	2,300	65	Kauai	8,400	2,800	34
Flagler	1,800	1,500	84	Fayette	1,300	900	70	Total	158,400	134,400	85
Franklin	2,000	1,300	64	Floyd	18,500	15,600	85	<b>IDAHO</b>			
Gadsden	10,800	7,700	71	Forsyth	3,000	2,200	74	Ada	27,000	23,300	86
Gilchrist	700	480	69	Franklin	3,100	2,400	77	Adams	900	560	62
Glades	800	590	74	Fulton	163,700	149,400	91	Bannock	13,600	11,800	87
Gulf	2,900	2,400	82	Gilmer	2,200	1,400	62	Bear Lake	1,800	1,600	87
Hamilton	2,100	1,500	70	Glascocock	500	340	67	Benewah	1,400	1,100	80
Hardee	3,800	3,000	79	Glynn	10,500	8,400	80	Bingham	7,500	6,400	85
Hendry	2,100	1,700	79	Gordon	4,800	3,700	77	Blaine	1,400	1,100	81
Hernando	3,000	2,400	81	Grady	4,800	3,600	75				

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
Cassa	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	Sangamon	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	<b>Total</b>	<b>1,424,200</b>	<b>1,246,600</b>	<b>88</b>
Gooding	2,700	2,100	79	Stark	2,600	2,300	87				
Idaho	3,200	2,300	71	Stephenson	14,400	12,200	85	<b>IOWA</b>			
Jefferson	2,600	2,200	85	Lazewell	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
Manitoka	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	Bucnanan	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	<b>Total</b>	<b>3,107,400</b>	<b>2,839,600</b>	<b>91</b>	Carroll	6,800	5,900	87
Shoshone	6,200	5,200	84				Cass	6,200	5,800	93	
Teton	700	610	87	<b>INDIANA</b>			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
<b>Total</b>	<b>185,600</b>	<b>153,750</b>	<b>83</b>	Benton	3,400	2,800	84	Clarke	3,200	2,500	79
				Blackford	4,500	3,700	83	Clay	5,200	4,600	88
<b>ILLINOIS</b>				Boone	9,200	8,400	91	Clayton	6,700	5,800	87
Adams	21,200	18,700	88	Brown	2,200	1,500	70	Clinton	17,500	16,600	95
Alexander	6,400	5,000	78	Carroll	5,700	4,700	83	Crawford	5,700	5,000	89
Bond	4,300	3,300	77	Cass	12,200	9,300	76	Dallas	7,600	6,800	90
Boone	5,300	4,600	87	Clark	19,900	18,100	91	Davis	3,200	2,800	86
Brown	2,300	1,900	80	Clay	8,400	6,900	82	Decatur	3,800	2,700	70
Bureau	12,800	11,100	86	Clinton	10,300	8,200	80	Delaware	5,200	4,500	87
Calhoun	2,000	1,400	71	Crawford	2,700	1,900	71	Des Moines	15,600	14,000	90
Carroll	6,400	5,600	88	Daviess	8,200	6,200	76	Dickinson	4,000	3,500	87
Cass	4,400	3,600	82	Dearborn	8,300	6,800	81	Dubuque	22,000	19,400	88
Champaign	34,200	26,600	78	Decatur	6,000	5,000	84	Emmet	4,500	3,600	80
Christian	12,800	11,400	89	DeKalb	9,300	8,500	91	Fayette	8,500	7,600	90
Clark	5,800	4,600	82	Delaware	34,300	31,700	93	Floyd	6,900	6,000	87
Clay	5,800	4,400	76	Dubois	7,300	6,200	85	Franklin	5,200	4,600	88
Clinton	6,400	5,300	81	Elkhart	31,700	24,300	77	Fremont	3,100	2,600	84
Coles	13,700	12,300	90	Fayette	7,500	6,500	87	Greene	4,800	4,600	97
Cook	1,597,700	1,506,300	94	Floyd	16,100	14,900	92	Grundy	4,600	4,300	93
Crawford	6,700	5,700	85	Fountain	6,600	5,700	86	Guthrie	4,300	4,100	95
Cumberland	3,400	2,300	66	Franklin	4,700	3,400	72	Hamilton	6,800	6,100	90
De Kalb	15,100	13,800	92	Fulton	5,100	3,600	71	Hancock	4,400	3,700	84
De Witt	5,600	4,500	80	Gibson	10,100	8,200	81	Hardin	7,100	6,900	97
Douglas	6,400	5,500	87	Grant	23,300	18,700	80	Harrison	5,300	4,800	90
Du Page	86,700	82,700	95	Greene	9,000	7,300	81	Henry	6,100	5,600	92
Edgar	7,800	6,700	86	Hamilton	11,100	9,900	89	Howard	3,700	3,300	90
Edward	2,500	1,900	75	Hancock	9,500	8,100	86	Humboldt	4,300	2,900	67
Effingham	6,900	5,500	79	Harrison	5,700	4,100	71	Ida	3,100	2,700	89
Fayette	7,300	5,400	74	Hendricks	12,200	11,100	91	Iowa	4,900	4,500	91
Ford	5,100	4,800	94	Henry	15,800	13,700	87	Jackson	5,800	4,800	82
Franklin	14,800	10,800	73	Howard	20,200	18,400	91	Jasper	10,900	8,900	82
Fulton	15,700	13,000	83	Huntington	10,800	9,700	90	Jefferson	5,700	5,300	94
Gallatin	2,300	1,700	76	Jackson	9,300	8,000	86	Johnson	14,600	12,700	87
Greene	6,200	5,100	83	Jasper	5,600	4,300	77	Jones	5,800	5,200	89
Grundy	6,600	5,500	84	Jay	7,100	4,900	70	Keokuk	5,300	4,800	90
Hamilton	3,700	2,500	68	Jefferson	7,300	6,200	85	Kossuth	7,600	6,300	83
Hancock	8,700	7,600	87	Jennings	5,000	4,000	80	Lee	13,600	12,400	91
Hardin	1,800	1,300	74	Johnson	11,800	10,800	91	Linn	40,800	38,600	95
Henderson	2,600	2,200	85	Knox	13,600	10,900	80	Louisa	3,000	2,800	93
Henry	16,100	13,700	85	Kosciusko	13,300	11,500	86	Lucas	3,400	3,100	90
Iroquois	11,200	9,300	83	Lagrange	5,100	3,500	69	Lyon	4,100	3,300	80
Jackson	13,100	10,600	81	Lake	144,600	131,100	91	Madison	4,500	4,200	92
Jasper	4,200	3,100	73	La Porte	27,400	24,800	90	Mahaska	7,800	6,900	88
Jefferson	11,900	9,000	75	Lawrence	11,500	9,500	82	Marion	7,900	6,200	78
Jersey	5,300	4,000	76	Madison	39,000	35,700	92	Marshall	11,900	7,400	62
Jo Davless	7,000	5,800	83	Marion	217,800	202,800	93	Mills	3,200	3,000	93
Johnson	2,800	2,000	71	Marshall	10,000	8,300	83	Mitchell	4,200	3,900	93
Kane	54,400	53,600	99	Martin	3,500	2,400	70	Monona	4,900	4,100	84
Kankakee	23,800	21,700	91	Miami	11,000	7,900	72	Monroe	3,000	2,500	83
Kendall	4,500	4,100	92	Monroe	16,100	13,600	84	Montgomery	5,700	4,400	77
Knox	18,700	16,100	86	Montgomery	10,600	9,300	88	Muscatine	10,500	9,700	92
Lake	74,000	71,400	97	Morgan	9,900	8,700	88	Obrien	5,900	5,000	85
La Salle	35,100	32,900	94	Newton	3,900	3,400	87	Osceola	2,700	2,300	86
Lawrence	6,000	4,600	76	Noble	8,600	7,100	82	Page	7,000	6,100	87
Lee	10,600	9,000	85	Ohio	1,100	1,000	89	Palo Alto	4,400	3,900	88
Livingston	13,700	10,900	80	Orange	5,800	4,300	75	Plymouth	6,800	6,400	93
Logan	9,200	7,500	81	Owen	3,500	2,600	74	Pocahontas	4,100	3,600	87
McDonough	9,800	8,100	82	Parke	4,800	4,100	86	Polk	86,700	81,300	94
McHenry	21,700	21,500	99	Perry	5,100	3,900	76	Pottawattamie	23,100	21,700	94
McLean	28,300	24,600	87	Pike	4,100	3,100	76	Poweshiek	6,100	5,800	95
Macon	37,100	35,100	95	Porter	15,700	13,200	84	Ringgold	2,800	2,400	85
Macoupin	14,500	11,900	82	Posey	5,400	4,500	84	Sac	5,500	4,700	86
Madison	69,900	64,900	93	Pulaski	3,900	2,500	63	Scott	37,000	33,700	91
Marion	13,700	11,600	85	Putnam	7,000	5,700	81	Shelby	4,700	3,000	64
Marshall	4,300	3,600	84	Randolph	9,100	8,200	90	Sioux	7,000	6,200	88
Mason	5,200	4,200	81	Ripley	6,800	5,300	78	Story	15,000	13,400	89
Massac	6,200	4,700	76	Rush	6,500	5,800	89	Tama	6,900	6,000	87
Menard	2,900	2,500	85	St. Joseph	72,200	67,300	93	Taylor	3,800	2,300	60
Mercer	5,800	5,200	89	Scott	4,600	3,500	77	Union	5,200	4,400	84
Monroe	4,800	4,300	90	Shelby	10,700	9,800	91	Van Buren	3,600	3,200	89
Montgomery	10,600	9,400	89	Spencer	4,100	2,900	71	Wapello	16,500	14,900	90
Morgan	11,000	8,700	79	Starke	5,800	4,500	77	Warren	6,100	5,500	89
Moultrie	4,300	3,400	80	Steuben	6,000	5,300	88	Washington	6,900	6,100	88
Ogle	12,100	10,800	89	Sullivan	6,800	5,700	83	Wayne	3,900	3,200	83
Peoria	62,300	57,600	92	Switzerland	2,000	1,700	84	Webster	14,200	13,300	94
Perry	6,500	5,300	81	Tippecanoe	25,800	20,000	77	Winnebago	3,800	2,500	66
Platt	5,300	4,700	89	Tipton	4,800	3,700	78	Winneshiek	6,100	4,800	79
Pike	7,500	5,700	76	Union	1,800	1,400	78	Woodbury	33,700	31,300	93
Pope	1,600	1,100	68	Vanderburgh	56,100	50,200	90	Worth	3,400	3,100	90
Pulaski	3,700	2,700	72	Vermillion	5,900	4,800	82	Wright	6,300	5,400	86
Putnam	1,300	1,100	81	Vigo	34,900	33,200	95	<b>Total</b>	<b>859,800</b>	<b>766,900</b>	<b>89</b>

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
<b>KANSAS</b>				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	<b>Total</b>	<b>831,100</b>	<b>589,210</b>	<b>71</b>
Butler	13,400	10,200	76	Boyle	6,000	4,800	79				
Chase	1,400	900	64	Bracken	2,200	1,500	67	<b>LOUISIANA</b>			
Chautauqua	2,200	1,700	78	Breathitt	3,900	1,400	37	Acadia	13,200	10,100	77
Cherokee	7,400	5,800	78	Breckinridge	4,100	2,600	63	Allen	5,900	4,500	76
Cheyenne	1,400	1,100	79	Bullitt	4,600	3,500	75	Ascension	6,600	5,300	81
Clark	1,100	800	74	Butler	2,600	1,900	73	Assumption	4,100	3,000	72
Clay	3,700	2,900	79	Caldwell	3,600	2,600	72	Avoyelles	10,400	8,300	80
Cloud	4,600	3,100	67	Calloway	6,100	3,900	64	Beauregard	6,300	3,900	61
Coffey	2,700	1,900	69	Campbell	27,100	18,600	69	Bienville	4,200	3,300	78
Comanche	1,000	700	70	Carlisle	1,700	1,100	67	Bossier	12,200	8,300	68
Cowley	12,800	9,600	75	Carroll	2,300	1,700	73	Caddo	60,500	52,800	87
Crawford	12,900	10,500	82	Carter	5,300	3,500	65	Calcasieu	39,400	33,500	85
Decatur	2,000	1,500	74	Casey	4,100	2,200	53	Caldwell	2,500	1,700	67
Dickinson	7,400	6,300	85	Christian	10,000	7,800	78	Cameron	1,600	1,300	80
Doniphan	3,000	2,500	83	Clark	5,300	3,700	71	Catahoula	2,800	1,800	64
Douglas	10,600	8,600	81	Clay	4,900	2,800	57	Claiborne	5,700	4,000	69
Edwards	1,800	1,300	73	Clinton	2,300	1,300	56	Concordia	4,400	2,900	65
Elk	1,800	1,300	73	Crittenden	2,800	1,200	42	De Soto	5,600	3,700	66
Ellis	5,400	4,500	83	Cumberland	2,500	1,300	53	E Baton Rouge	64,700	55,300	85
Ellsworth	2,600	2,200	83	Davies	19,500	16,400	84	East Carroll	3,500	2,100	61
Finney	4,000	3,300	82	Edmonson	2,000	1,000	52	E Feliciana	3,000	2,000	66
Ford	6,000	5,200	87	Elliott	1,400	900	64	Evangeline	8,700	5,900	68
Franklin	6,500	5,600	86	Estill	3,400	1,500	45	Franklin	7,200	4,400	61
Geary	8,100	6,100	75	Fayette	36,000	26,300	73	Grant	2,800	2,100	73
Gove	900	540	60	Fleming	2,900	1,800	61	Iberia	13,700	11,400	83
Graham	1,300	1,000	76	Floyd	9,900	6,900	70	Iberville	7,000	5,400	77
Grant	1,400	1,000	70	Franklin	9,800	8,100	83	Jackson	3,500	2,800	81
Gray	1,100	900	83	Fulton	3,000	2,300	78	Jefferson	56,700	45,200	80
Greeley	600	310	51	Gallatin	1,300	1,000	78	Jeff Davis	7,800	6,300	81
Greenwood	3,500	2,900	84	Garrard	2,600	1,400	54	Lafayette	20,700	17,000	82
Hamilton	900	540	60	Grant	2,700	2,200	83	Lafourche	11,800	9,300	79
Harper	3,100	2,700	87	Graves	9,700	6,600	68	La Salle	3,800	2,600	69
Harvey	7,600	5,400	71	Grayson	5,100	3,100	60	Lincoln	7,100	5,700	81
Haskell	700	570	82	Green	3,400	1,900	56	Livingston	6,100	4,300	70
Hodgeman	1,000	800	81	Greenup	7,000	4,500	65	Madison	4,200	2,600	61
Jackson	3,300	3,000	91	Hancock	1,400	800	59	Morehouse	8,900	7,100	80
Jefferson	3,300	2,500	75	Hardin	14,500	10,000	69	Natchitoches	10,900	7,100	65
Jewell	2,200	1,600	73	Harlan	11,900	7,500	63	Orleans	180,100	165,200	92
Johnson	43,600	40,600	93	Harrison	4,300	3,400	78	Ouachita	25,700	21,300	83
Kearny	800	590	74	Hart	3,900	2,300	59	Plaquemines	4,900	4,000	81
Kingman	3,300	2,800	86	Henderson	10,500	8,100	78	Pointe Coupee	5,200	3,800	73
Kiowa	1,400	1,000	70	Henry	3,200	2,200	68	Rapides	30,700	24,700	80
Labette	9,000	6,900	77	Hickman	2,100	1,400	65	Red River	2,800	2,100	73
Lane	800	620	78	Hopkins	12,000	8,300	69	Richland	6,100	4,300	70
Leavenworth	11,600	8,700	75	Jackson	3,000	700	24	Sabine	5,300	3,000	56
Lincoln	2,000	1,300	67	Jefferson	175,400	151,700	86	St. Bernard	7,300	5,700	78
Linn	2,900	2,000	70	Jessamine	3,700	2,100	58	St. Charles	3,700	3,100	85
Logan	1,100	600	54	Johnson	5,100	3,400	66	St. Helena	2,300	1,600	67
Lyon	7,900	6,200	78	Kenton	41,300	27,900	68	St. James	3,400	2,600	75
McPherson	7,500	5,400	72	Knott	3,400	1,700	49	St. John	3,500	2,700	77
Marion	4,600	3,600	78	Knox	6,600	3,400	52	St. Landry	21,100	15,700	74
Marshall	5,200	3,900	76	Larue	2,900	1,900	65	St. Martin	6,200	4,700	76
Meade	1,500	1,200	77	Laurel	6,800	4,000	60	St. Mary	10,800	8,200	76
Miami	6,300	5,100	81	Lawrence	3,200	1,700	54	St. Tammany	8,900	7,200	81
Mitchell	2,700	2,200	82	Lee	2,000	900	44	Tangipahoa	16,900	12,800	76
Montgomery	16,800	13,900	83	Leslie	3,600	1,600	45	Tensas	3,000	1,900	63
Morris	2,400	1,900	77	Letcher	6,100	3,100	51	Terrebonne	13,900	11,500	83
Morton	900	590	65	Lewis	3,200	2,000	62	Union	4,600	3,200	70
Nemaha	4,000	2,900	73	Lincoln	4,300	2,100	48	Vermilion	10,600	8,300	78
Neosho	6,500	5,800	89	Livingston	2,000	1,100	56	Vernon	6,700	4,200	62
Ness	1,600	1,300	81	Logan	5,700	4,200	73	Washington	11,400	8,500	75
Norton	2,700	1,800	66	Lyon	1,500	1,000	65	Webster	10,400	8,400	80
Osage	4,600	3,900	86	McCracken	18,200	13,600	75	W. Baton Rouge	3,100	2,800	89
Osborne	2,100	1,500	71	McCreary	2,700	1,600	58	West Carroll	3,500	2,400	69
Ottawa	2,100	1,600	75	McLean	2,700	1,600	59	West Feliciana	1,800	1,400	77
Pawnee	2,900	2,500	88	Madison	9,600	5,800	61	Winn	4,400	3,200	73
Phillips	3,200	2,600	81	Magoffin	2,600	1,400	53	<b>Total</b>	<b>855,800</b>	<b>695,500</b>	<b>81</b>
Pottawatomie	3,800	3,300	88	Marion	3,600	2,600	71				
Pratt	4,000	3,600	91	Marshall	4,900	3,600	74	<b>MAINE</b>			
Rawlins	1,400	1,000	73	Martin	2,000	1,200	62	Androscoggin	23,900	22,500	94
Reno	19,800	17,500	88	Mason	5,000	3,700	75	Arostook	23,900	19,800	83
Republic	3,700	2,700	73	Meade	2,200	1,300	58	Cumberland	51,800	49,000	95
Rice	4,700	3,900	83	Menifee	700	360	51	Franklin	4,900	4,100	84
Riley	6,400	5,100	80	Mercer	4,000	2,900	73	Hancock	10,500	8,500	81
Rooks	3,000	2,600	86	Metcalfe	2,500	1,200	48	Kennebec	23,600	20,900	88
Rush	1,900	1,500	81	Monroe	3,400	2,100	61	Knox	8,800	7,200	82
Russell	3,500	2,900	83	Montgomery	2,900	2,000	68	Lincoln	5,500	4,700	85
Saline	12,900	11,000	85	Morgan	2,700	1,600	58	Oxford	11,500	9,800	85
Scott	1,200	900	72	Muhlenberg	7,600	5,500	72	Penobscot	31,000	27,000	87
Sedgwick	109,400	99,500	91	Nelson	4,900	3,600	74	Piscataquis	4,800	4,200	88
Seward	3,700	2,600	70	Nicholas	2,200	1,400	65	Sagadahoc	5,500	4,800	86
Shawnee	44,500	40,600	91	Ohio	4,800	3,100	65	Somerset	11,100	9,100	82
Sheridan	1,100	800	69	Oldham	3,200	2,600	82	Waldo	6,200	5,100	83
Sherman	1,900	1,400	75	Owen	2,500	1,600	64	Washington	9,800	8,000	81
Smith	2,600	2,100	80	Owsley	1,700	800	45	York	28,100	24,600	88
Stafford	2,200	1,900	87	Pendleton	3,300	2,500	75	<b>Total</b>	<b>260,900</b>	<b>229,300</b>	<b>88</b>
Stanton	600	460	76	Perry	7,800	4,100	53				
Stevens	1,200	1,000	81	Pike	15,500	9,800	63	<b>MARYLAND</b>			
Sumner	9,400	8,000	85	Powell	1,500	500	34	Allegany	26,300	21,500	82
Thomas	2,100	1,900	91	Pulaski	9,200	5,000	54	Anne Arundel	51,600	47,100	91
Trego	1,600	1,300	80	Robertson	600	350	58	Baltimore	416,000	384,200	92
Wabauusee	2,300	2,000	86	Rockcastle	2,900	1,600	54	Calvert	3,600	3,200	90
Wallace	600	380	63	Rowan	2,600	1,700	67	Caroline	5,300	4,500	85
Washington	3,600	2,900									

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	<b>MINNESOTA</b>				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
Somerset	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
<b>Total</b>	<b>865,900</b>	<b>780,800</b>	<b>90</b>	Brown	8,100	5,400	66	Itawamba	3,900	2,900	74
<b>MASSACHUSETTS</b>				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
<b>Total</b>	<b>1,461,700</b>	<b>1,390,000</b>	<b>95</b>	Freeborn	10,300	9,300	90	Madison	6,900	5,800	84
<b>MICHIGAN</b>				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	Noxubee	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 of the W'ds	1,300	700	50	Prentiss	4,800	3,700	77
Cass	10,200	8,300	81	Le Sueur	6,000	5,100	84	Quitman	5,100	3,700	73
Charlevoix	3,900	3,500	90	Lincoln	2,900	2,000	70	Rankin	6,300	5,100	81
Chobeoygan	4,000	3,300	82	Lyon	6,700	5,300	78	Scott	5,000	4,000	79
Chippewa	9,400	8,000	85	McLeod	7,700	7,100	92	Sharkey	2,500	1,900	77
Clare	3,900	3,500	89	Mahnoman	1,500	1,100	72	Simpson	5,300	4,400	83
Clinton	10,000	9,100	91	Marshall	4,100	3,400	82	Smith	3,700	3,100	83
Crawford	1,300	1,000	79	Martin	8,600	7,700	90	Stone	1,600	1,100	68
Delta	9,900	8,800	89	Meeker	5,400	4,600	86	Sunflower	11,300	8,600	76
Dickinson	7,100	6,300	89	Mille Lacs	4,900	4,000	81	Tallahatchie	6,100	4,600	75
Eaton	14,800	13,800	93	Morrison	7,200	5,800	80	Tate	4,400	3,800	87
Emmet	4,600	3,700	80	Mower	13,900	13,300	96	Tippah	4,100	3,000	73
Genesee	116,000	109,400	94	Murray	4,000	3,600	90	Tishomingo	4,100	2,700	66
Gladwin	2,900	2,500	86	Nicollet	5,300	4,400	84	Tunica	5,200	4,200	81
Goebic	8,000	7,300	92	Nobles	6,300	5,400	86	Union	5,800	4,600	79
Grand Traverse	9,400	8,500	90	Norman	3,200	2,700	85	Walthall	3,600	2,800	78
Gratiot	10,800	9,100	84	Olmsted	16,200	14,600	90	Warren	12,400	10,000	80
Hillsdale	10,500	9,200	87	Otter Tail	13,500	8,700	65	Washington	21,100	15,000	71
Houghton	9,700	8,700	90	Pennington	3,400	2,700	79	Wayne	3,900	3,100	80
Huron	9,400	7,600	81	Pine	5,100	3,900	76	Webster	2,600	1,800	69
Ingham	64,600	59,900	93	Pipestone	3,900	3,500	90	Wilkinson	2,700	2,200	82
Ionia	12,400	11,000	89	Polk	10,700	9,500	88	Winston	4,600	4,000	86
Iosco	5,200	4,600	89	Pope	3,400	2,900	84	Yalobusha	3,200	2,000	62
Iron	5,800	5,100	88	Ramsey	122,600	116,100	95	Yazoo	8,200	6,600	80
Isabella	8,400	6,800	81	Red Lake	1,300	1,000	73	<b>Total</b>	<b>555,700</b>	<b>441,470</b>	<b>79</b>
Jackson	38,300	35,200	92	Redwood	6,400	4,400	69	<b>MISSOURI</b>			
Kalamazoo	48,700	46,000	94	Renville	7,100	4,800	67	Adair	6,500	4,600	71
Kalkaska	1,300	1,000	78	Rice	9,700	9,100	94	Andrew	3,700	3,100	84
Kent	106,700	100,000	94	Rock	3,300	2,900	88	Atchison	2,900	2,400	83
Keeweenaw	700	530	76	Roseau	3,800	2,100	54	Audrain	8,900	7,800	88
Lake	1,500	1,300	85	St. Louis	71,400	67,000	94	Barry	6,500	4,100	63
Lapeer	11,600	9,900	85	Scott	5,300	4,500	86	Barton	3,900	2,700	69
Leelanau	2,600	1,900	74	Sherburne	3,100	2,600	84	Bates	5,900	4,900	83
Lenawee	24,900	21,900	88	Sibley	4,300	3,500	81	Benton	2,700	2,100	79
Livingston	11,300	10,400	92	Stearns	19,900	17,600	88	Bollinger	2,600	1,800	67
Luce	1,600	1,300	79	Steele	7,500	6,500	87	Boone	15,500	12,400	80
Mackinac	3,000	2,200	72	Stevens	2,900	2,100	74	Buchanan	32,700	28,000	86
Macomb	109,100	105,400	97	Swift	4,100	3,500	85	Butler	10,800	7,500	69
Manistee	6,300	5,600	89	Todd	6,700	4,200	63	Caldwell	3,300	2,700	83
Marquette	14,500	13,100	90	Traverse	2,200	1,700	79	Callaway	6,200	5,100	82
Mason	6,600	5,100	77	Wabasha	5,300	4,700	89	Camden	2,100	1,200	57
Mecosta	5,800	4,800	82	Wadena	4,100	2,200	55	Cape Girardeau	11,800	10,100	86
Menominee	7,200	6,500	91	Waseca	4,800	3,800	79	Carroll	4,600	3,600	79
Midland	14,000	12,900	92	Washington	11,900	10,500	89	Carter	1,400	900	61
Missaukee	1,900	1,300	70	Watsonwan	4,200	3,300	79	Cass	6,700	5,500	82
Monroe	29,600	26,700	90	Wilkinwan	2,500	2,000	78	Cedar	3,400	2,300	67
Montcalm	11,900	10,000	84	Winona	11,600	9,700	84	Chariton	4,100	3,000	73
Montmorency	1,200	800	70	Wright	8,200	7,000	86	Christian	3,700	2,800	77
Muskegon	43,900	39,800	91	Yellow Medicine	4,400	3,600	82	Clark	2,600	2,000	76
Newaygo	7,600	6,000	79	<b>Total</b>	<b>974,300</b>	<b>855,900</b>	<b>88</b>	Clay	29,000	26,800	92
Oakland	197,600	192,000	97	<b>MISSISSIPPI</b>				Clinton	3,500	3,100	89
Oceana	4,700	3,800	80	Adams	10,600	8,000	76	Cole	11,500	10,500	91
Ogemaw	2,500	2,300	90	Alcorn	7,100	5,300	74	Cooper	4,700	3,800	81
Ontonagon	3,000	2,100	71	Amite	4,000	3,300	83	Crawford	3,100	2,000	63
Osceola	3,800	3,200	85	Attala	5,600	4,500	80	Dade	2,600	1,700	67
Oscoda	900	690	77	Benton	2,000	1,500	73	Dallas	2,700	1,800	68
Otsego	2,000	1,600	79	Bolivar	15,100	9,300	62	Davies	3,200	1,900	59
Ottawa	29,800	27,900	94	Calhoun	4,000	2,900	73	De Kalb	2,300	1,900	84
Presque Isle	3,200	2,000	64	Carroll	2,800	1,800	64	Dent	3,000	1,500	51
Roscommon	2,300	1,900	80	Chickasaw	4,400	3,100	70	Douglas	2,800	1,700	60
Saginaw	55,000	51,200	93	Choctaw	2,200	1,400	64	Dunklin	11,000	7,900	72
St. Clair	31,200	28,200	90	Clabourne	2,600						

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
<b>MISSOURI—(Continued)</b>				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	<b>Total</b>	<b>443,000</b>	<b>381,990</b>	<b>86</b>
Jasper	28,600	23,700	83	Richland	2,900	2,300	78	<b>NEVADA</b>			
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	150	150	100
Lewis	3,400	2,900	86	Sweet Grass	900	450	50	Humboldt	1,400	1,100	77
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	Perth	1,100	800	74
Marion	9,900	8,600	86	<b>Total</b>	<b>213,900</b>	<b>164,180</b>	<b>77</b>	Storey	200	110	54
Mercer	2,000	1,200	60	<b>NEBRASKA</b>				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	<b>Total</b>	<b>89,600</b>	<b>75,800</b>	<b>85</b>
Moniteau	3,200	2,800	88	Arthur	200	130	64	<b>NEW HAMPSHIRE</b>			
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	77	Cedar	3,700	3,100	85	<b>Total</b>	<b>168,200</b>	<b>147,700</b>	<b>88</b>
Pettis	12,600	10,600	84	Chase	1,300	1,100	82	<b>NEW JERSEY</b>			
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	3,000	2,500	83	Passaic	117,700	115,500	98
Saline	8,000	6,300	79	Frontier	1,400	1,300	91	Salem	17,300	16,800	97
Schuyler	1,600	1,200	76	Furnas	1,400	1,300	91	Somerset	36,700	35,700	97
Scotland	2,400	1,900	81	Gage	2,900	2,100	72	Sussex	12,000	11,400	95
Scott	8,800	7,100	80	Garden	8,400	6,900	82	Union	149,500	145,800	98
Shannon	1,700	500	28	Garfield	1,300	1,100	81	Warren	19,100	18,100	95
Shelby	3,100	2,500	80	Gosper	700	610	76	<b>Total</b>	<b>1,751,500</b>	<b>1,697,400</b>	<b>97</b>
Stoddard	8,400	6,000	72	Grant	200	590	84	<b>NEW MEXICO</b>			
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	90	Chaves	16,100	13,400	83
Texas	5,700	3,400	60	Harlan	1,800	1,400	82	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	75	Harding	300	150	51
<b>Total</b>	<b>1,373,600</b>	<b>1,129,200</b>	<b>82</b>	Kearney	1,900	1,700	88	Hidalgo	1,300	900	72
<b>MONTANA</b>				Keith	2,500	2,200	88	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	Logan	400	280	70	Otero	11,900	9,700	81
Cascade	23,100	19,800	86	Loup	300	140	47	Quay	3,700	2,600	70
Chouteau	2,400	1,900	77	McPherson	100	70	72	Rio Arriba	6,100	4,200	68
Custer	4,000	2,600	65	Madison	8,100	6,500	80	Roosevelt	4,000	2,900	73
Daniels	1,000	700	71	Merrick	2,800	2,300	82	Sandoval	2,100	1,500	71
Dawson	3,300	2,900	87	Morrill	2,200	1,500	68	San Juan	14,700	11,000	75
Deer Lodge	6,400	5,700	90	Nance	1,800	1,400	76	San Miguel	5,200	3,600	70
Fallon	1,100	700	65	Nemaha	3,100	2,600	85	Santa Fe	10,700	8,800	82
Fergus	4,400	2,900	66	Nuckolls	2,800	2,400	84	Sierra	2,000	1,400	72
Flathead	10,400	8,500	82	Otoe	5,900	5,400	92	Socorro	2,700	2,000	73
Gallatin	7,800	5,600	71	Pawnee	1,900	1,300	68	Taos	3,400	1,700	51
Garfield	600	380	63	Perkins	1,100	800	75	Torrance	1,500	1,000	67
Glacier	3,000	2,200	73	Phelps	3,300	2,800	86	Union	1,600	900	58
Golden Valley	400	250	63	Pierce	2,600	2,100	81	Valencia	7,700	5,900	77
Granite	1,000	700	69	Platte	7,100	5,900	83	<b>Total</b>	<b>245,900</b>	<b>191,640</b>	<b>78</b>
Hill	5,500	4,100	75	Polk	2,600	2,300	89	<b>NEW YORK</b>			
Jefferson	1,000	700	71	Redwillow	4,000	3,300	82	Albany	87,700	82,500	94
Judith Basin	700	510	73	Richardson	4,700	3,600	76	Allegany	13,300	12,000	90
Lake	3,700	2,100	58	Rock	800	500	62	Bronx	432,100	421,300	97
Lewis and Clark	10,300	8,200	79	Saline	5,000	4,500	90	Broome	62,100	58,900	95
Liberty	500	360	72	Sarpy	7,500	6,600	88	Cattaraugus	25,100	22,300	89
Lincoln	3,400	2,500	74	Saunders	5,700	4,500	80	Cayuga	21,900	20,600	94
McCone	1,000	500	47	Scotts Bluff	10,600	9,100	86	Chautauqua	47,500	41,800	88
Madison	1,800	1,400	75	Seward	4,200	3,100	73	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	Martin	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	<b>Total</b>	<b>1,115,400</b>	<b>909,700</b>	<b>82</b>	Meigs	7,100	5,700	80
Ulster	35,400	30,600	86	<b>NORTH DAKOTA</b>				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
<b>Total</b>	<b>5,085,700</b>	<b>4,768,000</b>	<b>94</b>	Burke	1,800	1,300	72	Noble	3,800	3,300	86
<b>NORTH CAROLINA</b>				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	78	Wood	21,600	18,400	85
Currituck	1,900	1,400	72	Pierce	2,000	1,500	77	Wyandot	6,800	5,700	83
Dare	1,400	1,100	77	Ramsey	3,300	3,000	92	<b>Total</b>	<b>2,898,500</b>	<b>2,669,000</b>	<b>92</b>
Davidson	18,700	14,900	80	Ransom	2,100	1,600	74	<b>OKLAHOMA</b>			
Davie	4,100	3,200	77	Renville	1,200	900	75	Adair	3,600	2,700	74
Duplin	10,000	7,300	73	Richland	5,200	4,400	89	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	7,400	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
Gulford	61,500	56,700	92	Trail	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	<b>Total</b>	<b>170,600</b>	<b>137,860</b>	<b>81</b>	Cotton	2,500	2,000	79
Hoke	3,200	2,400	76	<b>OHIO</b>				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
<b>OKLAHOMA—(Continued)</b>				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	Cumbeoland	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	Etik	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	Northumbland	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	Schuykill	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	<b>Total</b>	<b>3,270,400</b>	<b>3,053,700</b>	<b>93</b>	Potter	1,300	1,000	75
<b>Total</b>	<b>679,700</b>	<b>567,300</b>	<b>83</b>	<b>RHODE ISLAND</b>				Roberts	3,400	2,600	76
<b>OREGON</b>				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	<b>Total</b>	<b>249,800</b>	<b>244,300</b>	<b>98</b>	Todd	1,600	1,000	65
Coos	18,800	13,200	70	<b>SOUTH CAROLINA</b>				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	Washbaugh	200	150	76
Gilliam	1,200	800	67	Bamberg	3,900	2,900	75	Yankton	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	<b>Total</b>	<b>198,100</b>	<b>159,220</b>	<b>80</b>
Hood River	4,200	3,400	81	Berkeley	7,600	5,600	73	<b>TENNESSEE</b>			
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
<b>Total</b>	<b>588,500</b>	<b>515,180</b>	<b>88</b>	Lee	5,100	3,600	70	Dyer	7,000	5,500	78
<b>PENNSYLVANIA</b>				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	Ochiltree	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	Farmer	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
Summer	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
<b>TEXAS</b>				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	77
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	<b>UTAH</b>			
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	Imperial	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	Illano	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	200	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	85
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	57	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	Milam	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				

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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
<b>UTAH—(Continued)</b>				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
<b>VERMONT</b>				Surry	1,500	1,100	72	Total	512,600	425,400	83
Addison	4,900	3,900	79	Sussex	2,700	2,200	82	<b>WISCONSIN</b>			
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	Wise	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	78	<b>WASHINGTON</b>				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	Chelan	14,600	10,900	74	Dane	61,200	54,600	89
Total	103,500	86,460	84	Clallam	9,000	7,500	83	Dodge	18,100	14,300	79
<b>VIRGINIA</b>				Clark	28,600	26,500	93	Door	6,800	5,600	82
Accomack	9,400	7,500	80	Columbia	1,700	1,400	82	Douglas	14,400	13,500	93
Albemarle	15,800	10,800	68	Cowlitz	18,800	17,100	91	Dunn	7,700	6,400	84
Alleghany	6,900	5,500	79	Douglas	4,700	3,700	80	Eau Claire	18,300	15,200	83
Amelia	1,600	1,100	71	Ferry	1,100	800	74	Florence	800	550	69
Amherst	5,600	3,700	67	Franklin	6,100	4,900	81	Fond Du Lac	21,600	19,600	91
Appomattox	2,000	1,400	70	Garfield	900	770	86	Forest	1,800	1,200	69
Arlington	79,600	74,100	93	Grant	16,000	13,500	84	Grant	13,000	11,100	85
Augusta	18,800	12,600	67	Grays Harbor	18,500	15,200	82	Green	7,600	6,000	79
Bath	1,600	1,000	64	Island	5,800	5,200	90	Green Lake	4,600	3,900	85
Bedford	8,200	6,000	73	Jefferson	2,300	1,900	83	Iowa	5,900	4,700	80
Bland	1,500	1,100	75	King	314,300	294,500	94	Iron	2,300	2,000	88
Botetourt	4,600	3,800	83	Kitsap	27,100	25,000	92	Jackson	4,200	3,400	82
Brunswick	4,200	3,300	80	Kittitas	6,200	5,000	80	Jefferson	15,300	13,300	87
Buchanan	8,000	5,700	71	Klickitat	4,100	3,000	73	Juneau	5,100	3,800	75
Buckingham	2,500	1,700	67	Lewis	14,100	11,300	80	Kenosha	30,000	28,500	95
Campbell	22,700	17,900	79	Lincoln	3,000	2,600	88	Kewaunee	4,600	3,800	84
Caroline	3,000	2,500	85	Mason	4,600	4,300	93	La Crosse	21,100	18,900	90
Carroll	7,900	5,800	74	Okanogan	9,100	7,200	79	Lafayette	4,500	3,500	77
Charles City	1,100	800	71	Pacific	5,000	4,000	80	Langlade	5,800	5,000	87
Charlotte	3,600	2,700	75	Pend Oreille	2,300	1,900	81	Lincoln	6,500	5,600	86
Chesterfield	18,500	17,600	95	Pierce	97,900	92,700	95	Manitowoc	20,800	18,700	90
Clarke	2,100	1,500	72	San Juan	1,000	900	86	Marathon	25,200	21,300	84
Craig	800	650	81	Skagit	16,200	14,000	86	Marquette	2,500	1,900	76
Culpeper	3,300	2,600	80	Skamania	1,500	1,200	81	Milwaukee	317,400	303,700	96
Cumberland	1,800	1,400	77	Snohomish	48,900	42,100	86	Monroe	8,800	7,300	83
Dickenson	5,000	3,900	77	Spokane	95,100	89,800	94	Oconto	6,800	5,600	82
Dinwiddie	13,900	11,300	81	Stevens	6,500	4,600	71	Oneida	7,000	6,100	86
Essex	1,800	1,300	75	Thurston	17,200	16,500	96	Outagamie	27,200	25,400	94
Fairfax	63,000	55,700	88	Wahkiakum	1,000	800	83	Ozaukee	9,800	8,900	91
Fauquier	5,800	5,000	86	Walla Walla	12,800	10,400	81	Pepin	2,100	1,700	82
Floyd	2,600	1,800	70	Whatcom	24,900	21,300	85	Pierce	6,800	6,100	90
Fluvanna	1,800	1,300	71	Whitman	8,900	7,200	81	Polk	7,900	6,900	87
Franklin	6,500	4,700	72	Yakima	47,100	39,800	85	Portage	9,700	8,600	89
Frederick	10,300	7,900	77	Total	927,100	834,370	90	Price	3,600	2,800	78
Giles	4,400	3,500	80	<b>WEST VIRGINIA</b>				Racine	40,400	38,400	95
Gloucester	3,100	2,600	85	Barbour	4,400	2,900	65	Richland	5,200	4,200	82
Goochland	1,800	1,600	86	Berkeley	8,500	7,300	86	Rock	34,100	30,300	89
Grayson	4,200	2,800	67	Boone	6,100	5,000	81	Rusk	4,600	3,400	73
Greene	1,100	600	53	Braxton	4,400	3,100	70	St. Croix	7,800	7,200	92
Greensville	3,800	3,100	81	Brooke	7,400	6,600	89	Sauk	11,800	9,000	77
Halifax	9,500	7,100	75	Cabell	35,200	31,900	91	Sawyer	3,000	2,300	77
Hanover	7,400	5,900	80	Calhoun	2,100	1,400	65	Shawano	9,400	7,800	83
Henrico	95,300	80,000	84	Clay	3,300	2,400	72	Sheboygan	27,300	24,600	90
Henry	14,000	11,700	83	Doddridge	1,900	1,100	60	Taylor	4,700	4,000	85
Highland	800	580	73	Fayette	18,100	14,100	78	Trempealeau	6,800	5,700	83
Isle of Wight	4,100	3,300	81	Gilmer	1,900	1,200	63	Vernon	7,300	6,000	82
James City	3,200	2,700	83	Grant	2,200	1,300	60	Vilas	2,500	1,700	66
King and Queen	1,500	1,000	67	Greenbrier	9,300	7,000	76	Walworth	16,200	14,900	92
King George	1,700	1,300	77	Hampshire	3,300	2,600	79	Washington	2,900	2,100	73
King William	1,900	1,600	84	Hancock	10,400	9,200	89	Waukesha	12,300	10,600	86
Lancaster	2,500	2,100	84	Hardy	2,300	1,400	62	Waukegona	38,900	36,900	95
Lee	6,300	4,800	75	Harrison	21,700	19,600	90	Waupaca	10,200	8,600	84
Loudoun	6,100	4,800	78	Jackson	3,800	3,200	84	Waushara	4,000	3,100	78
Louisa	3,200	2,200	69	Jefferson	4,300	3,700	85	Winnebago	32,800	29,700	90
Lunenburg	3,100	2,300	74	Kanawha	69,500	62,100	89	Wood	17,200	15,100	88
Madison	2,100	1,200	56	Lewis	4,900	4,100	83	Total	1,151,400	1,032,550	90
Mathews	2,000	1,700	86	Lincoln	5,000	3,800	76	<b>WYOMING</b>			
Mecklenburg	7,400	5,700	77	Logan	15,600	13,000	84	Albany	6,900	5,400	78
Middlesex	1,800	1,400	80	McDowell	17,900	13,600	76	Big Horn	3,200	2,300	70
Montgomery	10,200	8,400	83	Marion	19,000	16,700	88	Campbell	1,700	1,000	58
Nansemond	10,500	8,400	80	Marshall	11,100	9,500	85	Carbon	5,300	3,400	65
Nelson	3,100	2,500	80	Mason	6,200	5,100	82	Converse	1,700	1,300	77
New Kent	1,100	800	74	Mercer	19,800	16,400	83	Crook	1,300	800	61
Newport News	50,700	43,400	86	Mineral	5,800	4,400	76	Fremont	7,200	5,300	74
Norfolk	150,900	125,700	83	Mingo	10,100	7,900	79	Goshen	3,600	3,000	84
Northampton	4,800	3,800	81	Monongalia	15,100	12,700	84	Hot Springs	1,800	1,400	79
Northumberland	2,400	1,900	81	Monroe	3,000	2,000	67	Johnson	1,400	1,000	73
Nottoway	3,400	2,700	80	Morgan	2,300	1,800	80	Laramie	17,200	15,500	90
Orange	3,400	2,600	77	Nicholas	6,900	5,200	75	Lincoln	2,400	1,600	66
Paze	4,000	3,400	84	Ohio	21,000	20,400	97	Niobrara	1,200	1,000	81
Patrick	3,800	2,700	72	Pendleton	2,200	1,300	60	Park	5,200	3,800	73
Pittsylvania	28,700	21,700	76	Pleasantons	1,600	1,500	91	Platte	2,400	1,400	60
Powhatan	1,100	900	79	Pocahontas	2,900	1,800	62	Sheridan	6,500	4,900	75
Prince Edward	3,900	2,600	66	Preston	6,400	5,300	82	Sweetwater	1,000	600	58
Prince George	14,200	11,100	78	Putnam	5,900	4,600	77	Teton	1,400	1,100	76
Princess Anne	17,100	14,300	83	Raleigh	21,600	17,600	81	Uinta	1,900	1,800	92
Prince William											

# WEEKLY **Television Digest**

SUN 27 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

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**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).

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### 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).

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**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).

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**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."

\* \* \*

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 Scandanavian ancillary rights to the fight.

\* \* \*

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 Pasteur 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 Bevins 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 superintensive 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 & Baron. 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 & Baron 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).

\* \* \*

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.

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 WLWL 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 tinkly 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 Bestg. 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 Bestg. 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 role 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
	1st Qtr. '60	1st Qtr. '59	4th Qtr. '59	1 year ago	
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 employes 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 employes' 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 Bestrs.; 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. Bestrs. 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 Bestrs. 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 Laurel-dale, 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-phonograph 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 "Stereo-center" 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 66%, 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. Harold R. Sennstrom sold 700, held 405.

American Electronics. Maurice Nelles bought 100, held 100.  
Amper. T. Kevin Mallen sold 1,500, held 54,000. Henry A. McMicking donated 150, sold 3,600, held 63,485. Robert L. Pappas exercised option 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. Vernon 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. Connable 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. Spatz 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. Benjamin A. Trustman sold 100, held none.

NAFI. George L. Coleman received 10,476 in exchange for KCOP TV Inc. shares, held 12,476 personally, 149,386 in Nafco Inc., 600 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 corporations, 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 compensation, 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 Marathon Pictures, 1,400 in Pamela Amusement, 22,980 in H. Brandt Foundation, 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 private transaction), held 200 personally, 500 in trusts, 500 in MacFarland Aveyard.

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 converted 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).

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, June 23, 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	32	35 1/4	Magnetics Inc.	12 1/4	14
Aerovox	12	12 1/2	Maxson (W.L.)	9 1/2	10 1/2
Allied Radio	20 1/2	22 1/4	Meredith Pub.	36 1/2	39 1/2
Astron Corp.	2 1/4	2 1/2	Metropolitan Bcstg.	13 1/4	14 1/4
Baird Atomic	39 1/2	42 1/2	Milco Electronics	22	25 1/2
British Industries	16	17 1/2	MPO Videotronics	6	6 1/2
Capital Cities Bcstg.	8 1/2	9 1/2	Narda Microwave	7 1/2	8 1/2
CGS Labs	13	15 1/2	Narda Ultrasonic	5 1/4	6
Control Data Corp.	47 1/2	51 1/2	National Co.	20 1/2	22 1/2
Cook Electric	16 1/2	17 1/2	Nuclear of Chicago	37 1/2	40 1/2
Craig Systems	21	22 1/2	Official Films	1-7/16	1-11/16
Dictaphone	42	45 1/4	Pacific Automation	8 1/2	9 1/2
Digitronics	23 1/2	25 1/2	Pacific Mercury	7 1/2	8 1/2
Eastern Ind.	12 1/2	13 1/2	Perkin-Elmer	48 1/4	51 1/2
Eitel-McCullough	30	32	Phillips Lamp	168 1/2	174 1/4
Elco Corp.	20 1/2	22 1/4	Pyramid Electric	2 1/2	3-3/16
Electro Instruments	53	56 1/2	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 1/2	Silicon Transistor	8	9 1/2
Eric Resistor	10	11	Soroban Engineering	25	27
Executone	35 1/2	38 1/2	Soundscribe	15 1/2	17 1/2
Farrington Mfg.	49 1/2	53	Speer Carbon	21	22 1/2
Fischer & Porter	15 1/2	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 1/2	5	Tele-Broadcasters	1 1/4	1 1/2
Haydu	1/2	5/16	Telechrome	9 1/2	10 1/2
Hewlett-Packard	81	85 1/2	Telecomputing	8 1/4	9
High Voltage Eng.	138	150	Telemeter	18 1/2	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 1/2	United Artists	7 1/2	8 1/2
Jerrold	117 1/2	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 1/2	46 1/2	Vitro	14 1/2	15 1/2
Lel Inc.	4 1/4	4 1/2	Vocalline	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 1/2
Magna Theater	3 1/4	3-11/16	Wometco Enterprises	12	13 1/2

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 *Journal*: "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 gains include automobile, aircraft, steel, railroad.

Herold Radio & Electronics has deferred interest payments 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" including 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 exchange 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).

## 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 <sup>2</sup> —	\$ 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 <sup>1</sup> 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: <sup>1</sup>Includes NTA. <sup>2</sup>Privately 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	Jul. 8
Movielab Film Labs A .	—	.10	Aug. 1	Jul. 25
Polarad Electronics ..	Stk. 2-for-1		Jul. 12	Jun. 27

# 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

JUL 5 1960

### Congress

**PAYOLA BILL CLEARS HOUSE**, hits Senate snag in Aug. hearings on suspension & forfeitures. Senate okays Sec. 315 suspension for Presidential tickets (pp. 1, 5 & 6).

**BOOSTER BILL VOTED**. FCC to act fast, expected to finalize rules much as proposed. Major question: How much time do old operators need to comply? (p. 4).

### Stations

**NAB SCANS 1959 TV-RADIO FINANCES**, finds "typical" TV station profits rose to 14.3% of sales, revenues up 10% (p. 2).

**FM TOTALS MOUNT AS AM** pipelines clog. Mid-year figures show 741 operating FMs, 3,484 AMs. Applications for new FMs total 114, AMs 786 (p. 4). Dept. (p. 12).

### FCC

**KING NAMED TO FCC**, probably starts in Sept., after special session of Congress is over. Will remain unless replacement is appointed (p. 2). Dept. (p. 12).

### Networks

**NBC-RKO STATION SWAPS** attacked again by KRON-TV San Francisco, before FCC & San Francisco court. Westinghouse effort to block deals fails (p. 7).

**GROSS TIME BILLINGS GAINED 6.8%** to \$55.5 million in May over May 1959, but lagged slightly behind April's volume (p. 7).

### Film & Tape

**ACTORS & PRODUCERS REACH AGREEMENT**: SAG may go into royalty plan, following writers' precedent; actors get raise in minimums, pension plan (p. 3 & 8). WGA strike cost \$5 million (p. 9).

**SYNDICATION MARKET** in Los Angeles is soft; buyers in 7-station area tell why (p. 9).

### Consumer Electronics

**RCA TRIMS FAT** from corporate structure to beef up its thrust into computer field (pp. 3 & 15).

**JAPAN RADIO QUOTAS** for export to U.S. & Canada set at about 1959 level, as self-imposed embargo on transistor sets is lifted; scant comfort for domestic makers (p. 14).

**ENTER THE COMPACTRON**, GE's new multi-unit tube which may bring substantial cost reductions in TV-radio-stereo—evolutionary weapon in tube-vs.-transistor battle (pp. 14 & 16).

**REVERBERATION DEVICES** blasted by Columbia's Shallow in first industry attack. They distort carefully balanced recordings, he claims (p. 16).

### Programming

**LIVE TV SHRINKS ON NETS**, with only one out of 4 nighttime hours scheduled for next season. An exclusive report (pp. 3 & 11).

**NEW PUBLIC-AFFAIRS SHOWS** are being network-scheduled and sold to such sponsors as Firestone. They'll treat birth control, anti-Semitism, debates on national issues (p. 11).

### Advertising

**TV SELLS CARS** in the opinion of both dealers & customers, reports 5th annual NBC-TV study of auto industry. TV has helped compacts get off to fast sales start (p. 3). Dept. (p. 13).

### Finance

**FAIRCHILD-DUMONT BUY** approved by stockholders. 3M negotiating to acquire Revere Camera; Ampex discusses purchase of Telemeter Magnetics; other mergers (p. 18).

### Other Departments

**PERSONALS** (p. 13). **AUXILIARY SERVICES** (p. 20). **TECHNOLOGY** (p. 20). **FOREIGN** (p. 20). **EDUCATIONAL TV** (p. 20).

**PAYOLA BILL CLEARS HOUSE, HITS SENATE SNAG**: House Commerce Committee Chmn. Harris (D-Ark.) and his free-wheeling Legislative Oversight Subcommittee last week pushed their payola bill through House (see p. 5). They thus chalked up their first major TV-radio legislative achievement in 2½ years of investigative headlines.

Senate also made broadcasting news with approval of unprecedented resolution (S. J. Res. 207) permitting networks & stations to give air time to Presidential tickets this year without running afoul of Communications Act's equal-time Sec. 315 (see p. 6). House passage of resolution seemed certain.

Less certain, however, was final action on payola. Oversighters' hopes for fast Senate concurrence with House bill were dashed by the abrupt moves of Congressional leaders to call recess for political conventions & come back in Aug. Harris had counted on getting his measure through Senate without hearings in pre-convention adjournment rush. But the chances of Senate buying the bill before taking a close look at it went out the window with recess announcement. "It will be necessary to hold hearings," said Chmn. Pastore (D-R.I.) of Senate Commerce Communications Subcommittee. He pointed out that "this very important proposed legislation" had been tossed at Senate as irrelevant amendments to Senate-passed FCC procedural bill (S-1896), and that Senate Committee hadn't had chance to look them over.

Nobody opposes anti-payola-&-plugola sections of House bill, Pastore told Senate. But he added that the broadcaster-opposed station suspension & forfeiture features of measure—which House insisted on keeping—may be something else again. And instead of being sent into prompt House-Senate conference, bill was given at Pastore's request to Senate Committee. It voted at once to start hearings on controversial provisions Aug. 10 or Aug. 17—depending on schedule set on reconvening of Congress.

Broadcasters "have the right to be heard" on issue of whether FCC should get hitherto-unheard-of authority to lift their licenses for 10-day periods and/or fine them \$1,000 per day for defying Commission orders, Pastore said. Requests by broadcasters for chance to testify were pouring into Committee office last week. Their objections to license suspensions—in particular—as being against the interests of the viewing & listening public will carry much weight with Committee.

Ultimate fate of payola bill was anybody's guess at last week's end. But with adjournment pressures relieved by convention recess plan, Senate Committee members under Chmn. Magnuson (D-Wash.) at least could take their time making up their minds. One thing was sure: They were under no compulsion from Harris to accept rewritten S-1898 on any take-it-or-leave-it basis. Moreover, some Senators were known to take dim—if not distasteful—view of Harris strategem in tacking major House legislation onto unrelated Senate bill. No Senator likes to see his legislative handiwork come back from House unrecognizable—and Magnuson was original author of S-1898.

**NAB SCANS 1959 TV-RADIO FINANCES:** "Typical" TV station's profit was 14.3% of sales in 1959 vs. 11.4% in 1958, while revenues rose 10%. That's nub of NAB's latest survey of TV stations. Typical radio station had profit of 7.7% of sales, compared with 7.2% in 1958.

A "typical station" is a statistical median, according to James H. Hulbert, mgr. of personnel & economics dept. A formula is used to weight the responses—which came from members & non-members of NAB.

Typical TV station had revenues of \$865,000, expenses of \$742,000. Revenue breakdown: national & regional, 44%; local, 29%; network, 27%. Expense breakdown: programming, 36%; general & administrative, 34%; technical, 17%; sales, 13%.

Typical radio station's revenues were \$104,000, expenses \$96,000. Revenue breakdown: network, 0% (network affiliates had \$1,300); local, 85.2%; national & regional, 14.8%. Expense breakdown: general & administrative, 37.2%; programming, 33.6%; sales, 18.3%; technical, 10.9%.

NAB has sent to members complete reports, including groupings by market size & revenue range—making it possible for operators to see how they compare with similarly situated colleagues. These figures aren't released.

NAB has already reported operators' predictions for 1960 (Vol. 16:17 p1). TV stations expect revenues to rise 6.8% this year, radio stations 3.2%.

**KING NAMED TO FCC, PROBABLY STARTS IN SEPT:** Nomination of Charles H. King, dean of Detroit College of Law, as FCC Commissioner, was sent to Senate last week. He'll take office under a recess appointment when Congress adjourns. Question is "when?"

There was considerable confusion about it, so we checked with the man who should know—David Kendall, Eisenhower's special counsel. He & his associate, Henry McPhee, told us that King won't be able to take office until Congress adjourns after reconvening in Aug. So he'll probably start work in Sept. Then he can serve until he or another nominee is confirmed after Congress returns in Jan. There was also some doubt about his getting paid. Kendall says he will be. After Congress comes back in Jan., he'll continue to be paid—unless the President fails to renominate him within 40 days after Congress convenes. If he's not renominated, he can serve without pay until his successor is confirmed. As McPhee said: "If you think that's confusing, you ought to read the law." (For King's background, see Vol. 16:25 p3).

The whole appointment business re-emphasizes hard facts of political life. For example, FCC Comr. Lee & FTC Chmn. Kintner are long-time public servants, Republicans with good records. Lee made it, Kintner didn't. Kintner has figured prominently in news as payola cleanup man, while Lee has been in background—not being FCC Chmn. Difference is primarily this: Lee made & maintained powerful Congressional contacts, dating from his days as House Appropriations Committee chief of staff. Kintner doesn't command such heavy political artillery on Capitol Hill.

**ACTORS & PRODUCERS REACH AGREEMENT:** Harassed by labor crises since Jan., Hollywood TV producers were apparently assured of peace last week, following an agreement with the Screen Actors Guild on major issues of a new 4-year contract.

SAG, in reversal of previous stand against royalty concept in lieu of fixed residuals, may adopt royalty base as result of new contract. Whether it will depends chiefly on fact-finding committee being set up by Alliance of Television Film Producers, Assn. of Motion Picture Producers and Writers Guild of America. SAG's old pact with producers expired June 30—the day the new one was signed.

SAG's principal gains were a 5% pension plan and raised minimums (see p. 8).

**FAT-TRIMMING TIME AT RCA:** Lean & hungry is new look at RCA these days as onetime entertainment-only giant trims down for long, hard pull in industrial electronics. Efficiency expert Pres. John L. Burns is dedicated to slicing out overall corporate fat in order to increase thrust in computer field—"a new industrial area which alone can double the size of RCA within the next decade," he told stockholders only 2 months ago (Vol. 16: 19 p23).

"Fat" means non-essential people, duties and services, and these have been undergoing liquidation piecemeal & quietly in past several months. Layoffs are believed to have peaked, July 1 being the unofficial pare-down deadline. Figures are impossible to come by, but we have been told that average of 15% cuts in most non-essential depts. was goal. Estimates we heard ran as high as 30% for some depts. It is not surprising, considering change in RCA image, that layoffs have been concentrated in entertainment domain: some 150 at Indianapolis TV components plant; about 100 at NBC's CNP TV-film operation; an undisclosed number at NBC, International div., TV div.'s Cherry Hill hq; close-down of RCA's Chicago museum, other constrictions. (For details, see story on p. 15).

**NOT MUCH LIFE IN LIVE TV:** Trend toward more film programming on networks this fall forecasts further reduction in live programming, despite production freedom afforded by tape. Of 74 weekly nighttime program hours on networks in 1960-61 season, only 18 will be live or tape. That's roughly one out of 4 hours for live, 3 out of 4 for film.

Newest figures represent considerable drop from last season's live situation. Last fall, networks aired 24 live weekly hours, or about one out of 3. Biggest cutback this season: Live & tape entertainment specials on all 3 networks. They'll be reduced nearly 50% in the wake of failure or semi-failure (Ford's Startime, etc.) of many look-alike specials in last season's bumper crop.

Political coverage is sole bright spot in live TV, with generous coverage of conventions & elections planned by networks (Vol. 16:26 p13). Apart from such public-affairs shows, nighttime network programming will be dominated by 30- & 60-min. film shows, largely purchased, controlled and sold by networks (see p. 11).

**NBC'S AUTO INDUSTRY STUDY:** TV is still most effective medium for selling cars. That's the gist of findings in NBC-TV's 5th annual interview of auto dealers & car buyers shown to top automakers & agencies in Detroit in the past few weeks, and now due for agency-level showcasing in N.Y. Result of 13,047 interviews by R. H. Bruskin Associates and Trendex, the study charts striking trends & TV facts in auto field.

(1) Nearly all auto dealers like new U.S. compacts, with 98% of those handling Corvair, Falcon and Valiant agreeing it was "a good idea" to launch them.

(2) Of compact dealers, 64% chose TV as "most effective in selling the idea of the new small cars."

(3) Multi-program sponsorship pays off for auto firms. In rating Ford as "one of best cars," viewers who watched all of 3 Ford-sponsored show series on NBC outnumbered non-viewers (of any) by 2½ times.

(4) TV drew strongest ad-recall vote of leading media. Of those who were "declared prospects" for 1960 cars (about one in 4 adults), 48% stated that TV stood out "most strongly."

(5) Color TV adds to impact of auto commercials. Among color TV set owners, 69% said TV ads made cars look "more natural & lifelike," 14% gave nod to magazines. Among b&w set owners, 57% said TV, 22% said magazines. Auto-sponsored color TV shows, incidentally, drew larger audience share, higher rating in color TV homes.

**BOOSTER BILL VOTED, FCC TO ACT FAST:** Road is clear for legal vhf boosters, now that Congress has passed bill which forgives operators for having built without FCC permission and allows them to transmit without hiring licensed technical personnel. Commission has been marking time, waiting for Congressional action, is expected to issue final booster rules soon, probably within couple weeks.

New rules are likely to be similar to those last proposed (Vol. 15:49 p4):

- (1) One-watt ceiling.
- (2) No mileage-separation minimums.
- (3) Stop operation if interference develops.
- (4) Settle inter-booster interference "by mutual agreement."
- (5) Use only FCC-approved equipment.
- (6) No on-channel operation.

New boosters (which FCC calls translators) would be required to start with new standards. Big problem is how much time to give old operators to comply. There's talk at FCC of 4-6 months. If Commission's past practice is prologue, it will set fairly short period, wait for reaction, extend time if outcry is too great.

You may expect Comr. Lee to stick by his position that vhf should be allowed only upon operators' showing that uhf translators are technically or economically impractical. But he's in minority.

FCC engineers, mostly uhf enthusiasts, see uhf winning eventually because no more than 2 vhf boosters can operate in any given area. They note that each booster requires one channel to receive, one to transmit, plus adjacent-channel protection for each (except where Ch. 4 & 5 are involved). Thus, they visualize booster operators ultimately embracing uhf to get 3 or more signals.

"Zoning" idea appears to be dead (Vol. 16:23 p10). This is the concept of: (1) Allowing existing vhf boosters to continue in half dozen northwestern states for substantial number of years. (2) Permitting new vhfs in the zone only upon showing that uhf is impractical. (3) Giving vhfs outside the zone a couple of years to quit. (4) Allowing no new vhfs outside the zone.

Meanwhile, Commission extended for 30 days, from June 30, the grace period during which boosters may operate without FCC authorizations.

**FM TOTALS MOUNT AS AM PIPELINES CLOG:** Pattern of AM-FM development in last 6 months, in terms of new FCC authorizations & starters, is more of the same, only accentuated—FM rising at faster rate, AM backlog mounting at FCC.

From Jan. 1 to June 30, 64 new FM's started, compared with 28 AM's. At same time, FM authorizations (licenses & CPs) rose 71 while AM increased only 48. There are now 3,484 operating AM's, 741 FM's. Applications for new AM stations have increased from 711 to 786; bids for improved AM families have gone from 757 to 798. Filings for new FM's total 114 vs. 105 six months ago. Here are year-by-year totals since end of war:

AM			FM		
Year	Licenses & CPs	On air	Year	Licenses & CPs	On air
1945	1056	913	1945	288	48
1946	1579	1027	1946	684	140
1947	1961	1586	1947	1010	374
1948	2131	1877	1948	976	687
1949	2246	2045	1949	791	728
1950	2351	2199	1950	706	672
1951	2410	2306	1951	654	640
1952	2516	2377	1952	648	612
1953	2644	2451	1953	602	550
1954	2782	2662	1954	583	549
1955	2941	2814	1955	557	536
1956	3140	3024	1956	559	528
1957	3289	3180	1957	588	537
1958	3423	3318	1958	686	571
1959	3527	3456	1959	839	677
1960 (6 mos.)	3575	3484	1960 (6 mos.)	910	741

## Congress

### More about

**PAYOLA BILL NOW UP TO SENATE:** Belatedly but decisively, the House last week approved the only major broadcasting reform measure which has a chance of becoming law at this session—the Commerce Committee's payola bill (Vol. 16:26 p1).

Four days of frequently acrid on-&-off debate were marked by floor protests that the bill (a substitute for Senate-passed S-1898) either didn't do enough or went too far. Finally the House passed it 208-15 and hurried it back to the Senate in a late-session push.

With political conventions just ahead and Congressional adjournment plans in confusion, House Committee Chmn. Harris (D-Ark.) hoped the measure would get once-over-lightly treatment from the Senate Commerce Committee, then slide through the Senate itself without further hearings on its tacked-on payola prohibitions & other provisions.

Harris ran into Senate trouble almost at once, however. The Senate Commerce Committee headed by Sen. Magnuson (D-Wash.) refused to go along. It voted unanimously to sit on the bill until next month, then hold full-dress hearings on the measure's most controversial provisions: Authorization to FCC to discipline stations with less-than-license-revocation punishment. There'd be no quick Senate concurrence, at least (see p. 1).

In the House there was no argument about—and scarcely any discussion of—such broadcasting evils as payola, plugola and quiz-rigging as defined & banned in the bill under criminal penalties. "In my opinion," Rep. Anfuso (D-N.J.) said at one point in the debate, "everybody is going to vote for this bill. It is like voting against sin." Nor did anybody pay much attention to sections of the measure providing for such things as local public hearings by FCC and strict FCC rules on pay-offs of station applicants by other applicants (Vol. 16:24 p2).

#### Network Control Was Issue

The House floor fights swirled around 2 main issues: (1) FCC controls of TV & radio networks—which weren't in the bill and which were kept out. (2) Ten-day-license-suspension and \$1,000-per-day cash-forfeiture penalties for wayward stations, which were modified slightly to stipulate that violations subject to the penalties must be "negligent or intentional."

Rep. Bennett (R-Mich.) ranking minority member of the Commerce Committee, as he had promised to do (Vol. 16:25 p4), bucked Chmn. Harris by staging last-ditch battles for amendments putting networks under direct FCC supervision.

Bennett first proposed that his own 1959 bill (HR-5042) for network regulation—but not licensing—be incorporated in the Committee's measure despite objections by Harris & others that the issue hadn't been explored sufficiently in hearings. Bennett was batted down 101-16 on this one.

Undaunted, Bennett then tried to kill the Committee's bill (which he called "a sham") by a motion to recommit the measure to the Committee—with instructions to incorporate a network-licensing bill (HR-11340) authored by Harris himself but pigeonholed by him. Bennett lost 149-35.

In one speech, Bennett said the issue was "whether we prefer a show & a sham to an effective cure of the

abuses revealed in radio & TV broadcasting." He told the House that the vote on network regulation would "expose the desire of some to make motions & loud talk about curing abuses but visit their wrath on the little man in TV & radio—the station owner—while leaving the big men—the giant monopolistic radio & TV networks—as free from regulation as they now are."

The "little man" argument—reflecting letter-writing campaigns put on by NAB members—was also used by opponents of the bill's suspension-&-forfeiture penalties.

"In our zeal to clean up this industry, do not think we are required to completely destroy the business of some little operators who could not survive these harsh penalties," said Rep. Jonas (R-N.C.).

"This novel, untried, and dangerous legislation will strike a telling blow at enterprise & initiative," said Rep. Meader (R-Mich.). He added: "This \$1,000-a-day forfeiture for failing to knuckle under to a commission is a tyrannical, oppressive sanction which we should never approve. We will rue the day we establish such a precedent."

But amendments they offered or supported to cut out the new penalty provisions or pare them down were rejected by lopsided votes. The House went along with Harris, accepting only Committee-approved modifications which made it clear that the penalties were intended to be invoked by FCC only for knowing or negligent violations.

As an afterthought, Harris also put through an FCC-recommended Communications Act amendment, long since voted by the Senate, to repeal the so-called "honorarium" provision of Sec. 4 which permits Commission members to collect fees for speeches or published articles. As Harris said: "Feeling about it is unanimous."

There was no argument.

Congressional counterattack on Knight Newspapers & *Life* for their exposes of House expense accounts has been joined—vehemently—by Rep. Moulder (D-Mo.), first chmn. of the Legislative Oversight Subcommittee. Echoing charges by Commerce Committee Chmn. Harris (D-Ark.) that Knight interests & Time Inc. were trying to divert public attention from TV & radio scandals (Vol. 16:26 p1), Moulder said he too has suffered a "vicious smear." In a House speech, Moulder defended his tabs in the Persian Room of N.Y.'s Plaza Hotel as legitimate expenses on an Un-American Activities Committee assignment. Moulder, asking why an "exaggerated, distorted and outright false story" about his Persian Room bill was published, said the Miami Ch. 7 case (Vol. 12:26 p8) provided an answer. He reminded the House that, as the chief Oversight, he had helped expose John S. Knight's "improper *ex parte* & dishonest political influence" in the case. As for *Life*, Moulder said it's among publications that "live high in reaping huge profits at the expense of the public taxpayer." He said that in 1956 alone, *Life* received \$9 million in postal subsidies, and that the Post Office Dept. lost \$232,000 in 1958 in handling Knight's *Detroit Free Press*. Such postal subsidies also were scored by Rep. Rhodes (D-Pa.), another among 30 House members mentioned in the Knight-*Life* stories. He said he'd been singled out for attack because he advocated higher magazine postal rates.

Sports anti-trust legislation, including proposals that pro baseball clubs be permitted to control telecasts of games (Vol. 16:25 p12), has been killed by the Senate—for this Congressional session, at least. The threat of legalized TV blackouts was lifted when the Senate voted S-3483 sports bill back to Judiciary Committee.

### More about

**SENATE EASES SEC. 315:** Overriding the suspicions & objections of one man—Sen. Yarborough (D-Tex.)—the Senate last week voted to suspend application of the Communications Act's equal-time requirements for 1960 TV & radio appearances by candidates for President & Vice President (see p. 1).

Yarborough is chairman of a political "watchdog" unit set up by the Commerce Committee to see how broadcasters handle politics this year (Vol. 16:25 p5). He protested that the Sec. 315 suspension resolution (S. J. Res. 207) contained no guarantees of political fair play by the networks. But even he voted for it after a brief debate.

The emergency equal-time resolution had been recommended by the Commerce Committee as a substitute for a drastic measure (S-3171) to require the networks to give free TV time to Republican & Democratic Presidential nominees (Vol. 16:23 p3). It was rushed to the House for expected concurrence, where no opposition was reported.

In a speed-up plea, NBC Chmn. Robert W. Sarnoff wired House Speaker Rayburn (D-Tex.) that quick action would give the network time to plan a *Great Debate* campaign series featuring the top tickets. And CBS Inc. Pres. Dr. Frank Stanton said: "This was a critically important step in freeing TV-radio to fulfill their unique roles in stimulating public discussion and in sharpening the great issues of the day."

ABC-TV Pres. Oliver Treyz, in a wire to Rayburn, emphasized: "Time is of the essence since ABC desires, upon enactment of the resolution, to hold a meeting of the 3 networks seeking an agreement to ABC's proposal of allocating prime time for candidates." (The proposal involves different time slots on all networks to provide maximum audience hours on a rotating basis during the 9-week period preceding Election Day.)

#### **No Support for Restrictive Amendments**

Yarborough expressed fears that the wide-open suspension of Sec. 315 would give broadcasters an open political season for favoring one candidate against another. He tried to amend the resolution by requiring candidates to be paired in debates on the air. He then amended his amendment "to make certain that equal & fair time is granted to the major candidates." Finally he withdrew the amendment, which won no support on the floor.

Floor manager for the resolution was Chmn. Pastore (D-R.I.) of the Commerce Communications Subcommittee, who said he was aware that the measure would give networks & stations a chance to put over a favored candidate.

"This is a risk that the Committee feels is outweighed by the substantial benefits the public will receive through the full use of this dynamic medium in Presidential campaigns on a voluntary basis," Pastore told the Senate. "I have faith in the maturity of our networks & broadcasters and their recognition to discharge their obligation."

If broadcasters shouldn't play it fair, Pastore added, they'd "be in a difficult position when their licenses came up for renewal." And he promised quick retaliation at the next session of Congress: "By means of this joint resolution we open the door slightly. But if they dare trespass on equity, we will close the door so quickly, next Jan., that it will be no laughing matter."

Moreover, Pastore said, there's a "moral understanding" between the Commerce Committee, the networks and affiliated stations that fair & equal air treatment will be given to the major Presidential tickets.

**Attack on FCC,** for proposing to grant Ch. 10 Albany to Capital Cities Bcstg. Corp. (Vol. 16:26 p12), backfired on Sen. Proxmire (D-Wis.) last week. Proxmire had criticized the Commission for favoring Capital Cities (which has been operating WTEN on special temporary authorization) after examiner J. D. Bond had said that one reason for recommending Capital Cities was the "civic back-grounds" of 5 Congressmen-stockholders. FCC Chmn. Ford stated, in a WTOP-TV Washington interview: "There was a speech on the floor of the Senate which, in effect, I suppose was intended at least to influence the Commission by something which is not part of the record in this proceeding." FCC has instructed its staff to draft a final decision in WTEN's favor, but Ford noted that the Commission hasn't decided what weight to give the "civic" factor. He also observed that the factor is only one of many criteria and isn't necessarily controlling—particularly when the stock ownerships are small, as in the WTEN case. (The Congressmen hold a total of less than 5%.) Ford didn't participate in the WTEN vote, said he won't act in the final decision. This left him free to comment on the Proxmire blast. FCC is now in position to write a final decision treating the issue so as to leave Proxmire stranded.

**Another allocations study**—how govt. & non-govt. assignments are made—has been proposed by Sen. Hartke (D-Ind.) in S.J. Res. 211 which reads: "Joint resolution to establish a commission to study & report on the organization of the FCC and the manner in which the electromagnetic spectrum is allocated in the agencies & instrumentalities of the federal govt." Said Hartke: "We have seen overlapping of agencies and of civilian & military control. There is chaos in parts of the communications field. Where there is no overlapping, members of the commission in charge often cannot agree. Legislation of some kind, perhaps centralizing authority & clarifying development, must come soon. We intend to offer some kind of such legislation in the early days of the next Congress. Meanwhile, a study of the status & needs in telecommunications is vital. I am not so much interested in the form of this study as I am in seeing that there is a study."

**Probe of radio operators** by the House Un-American Activities Committee has been threatened by Chmn. Walter (D-Pa.). Introducing a bill (HR-12852) to prohibit FCC from granting licenses to applicants who refuse to answer—or lie—about "Communist activities," Walter said he hoped it would get "hearings & legislative consideration at an early date in the next Congress." Already, Walter told the House, his Committee has "information [that] in the recent years past, approximately 100 persons regarded as security risks have received radio operators' licenses" from FCC. Moreover, he said, "a number of other people who are likewise security risks have applications pending."

**NAB-sought overtime exemptions** for small-market TV & radio stations from application of the Fair Labor Standards Act (Vol. 16:21 p10), are incorporated in minimum wage bills (S-3758 & HR-12677) which are on the Democratic "must" list in Congress. The Senate measure applies to stations in less-than-50,000 market areas, the House bill to less-than-100,000 market areas (but not to any station "part of a standard metropolitan area").

**President Eisenhower** has signed a bill (S-899) repealing sections of agency laws—including Sec. 4(k) of the Federal Communications Act—requiring that detailed personnel reports be submitted annually to Congress (Vol. 16:26 p11).

## Networks

**NBC-RKO STATION SWAPS (cont.):** Westinghouse Bestg. Co. was defeated last week in its attempt to block the NBC-RKO series of station exchanges & purchases. Philadelphia U.S. District Court Judge Kirkpatrick turned down its plea to intervene (Vol. 16:24 p7). Promptly KRON-TV San Francisco began its promised new battle before "other tribunals"—FCC & U.S. District Court in San Francisco.

Judge Kirkpatrick turned down WBC, he said, because he had no jurisdiction to allow it to intervene. He added, however, that he would not have let WBC in even if he'd had the power—because Justice Dept. opposed WBC. "The govt. is concerned with the public interest," he said, "and is satisfied that the conduct Westinghouse complains of is not against that interest."

KRON-TV filed 2 petitions with FCC: (1) Requesting a hearing on the license application of KTVU San Francisco, which NBC proposes to buy. (2) Requesting a hearing on all the pending NBC & RKO swaps & purchases involving stations in Boston, Phila., Wash., San Francisco.

KRON-TV traced the history of KTVU's ownership and concluded that "there is reason to believe that effective control [of KTVU] . . . now rests with RKO General which has so much to gain" if its deals with NBC go through. KRON-TV suggested that KTVU principals William D. Pabst & Ward D. Ingram are really puppets of RKO. It also accused KTVU of trafficking in its FCC permit, in excessive "payoffs" to Edwin W. Pauley & Stoddard P. Johnston, who once headed competing applicants for KTVU's Ch. 2. In addition, KRON-TV said, KTVU's programming hasn't matched its promises to FCC.

KRON-TV petition for a hearing on the sales runs the gamut of charges, asks FCC to examine 14 different matters—ranging from how KTVU was born, to anti-trust allegations against NBC & RCA. It includes a charge that RKO will violate FCC's multiple-ownership rules by acquiring WRC-TV Washington, because RKO's CKLW-TV Windsor, Canada should be counted as a 6th vhf holding.

KRON-TV's civil anti-trust suit in the San Francisco court is directed at NBC, RCA, RKO, KTVU and all of KTVU's stockholders. It alleges that it is losing its NBC affiliation in San Francisco because of the defendants' acts of conspiracy, restraint of trade, etc.

The relief sought by KRON-TV includes: treble damages for anything it loses as result of "acts of the defendants;" stopping NBC from acquiring KTVU; and, finally, revocation of all TV licenses of NBC, RKO & KTVU.

WBC hasn't said whether it will seek similar relief.

"Today 3 networks control what 180 million people are going to look at. Even if the program heads who wield this vast power were all high-minded, this would be a narrow bottleneck through which to pour all the creative energy of the country. But they're not high-minded men. They are interested in money, and those idiotic ratings, and in control. They seem little interested in the taste or the cultural welfare of the country, or in creating new forms, or in developing new writers or artists or artisans, or even in show business . . . With 4 large studios turning out 85% of the nation's shows and selling them in private little deals to three huge networks, the little independent producer is being driven to the wall."—John Crosby, *N.Y. Herald Tribune*.

## Network Television Billings

May 1960 and January-May 1960

For April report, see TELEVISION DIGEST, Vol. 16:25 p9

**May 6.8% Ahead:** Network TV's May gross time billings of \$55.5 million were a shade behind the April volume of \$55.9 million, but were 6.8% ahead of May-1959's \$51.9-million total, reports TvB. The year-to-date volume of \$283.3 million was 8.7% ahead of the \$260.6-million business posted in Jan.-May 1959. However, this was off the pace of 9.8% for the first quarter and 9.2% for the first 4 months of 1960.

CBS continued to lead the networks in dollar volume, both in May (\$23.2 million) and year-to-date (\$116.3 million). NBC, which had out-percentage-gained CBS the preceding month, fell behind with a 1.4% decline in May-from-April billings. ABC, as usual, posted the major percentage gains: 29.5% for May over May 1959, 23.8% for Jan.-May over the year-ago period.

### NETWORK TELEVISION

	May 1960	May 1959	% change	Jan.-May 1960	Jan.-May 1959	% change
ABC	\$12,876,050	\$ 9,946,570	+29.5	\$ 65,001,870	\$ 52,492,402	+23.8
CBS	23,197,036	22,298,276	+ 4.0	116,275,396	110,576,419	+ 5.2
NBC	19,396,704	19,674,494	- 1.4	102,015,515	97,596,306	+ 4.6
Total	\$55,469,790	\$51,919,335	+ 6.8	\$283,292,781	\$260,565,127	+ 8.7

### 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	20,642,555	55,923,410
May	12,876,050	23,197,036	19,396,704	55,469,790

Note: Figures revised as of June 29, 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.

**CBC-TV's 'Shady Lady':** Canada's govt.-owned CBC is in hot water with the govt. over a divorcee it is protecting—and the result could strongly affect the future of CBC Pres. J. Alphonse Ouimet.

The lady in question, using the pseudonym "Mercedes Hunter," starred in a May 26 CBC-TV program, *Close-Up*, exposing the divorce racket. Appearing with her face covered, she admitted playing mock co-respondent in 120 Ontario divorces at \$100 each (Vol. 16:23 p16).

Ontario Attorney General Kelso Roberts wants her name & address. Revenue Minister George Newlan wants to find her to check whether she paid tax on the income she reported on the TV show. But following the unwritten rule of newsmen, Ouimet so far has not given her correct name. He says he doesn't know her address. Newsmen in Canada, as in the U.S., have been taken to court and convicted for contempt in similar situations.

CBS News special-assignment cameraman Nicholas Ruiz, a Cuban national, was placed under arrest in Havana June 27 and is being held incommunicado. Ruiz was flying to Miami with on-the-spot films of the aftermath of a June 26 munitions dump explosion in Havana, when he was taken off the plane at Havana airport by Cuban police. CBS News vp John F. Day cabled Cuban foreign minister Dr. Raul Roa June 28, asking for "assurance of Ruiz' safety & his release from custody."

## NETWORK SALES ACTIVITY

### ABC-TV

Take a Good Look, Thurs. 10:30-11 p.m., full sponsorship renewal eff. fall 1960.  
*Consolidated Cigar* (Erwin Wasey, Ruth-rauff & Ryan)

Daytime programming, Mon.-Fri. particips. eff. fall 1960.  
*General Foods* (Ogilvy, Benson & Mather)  
*Curtis Publishing* (BBDO)  
*Gillette Toni* (North)

Cheyenne, Mon. 7:30-8:30 p.m., participations eff. fall 1960.  
*Dow Chemical* (McManus, John & Adams)

American Bandstand, Mon.-Fri. 4:30-5 p.m., participations eff. late summer.  
*Jantzen* (Hockaday)  
*Vick Chemical* (Lennen & Newell)  
*Gillette Toni* (North)

### CBS-TV

Captain Kangaroo, Sat. 8-9 a.m., particips. eff. fall 1960.  
*Hanes Knitting* (N.W. Ayer)

Daytime programming, participations eff. July.  
*T. B. Williams* (Parkson)

Witness, Thu. 7:30-8:30 p.m., participations eff. fall 1960.  
*Schick* (Benton & Bowles)  
*Esquire Boot Polish* (Benton & Bowles)

### NBC-TV

Those Ragtime Years (*Project 20*), one-time 60-min. special, Oct., full sponsorship.  
*Purex* (Edward H. Weiss)

Dan Raven, Fri. 7:30-8:30 p.m., participations eff. fall 1960.  
*Union Carbide* (William Esty)

Laramie, Tue. 7:30-8:30 p.m., participations eff. fall 1960.  
*Union Carbide* (William Esty)

Our American Heritage, 60-min. specials starting Oct. 21. full sponsorship renewal.  
*Equitable Life* (Foote, Cone & Belding)

Nighttime 40-sec. station breaks, in which TV affiliates may house two 20-sec. spot announcements (or a 30 & 10), are almost certain to be a regular feature of at least 2 network schedules. Affiliates have pressured strongly for longer announcements which would mean an increase in station revenue at the expense of 10 seconds snipped off the end of network-controlled shows. ABC-TV plans to include the king-size station breaks in its schedule this fall at the rate of one per night. NBC-TV officials are currently developing a plan to give about half that number of 40-sec. breaks weekly to affiliates. CBS-TV is "considering" a move to the longer breaks, but has made no decision yet, we were told. Said one NBC-TV official: "It's a foregone conclusion that we'll see 40-sec. network breaks this fall. In fact, the next pressure will be for 1-min. breaks when stations start thinking about that extra hunk of revenue."

NBC's medical radio system, scheduled for fall initiation, has been postponed "for the time being," advertisers subscribing to the network's medical advertising plan were informed recently. The system would have placed FM multiplex receivers in doctors' offices for reception of special medical information broadcasts and advertising announcements. The network has lined up "at least 4 participating advertisers to the system, but would need at least 10 to break even," we learned. Subscribing doctors were to pay \$10 a month.

## Film & Tape

### More about

**THAT ACTOR-PRODUCER CONTRACT:** With agreement reached between SAG and AMPP & ATFP, Hollywood producers can begin to settle down to turning out films for next season. No labor problems will confront them until Nov., when IATSE negotiations begin.

The core of the negotiations with the writers was adoption of a royalty concept in place of the fixed residuals applied in the old contracts. SAG, which once frowned on royalties on the grounds that they could not apply satisfactorily to actors, has partly reversed its position and is leaving the door open to the royalty plan.

This is being accomplished by a proviso which states that after 2 years, SAG may, at its option, go into the royalty plan in lieu of fixed residuals, with the actors to be guaranteed a floor of 8% of the gross, foreign & domestic. This contrasts with the 4% floor guaranteed the writers. If the actors go for the royalty plan, the contract will be extended another year.

For producers, the possibility that actors may embrace the royalty concept is good news, since they have sought an industrywide pattern. The idea is that dropping of fixed residuals would enable them to unfreeze films now shelved, with proportionately higher grosses. Talent guilds now receive 140% of minimums as their residuals.

SAG had sought to raise the residual base, originally wanting to raise it to 200%, but this was flatly refused by producers. However, daily minimums are raised from \$80 to \$90 the first 2 years of the contract, and to \$100 the second 2 years.

A compromise was reached on the pension plan, so that actors will get a 5% pension based on actors' total salaries & residuals, but limiting the contributions to a ceiling of \$3,400 per actor.

Meanwhile, the international board of the Associated Actors & Artistes of America (AFL-CIO parent of all U.S. performers' unions) voted unanimously in N.Y. to approve & support an extra players strike against AMPP, the Alliance, the N.Y. Film Producers Assn. and other unaffiliated movie & TV producers. Screen Extras Guild contracts with the various producer groups & the N.Y. extras agreement administered by SAG expired April 2, 1959. Attempts to reach new agreements have failed.

Hearings have begun before the NLRB in Los Angeles on charges by SEG that the Alliance had refused to bargain in good faith. Although not named by SEG, AMPP moved to intervene in the hearings, and NLRB granted the motion. Meanwhile, SEG's board of directors has voted unanimously to recommend that its membership authorize a strike against the Alliance when SEG holds its annual meeting this week (8).

■

Ampex Australia Pty. Ltd. has been established as a subsidiary of Ampex International, Fribourg, Switzerland, with Edmund J. Aleks—ex-Western U.S. district sales mgr. for Ampex TV recording equipment—as sales mgr. Initially, the firm will handle sales of Videotape recorders and direct the marketing of other Ampex products. Assembling or manufacturing facilities may be established later.

Irving Pincus named secy. and Winston O'Keefe treas. of the Television Producers Guild. Cecil Barker, Jules Bricken, Robert Finkel, Richard Goldstone, Nat Perrin and Howie Horwitz named to the board.

**More about**

**STRIKE COST \$5 MILLION:** Both sides have appended a "never again!" to Hollywood's costliest TV strike—the recently-ended 22-week-old walkout of Writers Guild of America against TV film producers affiliated with Alliance of Television Film Producers, the Assn. of Motion Picture Producers and the networks. The Hollywood hangover, conservatively estimated (\$50,000 for a 30-min. show; \$100,000 for 60-min.), is a \$5-million loss in production. Our own tally of episodes never filmed because of the strike came to over \$4 million, not counting those telefilmmers who would not reveal their losses. And losses, of course, hit all associated with production, as well as the producers & writers.

Here's a partial breakdown of films permanently skipped because of the strike:

Desilu Productions: 5 *The Untouchables*.

Revue Studios: 26 half-hours among its various series.

Four Star Television: 5 *Wanted—Dead or Alive*, 2 *DuPont Show* (June Allyson), 1 *Robert Taylor's Detectives*.

Screen Gems: Several episodes of *Father Knows Best* & *The Donna Reed Show*.

Brennan-Westgate Productions: 9 *The Real McCoys*.

20th Century-Fox TV: 5 *Adventures in Paradise*.

Film executives found concern in some situations resulting from the strike. For example, certain series had to go into reruns earlier and sponsors discovered some reruns doing as well or better than they did as first-runs. As a result, these advertisers may in future think in terms of shorter firm deals, such as 13- or 26-week orders.

**AFTRA & SAG Reject Cole:** Screen Actors Guild and the American Federation of Television & Radio Artists have turned down David Cole's proposed merger plan. But they have agreed on a new plan for "merged" contractual negotiations in the fields of tape, live and commercials. Committees for both unions expressed their sentiments at a meeting in Hollywood last week. SAG's board has approved its committee's action, and the next move is up to AFTRA's board—which will probably affirm. Both unions objected to Cole's plan as "unworkable" because it would set up a super-structural rule which would work to the disadvantage of the membership.

AFTRA has jurisdiction in live TV & live commercials, SAG in filmed commercials. The area of dispute is tape, and jurisdiction would be resolved under the contemplated plan. This should lead to peace between the unions. AFTRA has 16,000 members, SAG, 12,000. There is no "accurate" record of overlapping membership.

"**Huckleberry Hound**" for President—that's to be the basis of a new stunt promotion this summer by Screen Gems on behalf of its Kellogg-sponsored, spot-placed (Leo Burnett) cartoon series. Now entering its 3rd season, *Huckleberry* is fully sponsored by the cereal firm in 180 markets. It is usually paired (Tue.-Thu. between 5-7 p.m. is typical) with its teammate show, 2nd-season *Quick Draw McGraw*. Both are 30-min. animations, produced by Hanna-Barbera for Screen Gems. Their ratings & sales success have been instrumental in triggering a bumper crop of new animation shows for network or syndication release (Vol. 16:26 p6). Aimed at moppets, *Huckleberry's* frequently-urbane humor also attracts many adults.

**L.A. ON SYNDICATION:** Los Angeles' 7 stations, once avid buyers of TV film, are—according to our latest checkup—increasingly chilly to the merchandise of the syndicators. The freeze which set in about a year ago (Vol. 15:28 p13) shows no signs of thaw.

The reasons given by station managers, buyers and program directors vary, but most agree that not enough syndication product matches network quality. Some say buying a syndicated series is a bad investment because it takes so long to recoup the money. Others prefer showing movies or live TV. Some are wary of private eyes & Westerns, fearing saturation or being cautious about programming in view of Washington hearings. Here's a capsule of the comment made to us:

William Alcine, film dir., KNXT: "Two years ago *Two Faces West* would have been big, but today Westerns have reached saturation. The private eyes have about had it, too. The Washington hearings have had a definite bearing on our buying & programming policies. For example, we try to avoid violent shows in the early evening hours when the kids are still up."

Jack Kenaston, prog. dir., KRCA: "We are not buying much TV film. We have 317 half-hour films, but show them daytimes & weekends. Not too much is being offered that's exciting or up to par. We have been buying old movies—bought 36 post-1952 European films from Flamingo Films, 61 from Lopert and a package of 90 from Screen Gems. But as for syndication, the only good series I've seen are *Hot Off the Wire* and *Shotgun Slade*."

Robert Quinlan, prog. dir., KTLA: "We're buying film for the summer, but will return in the fall to a basically live schedule. We can't afford first-run syndicated product. It entails too much investment, and we have to wait 3 years to get it back. We prefer old movies."

Peter Robinson, prog. dir., KABC-TV: "The syndication market is still soft. It's pretty rough—the networks are taking more & more option time from the affiliates, and more & more product is available. We're buying a little. We have very little interest in old movies. Getting heavily involved with big batches of old movies is dangerous because 100 of 700 may be good—the rest become lodestones."

A KHJ-TV spokesman: "Our direction is toward old movies. We are very interested in any major studio post-1948 movie packages which may be made available. We are fairly cool to half-hour syndicated series."

Robert Breckner, vp-gen.-mgr., KTTV: "Syndicated product is not as good as it used to be. Producers can't get enough prime time to pay for good product."

Al Flanagan, vp-gen.-mgr., KCOP: "The climate of TV is still foggy as a result of the Washington investigations, and there is a great uneasiness about what most stations will do in programming. The syndicated market is soft. I don't want to get overloaded with private eyes & Westerns. Prices are down quite a bit on syndicated product, but price isn't the factor."

The significance of these uniformly gloomy views is obvious. If the syndication market continues soft, the hoped-for riches from residuals in TV films may turn out to be pie-in-the-sky, except for the rare hit series like *Father Knows Best*, *I Love Lucy*, or *Dragnet*.

Series such as *Father Knows Best* and *Danny Thomas* reaped fat profits because reruns were sold to networks for daytime stripping. In the case of *Dragnet*, the films were bought by Sherry TV, a subsidiary of MCA, which did well in the syndication market. But this was several years ago, before the market went soft.

## NEW YORK ROUNDUP

TelePrompTer last week reported complete returns from 229 viewing locations of the Patterson-Johansson fight. Gross receipts indicated there were 434,894 paid admissions for a total of \$2,251,162. Receipts from 13 CATV systems grossed \$23,500. In addition, \$450,000 is assured TPT from other sources such as radio, motion pictures and foreign TV. Receipts from ancillary rights alone, excluding the gate at the Polo Grounds, will total more than the all-time record of \$2,658,000 for the second Tunney-Dempsey fight in 1927. Feature Sports Inc., fight promoter, announced gate gross at \$824,814.

United Artists Associated vp & gen. sales mgr., Bob Rich, on the current post-1948 feature film hassle: "The recurring discussions about the release of the 'first' post-1948 features to TV must be viewed in the proper perspective. Post-1948 features from major Hollywood studios, in significant numbers, are already in TV distribution." Among UAA's 410 post-1948 films in circulation are "Summertime," "Underwater," "Suddenly," "A Bullet for Joey," "Moulin Rouge," "The Big Sky," "Act of Love" and "Affair with a Stranger."

Rank-produced 38-feature package launched in syndication in June by Programs for TV Inc. has begun to score its first major sales. WNBC-TV N.Y. has bought 25 features, and intends to showcase those shot in color as special colorecasts. Some, but not all of the films in the package are post-1948, contrary to pre-release rumor, we learned last week. Chief salesman for the package: PTI exec. vp for sales Michael M. (Mickey) Sillerman, ex-pres. of NTA program sales (syndication arm of NTA).

Creative Telefilm & Artists Ltd., split from United Telefilm in Feb. as TV-film distributor & talent agency, is expected to be headed soon by David Stillman as pres. The keystone of the new operation is understood to be a package of 104 post-1948 Warner features for TV distribution (Vol. 16:26 p15). Veteran talent agent Charles K. Feldman is the most likely candidate to head the representation end of the organization, with ex-UAA Pres. Eliot Hyman handling feature distribution.

Add syndication sales: Package of 62 Lopert films has been bought by KRCA Los Angeles; WAVY-TV Portsmouth, Va., CKLW-TV Detroit; & WMAR-TV Baltimore. This puts the package of post-1948 foreign films in 45 markets to date. Titles include "Pursuit of the Graf Spee," "Richard the Third," "Horse's Mouth" and "Parisienne" . . . NTA last week reported sales in over 50 markets of its *Assignment: Underwater*, 30-min. adventure series starring Bill Williams.

Cal. National Productions' Jim Backus show—*Hot Off the Wire*—has been bought for New England markets by H. P. Hood & Son, regional dairy, for a reported \$200,000 . . . Ziv UA's *Case of the Dangerous Robin* has been bought by Brown & Williamson for WABC-TV N.Y. . . . ITC's *Interpol* has been bought for 10 Canadian markets by Procter & Gamble Ltd.

Screen Gems has sold a group of 150 feature films to TCN Sydney & HSV Melbourne. Titles include "Gilda," "The Detective," "Cover Girl," "The Jolson Story," "Mr. Deeds Goes to Town" and "A Song to Remember."

## HOLLYWOOD ROUNDUP

People: Ed Adamson signed by Four Star Television to produce *Wanted—Dead or Alive*, starring Steve McQueen. Same company signed William Friedberg to produce its *Peter & Mary* (Peter Lind Hayes & Mary Healy) . . . Henry Weinstein, TV producer, signed as a movie producer by 20th-Fox . . . Selmer Chalif, in charge of liaison with sponsors & agencies for Screen Gems, named general asst. to William Dozier, vp in charge of West Coast activities for the Columbia TV subsidiary . . . William Sackheim named exec. producer of Screen Gems' *Dan Raven*. Lewis Reed & Tony Wilson are alternate producers . . . Walter Grauman to produce 4 segments of Desilu's *The Untouchables* . . . Finlay McDermid named story editor by Revue Studios. His first assignment is *The Deputy*, on which he will also be associate producer . . . Harris Kattelman and Bud Austin named exec. vps of Goodson-Todman.

More people: Alice Young named story ed. of Four Star Television's *Michael Shayne* . . . Al Rubin is story ed. of CBS-TV's *Have Gun—Will Travel* . . . Screen Gems has named Dick Wesson producer of *My Sister Eileen*, which goes into production in July . . . Stanley Kallis is named associate producer of Four Star's *The Law & Mr. Jones*, starring James Whitmore . . . Louis Quinn has signed a Warner Bros. term contract. He's in its 77 *Sunset Strip* . . . CBS-TV has picked up the option of producer Harry Tatelman.

Girard-Lewis Productions has been formed by producer-writer Bernard Girard and Robert Lewis, to do Paramount's *Mr. Garlund*. The series debuts on CBS-TV this fall, Charles Quinlivan starring. Lewis had resigned from Rosenberg-Coryell agency to join Girard . . . Ex-Cal. National production vp Frank Cleaver and John Florea have formed Vortex Productions. No. 1: a pilot for 60-min. *M.R.*

Ron Com Productions pilots being prepared by exec. producer Alvin Cooperman: *Jingles*, a comedy which may star Louis Nye; *Crusoe's Island*; *Main Street, U.S.A.* (tentative title), an action-adventure series; *The Hot Corner*, a situation comedy which would feature the Los Angeles Dodgers in subordinate roles.

BBDO is shopping for five or six 60-min. specials, to be incorporated into next season's *GE Theater*. The agency & sponsor have selected only one thus far—a show to star Jack Benny. They are also considering featuring a pair of 90-min. shows. Revue Studios will produce 27 half-hour episodes of *GE*.

Red Skelton will film or tape 10 shows in his CBS-TV series next season at his newly-acquired studios (formerly Chaplin's). He'll produce via his Sursum Corp. The modernized studios will be ready to begin operations Aug. 15.

Mexican efforts to protect that country's live & film TV production industry have backfired in at least one situation. Televiscentro has set a new budget of \$80,000 for the purchase of features, shorts & cartoons from non-Mexican sources. The move is chiefly the result of viewer protests that the station was running the same old TV films over & over again. Recently, Mexican film actors, backed to some extent by TV broadcasters, had begun to lobby for a stiff quota on non-Mexican film product.

## Programming

### More about

**LIVE TV, DYING ART:** Like Broadway's "Fabulous Invalid"—the legitimate theater—live TV has been enjoying poor health for some time. But with this difference: Whereas the live stage regularly recuperates, things grow steadily grimmer for live television. Next season they'll be at their grimmest. Our 3-network checkup indicates a steady shrinkage of live & tape shows, the following mostly-film outlook for fall:

ABC-TV, with 60-min. film shows as the backbone of its nighttime programming, has scheduled the smallest total of live hours in prime time among the networks. Of a possible 26 weekly nighttime hours, ABC will have only 3 hours of live shows—the *Sat. Night Fights*, *Dick Clark Show*, *Lawrence Welk Show* and *Take a Good Look*. Of a possible Mon.-Fri. 32 hours of daytime shows, ABC has scheduled 25 hours of live programming, or 78%. As yet unscheduled are 11 nighttime hours of live "floating" specials, 8 of election coverage, 8½ of sports specials and 7 of public-service specials, all live. Last season ABC had 6 weekly nighttime hours of live shows & 18 hours of film.

CBS-TV, showing a 2-hour weekly drop in nighttime live programming, will have 8.5 hours of live out of a possible 24.5 hours. Included are these: *Witness*, *Ed Sullivan*, *Garry Moore*, *I've Got a Secret*, *To Tell the Truth*, *Person to Person* and *What's My Line*. Daytime shows will stay "pretty much the same" (80% live; 20% film) in total live hours as in the recently-concluded TV year. CBS will cut back its live entertainment specials almost in half, from 75 last season to between 40 & 45 upcoming.

NBC-TV, in cutting back from 10.5 to 6.5 weekly nighttime hours of live programming, will step up film 4 hours to make up the difference. However, the network's daytime schedule has 7.5 Mon.-Fri. hours of film of a possible 35 daytime programming hours, or 79% live. Nighttime live shows will include *Dinah Shore*, *The Price Is Right*, *It Could Be You*, *This Is Your Life*, *Jackpot Bowling* and *America's Future*, the latter replacing filmed *World Wide 60*. In addition, NBC has planned 100 live entertainment specials (last season 168), 39 of which will be regularly scheduled on Tue. night. Number of news & public-affairs specials, and Election Day hours is undetermined.

Full-length profile—"There's No Show Business Like MCA's Business"—in the July issue of *Fortune* magazine makes the point that Music Corp. of America, dominating the entertainment industry, is the only company that is simultaneously talent agency, producer, selling agent and lessee of production facilities. Salient ideas of author Edward T. Thompson's study: MCA gets some sort of cut from no less than 45% of all TV network evening shows. It has more big-name clients than any other talent agency (although it never discloses its list). In the odd dual role of agency for talent & frequent employer of the same talent, MCA is involved in practices "considered unethical by almost everyone else in the entertainment industry as well as by the Dept. of Justice." Future outlook: MCA may well try its hand at feature movies since it is fully equipped to do this. Even greater returns are expected from an expanding production schedule for TV shows. Lew Wasserman remarked typically to *Fortune*: "And another thing I won't tell you is what interest we might have in pay TV." (For our MCA story, see Vol. 15:24 p19.)

**Add Public-Affairs Shows:** With most of nighttime TV's entertainment series locked-up in program schedules, networks have been turning their attention to scheduling & selling new public-affairs packages:

NBC-TV: *World Wide 60*, the Sat. 9:30-10:30 p.m. series which launched NBC in the field of regularly-scheduled nighttime public-affairs programming, will be dropped this fall. In its place will go *America's Future*, a series in which "outstanding leaders in public life, with conflicting views, each week will enter into debate before a moderator on a cardinal issue, while simultaneous meetings on that issue will be held around the country." Also scheduled for the same slot: six 60-min. "actuality reports on issues which affect or threaten the survival of the U.S. in the free world." Both series will be created & developed by Irving Gitlin, ex-CBS News executive, recently brought to NBC as exec. producer, creative projects, NBC news & public affairs.

CBS-TV: Firestone Tire & Rubber Co. has apparently found a show that will project an "image" similar to its defunct *Voice of Firestone* series. The package: A 52-week exposure (no reruns) of the CBS-produced, 30-min. *Eyewitness to History*. Time slot: Fri. 10:30-11 p.m. According to CBS plans, *Eyewitness* will be a news-in-depth series with Les Midgley as exec. producer. In addition to the year-long purchase, Firestone also plans to sponsor several news & political one-shot specials.

ABC-TV: A quartet of special closed-circuit telecasts piped to ABC affiliates will be used to whoop up station & dealer interest in the biggest public-service buy so far this season on ABC. The package: A 15-program series of public-affairs specials featuring John Daly and an 8-episode slice of the Sun.-night Winston Churchill memoirs series (Vol. 16:24 p13). Topics in the Bell & Howell series are likely to be thought-provoking; reportedly, they include such matters as birth control and anti-semitism.

On the spot-TV level, however, an indication has come—in the released text of a "media managers conference" recently staged by NBC Spot Sales—that stations might find public-service shows hard to sell. Fuller & Smith & Ross media dir. Donald Leonard, one of 6 admen invited to the conference, said of local-level public service: "As long as TV delivers the news & weather and public-service programming twice a week, beyond that point I can't see divorcing TV from its primary entertainment purpose." Cunningham & Walsh sr. vp Newman McEvoy declared that if a TV station attempted to abandon entertainment and adopt a purely public-service format "up & down Madison Ave. its image would deteriorate quickly—except for those advertisers intending to reach a limited sector of the market."

Tapes of courtroom proceedings for subsequent broadcast aren't barred under Canon 35 of the American Bar Assn. So ruled the Board of Commissioners of Grievances & Discipline of the Supreme Court of Ohio. Center of the Ohio hassle was *Traffic Court*, 30-min. radio series on Westinghouse's KYW Cleveland, aired from April 1957 to May 1959. The series was yanked by KYW in 1959, following an opinion of the committee on professional ethics of the Cleveland Bar Assn. that the series (which in 1958 had won the station an Alfred P. Sloan award) violated Canon 35. In reversing the previous opinion, the 3-man Board of Commissioners ruled June 30 that tape recordings of court proceedings do not represent "broadcasting from the courtroom."

## Stations

**2 UHF OUTLETS STARTING:** FCC issued program-test authorizations last week to WPCA-TV (Ch. 17) Philadelphia, which plans July 10 programming, and educational WGTE-TV (Ch. 30) Toledo, which began intermittent programming July 1, with full-time schedule set for Sept. 1, official opening day. WPCA-TV is the first commercial uhf outlet in the area which currently has 3 commercial vhf stations as well as educational uhf WHYI-TV (Ch. 35). WPCA-TV owner is non-profit Young People's Church of the Air Inc., which plans to operate on non-profit basis, charging only enough for time to cover operating costs. The two new outlets change on-air total to 569 (89 uhf).

WPCA-TV has 1-kw RCA transmitter at 1230 E. Mermaid Lane. Rebuilt RCA antenna is on radio WRCV's former 481-ft. tower, leased from present owner George Voron Co., Philadelphia mfr. of electronic test & communications equipment. In order to gain viewers, WPCA-TV is offering Philadelphia church members a uhf converter & antenna at \$14.95 cost price (\$22.95 installed). Pres. Percy B. Crawford also is pres. of Kings College, Briarcliff Manor, N.Y. and owns WMUZ-FM Detroit. He also holds CPs for WLPH-FM Lancaster, Pa.; WMFP-FM Ft. Lauderdale; KDMI-FM Des Moines, and for an FM station in St. Petersburg, Fla. Donald Crawford is station mgr.; Steven Musto, ex-FM radio WYCA Hammond, Ind., program dir.; Robert H. Straton, former Wilmington businessman, business mgr.; William Johnson, chief engineer. Base hour is \$300. Rep not chosen.

WGTE-TV has 100-watt GE transmitter and helical antenna on the University Hall tower of U. of Toledo. Owner is Greater Toledo ETV Foundation, which has U. of Toledo and city public-school system as participants. A. R. Bitter, prof. of radio & TV at the U., is exec. mgr. & engineering dir. Harry Lamb, director of school system's FM radio WTDS, also is WGTE-TV program dir.

**FTC vs. payola:** Anti-payola consent orders have been filed with FTC by these record manufacturers & distributors: United Telefilm Records Inc., N.Y. • Allstate Record Distributing Co., Chicago • Vee-Jay Records Inc., Chicago • Midwest Distributing Co., St. Louis • Commercial Music Co., St. Louis • Interstate Supply Co., St. Louis • Roberts Record Distributing Co. Inc., St. Louis • RIC Records Inc., New Orleans • Astor Records Inc., Pittsburgh • Ace Record Co. Inc. & Record Sales Inc., Jackson, Miss. • Mercury Record Corp. & 3 subsidiaries, Chicago.

Strike-bound WJZ-TV Baltimore & AFTRA were still at odds as we went to press, but they were in session with the Federal Mediation & Conciliation Service and reportedly near solution (Vol. 16:26 p10). Meanwhile, the situation worsened at the station, where 40 IATSE employes decided not to cross AFTRA's picket lines. Charging contract violation, WJZ-TV notified them to return to their jobs or face dismissal. Telecasting by management & supervisory personnel has continued without interruption despite the new development, the station told us.

WKZO-TV (Ch. 3) Kalamazoo, Mich. has been granted a change in transmitter site from about 7 miles N. of Kalamazoo & 32 miles S. of Grand Rapids to 22 miles N. & 18 miles S. Petition of WKNK-TV (Ch. 57) Saginaw to withhold the action or deny it was turned down by FCC.

## The FCC

FCC's Complaints & Compliance Div. has received editorial support from WTOP-TV Washington. "The truth is," said the station, "that the FCC genuinely needs to know more about how TV & radio stations are meeting their broad obligations. We are persuaded that program monitoring offers no serious threat to conscientious broadcasters, but could be a checkrein on the small minority of stations which might abuse the law or whose promises to the Commission do not always square with their performance on the air." If FCC gets out of hand, the station said, "effective remedies" are available: "One is the fact that Congress must appropriate money each year for the FCC, and would be extremely unwilling to pay the bills for any form of censorship. Another is that the broadcast industry is by no means helpless in the face of FCC abuse and could draw quick national attention to any attempt at program dictatorship."

FCC has granted WAFB-TV (Ch. 28) Baton Rouge, La. special temporary authorization for 90 days to operate on Ch. 9 in that city, pending final decision. Use of the channel was denied the station last Feb. by the Court of Appeals, when it vacated FCC's STA which had authorized the shift (Vol. 16:7 p9). Since that time, WAFB-TV and its competition—Community Bcstg. Co.—have agreed to consolidate, and an initial decision looking toward a grant to WAFB-TV was issued by an examiner June 13. The FCC stated that since there are no longer competing applicants, the view expressed by the Court of Appeals in the case, "would not bar favorable consideration of Modern's [WAFB-TV] request in the circumstances presently existing."

"Are you a Communist?" questions may be asked by FCC of stations' engineers and others holding FCC operators' licenses, the Court of Appeals ruled last week, rejecting the challenge by Morton Borrow, employe of radio WPEN Philadelphia. Judges Prettyman & Miller agreed with the Commission that operators are in critical positions affecting national defense and that the Communications Act requires the Commission to take steps to protect the nation. Judge Washington dissented, stating that operators are no different from other people in critical positions and that the Communications Act gives FCC no specific authority to ask the questions. He said that if people are to be questioned by govt. bodies, it's up to Congress to spell out such procedures in legislation.

**Proposed shift by FCC of Ch. 6 from New Bedford to Providence (Vol. 16:25 p12)** has been supported by prospective applicant Robert A. Riesman. In comments in advance of Commission's new Sept. 1 deadline for filings in the complex allocations case, Riesman said he's organizing "the Riesman Group" to seek the Providence CP, that the shift would increase coverage of Ch. 6 by "41% more people & 48% more area."

**New Ch. 7-13 propagation curves**, to be used by those preparing comments on the Commission's short-spaced vhf allocation proposal (Vol. 16:24 p9), have been issued. Ch. 2-6 curves remain unchanged. Comments are due Sept. 1.

**Ch. 10 Pocatello, Ida.** has been granted to oilman Sam H. Bennion, the FCC finalizing a May 11 initial decision (Vol. 16:20 p15).

**Ch. 10, Charlotte Amalie, Virgin Islands**, was granted to Island Teleradio Service, FCC finalizing initial decision.

# Television Digest

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**Personals:** Thad Brown, ex-NAB TV vp, establishes law offices at 1741 K St. N.W., Washington (Republic 7-6333) . . . Hugh F. Del Regno named business affairs dir., NBC-owned TV stations & NBC Spot Sales . . . Rowe S. Giesen named ABC-TV Western div. program mgr. . . . Malcolm B. Laing, ex-ABC-TV, named station relations regional mgr., NBC . . . Kenneth W. Heady named programming & public affairs dir., KCMO-TV & KCMO Kansas City.

Peter B. Kennedy named station mgr., WRC-TV Washington . . . Leonard Marks, Washington TV-radio attorney, named treas. of National Committee on Behalf of Lyndon B. Johnson for President . . . Marcus Cohn, Washington broadcasting lawyer, appointed counsel for Conn. Committee Against Pay TV.

Adam Young FM Sales rep firm has been formed with Lee Redfield, ex-Petry, in charge. First to sign contracts are KITT San Diego and Concert Network Inc. (WNCN New York, WBCN Boston, WDAS-FM Philadelphia, WHCN Hartford, WXCN Providence, WMTW-FM Mt. Washington, N.H. and WBVA Washington, D.C. area).

Meeting next week: Institute in Industrial & Technical Communications (11-15), Colorado State U., Ft. Collins.

Eurovision will get coverage of the Democratic convention. ABC-TV will fly tapes by jet so that they can be seen on the European network by 3 p.m. the following day.

## Obituary

William (Billy) Goodheart Jr., 58, died June 26 in Phoenix, Ariz. Goodheart, an ex-MCA exec. vp, was in charge of that company's N.Y. office, from 1924, when the agency was formed, until his retirement in 1942. He later came out of retirement to become pres. of Official Films, and after 2 years there joined NBC-TV as sales vp. He left NBC to go into the real estate business in Phoenix. Surviving are his wife, a daughter and a son.

Hugo Reyer, 67, retired FCC asst. chief accountant, died of a heart attack at his Chevy Chase, Md. home June 25. Born in Colby, Wis., he attended U. of Wis. & NYU, served in the Navy during World War II, worked in N.Y. with Arthur Anderson & Co. and the N.Y. Public Service Commission before coming to Washington. He retired from FCC 5 years ago. His wife, son and daughter survive.

## Advertising

Reps were prodded by N.Y. Ayer & Son last week for a report on their stations' reactions to, and corrective plans for, the agency's complaints about rate chiseling (Vol. 16:23 p1). Media vp Leslie D. Farnath, who got off reminder letters to still-silent reps, told us his June 1 speech had brought favorable comment from many stations. He said he'd heard from 2 major rep firms to the effect that their stations would change their method of doing business. "We are not advocating a single rate card as has been erroneously reported," he told us. "We don't care if stations have 7 rate cards. What we seek is a set of definitions that apply to all stations, so that each knows precisely who is eligible for local, retail and national rates. As things stand now, stations have 101 different definitions, and this opens the way to the wheeling & dealing." Farnath hopes to report within 2-3 weeks on the reaction of reps & stations.

Advertising-agency growth in the 1954-58 period is shown in final selected-services reports compiled by the Census Bureau in its 1958 business census. The number of agencies in the U.S. grew from 5,077 in 1954 to 7,720 in 1958. In the same period receipts of agencies went from \$3.24 billion to \$4.38 billion.

American Assn. of Ad Agencies 1960 "roster & organization" booklet lists 345 4A member agencies, 6 more than last year. The agencies operate 710 offices, up 17 over last year, and "place exactly three-fourths of all ads handled by U.S. agencies." Qualifications for membership, agency service standards, standards of practice and a statement of 4A aims are also included in the new booklet.

It pays to advertise advertising, believes Denver-based Paul Pairan Advertising Agency, which promotes its services via IDs on KOA-TV's *Play of the Week* telecasts.

New reps: KVOA-TV Tucson to Avery-Knodel July 1 from Branham • KOAT-TV Albuquerque to Avery-Knodel July 1 from Bolling.

**Ad People:** Jerome J. Cowen, ex-Cunningham & Walsh, appointed Kenyon & Eckhardt vp . . . Sherman E. Rogers named a Cunningham & Walsh vp . . . Jack Rosenthal, ex-Donahue & Coe, named Chock Full O'Nuts vp and ad & mktg. dir. . . Francis E. Sammons, ex-J. Walter Thompson, appointed Ted Bates vp and PR & publicity dir. . . Alfred P. Ries named a Needham, Louis & Brorby vp.

### U.S. Station Rate Increases

Station	Base Hour	Minute	Date
KMBC-TV Kansas City	\$1300 (no change)	\$350 to \$400	June 1
KOMO-TV Seattle	1200 to \$1350		June 1
WBAP-TV Fort Worth	1100 to 1200	300 to 325	June 1
WCKT Miami	1050 to 1250	260 to 320	June 1
WBRC-TV Birmingham	1000 (no change)	300 to 325	June 1
WSPD-TV Toledo	1000 (no change)	250 to 265	June 1
KFMB-TV San Diego	900 to 1000	250 to 260	July 1
WAPL-TV Birmingham	900 (no change)	250 to 300	July 1
KUTV Salt Lake City	700 to 750	200 (no change)	April 7
WOL-TV Des Moines	650 to 700	140 to 170	July 1
WTVW Evansville, Ind.	450 to 600	100 to 115	June 1
KGMB-TV Honolulu	400 to 450	87.50 to 115	July 1
KPAC-TV Port Arthur	400 (no change)	80 to 100 <sup>1</sup>	June 1
WALB-TV Albany, Ga.	300 to 350	60 to 80	June 1
KOTA-TV Rapid City	200 to 225	40 to 50	July 1

### Canadian Station Rate Increases

Station	Base Hour	Minute	Date
CHLT-TV Sherbrooke, Que.	\$500 to \$525	\$120 to \$130	July 1
CKVR-TV Barrie, Ont.	385 to 400	90 (no change)	July 1
CJON-TV St. John's, Nfld.	250 to 350	50 to 70	2
CHAU-TV Carleton, Que. <sup>3</sup>	175 to 265	40 to 50	2

<sup>1</sup> 20 Sec. remains \$80. <sup>2</sup> Not reported. <sup>3</sup> Formerly listed as New Carleton, Que. outlet.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**JAPAN RADIO QUOTAS SET AT '59 LEVEL:** There's scant comfort for domestic radio manufacturers in Japan's newly established export quotas for transistor sets. Although figures weren't revealed as Japanese govt. announced resumption of exports to U.S. & Canada starting July 1—after an embargo since May 10 (Vol. 16:20 p17)—it's understood that new quotas for 1960 are about same as 1959 level.

Quotas apply only to broadcast-band sets with 3 or more transistors. In that category, the U.S. imported 3,990,000 units last year—slightly more than the number of transistor sets produced by domestic manufacturers (Vol. 16:15 p20)—while Canada imported 670,000. Sets with fewer than 3 transistors, FM & short-wave receivers and certain novelty radios aren't regulated by the quotas.

It's understood a single quota applies to exports to U.S. & Canada, another to all other countries. Quotas apply to exporters (not manufacturers) and are based on their shipments in 1958 & 1959; an additional allocation is reserved for exporters not in business during the base period.

First western-hemisphere reaction to Japanese move came from Canada where Canadian EIA has just completed a convention marked by extreme concern for the future of the electronics industry there as result of high imports. New quotas were said there by EIA officials to be a "serious disappointment."

**TUBES STILL MAKE NEWS—ENTER 'COMPACTRON':** Intensive program to revitalize the electron tube has resulted in a device which may soon offer significant savings to TV-radio-stereo manufacturers—GE's compactron. It's latest development in tube makers' crash research campaigns which have already supplied 2 other important advances: Tung-Sol's still-developing cold-cathode tube (Vol. 15:4-5) and RCA's nuvistor, currently in production (Vol. 16:26 p20).

The compactron, developed as part of a holding campaign against semiconductors' inroads on vacuum tubes, basically consists of as many as 4 separate tube functions in a single evacuated glass envelope. In these days of rising component costs, no TV-radio-phono manufacturer can afford to overlook a device which promises such substantial cost reductions as the compactron.

GE's approach to the "save-the-tube" drive has been different from both RCA's & Tung-Sol's. The latter have developed tubes which have many of the advantages of transistors—low power drain, high reliability and (in the case of the nuvistor, at least), small size. While emphasizing savings in size (through the very name "compactron"), GE has chosen to build a device which takes advantage of—and enhances—the present advantages of tubes over transistors: lower cost, higher efficiency.

Like RCA's nuvistor, GE's compactron begins with a lower-case letter—it's not a propriety trademark. GE has no patents on it, hopes rest of tube industry will join in & produce compactrons.

"The most important announcement our department has ever made" is the way GE component facilities gen. mgr. Irvine D. Daniels referred to the disclosure of the compactron at news conferences in N.Y. & Los Angeles last week. This top-priority GE component project is likely to bear fruit very soon in the field for which it was developed—"entertainment" electronics.

Its basic appeal to set makers—and their stockholders—will be in a vital zone: money. If GE's claims are borne out, it offers a just-as-good or slightly-better product with prospect of substantial cost reductions, mainly by cutting down on the all-important item of "labor content." Compactrons themselves, according to GE, will eventually cost about 20% less than the tube functions they replace—and additional important savings will come from savings in component assembly labor.

Already in pilot production, and due for volume output by fall are 2 compactrons for radio (replacing all conventional tubes in 5-tube table model), 4 for TV—and GE hopes some set makers will be using them in next spring's new lines. Nine more types are due in next 12 months, with 75-100 types the eventual goal. Receiver manufacturers now are evaluating samples. (Further details on p. 16.)

**More about**

**RCA TRIMS FAT:** Industrial-electronics-minded RCA is slimming down to fighting weight by cleaning out overhead & profitless pockets in its corporate system (p. 3). House-cleaning is not new at RCA, has run pretty much on a 5-year cycle. The last major cutback came in 1954, following an efficiency study by Booz, Allen & Hamilton, in which RCA Pres. John L. Burns was then a senior partner. However, oldtime insiders tell us this latest cost-reduction program has more significant overtones. It's dedicated not to saving money per se but to cornering it to feed a new enterprise that, like color TV, will take a lot of feeding (and dollars) before it gets off the ground.

RCA has much pump-priming to do in the computer field, and priming takes money. Since rental is the thing in computers—rather than outright sale—relative newcomer RCA will have to pour in much before the big profit money gushes out. The lead-time between "sale" & delivery of a computer system may vary from 18-24 months, but in that period, before the first rental dollar is realized, RCA (and other computer firms) must invest in cost of equipment, site preparation, sales commissions, customer training, etc. The monthly revenue doesn't start until the system is in & running perfectly—and it's small, considering the investment: A typical basic system with a sale price of about \$750,000, for example, brings in a gross (less service & on-spot engineering costs) of only \$14,000 monthly (on 5-year leases). Until RCA gets enough systems out, bringing in a plenitude of profit-building monthly checks, it will have to keep underwriting each rental "sale" and installation it makes.

Complicating RCA's position are these facts of life: (1) Consumer business isn't what it once was, with increased competition and a tighter-fisted public. (2) Color TV and other research activities need hefty chunks of budget. (3) There's rugged competition in industrial electronics field. This of course is not news and never was.

**A \$2½-Billion Industry by 1965**

"Money-in-the-bank losses" is the way RCA describes its venture in computers. Addressing the N.Y. Society of Security Analysts in Feb. (Vol. 16:8 p21), Chmn. David Sarnoff reflected on the fact that RCA is hinging a large part of its future on a heavy investment in electronic-brain business: "What must be spent we are spending to establish RCA as a major participant in this still-formative industry"—an industry calculated to reach \$1 billion this year and more than double (to \$2½ billion) by 1965. Last year, Gen. Sarnoff acknowledged, RCA "incurred what I call 'money-in-the-bank' losses in data processing, and the losses will continue in 1960. But the day is not far distant when this resolute effort should be rewarded with continuing & substantial profits for our shareholders."

The big question is how much drain the new venture will put on RCA resources before that "not far distant" profit day arrives. Layoffs are one indication that the company is tightening for a squeeze. Among other indications: (1) RCA's announcement that first-half 1960 earnings will be down (Vol. 16:26 p22). (2) Its action last week in calling in its 3½% convertible subordinated debentures for redemption. The debentures had a due date of Dec. 1, 1960, but now are exchangeable at \$49.04 (by July 19) for RCA common (selling at \$66 June 30). Wall St. interpretation is that RCA is tidying up its capitaliza-

tion position prior to further financing. Also, conversion to stock by debenture holders will enable RCA to save on interest costs. RCA explains: "The reason for calling the debentures for redemption is to encourage conversion of these securities into common stock, thus broadening the corporation's equity base to provide greater flexibility in financial planning for RCA's accelerating growth in electronic data-processing and other promising areas." Meanwhile, RCA stock has dropped to 66 (June 30) from 77½ in past 3 weeks.

RCA will not break into black with its computer business until 1963, reports *Wall St. Journal* in a June 20 analysis of broadening battle for computer business: "The dimensions of the market being fought over are expected to reach a record \$500 million this year, up more than 30% from last year's \$375-million volume. It's estimated that the field currently is expanding at a rate of \$200 million annually, and this rate should pass \$1 billion a year, in rental & sales, by 1963." Scrambling for business are more than 30 computer makers, most of them giants in other fields.

RCA is sitting in a rich & rough game, but it's never been afraid to put its money where its convictions are. While the corporation in general is belt-tightening & re-trenching, electronic data-processing div. mktg. vp John E. Johnson has declared a planned expansion in his marketing force of 750: "We expect to have 1,500 people a year from now." There are those who may believe RCA's pursuing a critical policy of slimming down Peter to pay Paul, but Paul's the fair-haired boy these days & RCA's staking a big chunk of its future on him.

Seeking to bar Du Mont Labs from permitting use of the Du Mont trademark on TV & radio tubes, Emerson has filed suit for an injunction against Du Mont Labs and Dutrex Industries, sales agent for Du Mont tubes. The suit, originally filed in N.Y. County Supreme Court, was removed to N.Y. Federal Court by the defendants on the grounds that it involves a federal statute (trademark infringement). Emerson Radio and its subsidiaries, Du Mont TV & Radio Corp. and Du Mont-Emerson Corp., charge in the suit that the agreement under which Emerson purchased the Du Mont consumer product lines in 1958 bars Du Mont from selling or licensing the sale by others of Du Mont-trademarked tubes & parts for consumer products, as well as the consumer products themselves. In addition to the injunction, an accounting of damages is sought. (DuMont Labs last week took the final steps in effecting a merger into Fairchild Camera & Instrument Corp; for story, see p. 18.)

Raytheon is investing \$3 million and will have 40% interest in Selenia S.p.A., a new Italian electronics concern. The Italian govt. holding company Finmeccanica will hold 40% and private electrical-industry group Italian Societa Edison will have the remaining 20%. Selenia will embrace Finmeccanica subsidiary Microlambda (which has production facilities near Naples) and Societa Edison subsidiary Sindel (which has engineering labs near Rome). Raytheon will be responsible for developing Selenia's management organization and furnishing technical assistance. The new concern will engineer & produce a wide range of electronic equipment, including radars, industrial control products, microwave-communications systems, and military products, including Hawk missile components under NATO contract.

### More about

**ENTER THE COMPACTRON:** In its announcements to the consumer press, GE stressed the space-saving aspects of its new multi-function compactrons (see p. 14). As compared with standard tubes, they will make possible some significant size reductions in such items as radios, hi-fi tuners & amplifiers. But in compactness, they're still not in the league with transistors. Their biggest appeal seems to be in cost savings.

Compactrons look like overfed miniature tubes,  $\frac{1}{8}$  to  $\frac{5}{8}$ -inch shorter, but fatter, with as many as 12 pins. GE hopes they will "very largely replace conventional miniature tubes" in entertainment products, and eventually find their way into some industrial electronic devices. For the tube industry, they present few production problems, according to component mktg. mgr. W. F. Greenwood, and can be produced on standard tube-making machinery.

First radio types to go into production will be (1) a double-diode-triode-pentode (70-volt heater) for radio use as power rectifier, signal rectifier, AF voltage amplifier, AF power amplifier; (2) pentode-heptode (40-volt heater) for IF amplifier & frequency converter. Together these 2 types provide all tube functions required for equivalent of a 5-tube series-filament radio.

Because of power requirements in some TV circuits, there will be some single-function compactrons as companions to multi-function units incorporated in "compactronized" TV sets. First TV types, all with 6.3-volt heaters: (1) Dissimilar double triode, for vertical deflection oscillator & amplifier. (2) Duplex-diode-twin-triode, for horizontal phase detector & horizontal oscillator applications. (3) Horizontal deflection damping diode. (4) Horizontal deflection beam-power pentode.

GE said that eventually the compactrons themselves will cost 20% less, per function, than corresponding tubes. Company spokesmen listed these sample compactron quotas for various types of consumer-electronics equipment: Two compactrons equal 5 tubes or 7 transistors in a home radio; 7 compactrons do the job of 10 tubes or 22 transistors in a hi fi; 10 compactrons & one diode equal 15 tubes & 3 diodes or 23 transistors & 11 diodes in b&w TV; 15 compactrons equal 22 tubes & 2 rectifiers or 36 transistors, 5 tubes, one diode & one rectifier in a color set; 2 compactrons equal 4 tubes in a 12-volt auto radio.

As for servicing costs, initial tests indicate that "compactrons will have better life than tubes," GE says. And with fewer components involved, GE anticipates less frequent failures.

GE has high hopes for the compactron, as expressed by Greenwood's prediction that by 1965, the original equipment market will buy at least 225 million "vacuum devices, mostly of the compactron type," and that compactrons will take "significant portion of the replacement business."

Philco-sponsored "lecture" course on high-frequency transistors will be included in July, Aug., Sept. & Oct. issues of *Electrical Design News*. Claiming a "first," Philco announced that a 33  $\frac{1}{3}$ -rpm recording on thin flexible plastic will be included with every issue of the magazine (circulation 40,333). It will be fastened to an inside page in juxtaposition to printed graphs, circuits and application data.

Motorola-designed transistor tester is being offered to dealers & service technicians at \$17.95.

**COLUMBIA BLASTS 'REVERB':** First industry attack on reverberation devices—featured in the high-end stereo consoles of several manufacturers—came last week from Columbia Records phono dept. vp-gen. mgr. James J. Shallow at its distributor convention in New York.

Artificial reverberation—or "reverb," as it is now called in industry jargon—results in "distortion and a cancellation of what the artist wanted the listener to hear." Columbia Records engineers carefully apply proper acoustical effects to provide perfectly balanced, realistic sound, he said, and when such records are played through reverb sets, distortion is the result, Shallow told distributors.

Zenith & Philco are currently offering the Hammond Organ reverb units in their new lines, and several others are expected to introduce the device later. Small TV-phono maker Curtis Mathes announced last week that it will incorporate reverb in the upper end of its new line.

Shallow predicted 1961 phono distributor sales at 5-250,000 units (including 3 million portables) valued at \$600 million. By 1963, he stated, sales should rise to 5.8 million at \$625 million.

He said Columbia had placed more advertising than any other exclusive phono manufacturer last year and that it has launched its "most comprehensive" advertising-promotion campaign for 1961. Columbia advertising, according to national sales mgr. Milton Selkowitz, will contain "no watts, no percentages and other technical data" but will stress "pure listening pleasure at a popular price."

Columbia's 1961 line includes portable & tube radios made in West Germany & Japan, a transistorized tape recorder made in Germany at \$129.95 and a tube-type tape recorder made by Nippon Columbia at \$89.95. Phono line includes 10 portables, 8 stereo consoles at \$19.95 to \$450.

Strike of 2,500 RCA engineers in 3 N.J. plants was threatened as we went to press. With present contract due to expire July 1, RCA & Assn. of Professional Engineers were still deadlocked on key issues and in session with the Federal Mediation & Conciliation Service. The union is seeking salary increases, individual merit-review plan, other benefits for its membership in Camden, Moorestown and Pennsauken plants.

TV picture-tube yoke designed for battery-powered sets was announced last week by F. W. Sickles div. of General Instrument Corp. The company claims that power requirements are sharply reduced in the new yoke, which will be competitively priced with conventional units and offers component cost-saving possibilities in regular non-transistorized TV sets. Vertical sensitivity is said to be 30-40% greater than conventional yokes.

Westinghouse's familiar trademark—the circle W—and logotype have been redesigned by graphic arts expert Paul Rand, and will be seen by the public for the first time July 10 in the first telecast from the Democratic National Convention, sponsored by Westinghouse. The company has also put out a 22-page guide to the conventions, *Politics 1960*, as a giveaway to promote its sponsorship on CBS.

A typographical error last week produced a non-existent bargain in TV sets. The report on Olympic's new line (Vol. 16:26 p. 21) should have included this sentence: "The 19- & 21-in. sets start at \$199.95 and 23-in. table models at \$219.95" (not \$99.95 & \$29.95). We regret the error.

GE radio receiver dept. has completed its move from Bridgeport to Utica.

**Mathes' Expansion:** Little Curtis Mathes Mfg. Co., which has been carving a niche for itself in the TV-stereo field, hopes to push its annual sales to \$25-\$30 million within 2 years from its present \$12-\$14 million volume. So said Pres. Curtis Mathes of the Dallas firm last week in introducing the company's new line to Chicago-area dealers. The company's volume last year was \$8 million, he stated.

Although Mathes has no color sets in its line, the company expects that a color boom could run its annual sales to \$35-\$40 million in 2 years, because of high color prices.

Mr. Mathes stated that his company will use Japanese tubes in about 80% of the sockets it fills this year, but most other components will be American-made. He also revealed that later this year his company will be making most of its own speakers & transformers.

The Mathes TV line for 1961 has 21- & 23-in. sets priced from \$199.95 to \$329.95, combinations (21- & 23-in.) at \$399.95 to \$599.95, and stereo phonos at \$169.95 to \$900. Introduced in Chicago were 2 AM-FM table models at \$89.95 & \$149.95 (the latter promotionally priced at \$119.95 through Sept. 1).

**Latin-American Electronic Market:** Despite increased competition from Japan & Western Europe, U.S. manufacturers are holding their own as main suppliers of electron tubes & semiconductors in Latin America, according to a new survey by the Commerce Dept.'s Business & Defense Services Administration. The 9-country survey ("Electron Tubes & Semiconductors, Selected Latin American Countries," available for 25¢ from the U.S. Govt. Printing Office, Washington 25, D.C.) lists these among highlights:

Argentina—U.S. tubes are preferred, despite higher prices. Brazil—The Netherlands, West Germany and Japan are strengthening their position. Chile—The radio receiver market is weakened by low consumer purchasing power. Colombia—Low Japanese prices aren't yet a determining factor in imports. Cuba—"Economic & political conditions will determine the future potential." Mexico—The U.S. remains the main import supplier. Peru—TV development is enlarging the tube market. Uruguay—The U.S. supplanted the Netherlands as principal supplier in 1958-59. Venezuela—European & Japanese imports are rising because of price advantage & dealer promotion.

New-line TV-stereo orders are up from last year, 2 manufacturers reported last week. Summing up its 6 meetings for more than 4,000 dealers at Miami Beach & Las Vegas (Vol. 16:24 p15), Admiral Sales Corp. Pres. Carl E. Lantz said that Admiral booked orders "for more than 350,000 pieces of TV stereo phonos, radios and advance 1961 appliances" at the sessions. "We are back-ordered through Aug. on all products," he said. "These meetings were the most successful ever conducted by Admiral and topped last year's orders by a very substantial margin." Meanwhile, Hoffman consumer products vp-gen. mgr. reported that dealer & distributor orders at the preview of its 1961 line had been 25% greater than the year before.

Webcor has introduced a Japanese-made transistorized miniature tape recorder. The 4½-lb. unit lists at \$175.

Bendix & Germany-based Telefunken have formed a Belgian subsidiary, Teldix, for the production, sale and servicing of aircraft systems and equipment.

NARDA Institute of Management for TV-radio-appliance dealers, the 6th annual course, will be held Aug. 7-13 at American U., Washington.

**Trade Personals:** Charles P. Ginsberg, leader in the development of the Videotape recorder, elected Ampex vp & gen. mgr. of advanced video development; Phillip L. Gundy & Thomas L. Taggart named senior vps—Gundy with responsibility for Ampex International, Ampex Professional Products Co. & Ampex Audio; Taggart for Ampex Data Products Co., Ampex Military Products Co. & Orr Industries Co. (tape). They report to Robert Sackman, newly elected exec. vp & chief operating officer (Vol. 16:26 p22); F. D. (Dan) Meadows, former commercial mgr. of Sarkes Tarzian best. equipment div., named mgr. of video product administration, Ampex Professional Products Co.

Harold A. Goldsmith, co-founder of Magnetic Amplifiers Inc. (recently acquired by Siegler Corp.), named pres. of Siegler's Bogen-Presto div., succeeding Joseph N. Benjamin, resigned . . . C. Wesley La Blanc resigns as asst. to Magnavox Pres. Frank Freimann to join United Industrial Corp. as asst. to pres. . . Stanley S. Schneider, ex-Magnavox engineering dir., named operations vp, Emerson Research Labs, div. of Emerson Radio's Emertron subsidiary . . . Herman Marsen, ex-manufacturers rep, named to new post of merchandise mgr., Capehart consumer products div. . . William F. O'Boyle promoted from sales mgr. to gen. sales mgr., Symphonic Electronic Corp., taking over duties of former vp Raymond C. Clevens, who resigned July 1 to establish his own business.

John P. Macri named custom project sales mgr., RCA's electronic data processing div.; T. R. McKee named data handling equipment mgr. . . Edward J. Gerrity Jr. named ITT news service dir. . . William W. Wood, former exec. vp, named pres. of General Precision's Link div., succeeding David D. Mason, resigned . . . Dr. Ralph J. Johnson, Thompson Ramo Wooldridge vp and gen. mgr. of its Ramo-Wooldridge div., named to new post of vp of TRW's electronics divs., succeeded as Ramo-Wooldridge gen. mgr. by Milton E. Mohr, operations vp.

James Key, Aerovox, is the new president of EIA of Canada. Other officers elected at the annual meeting in Mont Tremblant, Que.: J. D. Houlding, RCA Victor Ltd., 1st vp & chmn. of electronics div.; W. F. Wansbrough, vp & chmn. of receiver div.; David Knapp, vp & chmn. of components div.; W. S. Kendall, vice-chmn. of electronics div.; R. J. M. Allen, vice-chmn. of receiver div.; A. J. Bauer, vice-chmn. of components div.; R. A. Hackbusch, dir. of engineering; C. S. Martin, honorary legal counsel; F. W. Radcliff, gen. mgr.-secy.

Richard H. Hooper & RCA have parted company after 21 years. As special exhibits mgr., Hooper did much to build RCA TV image & business by staging TV-introducing demonstrations, in color and b&w, throughout the U.S., Europe, South America, Far East. He'll take a short vacation at his Paoli, Pa. home before scouting other opportunities in the industry.

Factory sales of transistors in April were nearly 4 million units greater than in April 1959, according to EIA figures. The monthly total, however, declined seasonally from March's record high of 12 million. For the first 5 months of the year, the 1960 total was almost double that of the corresponding 1959 period. The EIA unit & dollar-factory-sales transistor figures, with 1958 comparisons:

	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	6,310,236	18,117,560
April .....	9,891,236	23,198,576	5,906,736	16,864,049
<b>TOTAL .....</b>	<b>41,047,034</b>	<b>\$101,444,855</b>	<b>22,805,716</b>	<b>\$62,774,889</b>

**FAIRCHILD-DU MONT BUY OK'D:** While the acquisition of Allen B. Du Mont Labs by Fairchild Camera & Instrument Corp. (Vol. 16:14 p4) was being approved by stockholders of both companies last week, several other important electronics-industry mergers were in the wind or being consummated—linking such names as Minnesota Mining & Revere Camera, Ampex & Telemeter Magnetics, National Union & Eureka Williams.

Du Mont sale to Fairchild, effective June 30—date of stockholder meetings of both companies—involves an exchange of 178,000 shares of Fairchild stock for all outstanding Du Mont stock on the basis of one share of Fairchild for each 15 shares of Du Mont common and each 5.7 shares of Du Mont 5% pfd. At the closing price of Fairchild stock June 30 (190), the exchange would involve transfer of about \$33.8 million in Fairchild stock. Before the merger, Fairchild had 1,039,140 shares outstanding.

Du Mont will be operated as Allen B. Du Mont Labs div. of Fairchild Camera & Instrument. Fairchild Pres. John Carter said acquisition of Du Mont's management, technical resources & distribution channels should be of "significant value to Fairchild and better equip it to take advantage of rapidly expanding opportunities in the electronics field." He estimated that Fairchild's first-6-months earnings will "substantially exceed" earnings of the first 3 quarters of 1959, and added that the 2nd-half outlook is "excellent." Fairchild's first consumer-goods item, a sound camera & projector (Vol. 16:5 p21) is meeting strong demand, which is "keeping production lines operating at full capacity," he said.

The vote in favor of the merger was about 10-to-1 among stockholders of both companies.

\* \* \*

#### Other merger news:

Revere Camera Co. Pres. Theodore S. Briskin conceded last week that merger talks between his company and Minnesota Mining & Mfg. Co. have been going on for several months, but added "there is no deal in any way, shape or form." Acquisition of Revere would put 3M, the leading manufacturer of magnetic tape, into the tape-recorder & camera business. Revere is a privately-held firm. The 3M company acquired Mutual Bcstg. System last April for about \$1.3 million (Vol. 16:17 p8).

\* \* \*

Ampex Corp. is considering acquisition of Telemeter Magnetics Inc., according to a joint statement by Ampex Pres. George I. Long & Telemeter Magnetics Pres. Erwin Tomash. The proposed merger would be on the basis of 2 shares of TMI for one of Ampex. TMI manufactures computer components, and would be acquired for around \$11 million in stock. Paramount Pictures, which owns about 75% of the stock of TMI, also owns 26% of Du Mont stock.

\* \* \*

The merger of old-line tube-maker National Union Electric Corp. with Eureka Williams Corp. was consummated June 30 after approval by NU stockholders. Eureka Williams will be operated by its present management as an NU division. Each of Eureka's outstanding 278,700 shares will be converted to 5.77 NU common shares. NU Chmn.-Pres. C. Russell Feldmann said the stockholders' action in approving an increase in the number of authorized common shares to 7.5 million from 4 million "will put the company in a position to consider acquisition of other businesses

where an exchange of stock would prove attractive to potential sellers." NU makes TV picture & special-purpose tubes, furnaces & air conditioners. Eureka makes vacuum cleaners, oil burners, school furniture, aircraft equipment, thermal batteries, and has recently introduced Henney Kilowatt, a battery-powered automobile.

\* \* \*

Houston Fearless Corp., maker of motion-picture-processing equipment, cameras and TV dollies, etc., has purchased Marchetti Associates, the Boston electronics research & engineering firm formerly affiliated with Avco Corp.'s Crosley div.

\* \* \*

Microwave Associates, principally owned by AB-PT & Western Union, will provide Antenna Systems Inc., Hingham, Mass., with a \$150,000 five-year loan in return for rights to purchase 28% of Antenna Systems' common stock.

\* \* \*

Axe Science & Electronics Corp. will merge with Missiles-Jets & Automation Fund Inc. if stockholders approve at special July 26 meetings. Both are mutual funds specializing in electronics. The agreement calls for exchange of the Missiles fund's \$4.6 million of assets for an equivalent value of Axe. Axe has assets of some \$14 million.

\* \* \*

Litton Industries Inc. last week announced the purchase of a majority interest in Fritz Hellige & Co. GmbH, W. German electronics manufacturer, for undisclosed sum.

Standard Kollsman Industries, new corporate name of Standard Coil Products, is listed on the NYSE as SKO.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Wednesday, June 29, 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	33 $\frac{1}{2}$	36 $\frac{3}{4}$	Magnetics, Inc.	10 $\frac{1}{2}$	12 $\frac{3}{4}$
Aerovox	13 $\frac{1}{4}$	14 $\frac{3}{4}$	Maxson (W.L.)	9 $\frac{1}{2}$	10 $\frac{3}{4}$
Allied Radio	21	22 $\frac{3}{4}$	Meredith Pub.	37 $\frac{1}{2}$	40 $\frac{3}{4}$
Astron Corp.	2	2 $\frac{1}{2}$	Metropolitan Bcstg.	14	15 $\frac{1}{2}$
Baird Atomic	42	45 $\frac{1}{2}$	Milgo Electronics	21	24 $\frac{1}{2}$
British Industries	15	16 $\frac{3}{4}$	MPO Videotronics	6 $\frac{1}{2}$	7 $\frac{1}{2}$
Capital Cities Bcstg.	9 $\frac{1}{2}$	10 $\frac{1}{2}$	Narda Microwave	7 $\frac{1}{2}$	8 $\frac{3}{4}$
CGS Labs	11 $\frac{1}{2}$	14 $\frac{1}{4}$	Narda Ultrasonic	6 $\frac{1}{4}$	7 $\frac{1}{2}$
Cook Elec.	15 $\frac{1}{2}$	17	National Co.	22 $\frac{1}{2}$	24 $\frac{3}{4}$
Craig Systems	18 $\frac{3}{4}$	20 $\frac{1}{2}$	Nuclear of Chicago	38 $\frac{1}{4}$	40 $\frac{3}{4}$
Dictaphone	42	45 $\frac{1}{2}$	Official Films	1-7/16	1 $\frac{3}{4}$
Digitronics	26 $\frac{1}{2}$	28 $\frac{3}{4}$	Pacific Automation	9 $\frac{3}{4}$	10 $\frac{1}{4}$
Eastern Ind.	14 $\frac{3}{4}$	15 $\frac{3}{4}$	Pacific Mercury	8 $\frac{3}{4}$	9
Eitel-McCullough	28 $\frac{3}{4}$	30 $\frac{3}{4}$	Perkin-Elmer	43	46 $\frac{3}{4}$
Elco Corp.	23 $\frac{3}{4}$	25 $\frac{1}{2}$	Phillips Lamp	159	164 $\frac{3}{4}$
Electro Instruments	53 $\frac{1}{2}$	58	Pyramid Electric	2 $\frac{3}{4}$	3-3/16
Electro Voice	12 $\frac{1}{2}$	13 $\frac{3}{4}$	Radiation Inc.	22 $\frac{1}{2}$	24 $\frac{3}{4}$
Electronic Assistance	21 $\frac{1}{2}$	23 $\frac{3}{4}$	Howard W. Sams	48	51 $\frac{3}{4}$
Electronic Associates	24 $\frac{3}{4}$	27	Sanders Associates	48	51 $\frac{3}{4}$
Erie Resistor	9 $\frac{3}{4}$	10 $\frac{1}{2}$	Silicon Transistor	7 $\frac{3}{4}$	8 $\frac{3}{4}$
Executone	34 $\frac{1}{2}$	37 $\frac{3}{4}$	Soroban Engineering	26 $\frac{1}{2}$	28 $\frac{1}{2}$
Farrington Mfg.	46 $\frac{3}{4}$	50 $\frac{1}{2}$	Soundscriber	14	15 $\frac{3}{4}$
Fischer & Porter	15	16 $\frac{1}{4}$	Speer Carbon	20 $\frac{1}{4}$	22 $\frac{1}{2}$
FXR	59	63	Sprague Electric	63 $\frac{1}{2}$	67 $\frac{1}{2}$
General Devices	22	23 $\frac{3}{4}$	Taft Bcstg.	12 $\frac{1}{2}$	13 $\frac{3}{4}$
G-L Electronics	11 $\frac{1}{4}$	12 $\frac{1}{2}$	Taylor Instrument	79	85 $\frac{3}{4}$
Granco Products	4 $\frac{1}{4}$	4 $\frac{3}{4}$	Technology Inst.	11 $\frac{1}{2}$	12 $\frac{3}{4}$
Gross Telecasting	27 $\frac{1}{4}$	29 $\frac{3}{4}$	Tele-Broadcasters	1 $\frac{1}{8}$	1 $\frac{1}{4}$
Haydu	5 $\frac{1}{8}$	5, 16	Telechrome	10 $\frac{1}{4}$	11 $\frac{1}{4}$
Hewlett-Packard	80	84 $\frac{1}{4}$	Telecomputing	8 $\frac{3}{4}$	8 $\frac{3}{4}$
High Voltage Eng.	138	149	Telemeter	18	19 $\frac{3}{4}$
Infrared Industries	22	26 $\frac{1}{4}$	Time Inc.	61 $\frac{1}{4}$	64 $\frac{3}{4}$
Interstate Engineering	28 $\frac{3}{4}$	30 $\frac{3}{4}$	Tracerlab	13 $\frac{3}{4}$	15 $\frac{3}{4}$
Itek	79	83 $\frac{3}{4}$	United Artists	7 $\frac{3}{4}$	8 $\frac{3}{4}$
Jerrold	11 $\frac{1}{2}$	12 $\frac{3}{4}$	United Control	30 $\frac{1}{4}$	32 $\frac{1}{2}$
Lab for Electronics	50 $\frac{1}{2}$	54	Universal Trans.	2	2 $\frac{1}{2}$
Leeds & Northrup	43 $\frac{1}{4}$	46 $\frac{3}{4}$	Vitro	14	15
Lel Inc.	5 $\frac{1}{2}$	6 $\frac{3}{4}$	Vocaline	4 $\frac{3}{4}$	5 $\frac{3}{4}$
LFE Inc.	10	12 $\frac{3}{4}$	Wells-Gardner	16 $\frac{1}{2}$	17 $\frac{3}{4}$
Ling Altec Electr.	28 $\frac{1}{2}$	30 $\frac{3}{4}$	WJR Goodwill Station	8 $\frac{3}{4}$	—
Magna Theater	3	3-9/16	Wometco Ent.	12	13 $\frac{3}{4}$

## 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
Avco Corp. Story below	1960—6 mo. to May 31	\$164,846,003	\$10,791,559	\$ 5,216,559	\$0.51 <sup>1</sup>	10,305,342
	1959—6 mo. to May 31	148,419,880	7,852,187	4,202,187	.41 <sup>1</sup>	10,217,231
Belock Instrument Corp.	1960—6 mo. to Apr. 30	7,489,539	198,735	90,835	.09 <sup>1</sup>	928,533 <sup>2</sup>
	1959—6 mo. to Apr. 30	8,128,340	329,162	170,342	.18 <sup>2</sup>	928,533 <sup>2</sup>
Davega Stores	1960—year to Feb. 29	18,112,266	(505,586) <sup>3</sup>	12,739 <sup>7</sup>	—	369,600
	1959—year to Feb. 29	18,943,191	(379,360)	(385,315)	—	264,000
Fairchild Camera	1960—3 mo. to Mar. 31	—	—	801,000	.77	1,039,100 <sup>5</sup>
	1959—3 mo. to Mar. 31	—	—	385,000	.37	1,039,100 <sup>5</sup>
General Tire & Rubber	1960—6 mo. to May 31	350,752,897	—	11,236,964	2.01 <sup>1</sup>	—
	1959—6 mo. to May 31	305,339,274	—	13,929,809	2.63 <sup>1</sup>	—
Seeburg Corp.	1960—6 mo. to Apr. 30	—	—	1,203,302	.95	—
	1959—6 mo. to Apr. 30	—	—	1,308,000	1.15	—
Television Industries <sup>3</sup> Story below	1959—year to Dec. 31	6,819,152	—	111,362 <sup>4</sup>	.14	815,965
	1958—year to Dec. 31	1,422,053	—	189,269	.23	816,151
Trav-Ler Radio	1960—year to Apr. 30	21,400,000	—	700,000	.81	863,061
	1959—year to Apr. 30	14,806,000	—	304,000	.40	770,495

Notes: <sup>1</sup> After pfd. dividends. <sup>2</sup> Outstanding Apr. 31, 1960. <sup>3</sup> 1959 statement includes 3 consolidated subsidiaries not consolidated in 1958. <sup>4</sup> After minority interest. <sup>5</sup> Outstanding Mar. 31, 1960. <sup>6</sup> Includes non-recurring credit of \$59,087 due to accounting change. <sup>7</sup> Includes special credit of \$523,783, gained from sale of properties under sale & lease-back arrangements.

Magnavox says first-half 1960 sales will exceed \$50 million and produce a profit substantially ahead of a year ago. Pres. Frank Freimann also forecasts record sales & earnings for the year. Magnavox earnings for the first 5 months of 1960, he said, were more than 50% above the year-ago earnings, "with the improvement continuing thus far in June." For first-half 1959, Magnavox reported a net of \$1,139,556 (48¢ a share) on sales of about \$47.3 million. Freimann projects 1960 sales: \$80-85 million consumer (vs. \$71 million in 1959); \$50-55 million military & industrial (vs. \$36 million); total \$130-140 million (vs. \$107.7 million). On the basis of the sales outlook, he said, "we should report earnings of \$3 a share [vs. \$1.99]." Magnavox, he said, is "very optimistic" about the outlook for consumer products. He said the firm's new "stereo theater" models are developing exceptionally heavy demand.

Television Industries Inc., Matty Fox's TV-film-distribution company, reported 1959 income of \$640,854 before minority interest and \$111,362 after minority interest (see financial table). The 1959 & 1958 financial statements aren't directly comparable because the former includes 3 subsidiaries which were not consolidated in 1958. The parent company actually lost \$553,225 last year and 2 of its subsidiaries also operated at a deficit, but the \$1,749,561 earnings of subsidiary C&C Films Inc. resulted in an overall profit. In 1958, non-consolidated subsidiaries C&C Pan Atlantic TV Co. and C&C International Film Co. lost \$1,008,601 & \$70,427 respectively, while C&C Films Inc. earned \$92,276. As of Dec. 31, Television Industries' balance sheet shows total assets of \$13,141,958 in 1959 (\$7,568,920 in 1958), current assets of \$1,703,565 (\$598,199 in 1958), current liabilities of \$8,468,397 (\$841,507), net current assets showing a deficit of \$6,764,832 (deficit of \$243,308 in 1958).

Polarad Electronics shareholders have approved a 2-for-1 split of the common stock which will be distributed July 12 to holders of record June 27. There will be 1,311,092 shares outstanding after the split.

Clarostat Mfg. Co. shareholders voted confidence in the component maker's management last week by rejecting a bid of an insurgent group to take control of the company. Each of the 4 management nominees for director received 220,964 votes, their opponents getting 125,108 each. Winners were Victor & George Mucher, pres. & exec. vp; Arthur Richenthal, secy., and Dr. Irvin Lavine. Insurgents were headed by Brooklyn contractor Mack H. Stranger, who attacked operations & policies of the company. Answering stockholder criticism of Clarostat's profit margin, Pres. Mucher said his firm was making a 5.6% profit on sales as opposed to an average of 3.9% net for 31 other companies in the industry. He refused to comment on current-quarter earnings prospects, but said that June orders had fallen as a result of the proxy fight. He added that Clarostat is looking into the possibilities of acquiring or merging with other component makers.

Crosley Bcstg. Corp. sales & earnings for 6 months ended May 31 were the highest for any first half in its history, parent Avco Corp. reported last week. No specific figures were given for the broadcasting operation. Avco's earnings were up 24%, sales up 11%, compared with the same 1959 period (see financial table).

Reports & comments available: Amphenol-Borg Electronics, study, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Daystrom, memo, Ira Haupt & Co., 111 Broadway, N.Y. 6 • Indiana General Corp., analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Raytheon, review, Cohen, Simonson & Co., 25 Broad St., N.Y. 4 • Heli-Coil, memo, Cooley & Co., 100 Pearl St., Hartford 4, Conn.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco .....	Q	\$0.12½	Aug. 20	Jul. 29
Daystrom .....	Q	.30	Aug. 15	Jul. 27
Emerson Radio & Phono (Omitted) ..	—	—	—	—
Hudson Radio & TV ..	—	.06	Jul. 8	Jun. 21
IBM .....	Q	.75	Sep. 10	Aug. 10
Packard Bell .....	Q	.12½	Jul. 25	Jul. 11

## Auxiliary Services

Test copyright suit by United Artists Associated, film distributor subsidiary of UA, was launched last week in N.Y. Federal Court against CATV operator NWL Corp., which runs systems in Clarksburg & Fairmont, W.Va. The charge: Copyright infringement through feeding to CATV subscribers telecasts of UAA films (Warner features, Popeye cartoons, etc.) "without payment & without consent of the copyright owner or the TV stations." Seymour M. Peyser, vp & gen. counsel of parent UA, described the case as "an important industry test case, the first of its kind." The suit had been in preparation for several weeks, in the wake of a new round of interest in station property rights & TV signals (Vol. 16:24 p3). Representing UAA: One of film's top law firms—Phillips, Nizer, Benjamin, Krim & Ballon.

**Twist in station-CATV conflict:** Fla. Cablevision Corp., planning CATV systems in Ft. Pierce, Vero Beach, Melbourne & Eau Gallie, Fla., has protested the modification of CP granted to Gene Dyer's WTVI (Ch. 19) Ft. Pierce. Southern Transmission Corp., a subsidiary of CATV equipment manufacturer Entron Corp., has applied for a microwave to feed the CATV systems, and WTVI has asked that the application be designated for hearing. Fla. Cablevision told the FCC that WTVI's proposed gen. mgr. J. Patrick Beacom has "in bad faith" filed for a CATV franchise in Ft. Pierce. "Thus," the protest stated, "applicant Dyer is relying upon his status as a permittee of this Commission to prevent competition from protestant while he himself is seeking to obtain authority to install a community antenna system which he claims will destroy his proposed TV service.

**Statement on CATV legislation,** as adopted by NCTA at its annual convention, differed slightly from the preliminary text reported (Vol. 16:26 p3). The original draft read, in part: "The NCTA does not deem it necessary or desirable at this time to recommend or support any legislation . . ." In final form, the words "or support" were eliminated at the request of those CATV operators who urged that the association be prepared to endorse favorable legislation, if proposed.

**Translator grants:** Ch. 72 & 76, Walker, Minn. to Leech Lake TV Corp. to repeat KDAL-TV & WDSM-TV Duluth.

**Translator starts:** W74AD & W81AC Paw Paw, W.Va. began June 8 repeating WTTG & WTOP-TV Washington.

## Foreign

"World's largest TV studio" has been opened by London TV program contractor Associated-Rediffusion at Wembley. The 14,000-sq.-ft. Studio 5 features: a 50-ton partition which can be lowered to divide the area into 2 giant soundproof studios; 8 EMI 4½-in. image orthicon cameras; facilities for operating with 405-, 525- and 625-line standards; provision for color TV and facilities for taping or filming programs for direct use in foreign markets without standards-modification.

**TV shortage in East Germany** has buyers wait-listed 18-24 months for certain models. Reports *Wall St. Journal*: "While 500,000 TV sets are in East German consumers' hands, according to Communist statistics, long waits still are necessary before delivery. In West Germany, buyers may obtain delivery at will." A 17-in. "Patriot" model in East Germany carries a \$400 price tag.

## Technology

Who should own space satellites which relay TV programs & phone conversations around the world? AT&T Pres. Frederick R. Kappel thinks ownership should be shared among Bell Telephone Co. and systems or administrations overseas, as are the ocean telephone cables. In a lecture last week at UCLA, he said: "This puts full responsibility for the service right where it belongs—that is, with the organizations that provide the service." While it's natural now for govt. to take the lead in putting up satellites, he declared, "when we come to providing communication service, I think we in the Bell System should take all the responsibility we can for the job that is given us to do." Space satellites and improved undersea cables can complement each other in world communications, he said, and he indicated that undersea cables may be able to carry TV programs when adequately reliable high-frequency transistor amplifiers are available to enable them to carry sufficiently wide bands of frequencies.

GE's bright big-screen projector (Vol. 16:23 p15) will get its first civilian use at the Democratic Convention when TelePrompTer leases it for installation above & behind the rostrum where virtually everyone in the L.A. Sports Arena will be able to see it. Called the "light valve projection system," the device uses principles similar to those of the Swiss Eidophor system.

**British Marconi** has sold more than 160 Mark IV 4½-in. image orthicon cameras (82 this year), the company announced recently. Latest orders: 10 from Ampex Corp., U.S. representative of Marconi broadcast equipment; 3 from Polish govt. for the Warsaw TV station; 2 by Tyne Tees TV Ltd., commercial programmers for NE England.

Sun-powered coast-to-coast radio conversation was achieved by the Signal Corps recently as part of the celebration of the Corps' 100th anniversary. Twenty-square-foot solar batteries were set up at Ft. Monmouth, N.J. and Los Angeles, supplying 100 watts to each of 2 transceivers. Signals were reported "loud and clear" at both ends.

Motion picture test film program formerly handled by the Motion Picture Research Council, has been transferred to SMPTE and will be consolidated with that organization's activity in the production of test films for TV & movies.

## Educational Television

Last-minute \$75,000 gift from CBS to ETV station KETC St. Louis was acknowledged at a June 30 testimonial dinner given by the St. Louis ETV Commission for CBS Inc. Pres. Dr. Frank Stanton. The gift (a new antenna, complete microwave relay system, cash grant) was given on behalf of CBS o&o KMOX-TV St. Louis. Officials of KETC presented a special plaque to Dr. Stanton, thanking him and the network for having rescued the pioneer ETV station from a blackout. Stanton utilized the occasion to relate the problem of educating American viewers via TV with the equal-time problem presented by Sec. 315. "I believe it essential that educators & those interested in education see the need for permanently correcting this as infinitely more than a battle of journalism vs. govt."

**Ford Foundation** has approved a grant of \$41,400 for the U. of N.M.'s ETV program, University Pres. Ton. L. Popejoy has announced. The grant will aid accounting & philosophy TV courses.

JUL 11 1960

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### Conventions

**LOCAL STATION COVERAGE** of Democratic convention may set record, with 60 individual stations & groups attending to pick up grass-roots local angles (p. 5).

### Congress

**SENATE FIGHT ON PAYOLA** bill set to start Aug. 10 in Pastore Subcommittee hearings. NAB's Wasilewski mobilizes opponents of station suspensions & fines (p. 2).

### FCC

**FCC UHF & COMPLAINTS** projects still jelling, now that Congress has produced funds. Staff men to manage uhf job with consultants & contractors. Taping of programs to "keep FCC informed" (p. 2).

### Film & Tape

**POST-1948s ARE COMING TO TV** in new round of plans to release backlogs of major Hollywood studios in wake of SAG-WGA strikes. However, such packages will face sales problems (p. 1).

**FILM'S NOT-SO-MERRY-GO-ROUND:** Approximately 20 production executives, producers leave jobs in season of unprecedented turnover (p. 11).

### ETV

**NEW GOVT. ETV RESEARCH GRANTS** awarded by Office of Education to colleges, universities and school systems for experimental projects totaling \$600,000 (p. 13).

### Finance

**500 INDUSTRIAL GIANTS** listed by Fortune include 43 in TV-electronics-appliance fields, from 4th place GE to newly listed Tung-Sol as 495th (p. 18).

### Consumer Electronics

**FM STEREO DELAYED** for 90 days as field tests start in Pa. FCC still hopes to have final standards by year's end, but snags could delay new set market for year (pp. 14 & 17).

**TV RETAIL SALES** took unusual dip from April to May, but May sales were still well ahead of May 1959; radio retail sales continue at 10-million-a-year pace (p. 15).

**MUSIC MERCHANTS' SHOW** in Chicago to be one of biggest yet, with 15 TV set makers exhibiting, increases among phono & radio exhibitors (p. 16).

**ANNUAL SHUTDOWNS** for vacations now in effect in many TV-radio-electronics plants. Vacation dates listed (p. 16).

### Networks

**WESTERN UNION'S TV MICROWAVE** potential increases as plans are revealed for adding more major cities to transcontinental system. Two more coast-to-coast trunks projected (p. 3).

**PIECE OF THE ACTION** goes to networks from profits of most new film shows in nighttime network schedules, producers tell us. Networks defend trend to control, however (pp. 3 & 8).

### Stations

**DECCA PAYOLA HEARING PUT OFF** by FTC in first such case to reach formal proceedings before trial examiner. FTC counsel too busy to go ahead now (p. 7).

**TV & RADIO ORGANIZATIONS** and what they're for shown in organizational chart of broadcasting industry, which has something (from AIMS to TIO) for everybody (pp. 4 & 20).

### Foreign

**BBC EXTENDS SERVICE**, gets approval to add 10 TV & 11 FM satellite stations under phase 2 of expansion program; phase-1 expansion, now under way, will add 14 TV & 10 FM (p. 13).

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**POST-1948s ON THE WAY:** Token releases of big-studio post-1948 movies should start hitting the film syndication market this fall, now that settlement of SAG-WGA strikes have given studios a green light on post-1948 pictures for TV. So we were told by film sources in N.Y. last week. Most cited pending TV deal for over 100 post-freeze pictures between Warner Bros. and Creative Telefilms & Artists Ltd. as probable earliest starter (Vol. 16:26 p15).

Nearly every major studio is now exploring TV release of post-1948 movies. Most (Columbia Pictures, Universal-International, Paramount, Warner Bros.) are considering feeding steady stream of small post-1948 packages into normal syndication channels. A few (20th Century-Fox, MGM) are playing both ends against the middle, and considering possible release of biggest post-1948s to pay TV or as network specials. Total post-'48 backlog of these companies: about 2,500 pictures.

Sledding may not be too easy for post-1948 packages, despite rosy predictions of total TV income of \$300 million for Hollywood's 4,000-odd pictures made in 1948-1960 period. Film companies are determined to feed small packages slowly at high prices. (Movie industry learned its lesson with the dumping of RKO, Warner, MGM pre-1948 backlogs into market suddenly; down went pre-picture prices.) Such determination is matched by resistance of station film buyers to stiff prices, availability of small but steady flow of inde-

pendently produced (UA, etc.) and foreign-produced post-1948 pictures, and network plans for late-night programming (see p. 9).

Not the least of post-1948 sales problems will be that of the weird variety of screen sizes & shapes in which movies have appeared since advent of 3-D, Cinemascope, VistaVision, Superscope, Todd-AO, Cinerama, Camera 65, Cinemiracle, Technirama-70, Naturama, etc. Normal aspect ratio of pre-1948 pictures was 1.33-to-1, same as TV screen. Nowadays, movies are anywhere from 1.85-to-1 to 2.55-to-1, necessitating special lenses on station projectors or special reduction prints by distributor. Even so, part of many a post-1948 Hollywood picture may be lost somewhere above, below, or on either side of home-TV picture tubes.

**FCC GETS FUNDS FOR UHF & COMPLAINTS PROJECTS:** Congress finally voted FCC money for 2 new & unusual projects—\$2 million for N.Y. uhf tests and \$150,000 (instead of the requested \$300,000) for new Complaints & Compliance Div.—and Commission is moving expeditiously but cautiously to put the money to work.

For the uhf project, Commission is expected to name staff soon, using own people to head it, probably the men proposed to it by chief engineer Edward Allen. Proposed project director is Arnold Skrivseth, asst. chief of Technical Research Div. (Vol. 16:26 p8). FCC will hire outside consultants as they are needed—from industry, govt. groups, educational institutions, etc. In addition, it will contract with industry for transmitting & receiving equipment and measurement services—presumably putting them out for bids.

Comr. Lee, who spearheaded whole project, is working hard, determined that it won't become a boondoggle. He & staff members were in N.Y. last week, talking with educators and with Empire State Bldg. officials—on programming & transmission facilities. Commission doesn't yet have target for start of operations; too early to figure.

It's too early, too, to judge nature of John Harrington's Complaints & Compliance Div. Before the \$150,000 was voted, House of Representatives did some haggling about potential for "govt. censorship" in the Division, but came up with the money after Rep. Thomas (D-Tex.), chmn. of Appropriations Committee, gave assurance that purpose was solely to give FCC "some eyes & some ears."

New Division's functions are seen at Commission as two-fold: (1) Expansion of present activity of investigating complaints, acting more promptly and looking into more of them. (2) Monitoring—actually listening, viewing & taping programs.

No. 2 is what worries some people. What will Commission look for? Answer at FCC: We need to be informed. New unit is seen working in several ways. For example, it could move into cities on random basis, sampling all broadcast fare. It could hear about an alleged "bad actor" (obscenity, etc.), quietly sit down & get him on record.

They could use combination of Nos. 1 & 2—sending investigators to examine alleged law & rule violations, at same time recording programs.

Whole business could be significant, dangerous or meaningless—depending on what FCC does with information it gets. And that depends on composition & leadership of Commission, as it always has.

**SENATE FIGHT SET ON PAYOLA BILL:** Climactic wind-up hearings for broadcasters in Congressional session made hectic for them by House-exposed industry scandals start Aug. 10. That date for last-chance fight in Senate by industry against punitive provisions of House-passed payola legislation (Vol. 16:27 p1) was set definitely last week.

Senate hearings next month will be focused by Commerce Communications Subcommittee Chmn. Pastore (D-R. I.) on station suspension-&-forfeiture sections of bill. But proceedings may be widened for full-dress inspection of other terms of catch-all reform measure which House Commerce Committee Chmn. Harris (D-Ark.) cooked up & sold to House as substitute for non-controversial, Senate-approved bill (S-1898). Originally it provided only for pre-grant hearings instead of post-grant protests in license cases.

End-of-session hearings will run at least several days—and they may stretch more than a week. No cut-off date was set by Pastore, who promised broadcasters full chance to be heard on their objections to giving the FCC authority to take stations off air for 10-day periods and assess them \$1,000 daily for infractions of Commission rules.

Invitations to apply for time on witness stand were being sent out last week by Pastore's staff to station owners who had filed written protests against House version of S-1898. Witness list probably won't be drawn up until just before Senate returns Aug. 8 from recess for political conventions. But lead-off schedule will include NAB govt. affairs vp Vincent T. Wasilewski, who is mobilizing broadcasters for fight, and FCC Chmn. Ford, who favors less-than-license-revocation penalties as weapons against defiant licensees.

Payola bill is only major legislative survivor among raft of broadcasting-reform bills & resolutions introduced at this session. They have covered all angles, from network-licensing by FCC to setting up govt. standards for programming. When Congress took off July 2 for Democratic & Republican Conventions, at least 120 TV-radio-FCC measures were left hanging as unfinished business on House Commerce Committee calendar alone. Senate Commerce Committee's calendar is similarly loaded with bills. None has chance of getting anywhere before 86th Congress finally shuts shop, at which point all pending bills will die.

Broadcasting sound & fury on Capitol Hill this session has been productive of many newspaper bannerlines. But so far, in addition to House action on S-1898, quiz-&payola furor has produced just one significant result: approval of FCC budget including funds for Complaints & Compliance Div. (see p. 2).

Industry scandals have had no bearing on Congressional action on other broadcasting-related measures. They include: (1) Bills (S-1886 & S-1965) legitimizing boosters and extending expired terms of FCC members (Vol. 16:26 p1), amended by House & sent along by Senate—just before recess—to White House, where President Eisenhower signed booster measure July 7. (2) Equal-time suspension for Presidential tickets (S. J. Res. 207), approved by Senate (Vol. 16:27 p1) but not yet voted by House. (3) CATV-licensing measure (S-2653), killed by Senate (Vol. 16:21 p3).

**NETS IN PROGRAM DRIVER'S SEAT:** It's clear that networks call the shots this fall in nighttime programming. As network advertiser availabilities dwindled to a handful last week and virtually every time period was program-scheduled (see p. 9), network scoreboard on control stood at nearly 85%.

Actually, every nighttime show is under "control" of network officials in some way. At very least, such client-purchased packages as Bristol-Myers' "Peter Gunn" on ABC-TV, P. Lorillard's "My Sister Eileen" on CBS-TV, Rexall's "National Velvet" on NBC-TV this fall must submit scripts and commercials to continuity-acceptance censors, and be under network scrutiny. At maximum, network-produced fare like "CBS Reports" and "NBC Opera" is under complete creative control of network, from scripts to telecast.

What's generally meant by "control" these days is scheduling and sales responsibility. About 4 out of every 5 regularly scheduled nighttime shows (and many specials) have been packaged or bought, and thus "owned," by a network. These, in turn, are sold by network sales depts. in full sponsorship, co-sponsorship or participation deals. Clients can cancel out of such a show, but cannot kill the show itself. Clients may move their billings to another show or another network, but they can't shift network-bought shows from, say, NBC to CBS or ABC.

Many independent producers are worried about an important byproduct of network control: network financial participation. With networks calling the turn on what goes on network air, public will get more "cultural" and public-affairs programming. But producers tell us that networks are getting a piece of the action from all but the strongest outside packagers, presumably as an incentive to shoehorn the producer's show into jammed nighttime schedules. (For details, see p. 8.)

Situation is odd predicament for networks. On one hand, they've been scolded by Washington and by TV critics to assume more control over network programming to ensure balanced programming, good taste cultural fare, etc. Yet, at the same time, and by some of the same sources, networks have been criticized for possible "monopoly" position in programming, and for network participation in independent packages.

**WESTERN UNION'S TV MICROWAVE POTENTIAL:** Western Union may or may not intend to compete eventually with AT&T for inter-city TV transmission business, but it's certainly getting into physical position to do so.

Thanks to an Air Force contract, WU is building a \$41-million broad-band transcontinental microwave system running from Los Angeles to San Francisco to Boston, serving major cities en route (Vol. 15:44 p3). Last week, however, WU announced that it will add extensions from Boston to N.Y., Albany, Syracuse, Buffalo, Cleveland, Toledo, Detroit & Chicago and from Kansas City to Dallas.

That isn't all. WU's projections into 1965 look toward adding 2 more transcontinental systems which, with offshoots, will enable WU to connect all metropolitan markets in U.S.

WU's FCC authorizations don't permit carrying of TV now. However, it's understood that system is being built with sufficient capacity in towers, antennas, housing, etc., to accommodate video equipment readily. WU says nothing publicly about TV plans but it's obvious it intends to be ready if & when it gets customers. One obvious customer is TelePrompter, of which WU owns 16%, and whose Chmn. Irving Kahn recently told CATV operators that WU is a potential competitor to AT&T (Vol. 16:26 p4). Talking about AT&T links to CATV systems for Johansson-Patterson fight and for potential wired pay-TV systems, he told NCTA convention: "AT&T is not in a position to be highhanded; competition is good."

If & when WU seeks to compete with AT&T in TV service, it will come to FCC for authorization. Commission has ample power to grant or deny the request. Presumably, AT&T would try to block WU.

WU's schedule for its current project, according to Pres. Walter P. Marshall, calls for completion of Los Angeles-San Francisco link by Oct. 1960, San Francisco-Boston by late 1961. WU said that in addition to handling Air Force traffic of all kinds, including "digitalized" TV, "the new microwave system will make available a tremendous reserve capacity to meet the rapidly-growing needs of business & industry for WU's facsimile, public message & private wire lease service." GE has contract for system engineering, RCA for basic radio equipment (Vol. 16:13 p14).

**TV & RADIO ORGANIZATIONS AND WHAT THEY'RE FOR:** Few industries outmatch broadcasting in number & variety of trade associations, special-interest groups and social clubs. Bare listings of them fill 6½ pages of close type in our current Television Factbook No. 30.

There's something for everybody. So long as you're eligible, you can take out cards in everything from umbrella-like NAB to the Institute for Education by TV-Radio. In you're in TV, you may qualify for Assn. of Maximum Service Telecasters and/or Society of TV Pioneers. If you're in radio, you can campaign with Clear Channel Broadcasting Service for higher clear-channel power or with Radio Allocations Study Organization against it.

Wide scope of broadcasting interests is indicated in TV & radio organization chart on p. 20. It makes no attempt to cover every group but does outline objectives, eligibility requirements, membership strength and financing of score of the more significant groups in industry. It may help you keep score on such outfits as AIMS, MST, CCBS, JCET, NAEB, NCTA, NET, RAB, RASO, TASO, TvB & TIO. We've sought to limit the tabulation to organizations primarily involving over-all station management—not to include specialized groups such as news directors, commentators, engineers, attorneys, etc.

## Congress

"Biased" newspapers which criticized House members' expense accounts have been attacked again by House Commerce Committee Chmn. Harris (D-Ark.). In a statement inserted in a recess issue of the *Congressional Record*, he lauded Rep. Rhodes (D-Pa.) for protesting exposes by Knight papers and *Life* (Vol. 16:27 p5). Harris said he supported "freedom of speech and of the press as provided by the Constitution." But no publication has "the right to smear with ridiculous charges in retaliation [for] exposing or proposing something which adversely affects the particular publication or newspaper," he added. Harris had previously pointed out that Knight newspapers & *Life's* parent Time Inc. have interests in broadcasting, that TV & radio scandals have been unearthed by his Legislative Oversight Subcommittee.

Proposals to limit use of Canadian radio in election campaigns have been discussed but set over until next year by the House of Commons. One proposal would have had the federal treasury pay for 10 min. on TV and 30 min. on radio for each candidate, with a ban against purchase of any further time.

Revamped "ethics" bill to set up uniform procedures for FCC & other administrative agencies has been introduced by Senate Minority Leader Dirksen (R-Ill.). Replacing a code-of-conduct measure (S-2849) he drafted in Jan. (Vol. 16:4 p12), the revised bill (S-3795) would bind hearing officers to "rules or policies" issued "properly" by the agencies, make agency members ineligible for reappointment after they have served terms lengthened to 15 years. Co-signers of the new bill were Sens. Wiley (R-Wis.) & Hruska (R-Neb.). Dirksen said he has no hopes for action on his proposals this session.

FTC's anti-payola drive (see p. 7) has been cited by the Republican Policy Committee as a major accomplishment of the agency during the Eisenhower administration. Submitted to the Senate by Sen. Goldwater (R-Ariz.), a review of FTC's work by the GOP group boasted that the agency "acted promptly & effectively" after House investigators exposed payola practices in broadcasting. All in all, the statement said, FTC "is doing 3 times the job it did just 10 years ago." Not mentioned in the GOP report, however, was Republican FTC Chmn. Earl W. Kintner, who has failed to get Senate confirmation for a new term in office (Vol. 16:27 p2).

## Conventions

**LOCAL BOYS MAKE GOOD:** There's plenty of room for grass-roots TV-radio journalists at the conventions, even though the 3 networks will field a national team of newsmen, technicians, etc. that will exceed 1,000. The 1960 conventions may well mark the year in which a new type of home-town reporting on delegates & issues by news teams from leading station groups and even individual TV stations comes into its own. It isn't just a case of station news egos at work either; there seems to be plenty of viewer demand for "local angles" in addition to national network reportage. And a growing list of national spot TV advertisers (oil companies, breweries, food packagers, etc.) are hopping on the media bandwagon of such local-level convention packages.

Representatives of about 300 TV & radio stations have been accredited to the convention, according to Democratic hq in Los Angeles, in addition to the networks and TV-radio news services. There will be a total of about 1,000 cameramen & newsmen—excluding technicians. Some 60 TV stations (including groups) are covering the convention with silent cameras, another 19 with both sound & film. The 300 figure contrasts with 215 TV-radio stations which have applied to cover the GOP convention in Chicago.

Latest TV-radio station groups to plan convention coverage to supplement network feeds are the 6-TV-station Triangle Publications, Inc. TV-radio div., the 5-station Taft Bestg. Co., and the 4-station RKO General div. of General Tire & Rubber Co. Previously announced as in the convention coverage act are the 5-station Corinthian Bestg. Co. and the 5-station Westinghouse Bestg. Co. Altogether, these station groups will have between 65 & 75 newsmen & other staffers button-holing home-town delegates and reporting on the activities of state delegations—a figure that's more than double the number of newsmen ABC-TV expects to have on news vp John Daly's reporting team, for example.

### Special Coverage Arranged

Other station groups (Metropolitan, Meredith, Transcontinent, and even Britain's BBC-TV) will either have newsmen present at the conventions, or have arranged for special coverage. Metropolitan Bestg. Co. radio outlets, for example, have hired former N.Y. governors Averell Harriman and Herbert Lehman to act as commentators, supplementing the WNEW radio (N.Y.) coverage headed by news dir. Martin Weldon.

James L. Cox stations will have their own coverage at the conventions as will Gene Autry's KOOL-TV Phoenix & KOLD-TV Tucson (Arizona State Network). In radio, the Yankee Network and other regional groups will be represented, in addition to the 4 national nets.

In the newest group deals, Triangle will send a 10-man news team, with Roy Nassau (WFIL-TV Philadelphia dir. of community relations) as coordinator, and will backstop the coverage with nearly 50 staffers at the Triangle stations. The Taft outlets will cover with a 5-man team headed by Ralph de Toledano, dir. of the Taft Washington news bureau. (Coverage by the Taft Stations, like that of Corinthian, has already been sold out to spot sponsors.) RKO General expects to have 5 TV-radio commentators (supervised by WOR-TV news dir., George Brown) and 2 camera crews. Corinthian and Westinghouse will have teams of 15 or more people.

**Lar Daly vs. networks (cont.):** Score one win & 2 losses for Lar (America First) Daly in his latest equal-time jousts with networks & FCC. He was given a spot on NBC-TV's *Jack Paar Show* as a Democratic Presidential primary candidate, matching a June 16 appearance by Sen. Kennedy (D-Mass.), after FCC ruled he was entitled to the time. In a 5-1 vote (Chmn. Ford questioning Daly's qualifications as a candidate), Commission pointed out that *Paar* is a "variety program," not a regularly-scheduled news show as defined in exemptions from the Communications Act's Sec. 315. On the other hand, FCC ruled unanimously that Daly wasn't entitled to go on Dave Garroway's *Today* on NBC-TV because Sen. Symington (D-Mo.) was interviewed on it. Garroway's show carries such news features regularly, Commission said. And in response to still another Daly complaint, FCC held that the die-hard Chicago office-runner had no equal-time rights to appear on NBC & CBS just because Sens. Johnson (D-Tex.) & Kennedy were seen & heard responding to comments about them by former President Truman in his televised July 2 press interview. In his *Paar* performance on the July 7 show, Daly was met by chorused boos from the studio audience. *Paar* was cheered when he commented: "This ruling by the FCC makes me ashamed, for the first time, to be a part of the entertainment industry. It makes an absurdity of equal time." This reception during his 25-minute turn on the show displeased Daly. On July 8 he wired FCC complaining that NBC-TV still owed him 22 minutes to match 47 taken up by Kennedy's appearance.

Political showmanship on TV helps put across a candidate's personality, but it isn't as effective in selling policies & ideas. This is one conclusion of 28 political scientists in as many colleges & universities who were polled by Westinghouse Electric Corp., sponsor of CBS coverage of Democratic & Republican conventions. Other opinions expressed in the survey: (1) TV increases voter interest in campaigns. (2) TV increases the impact of nominating conventions on the public, but there's no proof they're now regarded as more important than in pre-TV campaign years. (3) Voters now tend to become more critical of a candidate's appearance than before TV. (4) Much can be done to improve TV coverage of politics.

Traditional political boss is outdated by TV, stated NBC vp William S. Hedges in a July 5 speech at Northwestern U. "People are now thinking for themselves because of modern communications," he said, "and this marks an end to the power of the bosses and profoundly changes methods of campaigning." That broadcasting plays a vital role in influencing votes is proved by "the increasing percentages of Americans voting in relation to the more widespread TV coverage," he added. Commenting on the proposed waiver of Sec. 315, he said: "If the new journalism of electronics is put into full play, as we are hoping, it will bring about better coverage, even greater participation and more enlightenment in the decision [of] Nov. 8."

"Political hacks" at FCC and on staffs of other federal regulatory agencies have too much say in policy & case decisions, according to U. of Mich. law prof. Frank E. Cooper. In a campus lecture on "Postwar Thinking About the Rule of Law," he called for "effective control" of the agencies by Congress and the courts. "It is not the members of the agency who make the decision," Cooper said. "The actual decision is hammered out by unseen, unknown, unapproachable (we hope!) staff assistants—a group of lawyers, engineers, statisticians, technicians and political hacks."

## The FCC

**Congressional Stockholders:** Sen. Scott (R-Pa.) defended FCC on the Senate floor July 2, countering attacks by Sen. Proxmire (D-Wis.) who criticized the Commission for its tentative vote to give Ch. 10 to WTEN Albany (Vol. 16:27 p6). Proxmire had belabored the Commission because Chmn. Ford told him it is FCC policy to give some favorable weight to applicants with Congressional stockholders.

WTEN has 5 Congressional stockholders who own an aggregate of less than 5% of the stock. Scott's position was that Proxmire's criticism is premature because the Commission hasn't yet issued a final decision giving its views on the matter, and that Proxmire "opens himself to the allegation that he is engaging in an *ex parte* attempt to influence the FCC to change its final vote." Proxmire asserted that the decision is "virtually final." After an agency announces its proposed decision, he said, "to say that any comment on the floor of the Senate and in public on that announcement is out of order or *ex parte* would throttle legitimate & proper criticism & discussion of administrative agencies."

Meanwhile, WTEN's competitor for Ch. 10, Veterans Bestg. Co., prospective loser in the final FCC decision, was turned down in court last week in its effort to get WTEN taken off the air. Court of Appeals Judges Edgerton & Bazelon, ruling directly from the bench July 7 following argument by FCC's Max Paglin & Veterans' Frank Fletcher, accepted the Commission's basic arguments—that Veterans suffers no injury by WTEN's continuation, that the public would suffer if WTEN ceased, that Veterans objected too late. When the Commission's final decision is issued, Veterans can appeal again.

Much irked with the FCC for not hastening vhf drop-ins, Sen. Monroney (D-Okla.) scolded the Commission in a July 2 floor speech. He noted the Commission's letter explaining the delay in the decision on availability of more vhf channels—viz., OCDM is still studying (Vol. 16:26 p8)—and called it "gobbledygook." He said he tried to get Commission action 9 months ago but "made no impression whatever." The cities needing more channels, he said, are: Providence, Louisville, Grand Rapids-Kalamazoo, Charlotte, Wheeling-Steubenville, Johnstown-Altoona, Dayton, Campaign-Urbana, Toledo, Jacksonville, Raleigh-Durham, Shreveport, Knoxville, Binghamton, Fresno, Bakersfield. "For the honor of the U.S. Senate," he declared, "I feel obliged to make a new attempt to penetrate the wall of indifference that seems to surround the FCC . . . It seems to me that while we are solving the mysteries of the nuclear age and the mysteries of modern electronics, we are, on the other hand, going backward as regards our attempts to solve the mysteries of bureaucracy."

A crack at vhf drop-ins is sought by the Fla. State Educational TV Commission & Fla. Central East Coast Educational TV Project. Filing with the FCC, they supported the proposed "interim" allocations plan and urged that the Commission "take a new & revised look at the public-interest standard which must govern any allocations & awards under the proposed new rules." They seek the drop-in of Ch. 11 near Orlando.

Sale of WJDM (Ch. 7) Panama City, Fla. for \$340,000 by Mel Wheeler (Vol. 16:21) was approved June 29 by FCC. New owner is Albany (Ga.) Herald, operator of WALB-TV & WALB Albany.

Possible influence in St. Louis Ch. 11 decision, won by CBS in 1957, will be investigated by FCC. The Commission continues to go through cases examined by the House Legislative Oversight Subcommittee, and it recently decided that the St. Louis situation should be examined. The Commission staff probably won't be able to do much work on the case until fall, because of vacation schedules. Questions in the St. Louis case were raised in the Oversight hearings by a Subcommittee staffer, the late Stephen J. Angland. They involved publicist-performer Tex McCrary, who, Angland said, came to Washington to find out why the Commission was taking so long to reach a final decision. Angland testified that McCrary told him he did so on his own, as a newsman, after his friend CBS Chmn. William S. Paley told him he was worried about the delays and TELEVISION DIGEST's disclosure that the tentative vote at the Commission was split 2-2-2-1 for the 4 applicants (Vol. 12:35 p5), no one leading. Angland said that McCrary told him he saw Comrs. McConnaughey, Doerfer & Craven and discussed "the machinery of deciding."

Deintermixture of Fresno has been made final, and KFRE-TV was given until April 15, 1961 to shift from Ch. 12 to Ch. 30. The question of reassigning Ch. 12 is thrown into the Bakersfield deintermixture proceeding, in which deletion of KERO-TV's Ch. 10 is proposed. The FCC requests comments (deadline extended from Aug. 8 to Aug. 22) on a proposal to put Ch. 12 into Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara. Comr. Cross, bearish about uhf, dissented. Paul R. Bartlett, whose group sold KFRE-TV to Triangle Publications, Inc. in 1958 (Vol. 14:47 p4), appeared before the Fresno city council last week to urge that it ask the FCC to delay action because all-uhf for the area is a mistake. Roger W. Clipp, vp-gen. mgr. of Triangle Stations, asserted that Bartlett's "comments before the council indicate he has little knowledge of technical & practical considerations."

Philco lost one battle against RCA-NBC last week when FCC dismissed its protest against the renewal of NBC's WRCV-TV Philadelphia (Vol. 13:33 p2). The text of FCC's ruling hadn't been released last week so the Commission's reasons haven't been made public. However, it's understood that FCC's grounds were primarily legal technicalities—that Philco had been too vague in its allegations, that it was too late with some of them, etc. Still pending before the Commission is Philco's application to compete for WRCV-TV's Ch. 3 in a license renewal hearing. The Commission hasn't said anything about that yet. Most lawyers believe that FCC is required to accord Philco the hearing, but a few theorize that certain 1952 amendments to the Communications Act may permit the Commission to refuse one. Incidentally, NBC has retained the Washington law firm of Koteen & Burt as consultants in the litigation involving the NBC-RKO station swap deal (Vol. 16:27 p7).

Shift of WEEK-TV Peoria from Ch. 43 to Ch. 25 has been denied by the FCC. WEEK-TV had sought both a modification of CP & a special temporary authorization for the lower channel. Comrs. Hyde & Lee dissented.

Sale of KTVE (Ch. 10) El Dorado, Ark. for \$1.1 million to Washington realtor William H. Simons, husband of the late former FCC Comr. Frieda B. Hennock, has been approved by the FCC.

WNEM-TV (Ch. 5) Bay City-Saginaw, Mich. has been denied permission to add Flint to its identification—Comrs. Hyde & Craven dissenting.

## Stations

**Decca Payola Hearing Put Off:** The first contested FTC payola case to reach the formal hearing phase brought Decca Distributing Corp. before Examiner J. Earl Cox July 6, but the proceedings were postponed before they got started.

Cited by FTC in March for allegedly illegal payments to disc jockeys (Vol. 16:13 p6), the N.Y. subsidiary of Decca Records Inc. said it was ready to challenge the charges. However, Cox ordered a postponement—subject to 10 days' notice of another hearing date—when FTC attorney John Walker said that press of other FTC cases prevented him from going ahead.

Meanwhile, more payola complaints against big & little record firms flowed from FTC, which reported its campaign had passed the 100-case mark, with more than half the cases marked as settled with cease-&-desist orders.

New complaints were filed against: James Higgins & Robert West, co-partners in B&H Distributing Co., 3959 Woodward Ave., Detroit, and gen. mgr. Betty Alexander ● General Distributing Co. Inc., 2329 Pennsylvania Ave., Baltimore, and Henry Nathanson ● ARC Distributing Co., 40 Selden Ave., Detroit, and Henry Droz & Ralph Jewell ● Triumph Records Inc., 54 W. 74th St., N.Y., and Herbert C. Abramson ● Columbia Record Sales Corp. & Columbia Record Distributors Inc., 799 7th Ave., N.Y. ● Malverne Distributors Inc., 424 W. 49th St., N.Y., and Abraham Hirsch and William & Jack A. Shocket ● Mayfair Distributors Inc., 640 10th Ave., and Jerry Winston ● Concord Distributing Co., 620 Frankfort Ave., Cleveland, and Arthur Freeman & Ben Herman ● Interstate Electric Co., 3733 Conti St., New Orleans, and L. L. Firsh, George C. Howell Jr., F. P. Goodwin Jr., Millard H. Cook & H. F. Schmidt.

In other FTC payola developments: Dolores Enterprises Inc., N.Y. record manufacturer, was ordered in an initial decision by examiner Cox to stop payola practices, Cox citing its failure to respond to charges or appear for a hearing. Apollo Records N.Y. Corp. filed a denial of payola charges, asked that FTC's case against it be dismissed.

U.S. households totaled 52.6 million in March—up 600,000 from Jan. estimates by A. C. Nielsen in tabulations of TV set ownership & potential (Vol. 16:23 p5)—according to new Census Bureau figures. Other statistics compiled by the Census Bureau in a sample survey: Of all households, 64% are urban, only 8% are on farms, 75% are headed by husband & wife. The govt. report also said that only 2.4% of 40.2 million married couples don't maintain their own households.

**Contempt citation against KTLA** Los Angeles newscaster Pat Michaels was dismissed on a technicality recently by Superior Court Judge Russell S. Waite. Michaels had been cited following his refusal to tell a Grand Jury the sources which helped him prepare a documentary about alleged anti-semitism in Elsinore, Cal. The contempt citation was dismissed on the grounds that the newsman had been served less than 10 days prior to court appearance.

**WJZ-TV Baltimore & AFTRA** settled their 11-day strike July 1 (Vol. 16:27 p12). The strikers & 40 IATSE employes who had refused to cross the picket lines returned to their jobs which had been carried on by management & supervisory personnel without interruption.

**Ottawa-Halifax TV Grants:** Canada's Board of Broadcast Governors last week wrapped up 10 months of contests for competitive TV stations in 8 cities (Vol. 15:31 p1) by recommending awards in the last 2: Ottawa (Ch. 13), to a company headed by former CBC vp-gen.-mgr. Ernest L. Bushnell; Halifax (Ch. 5), to CJCH Ltd. Awards of licenses had been made previously for competing TV stations in Vancouver, Edmonton, Calgary, Winnipeg, Toronto and Montreal. Heretofore, CBC had monopolies in 6 of the 8 cities; private interests operated the only TV stations in Edmonton & Calgary.

The Ottawa Bushnell group includes British TV program contractor Granada TV Network, NTA's wholly-owned Canadian subsidiary NTA Telefilm Ltd., Canadian TV program supplier Spencer W. Caldwell and 37 individual shareholders. Granada & NTA reportedly are the largest investors, but operational control of the new company will reside with the Canadian shareholders. The Bushnell group won out over 4 other contestants for the Ottawa channel: Lawrence Freiman Associates (including the *Ottawa Citizen*), CFRA-TV Ltd., Roger H. Seguin Associates and M. Grattan O'Leary (for a group including the *Ottawa Journal*).

Halifax winner CJCH Ltd. is headed by Canadian radio personality Finlay MacDonald and includes British program contractor Associated TV. The only other applicant for Halifax was CHAL-TV Ltd., organized by the Franklin & Herschorn theater interests.

Other BBG actions last week:

Atlantic Television Co. Ltd. was awarded Ch. 9 in Antigonish, N.S.

CBC's application for a satellite at Pembroke, Ontario was set aside and award of Ch. 5 there was made to E. G. Archibald, whose investors include Bushnell & Granada TV.

CBC was granted a satellite at Mont Blanc, Que., and obtained a recommendation for power increases for CBMT Montreal and CKCO-TV Kitchener, Ont.

BBG reversed an earlier decision by recommending that the grant of a TV license to CKPG Radio Ltd., Prince George, B.C. be deferred pending a survey on the needs of both Prince George & Fort St. John.

BBG approved the application of Northern Bestg. Ltd. to purchase CKGN-TV North Bay, Ont. from Tel-Ad Co. Ltd., which advised the Board that it wanted to sell because of "certain market conditions that may develop." Northern Bestg., which operates radio CFCH North Bay, is owned 91.47% by Mrs. C. E. Campbell, daughter of newspaper-TV-radio magnate Roy Thompson.

\* \* \*

**Private TV networks** may soon be competing with CBC. The BBG last week announced it will hold public hearings Sept. 1 & 2 on conditions & regulations for licensing & operating private networks. Briefs on regulations must be submitted by Aug. 15 for discussion at the September sessions. BBG also set a Nov. 1 deadline for applications for license to operate a TV network, indicated public hearings on such applications would be held at the end of that month or early in December. At the present time, Canada's only TV network is operated by the govt.-owned CBC. The new BBG action opens the way to the formation of networks by private companies.

NAB's 1961 conference of presidents of state broadcaster's associations will be held Feb. 22-23 in the Shoreham Hotel, Washington.

## Networks

### More about

**A PIECE OF THE ACTION:** Networks have a thumb in the financial pies of more than half of all the shows—primarily film packages—in nighttime network TV (see p. 3). In some, it's because the network has built, financed and produced the show, as in the case of NBC-TV's *Bonanza*. In most, it's a slice that goes to the network for "creative counseling & other services" (as the network contracts phrase it) or "just to be fed out of master control" (as one irate telefilm producer told us last week in N.Y.). All 3 networks prefer to avoid comment on the topic.

A direct result of the trend toward tighter network program control, financial participation by the networks comes in all shapes and sizes. TV columnist John Crosby wrote June 29 that "the going rate is 30%." Producers we talked with, however, stated that this was probably a good average, but an over-simplification.

What's at stake is a share of the profits (if any) on the first run of a telefilm show, and a slice of the often-lucrative syndication or network rerun business and overseas distribution. Here's how it works in practice:

A new 30-min. situation comedy, *I Love Nielsen*, is packaged-priced to a network by an independent producer at \$45,000 per first-run episode. The network buys the show, sells it to a pair of sponsors for \$25,000 each (or \$50,000 per alt. wk.). Now, there's a \$5,000 profit above the producer's normal "cushion." The network may get anywhere from 10 to 50% of this profit. And the network's syndication subsidiary may be assigned the rerun sales for a slice that may run as high as 50% of the profits plus a distribution fee (leaving the producer only 25% of the rerun profits).

#### Networks Reluctant to Comment

Networks dislike being queried about such deals. All will admit (and all did, in recent weeks) that they have financial participation in shows other than those directly produced by the network. But details of such deals are not disclosed at network hqs. Some general aspects of financial cut-ins, however, have come to our attention.

For one thing, producers (who can't be named, for obvious reasons) told us that there's a strong relationship between the size and current importance of a production company and the magnitude of the piece of the action that's awarded a network. A couple of seasons back, MCA's Revue Productions managed to hold onto the rerun and overseas rights on all the film packages it was selling to NBC-TV; this season, NBC reportedly has a big slice of the residual rights of Revue packages on an "every-other-show" basis.

By contrast, Four Star Productions, which has become a major show power, used to go through the motions (via the William Morris Agency) of haggling with CBS-TV over a CBS slice of the residuals. Almost invariably, Four Star had to give in. But lately Four Star is surrendering little or nothing to CBS and other networks in such deals. (Sample: *The Detectives*, in which Robert Taylor reportedly has a 50% share of profits, the show's producer and Four Star have 30%, and ABC-TV has only a 10% interest).

Networks, at the same time, deny that the trend to program control has meant a squeeze on independent producers, or a freeze-out of packages optioned (or bought)

by sponsors & agencies. Thus networks are quick to defend the general move toward tighter network control.

"We will never make any progress in TV if we allow a few dozen people outside the network to decide what the network's program structure should be," CBS vp for corporate affairs Richard Salant told us. "What has really altered this year is the resolve at CBS that the scheduling will be our responsibility. By bringing in shows from several sources we can manage to achieve a well-balanced schedule with something for everyone at a decent time."

Stated NBC-TV nighttime programs vp Alan B. Courtney: "We have quite a few outside packages in our schedule this fall that were originally brought to us by clients or agencies. We are definitely not interested in taking over the production of all nighttime TV shows within the network structure. Yes, there's a growing amount of financial participation in shows. But we don't force it. When a producer comes to us, we ask him 'how do you want to do this?' Most producers prefer to arrange a co-production status."

ABC-TV programming vp Tom Moore conceded that "through cancellations and renewals of programs, ABC-TV has, in effect, full control over its nighttime shows." However, this did not, in his opinion, put producers in a creative strait jacket. "From the standpoint of production, the network will advise and make suggestions, but final creative control rests with the producer."

**AB-PT Out of Disneyland:** The 37% stock interest in Disneyland Park held by American Bcstg.-Paramount Theaters Inc., which cost AB-PT \$500,000 in 1954 (Vol. 10:14 p1), has been sold back to Walt Disney Productions and Disneyland Inc. Total price is \$7.5 million, and works out to \$1,500 per share. Disneyland Inc. paid a little more than \$2 million in cash for the stock; Walt Disney Productions gave nearly \$5.5 million in notes payable equally over a 5-year period. AB-PT, however, will continue to operate food concessions it now controls at Disneyland.

Coincidentally with the announcement by AB-PT Pres. Leonard H. Goldenson that the Disneyland shares were being sold back to Disney, AB-PT stated that "certain litigation between the companies involving the prior TV contract [*i.e.*, between ABC-TV and Disney for the *Walt Disney Presents* and other Disney-produced series] has been terminated." There was no connection between the stock sale and the dropping of a breach-of-contract suit by Disney, we were told by AB-PT spokesmen.

Although details of the out-of-court settlement weren't revealed, there's no reason to believe the result will be a complete split between the 2 companies. Disney is going ahead with its plans to do several TV series for ABC-TV this fall, including a show about Daniel Boone in the time slot formerly occupied by *Walt Disney Presents*.

NBC will take legal action against ABC and Queen for a Day Inc. "to enforce an oral agreement" with the packager for a 5-year renewal of the program's time contract when it expires in Dec. ABC-TV and Queen for a Day Inc. had announced recently that the show would change networks in Jan. The program began on NBC radio in 1945, switched to NBC-TV in Jan. 1956. ABC had "no comment" concerning NBC's proposed legal action.

ARB Los Angeles office moves July 15 to 6615 Whittier Blvd., Los Angeles 22 (RAYmond 3-8536).

**Fall Sales Status:** CBS-TV was nearly ready to post the "SRO" sign to advertisers last week, earlier than any previous sales year. The network's sole nighttime opening is Thu., 10-10:30 p.m., although a Bob Newhart live comedy-variety show has been temporarily planned for the 30-min. slot. Sponsorship is as yet undecided, CBS officials told us.

ABC-TV & NBC-TV are reportedly about 90% and 75% sold out, respectively. While ABC is "in the black" with its convention coverage—after making sales so far to Mutual of Omaha, 20th Century-Fox, Avco Mfg. Co. & Du Pont—it hasn't as yet sold its election coverage. NBC's convention-election package was sold out last week when RCA Victor picked up the remaining available one-sixth sponsorship. CBS's convention & election coverage has long been sold to Westinghouse in a \$5-million deal.

Aspiring fall network advertisers can still choose from ABC-NBC availabilities, primarily in 60-min. film shows. ABC has "limited" participations open in *Islanders*, *Cheyenne*, *Adventures in Paradise*, & *Naked City*; 5/6 available in *The Walt Disney Show*; 1/3 of *Hong Kong*; 3/4 of *Roaring '20's*; co-sponsorship of *The Law & Mr. Jones*; and full sponsorship of *Bugs Bunny*. NBC has 2/3 of *Riverboat*, *Outlaws* and *Bonanza* still open; one-half of *Wells Fargo*, *Klondike*, *Tall Man*, *Deputy*, *This Is Your Life*; and full sponsorship of *Shirley Temple* and *Groucho Marx*.

Late-night live shows are being discussed by ABC-TV as an audience rival this fall for NBC-TV's *Jack Paar Show*. No specific formats or stars have been picked. The network's project involves programming the Mon.-Fri. 11:15 p.m.-1 a.m. period now generally filled on ABC affiliates with local feature-film telecasts. Last season, ABC seriously considered programming reruns of 60-min. film shows (from Warner Bros., 20th Century-Fox, etc.) in the late period, with a price-to-producer of about \$25,000 per episode. The plan never got off the ground, but apparently ABC's hopes of moving into late-night network programming have not dimmed. To pave the way for the new plan, ABC has urged affiliates not to stock heavily on new feature libraries, and has promised station-level revenues that will compare with present film earnings.

CBS-TV News Facilities is shifting to new quarters on the 28th & 29th floor of the Graybar Bldg., Lexington Ave. & 43 St., N.Y., from its present quarters in the Grand Central Bldg. Broker in the transaction: Herbert Charles & Co. Inc. vp Martin A. Arrowood. The Grand Central Bldg. will soon be torn down to make way for the giant Grand Central City structure.

CBC's TV-confessing co-respondent-for-hire may prove to have more sham than shame. The *Toronto Telegram* has identified the masked sensation of CBC-TV's May 26 *Close-Up* (Vol. 16:27 p7): a 26-year-old Toronto model-actress who says her recital of a career of providing adultery evidence for lawyers & private detective agencies was pure fantasy—made up for a \$150 program fee. The program's interviewer contends, without proof, that the recital was fact. BBG Chmm. Dr. Andrew Stewart has put it up to CBC to investigate. Commented *Close-Up* producer Ross McLean: "It sort of shakes your faith in co-respondents, doesn't it?"

CBC & Canadian Council of Authors & Artists have produced a new one-year agreement covering rates & working conditions for TV performers. The product of a month of discussions, the agreement, subject to ratification, is effective as of July 1.

## NETWORK SALES ACTIVITY

### ABC-TV

- 77 Sunset Strip, Fri. 9-10 p.m., participations eff. Aug.  
*Procter & Gamble* (Leo Burnett)
- Rockie & His Friends, Sun. 12:30-1 p.m., alt. half hrs., eff. fall 1960.  
*General Mills* (Dancer-Fitz.-Sample) renewal  
*Peter Paul* (Dancer-Fitzgerald-Sample)  
*American Chicle* (Dancer-Fitz.-Sample)
- Naked City, Wed. 10-11 p.m., participations eff. April 1961.  
*Haggar* (Tracy Locke)
- Daytime programming, Mon.-Fri., particip. eff. fall 1960.  
*Knapp-Monarch* (Frank Block)  
*Johnson's Wax* (Foote, Cone & Belding;  
Needham Lewis & Brorby)
- Walt Disney Presents, Sun. 6:30-7:30 p.m., participations eff. fall 1960.  
*General Mills* (Dancer-Fitzgerald-Sample)
- Convention coverage, July & Aug., participations.  
*Mutual of Omaha* (Bozell & Jacobs)

### CBS-TV

- Eyewitness to History, Fri. 10:30-11 p.m., full sponsorship eff. fall 1960.  
*Firestone Tire & Rubber* (Campbell-Ewald)
- The Witness, Thu. 7:30-8:30 p.m., alt. wk. half hrs. eff. Sept. 29.  
*R. J. Reynolds* (William Esty)  
*Helene Curtis* (McCann-Erickson)  
*Esquire Boot Polish* (Mogul, Williams & Saylor)  
*Schick* (Benton & Bowles)
- New York Giants pro football coverage, fall 1960, quarter sponsorship.  
*P. Ballantine & Sons* (William Esty)
- Captain Kangaroo, Sat. 8-9 a.m., alt. wk. quarter hrs.  
*Toy Tinkers*, div. A. G. Spalding & Bros. (George Bond)  
*Highlander Sales* (Mullen)
- Video Village, Fri. 9-9:30 p.m., participations eff. July.  
*J. B. Williams* (Parkson)  
*Vick Chemical* (Morse International)
- Special CBS News reports Nov. 13, 9-10 p.m. pre-emption of *GE Theatre*. Full sponsorship.  
*General Electric* (BBDO)

### NBC-TV

- Convention coverage, July & Aug. participations.  
*Bristol-Myers* (Young & Rubicam)  
*RCA Victor* (J. Walter Thompson)

CBS Venezuela TV station buy-in is being discussed between officials of CBS stations div. and YVLV-TV (Ch. 4) Caracas, commercial outlet whose owners include Diego Cisneros, Cuban broadcaster Goar Mestre and the Venezuelan govt. According to CBS-TV sources in N.Y., no deal has been completed, although CBS is reportedly seeking a 10% interest in the outlet (representing an estimated investment of some \$150,000). Other sources report the station is being sold by receivers for \$1.1 million to a group of investors who put up 80% of the purchase price. CBS recently concluded a deal with Mestre for a program-production center in Argentina, has a relationship as "special consultant" to a West German group planning a commercial network (Vol. 16:24 p7).

## Programming

**Susskind's Record TV Slate:** Producer David Susskind has a record number of shows set for production next season—30% more than this season—he informs us.

He has a renewal of *Armstrong Circle Theater*, for which he will turn out 39 segments. He will do 6 specials for CBS in a series called *All Family Classics* (including "Great Expectations," "The Sea Wolf," "Huckleberry Finn" and "David Copperfield"). There will also be 7 episodes of *DuPont Show of the Month*, and a live series on CBS-TV, *The Witness*, to be a fictional account of Congressional hearings, "borrowing openly the techniques of Congressional committees." Said Susskind: "We will place before this committee a variety of witnesses, ranging from gangsters to political figures such as Huey Long and international criminals such as Hitler."

The producer's plans also encompass 6 specials, including a salute to Eleanor Roosevelt on her 76th birthday; another show dealing with child welfare, and a 90-min production about Eugene O'Neill. This last will carry excerpts from "A Touch of the Poet," "Moon for the Misbegotten" and "Long Day's Journey into Night."

Also on the agenda are 3 to 6 Elaine May & Mike Nichols specials. *Open End*, the syndicated series, has been renewed for 39 more segments, and Susskind will also produce 6 in the NTA *Play of the Week* series.

To avoid idleness, Susskind has also signed to write a book on TV for Little, Brown & Co. His tentative title, he says, tongue in cheek, is "Happy Shows for Happy People with Happy Problems."

Susskind, no friend of film TV, emphasizes that all his shows will be live from N.Y.

Short radio newscasts, with 5- & 10-min. programs replacing 15-min. headline reviews in popularity, are preferred by most news directors at more than 300 stations polled by NAB. In a follow-up report on NAB's survey of radio news policies (Vol. 16:23 p16), research mgr. Richard M. Allerton said the study showed the trend is away from a once-popular newscast format in which highlights were first summarized and then detailed. Many news directors now handle each item separately, believing that headlines on radio are superfluous, Allerton said. Also noted in the survey were marked increases (since a similar NAB poll in 1953) in sponsors of network-produced radio news shows. The increases ranged from 170% at small stations to 425% at big ones.

NBC's showcase for specials this fall will be the 10-11 p.m. Tue. slot, currently filled by *M Squad* (10-10:30 p.m.) repeats on the network and 30-min. syndication shows locally. Programming will be a potpourri of shows (5 *Dow Hour of Great Mysteries*, 3 specials for *Equitable Life*, a Jerry Lewis special, etc.). Other NBC specials will be scheduled on Fri. night for AT&T, plus a few political & entertainment specials on a pre-emption basis. Plans for specials this season at NBC have been trimmed about 40% from the level last season (Vol. 16:27 p11).

ABC-TV has signed 23 writers for documentary dramas based on Sir Winston Churchill's memoirs. The series will debut Nov. 27. Robert Lewis Shayon, TV-radio critic for *The Saturday Review*, will write the first 7 scripts. Also on the "staff" are Quentin Reynolds, William L. Shirer and Sir Arthur Bryant. British writers signed include Peter Fleming, T.E.B. Clarke and Constantine Fitzgibbon.

Two ex-"warmup men" on Jan Murray's *Treasure Hunt* program were arrested in N.Y. last week on charges of splitting winnings with friends they placed on the show. They are associate producer Bernard P. Martin & Artie Roberts. DA Frank S. Hogan said that a 3rd man named in a criminal information was out of town, would be arrested when found. NBC immediately issued a statement pointing out that it was through the initiative of the network and cooperation of Murray that the men were brought to the DA's attention in Nov. 1959, that they had been dismissed last year and that NBC Pres. Robert E. Kintner had testified before Congress last year that the network had discovered evidence of hanky-panky on the show. More arrests may be due soon, as a grand jury probe begins in N.Y., to determine whether criminal charges should be pursued against witnesses who may have testified falsely in Hogan's running probe of TV quiz shows which began last fall. What Hogan described as "a great many" of the 100 witnesses questioned during his office's investigation "are believed to have testified falsely" before a previous jury panel.

Programming questionnaire submitted by WHIO-TV Dayton to 1,500 viewers to ascertain their TV tastes drew a 33% return, established these facts: Detective-adventure programming is the popular favorite; only 54% prefer network specials to regular shows; 51% have no interest in more programming on world problems; 58% do not want prime-time regulars pre-empted for public-interest shows; only 12½% of respondents mentioned crime, violence or the preponderance of Westerns on TV; less than 3% of respondents mentioned the need for more cultural or educational programs. Reports WHIO-TV: "There was little evidence of widespread condemnation of TV programming as a whole—less than 1% were drastically critical. The majority of our viewers look upon TV primarily as a medium of entertainment & relaxation."

"Omnibus" will be back on NBC-TV next fall, with Alistair Cooke as host. At least seven 60-min. programs are planned by Robert Saudek Associates. Aluminium Ltd., which co-sponsored *Omnibus* for 5 years and dropped the series in May 1959, will again sponsor. Negotiations for a Sun.-afternoon time period "are in the final stage."

WSJS-TV Winston-Salem has issued a comprehensive, illustrated *In the Public Interest* brochure which notes, among others, these 1959 community services: 2,796 public-service announcements, 153 five-min. interviews, 188 hours of public-service films, 80 remote on-the-scene telecasts by mobile unit, heavy ETV programming. WSJS broadcast 3,768 service announcements during the year.

World Artists Concert Hall, a series of 13 thirty-min. concerts featuring Pablo Casals, Jascha Heifetz, Jan Peerce etc., was recently purchased by Westinghouse Bcstg. Co. for summer runs on the station group's 5 TV outlets. The package, purchased from Irving Lesser at Major TV Production Inc., includes 3 former NBC-TV programs.

Jackie Gleason will star in 2 CBS-TV specials next season—a 90-min. comedy-drama & a 60-min. variety show. The comedy is "The Million Dollar Incident," adapted by A. J. Russell, Sydney Zelinka and Walter Stone, from an original story by Gleason.

Although AFL-CIO-sponsored newscasts by Edward P. Morgan over ABC Radio have been renewed for one year, John W. Vandercook's labor-sponsored ABC broadcasts have been canceled because of his illness, AFL-CIO secy.-treas. William F. Schnitzler announced.

## Advertising

**TV vs. Print:** New circulation figures for TV and newspapers were available in separate reports for admen last week. Generally speaking, the figures showed that both print media and TV were still growing, but TV was growing faster.

**TV:** During the past 5 years, according to a special bulletin from the NBC research dept., TV has continued to make strides. The number of TV homes has increased 24% (by 8,800,000) while total homes have increased only 6%. People also spend more time watching TV than they do working in a normal week; the average viewing home watches TV a total of 45 hours weekly, as against the usual 40-hour work week. During the evening, the average TV home watches TV an average of 24 hours & 44 minutes weekly; this is 1 hour & 27 minutes more than the amount 5 years ago. On a Sun.-Sat., full-week basis, TV reaches 43,211,000 U.S. homes (95.6% of all U.S. TV-equipped households).

**Newspapers:** During the 6-month period ended March 31, U.S. & Canadian daily newspaper circulation rose to 63,534,551, reported the Audit Bureau of Circulation. This, stated ABC, represented an increase of 1.6% (1,063,304 copies) from the comparable 1959 period. Sunday newspaper circulation during the measured period also hit a new high of 50,427,164 for average issues, also a rise of 1.6% over the previous year. Canadian gains, incidentally, were higher than those of the U.S.

Top 100 U.S. advertisers spent 50.6% of the 1959 ad expenditures for gross time and print space (\$1,681,533,569) for network & national spot TV, reported TvB last week. The big TV figure—\$850,361,281—represented more money for TV than all other measured media combined. Last year's total investment of the group increased 11.4% from 1958, and of this increase 60.3% came from TV. There was also, TvB noted, a relationship between TV spending and corporate sales income. The average sales of the 42 "heavy" advertisers in TV (those which considered TV their basic medium) were about \$2.1 billion. The average of the 52 others (who didn't consider TV a basic medium) was a little more than \$1 billion. Sales last year of the "heavy" advertisers were up 11%; sales of the others were up 9%, said TvB.

Million-dollar spot campaign will be built around GE's new "Magoo" series of 1-min., 20-sec. & 8 sec. ID animated film commercials produced by UPA Pictures (Vol. 16:26 p6). Using about 100 spot announcement slots in each of 125 major TV markets this fall, the campaign is termed by GE as "light sell" ("not hard sell or soft sell"). "We found, very definitely, last spring that humor sells, and hence we are repeating the formula," stated GE mktg. mgr. Robert V. Corning. Although spot TV is the media keystone of the campaign, print ads and a 12-min. "Magoo" motion picture for use at GE dealer meetings will be part of the program.

**Ad People:** Stuart E. Hample and W. S. (Si) Mowat elected BBDO vps . . . Cecil K. (Mike) Carmichael appointed Benton & Bowles vp . . . Anthony C. DePierro appointed media vp, Geyer, Morey, Madden & Ballard . . . Larry Stoddart named TV group head, Ford Motor Co. account at Kenyon & Eckhardt . . . Edward J. Going named Sullivan, Stauffer, Colwell & Bayles vp.

## Film & Tape

**Film's Not-So-Merry-Go-Round:** In an industry noted for personnel insecurity, TV-film set something of a record this season for executive turnover. At least 3 studio production heads and almost 20 producers left their jobs. The mass exodus was caused by policy differences, studio dissatisfaction with product quality, and—in a few instances—clashes with temperamental stars.

Probably the most sweeping changes occurred at 20th-Fox Television, which a year ago appeared to have a most promising future. There, production chief Martin Manulis resigned to go into feature film production. His 2 executive producers, Herbert Bayard Swope Jr. (*5 Fingers*) and Dominick Dunne (*Adventures in Paradise*) are also gone.

At MGM-TV, production chief Richard Maibaum (a WGA member) resigned, because he refused to hire "scab" writers during the strike. At Paramount Television, production chief Robert Cinader resigned over what he described as policy differences. And Betty Hutton set a record for producer turnover by going through 4 on her series before settling on a fifth. (Her series has since been cancelled.)

Other producer departures included Sam Rolfe and Ben Brady from *Have Gun—Will Travel*; Harry Tugend from *GE Theater*; Alvin Cooperman from *The DuPont Show With June Allyson*. Also: Hal Hudson, *Dick Powell's Zane Grey Theater*; Allen Rivkin, *The Troubleshooters*; Quinn Martin, *The Untouchables*; Herb Meadow, *The Man From Blackhawk*; Stanley Rubin, *Hotel de Paree*; Herbert Hirschmann, *Perry Mason*; Mort Briskin, *Grand Jury*. Mort Abrahams left NTA, where he'd been dir. of creative programming, and production vp Frank Cleaver is leaving Cal. National.

There being less live TV, there was less turnover in that area, the most notable case being the resignation of NBC-TV coast program vp Alan Livingston—now an NBC consultant. He was replaced by Felix Jackson.

**Exit Jan. Changes?** Mid-season program changes are virtually a thing of the past, according to Oscar Katz, CBS-TV program vp. Pointing out there were relatively few January changes last season, Katz told us "most shows today have alternate advertisers, each sponsor paying for 13 of the 26 shows. This takes a series through the end of March, and you usually don't start a new series in March."

In Hollywood working on CBS program plans for the 1961-62 season, Katz said pilots for next year will be produced in Dec. and Jan., "maybe earlier." They will all be completed by March 1, he said, because the network doesn't like to have pilots straggling in at end of selling season.

He declined to go into specifics on CBS program plans for next year, but stressed "we're not going down any single route—we plan a great variety of product." He explained CBS is starting early on plans for next year because "the selling season gets earlier and earlier, and there is a disadvantage in doing all this on a last-minute basis."

Katz, CBS-TV Pres. James T. Aubrey and other network executives were in Hollywood in continual meetings on next year's programs and fall season preparations.

Heritage Productions has sold 30-min. *Campy's Corner*, taped series featuring ex-Dodger Roy Campanella, to Pitluk Advertising, San Antonio, Tex., for 47 markets in Tex. & N.M.

## NEW YORK ROUNDUP

Anti-trust complaint against Columbia Pictures, brought by the govt. in N.Y. District Court, was dismissed June 30 by Judge William Herlands. The court held that Columbia's 1958 acquisition of 647 pre-1948 feature films from Universal Pictures "did not constitute price fixing, nor did it tend to lessen competition in the field." Judge Herlands gave Columbia the right to distribute the Universal feature freely and ruled that "feature films are not a separate line of commerce and there is nothing unique about them as TV programming."

Silent movies ride again on ABC-TV this summer. As warm-weather replacement for Dutch Masters-sponsored *Take a Good Look* (Thu., 10:30-11 p.m.), ABC has scheduled *Silents Please*, a package produced by Sterling TV Films. Each episode will provide a condensed version of a silent film classic with such yesteryear names as Rudolph Valentino, the Gish Sisters, Lon Chaney, Clara Bow, Gloria Swanson, Buster Keaton and the Keystone Cops. Sterling acquired the rights to a considerable amount of silent footage, including early D. W. Griffith features, last year.

Independent TV Corp. has taken over distribution of *Best of the Post* for syndication sales. The 26 anthology episodes dramatizing outstanding *SatEvePost* stories by such authors as Stephen Vincent Benet and Conrad Richter, will feature June Lockhart, Everett Sloane and Jerome Cowan among others in leading roles.

Producer Steve Carlin plans to syndicate WABC-TV's *The Schaefer Circle* "in the near future." The 30-min. tape variety-musical will debut on WABC-TV Aug. 13. Singer Lonnie Sattin will star. Richard Hayman & his orchestra will be featured regularly.

WNEW-TV-produced "Remember Us," 60-min. documentary about Nazi concentration camps, will be televised on the station twice this month, and once on WTTG Washington, D.C. The documentary "is comprised of illustrative material recommended for adults only." Plans to syndicate the program, of which Quentin Reynolds is narrator, are in the working stages.

Danny Kaye will make his TV entertainment debut on CBS-TV Oct. 30, pre-empting Ed Sullivan. It will be the first of 3 Kaye specials, to be produced in as many years, under General Motors sponsorship. Kaye's previous TV appearance was a UNICEF documentary.

Official Films has acquired for syndication 2 public-affairs packages, *American Forum of the Air* and *Youth Wants to Know*. Both are Ted Granik productions taped by Westinghouse Bestg. Co. OF will handle syndication outside WBC markets.

**People:** Eugene V. Klein was elected National Theatres & TV vice chmn. . . . Sherlee Barish has been named Official Films vp . . . Wardell Gaynor, Robert Lawrence cameraman, has been elected Screen Cartoonists Guild pres. . . . Lloyd Krause has been named United Artists Associated Eastern div. sales mgr. . . . Selmer Chalif appointed Screen Gems assistant vp for West Coast activities . . . Bryon Paul named dir. and Ted Berkman writer for *See America with Ed Sullivan* series on CBS-TV fall 1961 . . . Henry S. White was named Screen Gems national sales mgr. . . . Edward J. Broman elected Ziv-UA Chicago office vp.

## HOLLYWOOD ROUNDUP

**Bill Bendix's Bonanza:** Some Hollywood actors contend the value of telefilm residuals is highly overrated, that they don't really mean much in a market saturated with TV films. That's often true, but not in the case of William Bendix, who starred for 5½ years in *The Life of Riley*.

Bendix originally owned 25% of the net of the 217 films made before the series ended its first-run production 2 years ago. He then persuaded distributor CNP to change his deal so that he owns 10% of the gross.

To date CNP has grossed approximately \$3.5 million from *Riley*, earning Bendix about \$350,000. Bendix estimated to us the series may gross as much as \$5 million, which would mean a handsome \$500,000 residual bundle for the actor.

Bendix points out, however, that *Riley* has several factors in its favor. "Ours was a property the public had known for 13 years; we were in radio for 7 years before converting to TV. I did my first *Riley* radio show in 1943. As a result, *Riley* is a kind of tradition by now. It was a very popular series. Nobody liked it but the people," he remarked, in a swipe at the critics.

Screen Gems begins production Aug. 1 on *Dan Raven*, starring Skip Homeier. William Sackheim is exec. producer. . . . Production begins at Revue Studios this week on *Checkmate* and *The Tall Man*, and there will also be a resumption of production on *Johnny Midnight*, *Wagon Train* and *GE Theater* . . . Four Star TV begins production this week on its 60-min. series, *Stagecoach West*.

Warner Bros. has given producer Howie Horwitz of *77 Sunset Strip* a new 7-year contract, with a raise, to replace his old pact which had 5 years to run. Seven films for next season have been produced, and the series will have a one-month production hiatus in mid-July.

Producer Frank Cleaver and his Vortex Productions partner, director John Florea, have gone to Tokyo on an inspection trip to see facilities for production of a 60-min. pilot, *M. R.*, and 2 half-hour pilots they plan to film in Japan beginning Aug. 15. The 60-min. pilot is about a troubleshooter for American travelers abroad; one of the other series, *Christopher Blake*, is a melodrama; the other, untitled, is a comedy involving a news correspondent.

Screen Gems resumes production on *Manhunt*, starring Victor Jory and Pat McVey, July 18, with Jerry Briskin as producer. SG's *Route 66*, starring Martin Milner and George Maharis, also goes into production July 18.

Four Star Television has resumed production on *Wanted—Dead or Alive*, starring Steve McQueen; *The Rifleman*, starring Chuck Connors, and *The Law and Mr. Jones*, starring James Whitmore . . . Frazen Productions has acquired TV rights to a onetime radio serial, *Don't You Believe It* . . . Production on *Dennis the Menace* resumes July 26 at Screen Gems.

**People:** Harris Clayton, ex-Rosenberg-Coryell agency, named asst. to MGM-TV business affairs dir. Leon Mirell . . . Art Wallace named associate producer and story editor on *Hong Kong*, 20th-Fox TV series . . . Lawrence G. Clement, ex-NBC, has joined entertainment div. of California Bank in its Beverly Hills office.

## Television Digest

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## Educational Television

**New ETV Research Grants:** Federal grants totaling about \$600,000 have been awarded by the U.S. Office of Education for 13 more educational TV research projects by colleges, universities and public school systems under Title VII of the National Defense Education Act.

Biggest ETV awards went to Pa. State U., which will spend \$159,000 in a 2-year study of closed-circuit college-course programming under Dr. C. R. Carpenter, and to the U. of Ill., which will undertake 3-year \$140,716 research in teacher training under Dr. Robert W. James & Dr. Charles J. McIntyre.

Other new ETV grants (among 32 totaling about \$1 million for experimentation in teaching-aid uses of radio, movies and recordings as well as TV) included these:

Pacific Union College, Angwin, Cal., "short-term effects of some TV programs," \$2,291 for 10 months.

American U., Washington, teacher-student TV communication, \$9,237 for 10 months.

U. of Hawaii, ETV uses in speech improvement in elementary schools, \$21,600 for 2 years.

U. of Ill., tests of effectiveness of visual production techniques, \$10,753 for one year.

Portland, Me. school system, ETV's effectiveness in elementary grades, \$2,875 for one year.

Boston U., follow-up study of effects of televised elementary science instruction, \$17,578 for 14 months; concept development in elementary science teaching by TV, \$80,787 for 17 months.

Okla. State Board of Education, ETV's uses in combination with correspondence courses & visits by student teachers, \$13,528 for one year.

U. of Pa., study of audiences for open-circuit college-credit courses, \$85,000 for 2 years.

U. of Utah, functions of uhf in distribution of visual teaching aids, \$49,956 for 30 months.

George Peabody College for Teachers, Nashville, development of scales to measure attitudes toward new educational media, \$4,934 for one year.

KBTB (Ch. 9) Denver has donated more than \$30,000 worth of TV equipment to the U. of Colo. for its planned ETV station.

## Foreign

**BBC Extends Service:** Britain's BBC has obtained government approval to proceed with phase 2 of its service-extension program and will add 10 TV & 11 FM satellite stations to the network by March, 1964. The new stations will bring TV to more than 100,000 new viewers and improve reception for an additional 400,000. The extended radio service will introduce FM to 350,000 listeners.

Phase 1 of the program (Vol. 15:29 p13) already is under way and will add 14 TV & 10 FM stations by early 1962. This expansion will extend TV coverage to 200,000, improve it for nearly a million others, and bring FM to more than 640,000 listeners.

BBC now has 23 TV stations in operation, serving 98.8% of the population. The network is also operating 20 FM stations, covering 97.3% of the nation. Some of the new stations, BBC reports, will serve only the towns in which they will be located; others will have a wider range. "Many will combine to expand TV reception in the Highlands and the Isles of Scotland to scattered communities in the area," BBC said.

Under phase-2 scheduling, TV-only satellites are planned for Caernarvon, Hastings, Scarborough and Swindon; TV-FM satellites for Forfar, Grantown-on-Spey, Lewis, Pitlochry/Aberfeldy, Shetland, and Skye; FM-only satellites for East Lincolnshire, South-West Scotland, Enniskillen, Pembroke/Milford Haven, and Sheffield. All but the first 2 FM-only sites are slated to get TV satellites under phase 1.

**Personals:** Theodore G. (Ted) Bergmann, former managing dir. of the old Du Mont TV Network and now pres. of Parkson Advertising Agency, July 18 becomes Revlon ad vp, replacing Evan William Mandel, who will devote full time to his duties as asst. to the pres.

Hollis M. Seavey, former MBS Washington newsman, Clear Channel Bestg. Service dir., owner-operator of radio WCUM Cumberland, Md., and Regional Bestrs. Assn. dir., joins NAB's govt. affairs staff . . . Frank Merklein, ex-NBC, named TvB member sales presentations dir. . . Martin Codel returned to his Washington office last week after spending 4 months in Africa and the Middle East surveying TV-radio trade potentials as consultant to RCA; he and Mrs. Codel visited 25 cities in 22 countries . . . Eugene N. Aleinikoff, ex-CBS-TV, appointed National Educational TV & Radio Center legal & business affairs dir.

Norman Berger appointed program dir., WKBN-TV & WKBN Youngstown, Ohio, succeeding Paul Turner, named asst. TV program dir., KPIX San Francisco . . . J. D. Bond, FCC hearing examiner, joins Atomic Energy Commission in similar capacity . . . Vance L. Eckersley has resigned as vp-gen. mgr., WDAU-TV Scranton, Pa.

**Meetings next week:** Idaho Bestrs. Assn. convention (July 19-20), Sandpoint, Idaho ● American Federation of TV & Radio Artists annual convention (20-24), Shoreham Hotel, Washington, D.C.

## Obituary

Donald Blount Gatling, 60, chief of FTC's radio & periodical advertising div. when he retired from govt. service in 1951, died July 2 at his Takoma Park, Md. home. Surviving are his widow, a son, 2 brothers, 3 sisters.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**FM STEREO DELAYED AS TESTS START:** There will be another delay of 90 days in the establishment of standards for stereo FM radio. The FCC still hopes it can give manufacturers & broadcasters final specifications by year's end—but this is far from a sure bet. Further delays of up to a year are conceivable—so there's no assurance that the potentially rich stereo FM receiver market will be in business in 1961.

As the biggest TV-stereo-radio trade show gets under way this Mon. (11)—the Music Merchants' Trade Show at Chicago's Palmer House—the EIA's National Stereophonic Radio Committee starts final phase of its selection of ideal FM radio broadcasting standards in a series of midnight-to-noon field tests. NSRC's findings are advisory, but FCC is expected to ratify them.

The 90-day extension of time to file its findings with FCC was requested by NSRC, which says its field tests can't meet FCC's July 29 deadline. Commission is expected to approve extension to Oct. 29.

Field tests of the 6 proposed FM stereo systems will use facilities of KDKA-FM Pittsburgh and will continue until mid-August. The systems, as previously defined by FCC in its rule-making (Vol. 16:19 p6), are EMI (British Percival system), Crosby Teletronics, GE, Zenith, Multiplex Development Corp. (William Halstead) and Calbest Electronics.

Manufacturers have provided transmitting & receiving gear and all equipment has been checked out by NSRC's field test panel under NAB engineering dir. A. Prose Walker. Tests of stereo & monophonic reception will be made at the transmitter and at 3 locations: Uniontown, Pa. (where signal strength should be about 1,000 microvolts per meter), at transmitter site of AM station WMMN, Fairmont, W. Va. (300 uv/m), and at Fairmont State College (50 uv/m). Measurements & data will then be analyzed and reported to FCC.

If choice of system isn't difficult one, Commission is expected to issue final order before year's end, giving manufacturers green light to start making & marketing FM stereo radios and stereo converters. If whole issue is thrown into hearing, however, proceedings could drag on & on. FCC really wants to expedite FM stereo and can be expected to bend over backwards to get speed.

Although proposed systems have basic differences, most set makers are standing on sidelines merely hoping for quick decision which could open big new radio market and hypo stereo phono sales. For FM broadcasters, choice of system is very important—for some systems will permit use of additional money-making subcarrier (for storecasting, functional music, etc.) and some preclude it.

All the U.S.-invented systems are based on multiplex subcarrier principle. One unique system—proposed by EMI of Britain—stands out as most controversial, and gets its first thorough engineering test in the U.S. with the current field tests. Engineers say that on paper it's a dream system—measurements show it best in signal-to-noise and in freedom from distortion. In addition, networking of EMI stereo would require only a single telephone line, whereas the others need 2. Subjectively, however, there's great difference of opinion as to whether it can provide "true & acceptable" stereo. Field test tapes will provide answer.

Possibility of AM stereo radio standards will be considered by FCC after it returns from its August vacation. It may ask initial comments before FM proceedings are concluded, although some expect it to give FM good head-start by waiting until FM system is established before looking into AM stereo service.

Details on the FM stereo tests being conducted by top industry engineers in NSRC are on p. 17.

## TV-RADIO PRODUCTION: EIA statistics for week ended July 1 (26th week of 1960):

	June 24-July 1	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	106,310	123,707	98,426	2,967,529	2,788,945
Total radio .....	285,651	347,687	258,234	8,522,815	7,110,758
auto radio .....	98,471	131,752	108,459	3,322,863	2,900,621

**TV-RADIO OUTPUT & SALES:** TV retail sales took an unusual downturn from April to May this year, newly-released EIA figures indicate. The dip was only 17,000 sets; nevertheless, this was only the 2nd year since 1954 that May sales were lower than those in April (the other year was recession-ridden 1958).

April traditionally is the year's poorest TV retail sales month; May is the 2nd worst. The drop from April to May this year may or may not indicate that TV is feeling the general slump observed in appliances. The decline still wasn't alarming—April 1960 sales beat April 1959 by nearly 55,000, and sales for the first 5 months of the year were still near the 6.5-million-a-year level.

Cumulative 5-month radio retail sales were exactly at the 10-million-a-year mark (on a seasonally adjusted basis). TV & radio production continued their increase. Here are the EIA's official 5-month figures with 1959 comparisons:

**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 ....	503,463	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
May .....	442,176	431,911	32,295	28,247	334,283	279,536
<b>TOTAL ..</b>	<b>2,444,174</b>	<b>2,211,712</b>	<b>210,602</b>	<b>151,379</b>	<b>2,285,866</b>	<b>1,919,162</b>

**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
May .....	1,277,040	1,039,562	463,165	476,222	548,322	400,882
<b>TOTAL ..</b>	<b>6,973,069</b>	<b>5,677,421</b>	<b>2,726,222</b>	<b>2,262,390</b>	<b>3,175,469</b>	<b>2,480,686</b>

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 60,963 (29,145), March 83,127 (32,994), April 61,953 (31,425), May 65,438 (48,841). Five-month total: 295,297 (172,640).

Factory sales of picture tubes & receiving tubes declined from April to May, EIA figures showed, but 5-month picture-tube sales were ahead of 1959, while receiving tube totals were lower.

Month	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
May .....	659,859	13,329,826	30,354,000	25,580,000
Jan.-May 1960 .....	3,697,969	73,093,786	160,574,000	137,843,000
Jan.-May 1959 .....	3,603,969	69,119,667	164,558,000	142,675,000

Foreign competition with U.S. industry, including electronics manufacturers, would be studied by a special Senate Committee on Trade Adjustment Problems under a resolution (S. Res. 350) drafted by Sen. Hartke (D-Ind.). It calls on the Committee to conduct hearings, report by June 30, 1961 on import impacts—particularly their effect on U.S. employment. A survey of foreign trade policies by a Presidential commission had been proposed earlier by Senate Minority Leader Dirksen (R-Ill.) in a similar resolution (Vol. 16:25 p18). Meanwhile, protests by EIA & Clevite against proposed reductions in tariffs on germanium diodes were inserted in the *Congressional Record* by Rep. Lane (D-Mass.). The U.S. Tariff Commission has announced that cuts—or elimination of the tariff—will be considered at the 1961 conference on the General Agreement on Trade & Tariff (GATT).

Newest do-it-yourself TV repair book: Profusely illustrated *Professional TV Repair Secrets* by Art Margolis (Arco Publishing Co., 141 pp. \$2.50), published July 11.

**Trade Personals:** W. Walter (Wally) Watts, RCA group exec. vp, takes over consumer products responsibilities of exec. vp P. J. Casella who is slated for re-assignment in RCA international activities. Watts has been chief officer of RCA international, tube, semiconductor divs., may retain some of these posts. However, it's anticipated that group exec. vp Charles M. Odorizzi will shortly add responsibility for the international div. to his other duties. A brigadier general in the Army Reserve, Watts is on a July 10-23 assignment at Fort McNair in Washington, D.C. . . . W. Rogers Herod retires as a GE vp & pres. of International GE; James H. Goss, GE International group vp & group exec. temporarily assumes Herod's duties . . . John M. Mihalic, Avco vp & pres. of its Nashville div. (aircraft assemblies, radar), also named pres. of Crosley div., succeeding the late F. C. Reith, deceased (see obituary). An 18-year veteran of Avco, Mihalic was once vp & mfg. dir. of the former Crosley & Bendix home appliances div.

George A. Schupp, ex-GE, named consumer products engineering dir., Magnavox . . . David Kutner has resigned as Motorola mgr. of distribution and Motorola Sales Inc. vp; Phil Reichman, formerly asst. to Kutner, named admin. asst. to consumer products mktg. vp S. R. (Ted) Herkes . . . W. G. Paradis named mfg. vp, Webcor; Robert G. Moffat named electronics div. vp . . . Philip J. Wood, ex-Zenith Sales Corp. mktg. mgr., appointed to new post of Ampex Audio equipment div. mgr. . . . Donald G. Clarke promoted from sales vp to pres., BSR (USA) Ltd. (record changers); Bernard B. Masket named vp & controller.

RCA color-TV gains: RCA distributors tallied a 300% increase in dealer orders of color-TV sets during their June 6-17 introduction meetings, compared with the order volume of the year-ago dealer meetings, reports RCA Sales Corp. Jres. Jack S. Beldon. During June, he said, there were dramatic distributor-to-dealer sales gains in 3 markets which colorcast major league baseball: Cincinnati, up 1,072%; Boston, 528%; Chicago, 493%. There were equally impressive gains in 2 cities which don't: Los Angeles, 1,000%; N.Y., 400%.

Olympic Radio & TV Sales Corp. has been formed as a subsidiary of the Olympic Radio & TV div., Siegler Corp., to handle merchandising, sales administration, advertising, customer relations & service of Olympic consumer products. Olympic Pres. Morris Sobin will serve as chairman of the sales subsidiary, while Olympic vp Morton M. Schwartz will be president.

Reflection-free viewing screens, using Corning's treated glass, have been added to 5 high-end 23-in. bonded-tube models by Sylvania. At no price increase, the treated-glass tubes will be used in 3 Heywood-Wakefield consoles and 2 top-of-the-line lowboy consoles introduced last month.

**Obituary**

Francis C. Reith, 45, Avco vp & pres. of the Crosley div., was found dead of a revolver wound in bed at his home in Hyde Park, Ohio. Police said the death apparently was suicide. An executive of the Ford Motor Co. for 11 years, he joined Crosley in 1957 when the division was in financial trouble after liquidating its consumer products business the preceding year.

John J. McIntyre, 81, a founder of Clevite Corp., died in Cleveland July 3 after a brief illness. He was Clevite chmn. until 1952, continuing as a director until 1957.

**SWEET MUSIC SHOW:** There'll be few blue notes at the Music Show this week—at least not for sponsor National Assn. of Music Merchants. The 5-day trade show at Chicago's Palmer House July 10-14 has 260 exhibitors, mostly from the consumer electronics industry, as opposed to 239 last year when the show was held in N.Y. Attendance of 12,000 is expected.

Biggest increase in exhibitors is in the TV field—now that the TV industry has virtually decided to make the Music show its own No. 1 product exhibition (Vol. 16:25 p15). There are 15 TV manufacturers represented this year, up from 6 last year. We know of 2 other TV set makers who were "frozen out" of the show because they applied for their space too late. Some 56 hi-fi manufacturers and 49 radio makers will also be showing their wares at the event, in addition to the electric organ, recorder & accessory manufacturers who are coming to the Music Show in increasing numbers this year.

As prelude to the opening of the Music Show, these announcements were made last week:

(1) Granco Products, big maker of FM sets, announced that it will show its FM auto radio converter (at \$49.95) at the Music Show. The small unit attaches to the bottom of the dashboard and plays through the car's AM radio. Although there are several foreign & domestic FM auto radio tuners on the market, this one is the first which has been announced for large-volume production. Motorola, which is making a complete auto FM radio at \$125, reports sales "far beyond expectations."

(2) RCA Victor joined the majority of the pre-recorded tape manufacturers in releasing 4-track 7½-ips open-reel stereo tapes, putting out 17 titles last week, with monthly releases of 12 titles to follow. RCA had held out against the 4-track open-reel approach—adopted as a sort of unofficial "standard" by the recorded tape industry—preferring to concentrate on its cartridge tape approach. Tape & recorder makers exhibiting at the show are likely to make news this week as the cartridge-vs.-open reel battle explodes again.

(3) Trend to "packaged-component" hi fi, pioneered by Pilot, Stromberg-Carlson, Fisher and other component houses, is due to pick up more adherents this year. Bell Sound div. of Thompson Ramo Wooldridge, for one, will announce a complete line of "custom-integrated component consoles."

(4) Radio importers will make their most intensive splash to date, as the field becomes more & more competitive. An institutional trade ad by Toshiba sales representative Transistor World, for example, announced last week its new "trade show policy:" It asked dealers to visit its display "with the understanding [that] no orders will be solicited or accepted during the show."

Prototype quantities of tunnel diodes are now being offered by Westinghouse at \$4-\$5.50 each in quantities of 24 or less, \$3.20-\$4 each in larger quantities.

#### Factbook No. 31 Closes August 1 for Plates

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. Advertising reservation deadline is July 15.

**Plant Vacation Shutdowns:** Traditional in the industry to fulfill union contracts and to give manufacturers the opportunity to check inventories, most electronics plants again are shutting down for 2 weeks this summer. From EIA and other sources, here are the shutdown schedules:

Set manufacturers: Admiral, July 1-17; Arvin, July 4-17; Bogen-Presto, July 4-17; CBS Electronics, July 4-17; Harmon-Kardon, July 4-17; Hoffman consumer products div., July 4-17; Magnavox, July 18-31; Motorola, July 4-17; Olympic, July 1-17; Packard Bell, July 4-17; Philco, July 18-31; Pilot, July 4-17; RCA, July 1-17; Stromberg-Carlson, July 4-17; Sylvania, July 18-31; Trav-Ler, July 4-17; Warwick, July 1-17; Zenith, July 1-17; GE, TV Aug. 1-14, radio-hi-fi-phono Aug. 1-21.

Tubes & semiconductors: Clevite Transistor, July 4-17; Electronic Tube Corp., July 4-24; General Transistor, July 4-17; Machlett, Aug. 1-14; National Semiconductor Corp., July 18-31; Pacific Semiconductors, July 18-31; Philco, July 18-31; RCA, July 15-31 (Marion & Indianapolis, July 1-17); Sylvania (except picture tubes), July 18-31; Thomas Electronics, July 4-17; Tung-Sol, July 1-19; Varian, Aug. 1-14; Zenith, July 1-14. Not shutting down: Fairchild Semiconductor, Industro Transistor, Standard TV Tube Corp.

Components & others: Adler Electronics, July 25-Aug. 7; Aerovox, July 4-17; Amphenol-Borg (cable & wire div.), July 4-17; Blonder-Tongue, July 4-17; Clarostat, July 4-17; Du Mont Labs, July 18-31; Foto-Video, July 25-Aug. 7; General Industries, July 4-10; Mallory, July 18-31; Merit Coil, July 4-17; Muter, June 27-July 10; Oak Mfg., Crystal Lake plant July 4-17, Elkhorn plant Aug. 1-14 (Clybourn plant not closing); Ohmite, July 4-17; Orr Industries, July 4-10; Quam-Nichols, July 4-18; Radio Condenser, July 4-17; United Transformer, July 25-Aug. 7. Not closing: International Resistance, Lenz Electric, Skiatron Electronics & TV, Speer Carbon resistor div., Sprague Electric.

**Labor Roundup:** Five RCA plants in N.J. & Pa. were still strike-hobbled at week's end by the July 5 walkout of some 2,500 engineers and the refusal by an undetermined number of non-strikers to cross picket lines (Vol. 16:27 p16). RCA & the Assn. of Professional Engineering Personnel held week-long sessions with the Federal Mediation & Conciliation Service in a fruitless effort to resolve their deadlock over salary increases, layoff procedures, individual merit-review plan, other issues.

GE, which often sets the labor pattern for Westinghouse and other electrical-electronic companies, has notified its 110,000 unionized employees not to expect any "pot of gold" in renegotiation of contracts which expire Oct. 1. GE said it will make an offer that will give the workers "no valid reason from their standpoint" to strike. The company estimated that demands already presented by the IUE could cost an "astronomical" \$500 million in 2 years if extended to all unionized personnel. Responding to the proposals of the largest of its more than 100 unions, GE, in an internal publication, stressed the need to curb inflation and strengthen job opportunities in a "highly competitive" business climate. "Obviously, the very existence of thousands of GE jobs would be threatened or lost if we took on [these] staggering cost burdens," the company said. Contract negotiations are due to begin around Aug. 15.

Two mobile TV-tape-recorder units, with RCA equipment, are being used by the Army Transportation Training Command School at Ft. Eustis, Va., for demonstrations to students on vehicle maintenance.

**More about**

**FM STEREO FIELD TESTS:** More than a month of extensive midnight-to-noon field tests of 6 basic FM stereo systems begin this Mon. (July 11) in the hills of western Pa., moving later to mountainous W. Va. (see p. 14).

Manufacturers have provided experimental stereo receivers & station equipment. The NSRC field-test panel has already completed measurements of the characteristics of the equipment. July 11 will be devoted to testing monophonic reception of the stereo receivers—that is, their ability to receive & reproduce a standard, conventional non-stereo FM program.

With testing & measuring equipment set up at the Uniontown Motel, Uniontown, Pa., the panel will begin testing stereo reception of the 6 systems, using special test transmissions from KDKA-FM Pittsburgh, 40 miles away. The schedule for the Uniontown tests: EMI system, July 12-14; Crosby Teletronics, July 15-16; GE, July 17-18; Zenith, July 19-20; Multiplex Development, July 21-22; Calbest, July 23-24.

Then the crew will move to radio WMMN's more distant transmitter site in W.Va. to repeat the tests. A 3rd round will be staged at the more difficult reception area of Fairmont State College. Tests are being conducted from midnight to noon because these are outside of KDKA-FM's regular broadcast hours.

The tests will include measurements at specified frequencies, within the 50-15,000-cycle audio range, of frequency response, channel separation, distortion, signal-to-noise ratio, inter-channel crosstalk. A standard music stereo "test tape" will be played at the station and recorded on tape at each reception point for each system.

Although test results probably won't be filed with FCC until end of October, a description of the tests will be given by panel Chmn. A. Prose Walker at the Western Electronics Show & Convention (WESCON) in Los Angeles Aug. 23-26.

Illegal advertising allowances have been granted to favored retail customers by Emerson appliance distributors Emerson Radio Associates Inc., Newark, and Jefferson-Travis Inc., N. Y., according to an FTC complaint. Charging violations of the Clayton Act's price-discrimination prohibitions, FTC cited Emerson Radio Associates for alleged 1958 advertising allowances ranging from \$19,547 for Davega Stores to \$6,100 for Macy's. Jefferson-Travis was cited in particular for reported deals with Chicago's Polk Bros. FTC said Emerson Radio Associates, a franchised distributor, had appliance sales of more than \$10 million in 1959. Jefferson-Travis, a wholly-owned Emerson Radio & Phonograph Corp. subsidiary with 4 metropolitan-area branches, topped \$13 million in net sales in 1958, according to FTC.

Radio-phono-housewares brokerage firm has been established by Raymond C. Clevens, who resigned July 1 as sales vp of Symphonic Electronic Corp. (Vol. 16:27 p17). Raymond Clevens Associates (47 W. 63 St., N.Y.) plans to fit manufacturers' products to distributors' needs in consumer goods fields by putting together special lines for credit furniture and jewelry stores. It will handle the entire radio output of Datom Industries, Orange, N.J., as well as a special promotionally-priced line of phonos made by Symphonic and an organ line by Roxy Organ Corp., with whose management Clevens is affiliated. The go-between firm will also handle housewares & tape recorders.

**Finance**

**Officers-&Directors** stock transactions are reported to SEC for June:

Allied Artists. Albert Zugsmith bought 3,000, held 153,100.  
 AB-PT. Edward L. Hyman sold 1,000, held 9,000. James G Riddell sold 280, held 1,700.  
 Ampex. Robert Sackman exercised option to buy 5,250, held 6,660.  
 Ampheno-Borg. Byron C. Booth sold 200, held 2,034.  
 Arvin Industries. Fred E. Daniel sold 1,000, held 6,280.  
 Audio Devices. C. J. LeBel sold 1,000, held 73,414. Joseph K. McCammon sold 1,400, held 13,806. Ralph Peverley bought 100, held 100.  
 Belock Instrument. Harry G. Belock sold 500, held 232,946. Stanley R. Grant bought 3,377 and 1,125 more for trust in exercise of rights, held 5,593 personally, 2,250 in trust. Donald C. Walton sold 400, held 19,171 personally, 1,743 for wife.  
 Collins Radio. Lester E. Bessemer sold 2,900, held 2,989 personally, 352 in trust. Max W. Burrell sold 3,120, held 3,176. Arthur A. Collins sold 200 as trustee, held 8,423 as trustee, 131,288 personally, 221,864 as trust beneficiary, 55,132 for minor children, Robert T. Cox exercised option to buy 2,000, sold 2,042, held 2,000. H. V. Gaskill exercised option to buy 435, sold 200, held 1,368. Frederick F. Robinson sold 500, held 500. L. M. Schoon sold 260, held 260. Sveinn J. Storm exercised option to buy 100, sold 100, held 1,442. John B. Tutbill exercised option to buy 520, sold 500, held 540.  
 Corning Glass. Frederick H. Knight sold 100, held 3,085. Thomas Waaland sold 1,100, held 3,600.  
 Daystrom. Lewis E. Minkel sold 500, held none.  
 Decca Records. Albert A. Garthwaite sold 300, held 3,700.  
 Desilu Productions. W. Argyle Nelson bought 300, held 9,000.  
 Electronics Capital. L. J. Rice Jr. bought 1,000, held 3,000.  
 Emerson. Benjamin Abrams bought 2,800 and 200 more for trusts, held 281,638 personally, 31,213 in trusts, 65,560 in foundations.  
 General Dynamics. Frederic de Hoffmann sold 407, held 2,023.  
 Andrew I. McKee sold 7,530, held none. Frank Pace Jr. bought 500, held 30,500. Kenneth Stiles sold 200, held 500. Vernon M. Welsh sold 1,800, held 5,200.  
 GE. F. J. Borch sold 2,600, held 10,719. Ralph J. Cordiner sold 2,400, held 12,090. Robert L. Gibson sold 1,200, held 6,319. George F. Metcalf sold 200, held 2,937 personally, 242 in profit sharing plan. Charles K. Rieger sold 1,000, held 4,825. Willard H. Sahloff sold 1,570, held 5,109.  
 General Instrument. Henry A. Mulcahy sold 1,700, held 2,828. Fred C. Rummel sold 3,500, held 3,256.  
 General Transistor. Norman A. Neumann exercised option to buy 1,500, held 1,500.  
 Indiana General. Henry H. Arnhold sold 1,901, held 16,866. Paul R. Doelz sold 1,920 and 680 more from trusts, held 6,923 personally, 6,160 in trusts. Stephen M. Kellen sold 834, held 6,000.  
 IBM. John J. Black sold 125, held 263. John G. Phillips sold 100, held 14,994.  
 International Resistance. C. D. Vannoy exercised option to buy 400, held 2,020.  
 ITT. John T. Jackson exercised option to buy 2,000, held 2,136. C. Douglas Webb sold 800, held 2,799.  
 Lear. F. D. Beamer exercised option to buy 300, held 378. Albus Durham exercised option to buy 3,500, held 4,622. Richard M. Mock exercised option to buy 3,500, held 14,810. Glen C. Warman exercised option to buy 300, held 381.  
 Litton Industries. Lewis W. Howard sold 600, held 6,300. Carl A. Spaatz sold 400, held 5,000.  
 Loral Electronics. William Lorenz sold 5,500, held 107,000.  
 Magnavox. Richard A. O'Connor sold 200, held 99,931. T. Elwood Reeves exercised option to buy 578, sold 625, held 703.  
 MGM. Bennett Cerf bought 300, held 800.  
 Microwave Associates. Joseph C. Bothwell Jr. sold 2,000, held 6,020. Vessarios Chigas sold 2,000, held 15,000. Lawrence Gould sold 400, held 850. Julian Z. Millar sold 300, held none. Julian Pathe sold 800, held 2,000. Richard M. Walker sold 2,408, held 37,860.  
 Minneapolis Honeywell. James H. Binger bought 400 for trust, held 400 in trust, 9,228 personally. Richard P. Brown sold 400, held 61,527. Finn J. Larsen exercised option to buy 100, held 300. P. B. Wishart exercised option to buy 200, held 6,460.  
 Minnesota Mining & Manufacturing. Carl E. Barnes bought & sold 1,500, held 10. Cyril P. Pesek sold 1,000, held 6,063. George W. S. Swenson sold 1,500, held 14,664.  
 NAPL. George L. Coleman transferred 500 to trusts, sold 1,000, held none in trusts, 11,476 personally, 149,386 in Nafco Inc.  
 Pentron Electronics. Marshall Petros sold 200, held 10,230. Irving Rossman sold 3,000, held 130,852. Theodore Rossman sold 3,000, held 122,334 personally, 12,519 in trusts.  
 RCA. Martin F. Bennett sold 128, held 1,330. Charles M. Odorizzi sold 1,850, held 9,007.  
 Raytheon. Stuart D. Cowan bought 100, held 100. Dean S. Edmonds received 39,059 in exchange for interim certificates, held 38,500.  
 Reeves Soundcraft. Dolores J. Russell sold 300, held 896.  
 Television Industries. Erwin H. Ezzes bought 400 as trustee, held 400 as trustee, 800 personally.  
 Texas Instruments. E. O. Vetter sold 610, held 6,777.  
 Thompson Ramo Wooldridge. Harold L. George sold 2,000, held 31,935. Burton F. Miller sold 100, held 3,657 personally, 8,700 in trust.  
 Trans-Lux. Jay Emanuel bought 300, held 13,300.  
 20th Century-Fox. Francis T. Kelly sold 200, held 1,050.  
 Varian Associates. Emery H. Rogers sold 900, held 3,000. H. Myrl Stearns sold 100, held 28,268 personally, 3,800 as trustee, 20 in joint tenancy. Sigurd F. Varian sold 1,800 from community property, held 77,248 in community property, none personally.  
 Westinghouse. John H. Chiles Jr. sold 918, held 96. W. O. Lippman sold 1,342, held 2,000. Dale McFeatters sold 600, held 600.  
 Zenith. James E. Anderson exercised option to buy 900, held 1,350. Nathan W. Aram exercised option to buy 200, held 275. Alexander Ellett exercised option to buy 420, held 520. Albert J. Franczak exercised option to buy 230, held 240. Karl E. Hassel exercised option to buy 300, held 900. Clifford J. Hunt exercised option to buy 600, held 600. Clarence E. Isgrig sold 120, held none. John Kuhajek exercised option to buy 150, held 450. Donald MacGregor exercised option to buy 900, held 2,100. John A. Miguel Jr. exercised option to buy 300, held 300.

## TV-Radio-Electronics Rankings Among 1959's 500 Largest U.S. Industrial Corporations

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RANK '59	RANK '58	COMPANY	SALES <sup>1</sup> (\$000)		ASSETS <sup>2</sup> (\$000)		NET PROFITS <sup>3</sup> (\$000)		CAPITAL <sup>4</sup> (\$000)		EMPLOYEES <sup>5</sup> RANK			
			'59	'58	'59	'58	'59	'58	'59	'58	'59	'58		
4	4	General Electric	4,349,509	2,561,493	11	11	280,242	7	8	1,457,687	12	12	246,840	2
11	10	Western Electric	2,314,874	1,474,821	19	20	102,188	18	17	927,614	17	16	127,913	8
15	13	Westinghouse Electric	1,910,730	1,498,128	17	17	85,947	20	20	924,321	18	18	112,737	9
17	20	General Dynamics <sup>6</sup>	1,811,871	861,294	34	54	31,056	74	51	329,739	70	81	103,600†	10
24	29	Radio Corp. of Amer.	1,388,412	811,208	44	43	40,142	60	67	322,953	72	71	86,000	16
27	28	Int'l Business Mach.	1,309,788	1,466,122	20	18	145,633	13	11	843,520	21	23	65,646†	22
34	*	Gen. Telephone & Elec. <sup>7</sup>	1,081,056	1,820,826	13		72,253	26		863,138	20		85,901†	17
42	44	Sperry Rand	989,602	778,475	51	46	27,644	94	74	345,807	67	63	98,250	13
52	49	Int'l Tel. & Tel.	765,640	932,269	31	30	29,036	85	77	415,088	54	52	136,000†	6
62	58	Bendix	683,798	384,669	95	98	27,404	97	98	231,464	100	97	51,775†	34
64	84	General Tire & Rubber	676,942	339,804	106	115	26,624	99	158	146,061	147	179	39,287†	49
86	110	Minnesota Mining & Mfg.	500,676	378,876	98	109	63,565	28	39	275,241	90	93	25,250†	85
90	111	Raytheon	494,278	206,237	167	226	13,481 <sup>8</sup>	185	193	80,212	256	304	41,371†	44
103	97	Whirlpool	430,497	230,111	149	155	20,482	131	174	121,502	179	188	13,494	154
109	124	Thompson Ramo Wool.	417,749	237,800	145	156	9,744	229	204	115,921	188	184	27,451	73
122	123	Philco	384,155	204,759	169	175	7,176	288	387	108,057	202	194	24,000	90
123	129	Minn. Honeywell Reg.	381,409	292,039	122	124	29,399	84	91	187,225	115	117	36,216†	56
127	142	Burroughs	358,119	325,772	112	108	7,110 <sup>9</sup>	292	269	122,544	178	166	37,251†	54
146	174	Textron	308,202	218,713	162	171	16,643	151	165	116,802	186	207	21,000	100
148	144	Avco	306,048	187,553	183	174	9,588	231	154	106,077	205	201	19,500	109
158	193	Motorola	289,529	149,764	230	240	14,171	175	240	83,338	249	267	14,000	147
177	172	Time Inc.	271,373	218,830	161	142	9,004	248	210	92,664	227	217	5,650	358
194	221	Zenith Radio	239,818*	129,546	252	268	16,630	152	151	79,604	261	269	10,000	225
212	241	Gen'l Precision Equip.	215,588	146,355	235	235	4,198	384	478	66,253	304	309	16,600	122
221	254	Corning Glass Works	204,887	168,076	211	196	24,336	111	120	124,987	175	183	14,800	137
234	366	Texas Instruments	193,213	105,994	290	429	14,143	176	279	56,728	340	459	13,000	165
244	252	Admiral	187,252*	111,115	280	282	4,108	388	454	63,911	314	307	9,000	242
252	140	ACF Industries	178,726	167,312	214	204	1,714	464	225	118,677	182	169	12,886†	167
322	395	Litton Industries	125,526	83,254	352	418	5,975	325	351	34,547	442	452	12,400†	178
333	309	American Bosch Arma	119,814	60,980	429	387	3,533	410	306	30,191	456	447	8,257†	267
336	318	I-T-E Circuit Breaker	118,501	79,378	366	360	2,748	434	343	46,479	381	358	8,622	254
337	324	Collins Radio	117,864	93,374	324	365	3,719	403	466	29,496	459	461	9,300	237
347	369	Stewart-Warner	114,309	80,403	360	366	7,884	274	298	56,004	343	336	7,762	287
394	456	Times-Mirror	96,259	75,307	377	445	4,800	366	413	44,166	400	440	4,287†	419
409	397	Magnavox	90,624	53,118	456	451	3,361	416	402	25,340	474	467	5,250	376
431	487	Lear	87,002	51,514	465	481	2,407	447	447	17,596	492	492	5,935†	350
432	*	Cons. Electronics Ind.	86,898	77,738	371		5,031	354		49,604	364		5,000	383
435	459	Mallory (P.R.)	86,504	57,606	437	423	4,339	380	390	34,240	444	437	5,678	356
443	489	Clevite	84,651	70,339	400	404	6,494	311	376	48,118	370	380	6,523	325
472	438	Siegler	77,074	40,956	489	479	2,203	450	462	20,535	486	482	3,500	452
475	401	Daystrom	76,640	50,501	470	432	564	487	414	29,765	457	446	6,152	335
489	454	Standard Coil Prod.	73,765	31,556	494	486	1,523	468	475	16,711	493	495	7,950	280
495	*	Tung-Sol Electric	72,345	48,269	476		2,713	435		32,122	451		7,321	300

Note: A bullet (\*) in the 1958 sales rank column indicates that company was not in the 1958 list.

<sup>1</sup>Does not include excise taxes.

<sup>2</sup>Net sales, including service & rental revenues for companies that derive at least 50% of their revenue from manufacturing or mining, for fiscal years ending not later than Jan. 3, 1960. Sales of consolidated subsidiaries included; excise taxes collected by the manufacturer not included. <sup>3</sup>Total assets employed in business net of depreciation & depletion, but including govt. securities offset against tax liabilities. <sup>4</sup>Including special charges or credits; non-recurring items of a non-oper-

ating nature are footnoted when they are 10% of total profit or loss. Figures in parentheses are losses. <sup>5</sup>Capital & surplus (i.e., net worth). <sup>6</sup>Average employment for year unless followed by dagger (†), in which case year end. <sup>7</sup>Includes 1959 sales of Material Service (1958 rank: 313), which was merged into General Dynamics on Dec. 31, 1959. <sup>8</sup>Name changed March 5, 1959, from General Telephone (in previous years on *Fortune's* list of the 50 largest utilities); includes 1959 sales of Sylvania Electric Products (1958 rank: 126), which was merged into General Telephone in March 1959. <sup>9</sup>Includes special credit of \$3 million. <sup>10</sup>Includes special charge of \$3,635,802.

**FORTUNE'S '500':** "Last year was the best ever for the 500 largest U.S. industrials"—including 43 in electronics & related fields—concludes July *Fortune* in its 6th annual study of boom at the top (see table).

It was a particularly upbeat year for the TV-radio-electronics-appliance manufacturers. They placed 3 of 12 newcomers to the list (GT&E, Consolidated Electronics Industries, Tung-Sol), lost only Sylvania (through merger with GT&E) among 26 firms displaced from 1958's 500 list (Vol. 15:28 p18), and racked up these 1959-over-1958 median gains: Profit up 44.4%, sales 16.7%; return on invested capital 11.6% (from 9.7% in 1958); return on sales 4.4% (from 3.5%). Consolidated Electronics Industries (expanded last year through consolidation of several Philips companies) led U.S. industrials in sales gains with a 215.8% rise; Texas Instruments was 7th best with a 110.1%

gain. Conversely, ACF Industries had greatest decline, down 39.4%.

The top 500 industrials had a banner year: Sales climbed 11.6% to \$197.4 billion. Profits rose 25.1% to \$12 billion. The median return on invested capital gained to 10.3% from 8.9%; return on sales up to 4.9% from 4.2%.

General Motors continued as the nation's largest corporation, with sales of \$11.2 billion, profits of \$873.1 million. In 2nd & 3rd places were Standard Oil of N.J. & Ford Motor. GE repeated 1958's 4th-place performance.

Note: *Fortune's* annual list of 100 largest foreign industrial companies will be published in the August issue, along with compilations of 50 biggest banks and merchandising, transportation, life insurance and utility companies. Combined reprints of all lists will be available after Aug. 15 from *Fortune* Directory, Room 2063, Time & Life Building, Rockefeller Center, N.Y. 20.

## 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
Corning Glass	1960—24 wks. to Jun. 19	\$99,409,650	\$22,871,269	\$12,353,269 <sup>3</sup>	\$1.81 <sup>1</sup>	6,754,000
	1959—24 wks. to Jun. 19	87,814,256	23,007,538	11,765,538	1.73 <sup>1</sup>	6,722,052
General Electronic Labs	1959—year to Dec. 31	1,907,781	—	44,523	.14	317,800
	1958—year to Dec. 31	1,638,386	—	27,456	.09	300,000
MGM <i>Story below.</i>	1960—40 wks. to Jun. 9	97,000,000 <sup>2</sup>	—	7,317,000 <sup>1</sup>	2.92	2,505,100
	1959—40 wks. to Jun. 9	101,000,000 <sup>2</sup>	—	6,157,000	2.31	2,668,388
Muntz TV <i>Story below.</i>	1960—9 mo. to May 31	8,026,595	—	838,056	.70 <sup>1</sup>	1,165,376
	1959—9 mo. to May 31	5,091,239	—	316,556	.27	1,115,376
Republic Corp. <i>Story below.</i>	1960—6 mo. to Apr. 30	14,016,422	2,253,077	1,003,077	.40 <sup>1</sup>	2,004,190
	1959—6 mo. to Apr. 30	13,172,995	1,148,137	532,137	.16 <sup>1</sup>	2,004,190
Stanley Warner (WAST Albany)	1960—39 wks. to May 28	95,320,896	—	2,530,260	1.25	—
	1959—39 wks. to May 28	92,869,840	—	3,591,330	1.77	—
	1960—13 wks. to May 28	31,799,378	—	454,347	.22	—
	1959—13 wks. to May 28	30,938,598	—	1,337,598	.66	—
Transval Electronics	1960—6 mo. to May 31	1,658,399	81,612	44,673	.06	750,000
	1959 <sup>2</sup>	—	—	—	—	—

Notes: <sup>1</sup>After pfd. dividends. <sup>2</sup>Privately owned, comparison figures unavailable. <sup>3</sup>Excludes non-recurring capital loss of \$2,308,132 resulting from sale of investments. <sup>4</sup>Twelve-year high. <sup>5</sup>Approximate.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 7, 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	27 1/2	30 7/8	Magnetics, Inc.	11 1/4	13 3/8
Aerovox	12 1/2	13 3/4	Maxson (W.L.)	10 1/2	11 1/2
Allied Radio	21	22 1/2	Meredith Pub.	39	43
Astron Corp.	2 3/8	2 7/8	Metropolitan Bcstr.	14 1/2	16 1/4
Baird Atomic	37 1/2	40 1/8	Milgo Electronics	20	23 1/2
British Industries	14 1/2	16 1/4	MPO Videotronics	7 1/2	8 1/2
CGS Labs	11 1/2	14 1/4	Narda Microwave	7	7 7/8
Control Data Corp.	46 1/2	49 7/8	Narda Ultrasonic	6 1/4	7 1/8
Cook Elec.	15 1/2	17	National Co.	21 1/2	23 1/4
Craig Systems	20	21 1/2	Nuclear of Chicago	36 1/2	39 3/8
Dictaphone	42 1/4	45 1/2	Official Films	1-7/16	1-11/16
Digitronics	25 1/2	27 3/4	Pacific Automation	8	9 1/8
Eastern Ind.	13 1/2	15	Pacific Mercury	10 1/4	11 1/8
Eitel-McCullough	26 1/4	28 1/2	Perkin-Elmer	42 1/2	46 1/8
Elco Corp.	22	24 1/4	Phillips Lamp	156 3/4	162
Electro Instruments	50 1/2	54 3/4	Pyramid Electric	2 3/4	3-3/16
Electro-Voice	13 1/4	14 1/2	Radiation Inc.	23	25 1/2
Electronic Assistance	24	26 1/4	Howard W. Sams	48 1/2	51 1/2
Electronic Associates	24 1/4	25 7/8	Sanders Associates	5 1/2	5 7/8
Erle Resistor	9 1/4	10 1/8	Silicon Transistor	8	9 1/8
Excutone	33 1/2	36 1/2	Soroban Engineering	27	29 1/2
Farrington Mfg.	40	43	Soundscriber	14 1/2	15 3/4
Fischer & Porter	14 1/2	15 1/4	Speer Carbon	20 1/4	22
FXR	53	57 1/2	Sprague Electric	62	65 1/2
General Devices	20 3/4	22 3/4	Taft Bcstr.	12 1/2	13 3/8
G-L Electronics	9 1/4	11 1/4	Taylor Instrument	80	85 3/4
Granco Products	6	6 3/4	Technology Inst.	13 1/4	14 3/4
Gross Telecasting	19 1/4	21	Tele-Broadcasters	1 1/4	1 3/4
Haydu	7 1/2	8 1/2	Telechrome	12	13 3/8
Hewlett-Packard	77 1/2	82 3/4	Telecumputing	9 1/2	10 1/4
High Voltage Eng.	132	142	Telemeter	18 1/2	20 1/2
Infrared Industries	22	25 1/8	Time Inc.	60 3/4	64 1/4
Interstate Engineering	27 1/2	29 1/2	Tracerlab	11 1/4	12 1/2
Itek	65	69 1/2	United Artists	7 1/2	8 1/4
Jerrold	10 1/2	11 1/4	United Control	30 1/2	32 3/4
Lab for Electronics	49	52 1/2	Universal Trans.	1 1/2	2 1/4
Leeds & Northrup	42	45 3/4	Vitro	13 1/2	14 3/8
Lel Inc.	5 1/2	6 1/4	Vocaline	4 1/2	5
LFE Inc.	10	12 1/2	Wells-Gardner	16	17 3/8
Ling Altec Electr.	27	29 1/2	Wometco Enterprises	12 1/2	13 3/4
Magna Theater	2 1/2	3-7/16			

Telectro Industries (symbol: TIC) and Electronics Assistance Corp. (EAC) were listed for trading on the American Stock Exchange last week.

Republic Corp. (formerly Republic Pictures) nearly doubled profits on a strong rise in revenue in the 6 months ended April 30 (see financial table). Chmn.-Pres. Victor M. Carter forecast that earnings for the fiscal year ending Oct. 31 would equal 80¢-\$1 a share vs. 24¢ in fiscal 1959. "And we expect earnings to rise to between \$1 & \$1.25 a share next year," he added. He attributed the increased income to "more efficient operation," said the company has saved \$300,000 since last summer by eliminating unnecessary executives, described Republic's plastics operation as the most promising area of growth. He noted that the firm's TV feature film contracts exceed \$4 million.

MGM profits climbed 18.8% to a 12-year high of \$7,317,000 in the 40 weeks to June 9, despite a strike-induced drop of about \$4 million in gross revenue from approximately \$101 million in the year-ago period (see financial table). The profit slack was taken up by other divisions, Pres. Joseph R. Vogel said, adding that film rentals to TV represented a prominent profit producer. Although TV rentals accounted for only 10% of MGM total revenue, they produced 40% of total profits, he pointed out. He predicted that the 1960 fiscal year, ending Aug. 31, will show a 30% profit gain over the preceding fiscal (to more than \$3.75 a share from \$2.91), said MGM in 1961 should "make more money than any other film company ever made."

Muntz TV increased profit more than 2 1/2 times on a 58% sales increase in the 9 months ended May 31 (see financial table). The net earnings rose to 10.44% of net sales vs. 6.22% a year ago. In the 9-month period, Muntz sold a total of 65,715 TV & stereo sets, compared with 45,899 units in the year-ago period. The breakdown: 63,225 TVs (vs. 42,962), 2,490 stereos (2,937).

#### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
A. C. Nielsen Co. ....	Q	.25	Aug. 1	Jul. 11
A. C. Nielsen Co. ....	Extra	.50	Aug. 1	Jul. 11
Howard W. Sams .....	—	.15	Jul. 25	Jul. 11
Republic Corp. ....	Q	.15	Aug. 15	Aug. 5

# BACKGROUND

## No. 8

### BROADCASTING'S ORGANIZATIONS —

### Their Various Functions

### July, 1960

ORGANIZATION	PURPOSE	WHO'S ELIGIBLE	NO. OF MEMBERS	DUES
Assn. of Independent Metropolitan Stations (AIMS)	Develop better image of independent radio.	Major-market radio independents which are non-competitive with others in AIMS.	26	\$60, annually.
Assn. of Maximum Service Telecasters Inc. (MST)	Assist FCC & industry in assuring maximum TV service to public.	TV stations operating at maximum effective radiated power permitted by FCC.	142	4 times highest ¼-hr. rate, quarterly.
Broadcasters Club (Washington)	Promote better understanding of industry problems.	Executive or professional employees in broadcasting or related business.	150 resident 300 non-resident	Resident: \$100 (\$250 initiation), annually Non-resident: \$50 (\$50 initiation), annually.
Broadcast Pioneers	Exchange industry information & historical data.	Anybody with 20 years' direct association with industry.	1,200	\$10 (\$5 initiating lapel insignia), annually.
Clear Channel Broadcasting Service (CCBS)	Preservation of Class 1-A AM frequencies; authorization for higher power.	Non-network licensees of Class 1A clear-channel AM stations.	12	Assessments, as needed.
Community Broadcasters Assn. Inc.	Obtain 1,000 watts day & night for Class IV radio licensees.	Licensees of Class IV 250-watt radio stations.	100	\$100, annually.
Daytime Broadcasters Assn.	Extend winter hours of operation by daytime radio stations.	Daytime AM stations.	235	\$25, annually.
FM Broadcasters	Protect FM portion of spectrum.	FM licensees	59	\$100 initial contribution.
Institute for Education by TV-Radio (Ohio State U.)	Promote educational programming through annual conferences on broadcasting techniques.	All interested in education by TV & radio.	600 (average enrollment)	\$10 registration.
Joint Council on Educational Television (JCET)	Preserve ETV channels & promote utilization.	Professional educational organizations.	10	Foundation-financed.
National Assn. of Broadcasters (NAB)	Foster & promote broadcasting in all its forms; protect members from "injustices & unjust exactions."	TV & radio stations, networks, CP holders (active); individuals & firms in broadcasting-connected business & professions (associate).	363 TV 2,182 radio 106 associate	TV: 20% of highest one-time hourly rate, monthly. Radio: \$10.50-\$420 in class-&-revenue scale, monthly. Associate: \$250-\$1,250 in gross sales scale, annually.
National Assn. of Educational Broadcasters (NAEB)	Promote educational broadcasting.	Institutions, organizations, individuals & firms engaged in activities related to instructional TV & radio.	22 TV 136 radio 770 others	TV: \$75-\$150 in class scale, annually. Radio: \$25-\$100 in class scale, annually. Others: \$7.50-\$500, annually.
National Community Television Assn. Inc. (NCTA)	Assist CATV operators.	CATV systems (regular); CATV manufacturers & suppliers, others interested (associate).	400 regular 24 associate	Regular: 3½¢ per subscriber, monthly. Associate: \$500, annually.
National Educational Television & Radio Center (NET)	Promote educational TV & radio for general welfare.	ETV stations.	46	\$7,000-\$15,000 as ETV network affiliation fee in sliding scale, annually.
Quality Radio Group	Advance quality programming, promotion, advertising.	Radio stations, by invitation.	19	Assessments, as needed.
Radio Advertising Bureau Inc. (RAB)	Promote & sell radio as advertising medium.	Radio stations, networks, reps.	1,188	Highest daytime hourly rate or 7 times one-time one-min. rate, monthly.
Radio Allocations Study Organization (RASO)	Oppose increased power (above 50 kw) for clear-channel stations.	All radio stations.	130	Assessments, as needed.
Society of Television Pioneers Inc.	Preserve history & traditions of early-day TV.	TV executives in ownership & management prior to FCC's July 1952 "freeze"; present executives active in industry for 10 years.	210	\$10 (initiation purchase of pin & plaque), annually.
Television Allocations Study Organization (TASO)	Develop technical data on present & potential vhf & uhf service.	Organizations by invitation.	4	Assessments, as needed.
Television Bureau of Advertising (TvB)	Promote TV as advertising medium.	TV stations, networks, reps.	262	Stations: highest non-network ¼-hr. rate, monthly. Networks: \$10,000, annually. Reps: 6% of aggregate ¼-hr. rate of clients, monthly.
Television Information Office (TIO)	Create 2-way informational bridge between TV industry & public.	TV stations, networks, NAB.	150	Highest ¼-hr. one-time rate, quarterly.

# WEEKLY **Television Digest**

JULY 18, 1960

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

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## SUMMARY-INDEX OF WEEK'S NEWS

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**KING IN AT FCC** after White House rechecks law, decides recess appointments can be made immediately. Justice Dept.'s Bicks also in (p. 3).

**FCC'S WATCHDOG DIV.** assignments described, include investigations in depth, recommendations to FCC on methods to foster broadcasters' "responsibility" (p. 6).

**ON PATROL WITH FCC'S M-SQUAD:** Monitoring files reveal cases of man who spied on wife, glue-dryer which messed up air, shrimper who fouled distress signals (p. 7).

### Auxiliary Services

**WHO'S WHO & WHAT'S WHAT IN PAY TV**—Telemeter, Zenith-RKO General, TelePrompTer, Skiatron, Teleglobe—shown in chart listing systems & current status (pp. 3 & 10).

### Film & Tape

**POST 1948s ARE HOT** in TV market. Action reported at 20th Century-Fox, Screen Gems, Warner Bros. (p. 7).

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**OUT-OF-THIS-WORLD TV** projected for satellite communications systems by Bell System & others as FCC ponders allocation problems in space age (p. 4).

### Consumer Electronics

**RHUBARB OVER REVERB** has dealers & manufacturers choosing sides at Music Show, but even those who oppose it concede they'll have to add it (pp. 13 & 16).

**TV's MUSIC SWEETER** than stereo's cash-register tunes, dealers agree at Music Show. Furniture approach still dominates. New TV names and more imports crop up (p. 14).

**TOP 100 DEFENSE FIRMS**, as released by Pentagon, shows General Dynamics in first place, 31 other prominent electronics companies on honor roll (p. 17).

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**CONVENTION COVERAGE** a triumph for broadcast media (p. 5). Democrats pledge govt. agency reform. "Payola & quiz scandals" and "sadistic violence" on TV also scored (p. 6).

### Stations

**LAZARUS LAYS IT ON LINE.** Stinging speech by Columbia Pictures vp warns newspapers that movies may switch ad budgets to TV-radio; cites survey showing TV gets more editorial space than movies (pp. 3 & 11).

### Other Departments

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**ROUGH MIAMI & BOSTON 'INFLUENCE' DECISIONS:** Never was the "new broom" attitude of FCC, under new Chmn. Ford, more evident than last week—when it adopted tough decisions in Miami Ch. 10 & Boston Ch. 5 "influence" cases, rejecting soft recommendations of examiner Judge Horace Stern. Here's what FCC did:

(1) Took Ch. 10 (WPST-TV) from National Airlines' Public Service TV Inc.; gave it to L. B. Wilson Inc. "by default," completely throwing out Public and other 2 competitors—WKAT Inc. & North Dade Video Co.

(2) Took Ch. 5 (WHDH-TV) from WHDH Inc. (Herald-Traveler), strongly criticized WHDH Inc. & Mass. Bay Telecasters—but gave both another crack at the channel (under handicaps however) along with competitors Greater Boston TV Corp. & Allen B. Du Mont Labs.

WPST-TV was given mere 2 months to get off Ch. 10, and—most unusual—L. B. Wilson was granted the channel for only 4 months instead of customary 3 years. Presumably, Wilson can't build new facilities within 2 months, so it's expected it will seek to make deal to take over WPST-TV facilities. If deal isn't made, FCC probably will give WPST-TV an extension.

Vote was 3-1 on Miami, 5-0 on Boston. Comr. Craven participated in neither because engineering firm to which he belonged before joining Commission was consultant to applicants involved. Bartley didn't act in Miami case because he hadn't heard oral argument. Comr. Lee dissented on Miami.

Everyone was puzzled immediately about grant of only 4 months to L. B. Wilson, and decision sheds little light. It says only this: "The Commission is, however, aware and has considered that the peculiar circumstances of this matter have resulted in a type of award by default. Consequently the license period contemplated herein will be for 4 months subsequent to construction, rather than for the 3-year period which has been customary."

We talked to well-informed source at Commission who elaborated, unofficially of course, as follows:

(1) Public interest requires that Ch. 10 service continue without interruption. (2) National Airlines is absolutely disqualified, so we couldn't give it temporary authority to operate while a new grantee is selected. (3) We couldn't set up a trusteeship or the like to operate the station. (4) L. B. Wilson is qualified & available.

Then he got to the guts of it: The law & FCC rules say that anyone can apply for a facility when a license renewal is up. We hereby emphasize that fact. Everyone knows that if a man operates for 3 years his renewal is virtually automatic and a competitor hasn't a chance.

The clear implication, therefore, is that new applicants are welcome when Wilson's renewal is due.

Miami decision was mere 3 pages, had this to say about the disqualified applicants: "None of them was satisfied to be judged upon the record made in open hearing through the processes of adjudication specified by statute and grounded upon the principles of judicial fair play; each of them sought to influence the results by factors unrelated to the merits of the case and not a part of the hearing record. Willingness thus to pervert the process of administrative adjudication is convincing proof that the requisite character qualifications are lacking."

Examiner Stern would have kept National Airlines and WKAT in the game but with big black marks against them (Vol. 14:49 p2). He wouldn't have handicapped North Dade, saying that activities on its behalf by ex-Comr. Robert F. Jones were "apparently not ill-intentioned." FCC disagreed last week, concluding that Jones was hired to apply "some form of political & extrajudiciary pressure."

In his dissent, Lee said he would adopt examiner Stern's recommendations—ordering all applicants to file briefs, holding oral argument and picking a winner, letting WPST-TV continue operating meanwhile.

Boston case is different, FCC decided. WHDH-TV principal Robert Choate, it said, "demonstrated an attempted pattern of influence" in lunches with former Chmn. McConnaughey. However, it went on, "Mr. Choate is not guilty of offering any material inducement to influence the outcome of the proceeding or of actually arguing the merits of the case ex parte, but rather of attempting to establish a personal relationship with a member of the Commission with the hope of creating a favorable bias in that gentleman's mind which might be calculated to operate in favor of WHDH in the event of a close decision and of attempting to present to a member of the Commission ex parte a legal brief on a matter so intimately concerned with the then pending hearing that he must have been aware of the applicability of the general problem discussed therein to the specific issue at stake in the Boston hearing." This is bad, FCC said, but not absolutely disqualifying. Commission observed that McConnaughey had refused to accept the proffered "legal brief," which dealt with 1956 Harris-Beamer House bills revamping FCC's policy of encouraging ownership diversification in media.

Commission said Mass. Bay principal Forrester A. Clark was guilty of similar attempt in his lunch with McConnaughey. "We cannot lend full credence to his statement," FCC said, "that he only sought to offset rumored 'political activity' by other applicants, for if he believed such rumors and believed that the Commission could actually be influenced by such activity, he could not seriously have believed that his mild protest at a social luncheon would have altered the course of events."

So Commission cancelled WHDH-TV's grant, but gave it special temporary authority to operate. Meanwhile, FCC invited all 4 applicants to submit briefs within 60 days, each telling why it's superior to competitors. After that, oral argument will be held and a winner picked.

Examiner Stern would have left WHDH-TV grant undisturbed (Vol. 15:39 p1). He concluded that some principals may have "stepped somewhat out of bounds"—but nothing serious.

Only one of the Miami parties commented on FCC's decision—attorney for North Dade who said, referring to Commission's evaluation of Jones's activities: "This is the first time in history that a judicial or quasi-judicial body has said 'we don't know what was done but we're going to hold the applicant responsible for it.'" He said he'd petition for reconsideration, appeal to courts if denied a rehearing.

Attorneys for all Boston applicants expressed assurance they'll win the next round. Said WHDH-TV's Choate: "I am convinced that in any further comparative evaluation, WHDH will be the best qualified applicant. Our record of operation proves that."

Now for more litigation—with an eye on the fact that there will be a new President next Jan., a new FCC Commissioner, and perhaps a new FCC Chairman.

**WHO'S WHO & WHAT'S WHAT IN PAY TV:** Promotion of pay TV is in ferment again—what with Telemeter's going Canadian project, TelePrompTer's CATV experiments, Hartford plans by Zenith & RKO General (Vol. 16:26), etc., including reports & rumors. We've tried to distill hard-fact developments from this ferment for quick run-down chart showing main companies involved, types of pay-TV systems, current status of promotion. It's on p. 10.

RKO-Zenith and anti-pay forces are girding for a battle, meanwhile, as former pushes for quick approval, latter for delay. When Hartford application was filed, RKO asked Commission for en banc hearing before Commissioners—which is customarily quick. Last week, exhibitor-sponsored Joint Committee Against Toll TV and Conn. Committee Against Pay TV asked FCC to designate Hartford application for "full evidentiary hearing before an examiner"—always a long affair.

All kinds of legal razzmatazz are involved, and best lawyers at Commission can't yet foresee all possibilities. For example, would an en banc hearing & decision immunize RKO from protests? Can anti-pay forces get courts to block Hartford start, if FCC-authorized? Etc., etc.

Exhibitor groups urged FCC to "do everything within its power to encourage the widest possible participation of interested parties in the hearing. A hearing before the Commission en banc would have exactly the opposite effect." Anti-pay camp wants FCC to hear witnesses for labor, veterans, women groups—the works.

Commission isn't exactly blind to the pulling-&hauling. Even though staff hasn't yet presented them with analysis of RKO application, Commissioners, examining fall workload last week, tentatively set aside several days in mid-Sept. for pay-TV discussion or hearings.

**KING IN AT FCC AFTER WHITE HOUSE RECHECKS LAW:** Administration lawyers have changed their minds, have decided that FCC nominee Charles King & other agency nominees may indeed get recess appointments right now—won't have to wait until Congress leaves after its Aug. session (Vol. 16:27 p2).

King will take oath this week, therefore, after coming to Washington July 18, will be sworn in by Chmn. Ford. How long he'll serve is up to political fates. If Kennedy wins, King may be out in Jan. If Nixon wins, he could serve until term expires June 30, 1961—then perhaps get full 7-year re-appointment.

He goes to work immediately, at any rate, will return to Detroit to clean up affairs when Commission takes off for August vacation. He sounds eager to dig into some of FCC's big chores.

Another recess appointment of significance to broadcasters is that of Robert A. Bicks, who is in as Asst. Attorney General in charge of anti-trust matters.

**LAZARUS LAYS IT ON LINE:** Not-so-veiled threat—along with a complaint about the amount of editorial space devoted to TV—was tossed at Newspaper Advertising Executives Assn. meeting in San Francisco July 12. Speaker was leading movie adman, Columbia Pictures vp Paul N. Lazarus Jr. Gist of his beef: Newspapers charge movies a high amusement-page ad rate, get more business from movies than TV, yet give TV a better break editorially. Lazarus was armed with survey figures (see p. 11) in a candid, bitter speech, pulled few punches. "We are sound, stable, publicly-held stock corporations who can and do pay our bills promptly," he said. "Yet, on an average, local amusement rates run about 25% higher than local retail rates. Why this discriminatory rate structure?"

Threat of heavy TV-radio ad usage by movies is the Damocletian sword held over heads of print media executives by Lazarus. During Dec.-1958 N.Y. newspaper strike, Columbia broke box-office records with a TV-radio-sold picture. "Certain pictures cry for radio & TV coverage. They're going to get it even if newspaper schedules have to suffer." Movie budget on which newspapers could virtually bank, Lazarus snapped, are "a thing of the past."

A \$35-million ad kitty is at stake, Lazarus warned. The 8 movie majors currently spend some \$22 million in co-op newspaper ads (in a cost split with local theaters). There's also \$500,000 annually in national newspaper advertising (no cost split), plus \$12 million in local-level theater advertising.

Much of this will be lost to newspapers, Lazarus indicated, unless they get on the ball to correct long-standing situation. Movie firms want, he said: (1) A better deal on ad rates. (2) Well-balanced movie pages with lots of Hollywood features, news, reviews and "no outside ads." (3) No censorship of movie ads. (4) More cooperation of newspaper editorial staffs with movie drum-beaters—certainly more than with TV.

**OUT-OF-THIS-WORLD TV:** Bewildering—but breathtaking—data on potentials of space-age TV & other earth-satellite communications systems poured in on FCC last week in comments on re-opening of its spectrum-allocation proceeding dealing with 890 mc & above (Vol. 16:21 p6).

Wonderful universe of electronics was charted in technical treatises on space-communications subject, which FCC prosaically labeled Docket 11866. Teams of mathematicians & astral physicists could keep busy for long time just analyzing data to prove or disprove conclusions in comments. But Commission proposed to run through oral testimony in its reopened microwave case in all-day hearing July 18. Witnesses representing half-dozen companies & organizations asked for appearances, and AT&T is scheduled to lead off into wide electronic yonder.

Up-in-sky-&-down-to-earth prospects outlined in written testimony, submitted by AT&T's Bell System, envisaged worldwide communications via 50 satellites at height of 3,000 miles in random polar orbits. If about 26 transmitter-receiver stations were spotted in pairs around earth, there'd be enough ground terminals for telephone service anywhere, said Bell Labs' asst. chief engineer Charles M. Mapes. And equipment could be readily adapted for transoceanic TV channels. Total estimated installation cost for telephone-&-TV system (Bell to share expenses with foreign operators): \$170 million including satellite-launching, rockets, etc.

Such space communications are "absolutely necessary" to fill future needs of world, Mapes said, reporting on Bell's "extensive program of experimental research [to bring reality to plan] as early as possible." He told FCC that Bell hoped to be ready for active satellite system just as soon as developmental work "gives assurance of reasonable technical & economic success."

High enthusiasm for outlook in space was displayed in most other comments, too. They were filed by such outfits as EIA, RCA, General Telephone & Electronics, Western Union, American Rocket Society, OCDM, Motorola, M. I. T., Space Science Board of National Academy of Science, Collins Radio, Associated Police Communications Officers, Lockheed, Aeronautical Flight Test Radio Coordinating Council.

There was sharp technical disagreement on whether satellite systems can share frequencies with point-to-point microwave systems on earth's surface. Principal adversaries on this point were Bell & EIA.

"Satellite-system ground receivers can operate only if they are well beyond the horizon from any microwave transmitters operating on the same frequency," argued Bell Labs Pres. Dr. James B. Fisk. "This makes it impractical for satellite systems to share frequencies with ground microwave systems. In satellite communications, a transmitter or receiver terminal could use the same frequencies simultaneously in connection with satellites in different parts of the sky."

Not so, said EIA: "Based on the feasibility of co-channel sharing between satellite communications & conventional surface point-to-point systems, it is not necessary for separate allocations to be made for this new use of the spectrum."

Excerpts from other comments to FCC: RCA & RCA Communications—"Initial systems for trial commercial usage might be implemented by 1965. Extensive national & international systems might be implemented by 1970." General Telephone & Electronics—"Absolute minimum frequency assignment for earth-space-earth should provide for one high quality TV channel in each direction." OCDM—"In view of the national importance of spectrum allocation for space communication, we believe it is highly desirable to coordinate govt. & non-govt. needs." Motorola—Endorses EIA statement.

## Conventions

**BROADCASTING'S CONVENTION TRIUMPH:** Most newspapermen attending the Democratic Convention in Los Angeles would rather not have admitted it, but broadcast journalists—network, station-group and individual station newsmen—were setting the news pace at the political event last week. Old-line journalists found themselves, as one writer put it, “in the deuce spot,” with key political figures saving their juiciest news & press conferences for right network exposure.

It wasn't of course, that TV was busy putting print news media out of work entirely. But the parade of news beats, hot tips and smoke-filled-room interviews which the small army of TV-radio newsmen fed to viewers & listeners proved without doubt that electronic journalism could win in a walk—when there was enough time available for extensive advance planning, and equipment installation. Newspapers found themselves playing second news fiddle, with analysis, 2nd-day angles and the like, and “pencil journalists” who didn't have access to a TV or radio set were likely to be out in the cold.

### High Costs Concern Networks

Although each of the networks found sponsors for all or part of their convention coverage (Vol. 16:28 p9), it wasn't a profit-making operation, they told us last week. CBS dating back to last year, had a full-sponsorship deal with Westinghouse that amounted to \$5.5 million. So early was the deal made that there were no pre-emption payments necessary. Even so, CBS-TV will wind up nearly \$1.5 million in the hole because of overtime costs, extra transportation, additional talent fees for newsmen added to the package later, extra housing & feeding costs, etc.

The same free-spending problem plagued NBC, which was determined to out-do CBS at the conventions. NBC's outlay for coverage was some \$7 million, of which sold-out participation sponsorship will recover only about half. Similarly, ABC sold most of its convention coverage but will recover only \$3 million at most of its \$5-million expenditure. Last week, we learned, all 3 networks were becoming very concerned and had issued orders to try to keep costs down at the Republican Convention.

### NBC Leads in Ratings

NBC led the other networks in Arbitron's national report on the first 4 days of convention coverage. On a 4-day average, NBC posted a 16:5 rating, with 7.3 million homes reached per average minute against 11.7 rating and 5.3 million homes for CBS and 6.3 rating, 2.3 million homes for ABC. NBC's highest score came July 13, the night of nominations and balloting, when the network received a 20.6 rating to reach 9 million homes per average minute, against a 12.2 rating and 5.5 million for CBS and a 6.9 rating, 2.5 million homes for ABC. Trendex would not release individual network ratings last week but announced a 3-network average of 72.6 share of audience and 25.3 rating for July 11. Rating periods were: Mon. 7:30-11 p.m., Tue. 7-11 p.m., Wed. 6-11, Thu. 8-11.

That CBS News was on something of a hot spot because of NBC's convention rating triumph was fairly evident in N.Y. last week. Making the most of the situation, NBC—which has generally played second-fiddle to the news & public-affairs coverage of CBS for the last few seasons—crowded loudly last week about its rating advantage. And, there were rumors in N.Y. of a pending shakeup, both

physical & spiritual, at CBS News in the wake of the convention audience loss.

\* \* \*

“Even the Columbia Broadcasting System recognized the appeal of Messrs. Huntley and Brinkley. After starting off with Walter Cronkite as anchor man, the network also put Edward R. Murrow on camera. It was something of an improvement but still wanting in the subtle, informal and spontaneous banter of the NBC pair. The balance of stature among the networks news departments obviously is shifting.”—Jack Gould in *The New York Times*.

\* \* \*

KHJ-TV, Los Angeles featured a local ad lib hassle on the Mort Sahl show, *The Future Lies Ahead*. The panel show was presenting prominent Democrats when its sponsor, Bart Lytton of Lytton Savings & Loan, walked on to caution Sahl and Phyllis Kirk not to turn it into a pro-Stevenson rally. Panelist Irving Kupcinet of the *Chicago Sun-Times*, recovered from his visible amazement long enough to remark, “I've never seen anything so crude on TV in my life.” Sahl, grim, implied he might not be back the next night. Lytton returned to the show to apologize. Sahl said he'd be back. (Actually, the show featured proponents for all Democratic candidates, not Stevenson alone. Then Drew Pearson took a full-page ad in the *Los Angeles Mirror-News* asserting he had been denied permission by KHJ-TV to appear on the show, and setting forth the remarks he would have made had he appeared. A KHJ-TV spokesman told us Pearson had been scheduled, but was barred after the station could not get indemnification forms from sponsor Lytton. Subsequently the station barred Lytton from his own show, “We didn't see any place where he would fit in.”

\* \* \*

Westinghouse promoted a pair of public-affairs TV series, *Reading out Loud* and *Lab 30*, being produced by subsidiary Westinghouse Bestg. Co., during commercials in its CBS-TV coverage of the Democratic Convention. Using 90-sec. institutional promotion announcements produced by Perry Lafferty (named, last week, as producer of CBS-TV's *Person-to-Person*), WBC plugged the series as being “available free of cost to any interested broadcaster” in the theory that many would be watching CBS's coverage of the convention. The rest of the commercial time, saleslady Betty Furness, did her last contractual chore for the electronics firm.

\* \* \*

Paramount Television Productions fed specially-prepared taped coverage of the convention to stations in N.Y., Chicago, Washington, Kansas City, Seattle, Honolulu and Buffalo and CBC. They concentrated on interviews with politicians from areas covered by the subscribing stations. The tape went on direct wire to WGN-TV and CBC, air express to the others.

\* \* \*

Closed-circuit TV at the GOP convention in Chicago will be supplied by Theatre Network TV. Two large projection screens, mounted above & to each side of the rostrum, will be fed by TV cameras positioned in the rostrum wall. In addition to giving convention delegates a view of the speakers, closed-circuit TV will provide prompting through a periscope-projection system using one-way mirrors. TelePrompter provided the closed-circuit TV & prompting services for the Democratic Convention.

**Democrats Pledge Agency Reform:** Naming no names and singling out no govt. commission—but obviously aiming at practices exposed by the House Commerce Legislative Oversight Subcommittee in probes centered on FCC—the Democrats last week promised to overhaul regulatory processes.

The 1960 platform adopted by the Democratic Convention in Los Angeles said:

"The Democratic Party promises to clean up the federal regulatory agencies. The acceptance by Republican appointees to these agencies of gifts, hospitality and bribes from interests under their jurisdiction has been a particularly flagrant abuse of public trust.

"We shall bring all contacts with Commissioners into the open, and will protect them from any form of improper pressure.

"We shall appoint to these agencies men of ability & independent judgment who understand that their function is to regulate these industries in the public interest.

"We promise a thorough review of existing agency practices, with an eye toward speedier decisions, and a clearer definition of what constitutes the public interest.

"The Democratic Party condemns the usurpation by the Executive of the powers & functions of any of the independent agencies, and pledges the restoration of the independence of such agencies and the protection of their integrity of action."

Platform language leading to the civil rights plank also reflected headlines made by the House investigators and Congressional criticism of TV programming:

"We have drifted into a national mood that accepts payola & quiz scandals, tax evasion & false expense accounts, soaring crime rates, influence-peddling in high govt. circles, and exploitation of sadistic violence as popular entertainment.

"For 8 long critical years our present national leadership has made no effective effort to reverse this mood.

"The new Democratic administration will help create a sense of national purpose & higher standards of public behavior."

\* \* \*

Democrats' "hostility to advertising" was charged & blasted by July 15 *Printers' Ink* in an open-letter editorial to Presidential nominee Sen. Kennedy (Mass.), keynoter Sen. Church (Ida.), Rep. Bowles (Conn.), and Harvard prof. Arthur Schlesinger Jr. The party's ad attack, the magazine claimed, began with the distribution by the Democratic Advisory Council of a Schlesinger-prepared booklet calling for curbs & a tax on advertising. The attack was "magnified," *Printers' Ink* added, "by Sen. Church's studied elocutionist's dramatics as he vilified advertising in his keynote speech. Now hostility toward advertising seems to be growing among Congressmen who will re-convene in Aug." The magazine rapped as "unwise" and "dishonest" the blaming of advertising for the country's ills, deplored the drive for a punishing tax and urged the Democrats to "stop these deliberately confusing attacks on advertising and those who make use of advertising techniques to communicate their feelings . . . In promoting your own objectives, you continue to use the very machinery you condemn."

Primer of TV techniques for the political performer in the coming campaigns has been prepared by WXYZ-TV Detroit. It supplements free courses offered to political candidates by the station.

## The FCC

**FCC'S WATCHDOG DIV.:** The FCC has prepared a description of its new Complaints & Compliance Div., and is expected to release it soon. We understand that the description doesn't contain anything earthshaking.

There will be 2 branches—designated, not surprisingly, "Complaints Branch" and "Compliance Branch." The first will do the following about complaints: receive, classify, answer, prepare for FCC consideration, inform the rest of Commission staff.

Compliance branch has a little more, including:

(1) Conduct investigations to get facts about broadcasters' violations or abuses of laws & rules.

(2) Recommend use of field engineering & monitoring bureau help when engineering aid is needed.

(3) Hunt for problems by examining complaints, FCC monitoring reports, trade publications, FTC reports, etc.

(4) Recommend action to FCC, FTC, etc.

(5) Conduct audits in depth on individual stations where warranted.

(6) Supply FCC with information to enable it to judge whether stations, generally, are complying with laws & rules and are maintaining control over all their programs.

(7) Recommend to FCC measures for encouraging the industry generally to meet its public responsibilities—as determined by the Commission.

Philco's protest against renewal of NBC's WRCV-TV Philadelphia was dismissed by FCC for reasons indicated previously—legal inadequacy (Vol. 16:28 p6). This was shown by the text of the decision released last week. The allegations against NBC by Philco, the Commission said, either were filed 2 years after the protest deadline or had been considered & dismissed by FCC in other proceedings. The allegations were built primarily around RCA-NBC's anti-trust litigation through the years. Philco said these made NBC unfit to be a licensee. Concluded FCC: "Many arguments & allegations urged by Philco in its briefs contain matters *dehors* the Protest which may not be considered; certain matters raised by the Protest—pending litigation & Congressional inquiry—are either not alleged at all or without sufficient particularity under Sec. 309(c) of the Act; and still other matters raised are not new to this Commission and occurred so long ago that they do not warrant consideration. It is concluded, therefore, that even if the well-pleaded facts alleged in the Protest were proven, grounds have not been presented for setting aside our conditional grant herein." Comr. Bartley dissented, issuing no statement, and Comr. Cross didn't participate.

Albany's Ch. 10 was finally granted to Capital Cities TV Corp. (WTEN) and Veterans Bestg. Co. was denied—despite furor kicked up by Sen. Proxmire (D-Wis.) because 5 representatives held stock in Capital Cities (Vol. 16:27 p6). FCC hasn't yet released the text of its decision, but it's understood that it says this about the Congressmen's holdings: It would be arbitrary to ignore the fact that some of Capital Cities' stockholders are Congressmen and to say that their election to Congress means nothing in terms of "civic activity"—or less than other types of civic work. As for Veterans' argument that members of Congress shouldn't own broadcast facilities, FCC said that Veterans should ask the Commission to start rule-making to that end or request Congress for a new law.

**On Patrol with FCC's M-Squad:** The annual summer-time roundup of the trials, tribulations & triumphs of FCC's Field Engineering & Monitoring Bureau staffers has been completed. Produced by information chief George O. Gillingham, it yields these historical notes:

Item: Radios in the Long Beach, Cal. area were picking up strange conversations unrelated to any program. FCC's mobile direction-finding crewmen traced the interference to a house, found phone-oscillator-hi-fi equipment radiating on AM frequencies. Also discovered was a mike concealed in the living room so that the man of the house could listen in secretly on his wife's conversations. Equipment was dismantled.

Item: In Rochester, N.Y. an outraged TV viewer got up a neighborhood petition, complained to his Congressman about interference with his reception by a local amateur radio station. Local hams joined FCC's Buffalo field-office staff in tracking down the trouble: A butter conditioner in the complainant's refrigerator.

Item: Interference with air-ground airline communications at Chicago was traced to a Mich. piano factory where a radio frequency heater, being used to dry wood glue, was sending out signals heard hundreds of miles away. Surveillance from an FAA plane was necessary to locate the source of similar air navigation trouble in Mass.—an electronic heater in an industrial plant.

Item: It took banishment of a shrimp fisherman by his employer to remote waters off Fla. to close FCC's files on a case of profanity on the international distress frequency. After much monitoring & direction-finding, the Commission's Tampa marine office traced the terrible language to a shrimp boat whose captain used his radio to express his feelings when the shrimp weren't running. The captain was taken off his regular run when a written FCC warning, 3 successive license suspensions and a \$200 fine failed to stem the tide of obscenities.

N.Y. uhf project was discussed by FCC last week, and, at the request of Chmn. Ford & Comr. Craven, chief engineer Edward Allen was instructed to come up with a complete new report outlining the whole experiment. One of the biggest problems is to find adequate space on the Empire State Bldg. Engineer Dr. Frank Kear, consultant to the Empire State management, says he's sure space will be found. He estimates that it will take 6-12 months to design & test the antenna. Among experts consulted by Comr. Lee in his trip to N.Y. were those of Bell Labs.

Continuity-of-service bill (S-1965), providing that FCC, FPC and SEC Comrs. whose terms expire may stay in their jobs until successors replace them (Vol. 16:28 p2), was enacted into law July 13. President Eisenhower signed the measure to bring the 3 agencies in line with existing law covering FTC, ICC and CAB, whose members already could continue in office after expiration of their terms. The new law specifies, however, that additional FCC, FPC and SEC service can run only until the end of the next Congressional session following expiration of a commission member's term.

No protest to FCC is planned by the Fresno County Board of Supervisors over the conversion of Fresno to all uhf (Vol. 16:28 p6). The Board's decision to accept deintermixture without protest stemmed largely from the recommendations of KFRE-TV & KJEO.

FCC Chmn. Ford will appear on CBS-TV's *Person to Person* this week (July 22).

## Film & Tape

**POST-1948 ACTIVITY INCREASING:** A prime source of movie-industry speculation in N.Y. last week was a possible liaison between 20th Century-Fox and Screen Gems for the distribution of a large package of post-1948 20th features. Although executives of neither firm would confirm, the speculation is along this line: Screen Gems has won its anti-trust battle with the govt. in N.Y. District Court concerning distribution of Universal's pre-1948 backlog. This green-lights the Columbia Pictures subsidiary to distribute picture backlogs for any major company, and its currently available library of Columbia and U-I pictures is running low. (*TV Feature Film Source Book* reports 1,985 post-1948 films already available and a total of 9,200 film features in current release by 45 distributors.) At the same time, 20th will no longer release feature packages through NTA. This is due to possible govt. action springing from 20th's financial interest in National Theaters, now NTA's parent company. Summed up: Screen Gems is on the prowl for post-1948 product, and 20th is seeking a fully-staffed national distributor.

On other movies-for-TV fronts last week:

Warner Bros., with nearly a quarter of its post-1948 film library—slightly over 100 pictures—being readied for TV release via Creative Telefilms & Artists Ltd. (Vol. 16:28 p1), was quietly making a related move on the financial front. According to Wall St. sources, WB may soon attempt to buy back as many as 500,000 shares of its common stock at above-market (about \$50) quotations. The idea is to reduce the number of shares outstanding at a time when some substantial new TV revenues will be coming WB's way. WB's agreement with CT&A Ltd. gives the latter exclusive TV distribution rights to the films for 7 years in the U.S. & Canada—at a reported per-picture price of \$100,000 plus half the profits after distribution costs. The package reportedly includes such titles as "A Star Is Born," "Battle Cry," "East of Eden" and "The James Dean Story." Meanwhile, Show Corp. of America has released for TV a package of 12 post-1950 features including "Bundle of Joy" and "Susan Slept Here," both starring Debbie Reynolds. A package of Regalscope low-budget post-1948 features also has been released to NTA for TV distribution.

### Paramount Stock Is Active

But movie financial activity was most brisk last week in Paramount stock. That company has no immediate plans to sell post-1948s in regular TV channels even though MCA has distributed its pre-1948 library in over 80 markets for a total gross (before MCA's cut) of over \$60 million. Paramount subsidiary International Telemeter, however, has received considerable attention for its pay-TV system in Toronto (see p. 10), and is actively pitching possible pay-TV deals with Britain's BBC-TV and Rank.

Some indication of the general TV appetite for movies was provided by Republic Corp. (formerly Republic Pictures) and MGM. Republic, which became the first major Hollywood studio to put its post-1948 backlog into TV distribution (by the simple expedient of frustrating union threats with the dropping of all movie production), called TV sales "an increasingly important source of profits." For the 26 weeks ending April 30, Republic Corp. scored a net income of over \$1 million (50¢ per share, double that of

the previous year's comparable period). Current value of non-cancellable feature-film contracts through Republic's subsidiary, Hollywood TV Service: "More than \$4 million."

MGM, now in fine shape, thanks in part to record grosses from "Ben-Hur," has thus far grossed \$34 million in handling its own release of MGM-produced pre-1948 features & shorts. It visualizes another \$24 million in revenue, stated MGM Pres. Joseph R. Vogel, in adding that new movies now produce only 40% of MGM's net revenues against TV's 43%—although the movie gross is actually much higher than TV's. (The remaining 17% comes from MGM Records, music rights, theaters overseas, studio rentals, lab processing of other people's films, lease or sale of stock footage). MGM is in no hurry to unload its post-1948 library—some 500 features—on the TV market, may explore pay-TV deals, but hasn't ruled out straight syndication distribution.

Release of post-1948 Hollywood product may well tend to put a crimp in the TV sales value of British & other foreign films—even those filmed in the last year or so, distributors tell us. Accordingly, sales pressure has mounted behind such mostly-overseas-product packages as those handled by Lopert Films (a UA subsidiary) and the recently formed TV Programs Inc. One indication of this last week: Flamingo Films, which has acquired distribution rights from Joe Harris of a package assembled last year as *Art Theatre of the Air*, is actively making station sales on the 52-picture package—although 20 titles in the group are still in theatrical release. By all indications, it's a case of the scrub team getting in its licks before Hollywood sends out its post-1948 varsity.

**Animators Eye Cartoons Profits:** The latest film union demand for a slice of residual profits is due this fall from the Motion Picture Screen Cartoonists, local 839, IATSE, and will affect the growing number of animated TV series in network & syndication release (Vol. 16:26 p6). The cartoon animators want a percentage—probably ½%—of the huge annual gross business done in "franchised merchandise." Such toys, games, dolls, hats, books, etc. tied in with cartoon shows are estimated by the cartoonists' union to be worth \$100 million annually at retail level. The cartoonists' slice, which would go to a management-labor trust fund, could amount to \$500,000 annually.

If the cartoonists' pending demands are met by producers & others who hold cartoon merchandising rights, they may have some effect on the existing price of current cartoon packages, syndicators & distributors in N.Y. indicated—particularly if labor contracts are so written that higher labor costs are to be automatically passed on to purchasers or sponsors. "It will certainly be a factor in the pricing of new cartoon shows, other than those produced overseas outside the jurisdiction of the union," said Trans-Lux TV sales vp Richard Carlton.

Distributors, networks, news-feature syndicates and others now reaping most of the royalty from franchised cartoon merchandise are likely to oppose the cartoonists' demands. ("It's just another step in the trend toward profit participation by every film union in the field," said a Screen Gems executive in N.Y. "We're certainly not happy about it.") However, the cartoonists may not have to fight too hard. There's a definite shortage of experienced animators and few training facilities for newcomers. Production of an animated TV series in the U.S. with non-union labor would be almost impossible, producers admit.

## NEW YORK ROUNDUP

**Foreign Sales Report:** Overseas telefilm activity of 3 major distributors sharpened last week:

Fremantle International—which holds distribution rights to Sterling TV Films' network-sold *Silents Please* (Vol. 16:28 p12)—sold the series last week to the Australian Bestg. Commission. One result of the sale: *Silents Please* will have virtually a day-&-date premier in Australia & the U.S. (both, incidentally, on networks whose initials are ABC-TV) this summer.

CBS Films reported that during the first 5 months of 1960 the firm's total overseas business was 45.2% larger than for the same period of 1959. The biggest percentage jump was scored in Europe, where sales increased 45%. The network-owned distribution firm expects to maintain the higher business level, said international sales dir. Ralph M. Baruch, because of "new stations opening in Australia, the new quota in Japan, & additional stations in Canada."

International Television Programs Inc., which handles overseas distribution of Ziv-UA product, is launching a new series of sales trips by its executives. ITP Pres. Edward J. Stern left last week for Europe and sales calls to stations & networks in England, Italy, Germany, Belgium, France and the Netherlands. Executive vp Millard Segal headed for Australia and other Far East markets, while sales dir. Ralph Franklin is planning a swing around South American markets such as Brazil, Argentina, Peru.

Add syndication sales: UAA's *Mel-o-Toons*, 104 animated cartoons based upon popular children's records, has been sold in 14 markets in the last 2 weeks . . . MCA-TV's *State Trooper* mystery adventure series has been renewed by Liebmann breweries for WNBC-TV N.Y. . . . CBS Films' Robert Herridge Theatre has picked up 3 participating sponsors for WCBS-TV N.Y.: General Foods, Procter & Gamble, Colgate-Palmolive. Pairing of competitors Procter & Gamble and Colgate-Palmolive in a single show is rather unusual. P&G will advertise Duz Detergent, C-P Palmolive hand soap.

More syndication sales: Screen Gems' *Two Faces West* has been sold in 115 markets for its fall debut. Breweries making multiple-market regional purchases of the new Western include Labatt's, Coor's and Drewry's beers. In addition, Miles of California bought 2 *Faces* for San Francisco last week and "is interested in other West Coast markets." Meanwhile, Standard Oil of Texas announced it would sponsor the series in 6 Southwestern markets.

Cal. National Productions' *Blue Angels* (series about a Navy precision flying-demonstration team) was cited in Congress last week by Rep. James E. Van Zandt of Pa., as "coming at a time when this nation cannot afford . . . relaxation in . . . development of its defensive powers."

Robert Lawrence Animation, commercial producer, confirmed its first venture into programming last week (Vol. 16:26 p6), *Toy Box Time*. It's "a children's show with strong appeal to the adult," in 30-min. episodes, produced in color, and aimed at a network sale.

Ziv-UA's *Lock Up* has been locked-up in 133 markets to date. Ziv has sold off to alt-wk. sponsors 42 of the 53 markets in which American Tobacco Co. has renewed the series on a bi-weekly basis.

## HOLLYWOOD ROUNDUP

Ziv-UA is instituting a new co-production policy. The first such deal with an outside production company was signed last week with John Robinson's Libra Ltd. for "a contemporary action-series." Hitherto, Ziv output has been almost entirely "house" production, with producers, directors, *et al.*, working on salary. The addition of jointly-owned co-production packages, however, is not unexpected. Parent United Artists operates in the feature-movie field as a financier-distributor, not as a producer, and has distribution contracts with over 40 independents. Robinson is creator-producer of *Wanted—Dead or Alive*, and was formerly an executive of Four Star Productions. Virtually every major telefilm distributor-syndicator now operates primarily on the basis of co-production deals or deals in which producers & talent own an interest.

Negotiations to sell NT&T's National Telefilm Associates and its N.Y. station WNTA-TV to NTA Pres. Oliver Unger and founder Ely Landau, collapsed last week, when NT&T Pres. B. Gerald Cantor decided against selling either subsidiary. "I don't believe it would be in the best interests of our stockholders," he told us. The three men have held extensive conversations regarding such a sale. Landau, who recently resigned as NTA vp, headed a group which negotiated for WNTA, and later he & Unger discussed the purchase of NTA.

NTA is moving its hq back to N.Y., after having shifted to Los Angeles last year. The move is being made because the company has decided N.Y. is best for sales activity.

Members of Screen Extras Guild voted in Hollywood to instruct their board to conduct a mail referendum seeking authorization for a strike against the Alliance of TV Film Producers, and to plan for a strike unless the Alliance bargains in "good faith." NLRB is currently investigating SEG charges that the Alliance is "unfair" and refuses to negotiate a contract to replace the one which expired April 2, 1959. SEG complains the Alliance has offered no pension-welfare fund nor "any decent wage offer."

Hong Kong's first 3 segments go into production here July 20, Herbert Hirschman producing. 20th-Fox Television has been filming backgrounds in *Hong Kong* for the past 5 weeks . . . Desilu Productions holds its annual public stockholders meeting July 19, with Pres. Desi Arnaz in charge. Lucille Ball will also be on the dais . . . "Angel" has begun production starring Annie Farge & Marshall Thompson. Edward Feldman is producing at Desilu Cahuenga studios.

Screen Gems begins production on *My Sister Eileen* July 27 . . . Hubbell Robinson series, *Thriller*, has resumed production at Revue Studios, Fletcher Markle producing. MGM-TV will shortly film a pilot for *Diamond Jim Brady*, Seton Miller producing . . . Jerry Lewis Productions will do a pilot of *Permanent Wave* late this month. Patrice Wymore is signed for the lead.

### Obituary

E. Maurice (Buddy) Adler, 51, 20th Century-Fox production chief, died of lung cancer July 12 in Hollywood. While head of the studio's movie operation, Adler last fall unofficially supervised its TV operations for a time to upgrade quality. Surviving are his widow (Anita Louise), 2 children and 3 brothers.

## Programming

**All in the Game:** Goodson-Todman Productions is the latest packager to feel the lengthening reach of network control (Vol. 16:28 p11), we learned last week. With an eye to tapping the growing amount of revenue from image-minded advertisers, Goodson-Todman—which does a \$15-\$20-million annual business, primarily in "game" shows—had packaged a new public-affairs game show, titled *A Matter of Opinion*. (As in *What's My Line?*, the audience lure is off-the-cuff wit, rather than a key to a bank vault. Contestants & panelists match guesses on public opinion with actual findings of pollster Elmo Roper.)

Having done considerable business with CBS-TV, G-T offered *A Matter of Opinion* to CBS program buyers, according to the packaging firm's exec. vp Bud Austin. The network turned it down. Reason: Although there's been a thaw in the network freeze on new quiz & game shows, CBS-TV thought the new G-T show invaded the realm of public affairs sacrosanct to CBS News. It would take the series—however funny it was—only if it could be produced by CBS News officials.

### Busy Season Lies Ahead

Apart from this setback, Goodson-Todman is set for a busy & lucrative fall season, Austin told us. In the live/tape area, G-T will have the perennial *What's My Line?* (CBS-TV, Sun.), *To Tell the Truth* (CBS-TV, Thu.), *The Price Is Right* (NBC-TV, daytime strip and Wed. night), *Play Your Hunch* (NBC-TV daytime strip and Fri. night) and *Beat the Clock* (ABC-TV daytime). Now entering its 4th season of film packaging, G-T will also have network representation with the co-produced *The Rebel* (with Fen-Ker-Ada Productions) on ABC-TV. It is also discussing network fall deals on 30-min. *The Yank* (dealing with a Union veteran who is a doctor in a small Southern town) and *One Happy Family* (a 30-min. situation comedy). In addition, G-T is talking of a revival of its *Philip Marlowe* series with CBS-TV, and a 60-min. version of its suspense series, *The Web*, with NBC-TV. The stronghold of G-T, however, is game shows.

"We were never really hit by the Washington quiz probe, and none of our shows or personalities were challenged," said Austin. "Also, although it's tough these days for a producer to make an advertiser-agency sale and then find time on a network, we are in good shape."

Austin doesn't share a common network sales theory that full-sponsorship, or even co-sponsorship of programming is dying out in favor of buys governed by sheer audience size, as in partial-sponsorship buys of ABC-TV's *Surfside Six*, NBC-TV's *Dan Raven*, CBS-TV's *Route 66*. "Advertisers still want sponsor identification," he said.

"In live game shows, sponsors can plaster their logo around, develop integrated commercials, and have a feeling of identity in both day and night buys. In film shows, particularly reruns, this is lacking."

G-T also has a foothold in the foreign market, thanks to rerun & overseas sales of its filmed shows. Few production firms have as many overseas distributors, however. ABC Films handles *The Rebel*; Cal. National sells *Philip Marlowe*; and Screen Gems sells *Jefferson Drum* and the 30-min. version of *The Web*. G-T itself handles overseas licensing of its live game shows, although this operation has its special perils. "In England, we licensed *What's My Line?* to BBC-TV. Everybody's happy," said Austin. "In Australia, they lifted the format without a by-your-leave. We're arguing with the Australian govt."

# BACKGROUND

No. 9

## PAY-TV SYSTEMS—Where They Stand

July, 1960

COMPANY	TRADE NAME	SYSTEM TYPES	STATUS
International Telemeter Corp. (Paramount Pictures Corp.)	Telemeter	Wire & broadcast	Started cable operation Feb. 26, 1960 at Etobicoke, Ont.; 5,400 subscribers.
Zenith Radio Corp.	Phonevision	Broadcast	With RKO General, filed FCC application June 22, 1960 for 3-year test on WHCT (Ch. 18) Hartford; reported readiness to start 6 months after FCC approval.
TelePrompTer Corp.	Key TV	Wire (CATV systems)	Experimented with live feed of June 20 Patterson-Johansson fights to CATV systems; plans tests with movies, merchandising, etc., on TelePrompTer CATV systems.
Skiatron Electronics & TV Corp.	Subscriber-Vision	Wire	Skiatron Electronics & TV stock trading suspended by SEC. System licensee Matthew J. Fox's Tolvision Inc. reported in merger negotiations with 20th Century-Fox and/or MGM.
Teleglobe Pay-TV System Inc.	Teleglobe	Wire (sound) & broadcast (visual)	Reported negotiating with TV stations for joint FCC application for tests.

**Telemeter 'Success' Hailed:** The wired pay-TV experiment in Toronto suburb Etobicoke will show a profit for its first 6 months of operation. This is the prediction of Trans-Canada Telemeter operations mgr. W. O. Crampton, who says the success proves toll TV is here to stay.

Business is so good, boasts Crampton, that Telemeter has dismissed its 7-man sales staff, and, in effect, is letting the orders come in over the transom. He said the system, which began operation Feb. 26, now has 4,500 subscribers and will have 6,000 by the end of August. Then Telemeter plans to halt further installations for a 2-month examination of costs, programming and public acceptance.

Among findings expected from the study: How much the average home-owner is spending weekly on pay TV. A Toronto newspaper sampled 10 homes and came up with the figure of \$2.35 for the average family. Crampton said this was way off, but refused to give even a clue. "I could get a million dollars for those figures," he said. "Movie companies, TV stations & advertisers would love to have them." The results of the study will be released only to Telemeter franchisers in U.S., Canada, England.

Telecasting & advertising firms have been investigating Telemeter's operations on their own, however. Crampton said that NBC and several N.Y. ad agencies have been conducting door-to-door canvasses to find out average spending figures. He said that British TV programmers and 3 British non-TV organizations have also had study groups on the scene. Not one customer has asked that his pay-TV coinbox be removed, said Crampton.

Anti-pay-TV forces, in the form of movie exhibitors, will concentrate their first main pitch in a petition to FCC requesting that the RKO-Zenith Hartford application (Vol. 16:26 p2) be made the subject of extensive public hearings. After a strategy meeting in New Haven July 5, Philip F. Harling, chmn. of the Joint Committee Against Toll TV, said that JCTT and the new Conn. Committee Against Toll TV would urge the Commission to hear the objections to be offered by representatives of labor, veterans, etc., before acting on the RKO-Zenith application.

British pay-TV project has been mapped by J. Arthur Rank and Associated-Rediffusion Ltd. (film producer-distributor and commercial TV programmer, respectively). The 2 firms reportedly are putting up about \$275,000 for technical research on pay-TV systems. The Rank Organization has long been interested in pay TV, and has even wired up a few British theaters for experimental large-screen pay TV. The new project, named Choiceview Systems, ultimately will be directed at the home audience. Recent visitors to London were Paramount Pres. Barney Balaban and Louis Novins, pres. of International Telemeter, to discuss a deal with BBC-TV (Vol. 16:26 p5).

### Stations

NAB legislative lobbying against the House-passed payola bill (S-1898) at Senate hearings next month (Vol. 16:28 p2) will be confined to the measure's station suspension-&-fine features. This was decided by NAB's Policy Committee at a strategy conference in Washington hq last week. The 3-man committee, headed by Clair R. McCollough, instructed NAB govt. affairs vp Vincent T. Wasilewski to offer no opposition to other sections of the bill (including bans on payola & quiz rigging) when he testifies August 10 at Senate Commerce Communications Subcommittee hearings. In a statement calling on the Senate to knock out provisions authorizing FCC to discipline stations by lifting licenses or 10-day periods and/or fining them \$1,000 daily, McCollough said: "These amendments to permit suspensions & fines against broadcasters are a matter of serious concern to the industry—and to authorize their use against a communications medium, we believe opens up a whole new concept of govt. regulation."

Sale of WCHS-TV & WCHS Charleston, W. Va. by the Tierney Co. to Rollins Telecasting Inc. subsidiary C-B-T Inc. was announced July 13. The price wasn't disclosed, but was reported to be about \$3 million. Not affected by the sale was Tierney's radio WPLH Huntington, W. Va. Rollins owns & operates WPTZ Plattsburgh, N.Y. & WEAR-TV Pensacola, radios in Wilmington & Georgetown, Del., Norfolk, Newark, Indianapolis and Harvey, Ill.

**HOW MUCH NEWS SPACE FOR TV?** Although 4 out of every 5 newspapers have an amusement page or section, "more than one out of every 5 newspapers adopts a definitely uncooperative attitude toward motion pictures" and "33% of the papers checked do not even review new movies." So stated Columbia Pictures vp Paul N. Lazarus Jr. to a group of leading newspaper executives last week (see p. 3), citing the results of a survey of 160 newspapers in 91 cities prepared recently by the Council of Motion Picture Organizations.

Other highlights of the COMPO checkup:

1. TV gets more editorial coverage than movies in 44% of the nation's major newspapers. This compares with 32% which "emphasize motion pictures over TV."

2. From an advertising standpoint, only 5½% of these papers carried more ads from TV than from movies, while 63% carried more ads from movies than from TV.

Movie adman Lazarus wasn't attempting to put a dollar-laden shotgun to the heads of newspapers—or so he said. "I realize that editorial space is not awarded on the basis of advertising volume," he stated. "I know full well that public interest is the primary criterion . . . But," he added, in an obvious rejection of the traditional responsibility of newspapers to serve their readers before their advertisers, "given 2 entertainment media of equal appeal, does it seem right that the lesser advertiser should receive the greater attention? Particularly when it is an advertising medium competing fiercely with you for the motion-picture dollar."

**New & Upcoming Stations:** Spanish-language border outlet XEWT-TV (Ch. 12) Tijuana-San Diego began programming July 18. Owner Telesistema Mexicano S.A. operates Mexican TV network with hq at XEW-TV (Ch. 2) Mexico City. Its principal owners are publisher-industrialist Romulo O'Farrill Sr. and theater-radio station owner Emilio Azcarraga Sr. The latter is also the principal stockholder of Tijuana-San Diego ABC-TV affiliate XETV (Ch. 6). XEWT-TV has 5-kw GE transmitter and guyed 200-ft. tower on Monte San Antonio. It also has TV tape-recorder equipment. Bernard Urilla is gen. mgr.; Ernesto Hevia, sales mgr.; Rene Armando Lafon, program dir.; Felipe Fernandez, chief engineer. Base hour is \$96. U.S. on-air total remains 569 (89 uhf) inasmuch as XEWT-TV operates on a channel allocated to Mexico.

\* \* \*

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

KCBY-TV (Ch. 11) Coos Bay, Ore. has studios ready, expects to have 2-kw RCA transmitter ready for use by end of July and is keeping tentative Sept. 1 programming target, reports S. W. McCready, gen. mgr. of owner KVAL-TV (Ch. 13) Eugene, Ore. KCBY-TV will operate as semi-satellite of parent KVAL-TV, which is NBC-TV affiliate. Work on 200-ft. Fisher tower began toward end of June. Resident engineer is Glenn McCready, ex-KPIC Roseburg, Ore. Base hour will be \$150. Rep will be Hollingbery.

WIPM-TV (Ch. 3) Mayaguez, P.R., to be non-commercial operation of P.R. Dept. of Education, has changed target to August, reports R. Delgado Marquez, gen. mgr. of Dept.'s other station WIPR-TV (Ch. 6, educational) San Juan. It has 6-kw RCA transmitter ready, but installation of antenna on 202-ft. Ideco tower was delayed until July.

Transfer of WUSN-TV Charleston, S.C. by Southern Bestg. Co. Inc. to Reeves Bestg. & Development Corp.—new company formed in Feb. in a merger of Southern, Reeves Sound Studios Inc. & Reeves Products Inc. (Vol. 16:14 p23)—has been approved by FCC, Comr. Bartley dissenting. In the merger & stock transaction, Hazard E. Reeves relinquished positive control of the station, retaining 43.4%. Other interests include Christiana Oil Corp. (13.3%), Jay Drayton Hastie & 3 relatives in the Hastie family group (11.8%), Southern Stockholders (7.4).

Sale of WDAF-TV (Ch. 4) & WDAF Kansas City for \$9,750,000 to Transcontinent TV Corp. has been approved by FCC (Vol. 16:18 p9). This gives Transcontinent a full complement of 5 vhf plus 60% of a uhf.

## Networks

ABC affiliate KETV Omaha preempted the network's convention coverage July 12 at 10:15 p.m. to program a movie, "The Yellow Canary." A Mutual of Omaha executive, monitoring the company's ABC convention commercials on KETV, spotted the preemption and reported it to the network. Both ABC and Mutual's agency Bozell & Jacobs, were "irate" at the station's move, but hadn't taken any action as of July 13. KETV was the only station in ABC's lineup, to switch off the convention coverage prematurely, the network said. "The preemption came after everything at the convention had settled down as far as we could see," a KETV spokesman told us July 13.

CBS & NBC won't follow ABC's recently-announced 40-second station-break policy for its nighttime schedule—at least for a while. The policy would allow an additional 10-second break, which affiliates could sell locally. Attitude of most agency men last week was that the additional spot would "be a dangerous step toward over-commercialization." CBS & NBC station relations departments were in agreement that their respective networks "would be holding the line on evening chainbreaks at present." NBC, however, indicated to us that they may incorporate a 40-second break in nighttime schedule "in about 6 months."

### NETWORK SALES ACTIVITY

#### ABC-TV

American Bandstand, 4-5:30 p.m. Mon.-Fri., participations eff. Aug. —*Jantzen* (Hockaday Associates)

Peter Gunn, 10:30-11 p.m., co-sponsorship eff. Oct.  
*Bristol-Myers* (Dougherty, C., S. & S.)  
*R. J. Reynolds* (William Esty)

The Debbie Reynolds special, Oct. 27, 9:30-10:30 p.m., full sponsorship. —*Revlon* (Grey)

Daytime programming, participations eff. fall 1960.  
*Peter Paul* (Dancer-Fitzgerald-Sample)  
*Curtis Publishing* (BBDO)  
*Dow Corning* (Anderson & Cairns)  
*Miles Laboratories* (Wade)  
*Ex-Lax* (Warwick & Legler)

#### CBS-TV

California All-Star Rodeo, Aug. 5, 8:30-9:30 p.m., full sponsorship. —*Carter Products* (SSC&B)

#### NBC-TV

Dan Raven, Fri. 7:30-8:30 p.m., participations eff. fall 1960.  
*Mentholatum* (J. Walter Thompson)

Riverboat, 7:30-8:30 p.m., participations eff. fall 1960.  
*Block Drug* (SSC&B)

# Television Digest

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**Personals:** Howard G. Barnes, CBS Radio program vp in N.Y., named CBS-TV dir. of programs, administration, Hollywood . . . Thomas R. Nunan Jr., ex-Steinman stations, joins Crosley Bestg. Corp. in N.Y. in new post of TV-radio marketing communications dir.; Walter E. Bartlett, acting gen. mgr. of Crosley's WLWC Columbus since death of James Leonard in June (Vol. 16:25 p13), appointed gen. mgr. . . Wynn Nathan resigns as vp & dir., MCA TV & MCA International to organize a new TV producers' rep company . . . Charles E. Norton, ex-RCA, named mgr. of Ampex International's video mktg. dept. . . Frank P. Fogarty, exec. vp, Meredith Bestg. Co. and vp-gen. mgr. Meredith WOW Inc. (WOW-TV & WOW Omaha), named a dir. of the U.S. National Bank of Omaha.

Peter B. Kenney, ex-NBC International station operations consultant in Buenos Aires, appointed station mgr. of NBC's WRC-TV Washington . . . George C. Carpenter III, ex-WOW-TV Omaha, appointed gen. sales mgr., KCRG-TV Cedar Rapids, Ia. . . Richard Beesemyer, CBS-TV Spot Sales, N.Y., named sales mgr., KNXT Los Angeles and CBS-TV Pacific network . . . Alfred N. Greenberg, ex-TelePrompTer ad & PR dir., appointed stations promotion-services mgr., CBS-owned radio stations . . . Stephen I. Simon, ex-Compton Advertising, appointed client services dir., TV Audience Research div., NTA Telestudios . . . Richard Dreyfuss, ex-KDKA-TV Pittsburgh, named program dir., WSAZ-TV Huntington, W. Va.

Robert D. J. Leahy, who was FCC's chief investigator when he retired in 1958 after 24 years on staff, joins WSUN-TV & WSUN St. Petersburg-Tampa as business affairs mgr.; David G. Lee, ex-KMSP-TV Minneapolis-St. Paul, named news dir. . . William H. Bauer, retired FCC patent attorney, establishes own practice in Washington Bldg., Washington . . . Robert M. Parrish, FTC secy. since 1954, promoted to exec. dir., replacing late Harry A. Babcock, who retired April 1 (Vol. 16:19 p19); Basil J. Mezines named to new post of associate exec. dir.

George B. Storer Sr., chmn.-pres. of Storer Bestg Co., and Mrs. Dorothy Manville Kiggins were married July 16 in Saratoga, Wyo. Mrs. Kiggins is the widow of Keith Kiggins, former Storer vp, onetime vp of NBC and exec. vp of ABC. The couple will reside in Miami Beach.

FCC members will visit Ft. Huachuca, Ariz. July 21-23, at the invitation of the Army, on a "classified" matter.

Meetings next week: Advertising Federation of America 2nd annual ad & mktg. management seminar (July 24-Aug. 5), Harvard Business School, Boston.

## Obituary

Chesser M. Campbell, 62, *Chicago Tribune* publisher and pres. of the Tribune Co. (WGN-TV & WGN Chicago), died July 10 while on a fishing trip in Baie Comeau, Que. Death was attributed to a heart attack. He is survived by his wife, a son and a daughter.

C. P. Edwards, 74, former Canadian govt. radio & aviation official, died July 13 in Ottawa. Retiring in 1951 as deputy minister for the Transport Dept.'s air services div. (responsible for radio, civil aviation & meteorological services), he terminated a 41-year career in govt. service. He was a key figure in the negotiations leading to re-allocation of North American radio channels.

## Advertising

Anti-trust probe of Sunday newspaper supplements has been started by the Justice Dept., which subpoenaed records of 7 firms for Grand Jury testimony beginning July 19 in U.S. District Court, Buffalo. Ordering the proceedings, Deputy Attorney General Lawrence E. Walsh said there's "reason to believe that an indictable offense may have been committed" in handling & sale of supplements & copyrighted news features. Companies named in the subpoenas were Hearst's King Features Syndicate, Newspaper Enterprise Assn., Greater Buffalo Press, International Color Printing Co., E. W. Scripps Co., Atlantic Features & Printing, Southern Colorprint.

BBDO will not handle Republican National Committee campaign advertising this year. Instead, the Republicans will employ a special house agency, Campaign Associates, to be headed by BBDO vp Carroll P. Newton. Campaign Associates will collect the regular 15% commission on business placed and will return to the party any funds left over after the agency is dissolved at the end of the year. Agencymen from BBDO and other major outfits, loaned to CA, will be retained on the payrolls of their agencies. The Democratic National Committee agency is Guild, Bascom & Bonfigli.

Felix the Cat Creations, Inc., which claims to be the "largest film cartoon house in the U.S.," has announced formation of a commercial film cartoon div. to produce commercials & animated industrial films.

**Ad People:** Harold Graham Jr., N.Y. client planning mgr., and Thomas F. Greenhow, Los Angeles program services mgr., named vps, McCann-Erickson TV-radio affiliate M-E Productions . . . Maxfield S. Gibbons named vp, Ketchum, MacLeod & Grove.

### Station Rate Increases

Station	Base Hour	Minute	Date
KSD-TV St. Louis	\$1750 to \$2000	\$380 to \$400	July 1
WJXT Jacksonville	850 to 900	250 to 300	July 1
WAST Albany, N.Y.	800 to 900	1	1
KTVH Wichita	700 to 800	145 to 160	July 1
WMT-TV Cedar Rapids	700 to 750	160 to 175	July 1
KSBW-TV Salinas-Monterey	425 to 450	110 (no change)	July 1
KCSJ-TV Pueblo, Colo.	225 (no change)	45 to 60	July 1
KSBY-TV San Luis Obispo	220 to 250	50 to 60	July 1
KCMT Alexandria, Minn.	200 to 300	40 to 70	1

<sup>1</sup> Not reported.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**THE MUSIC SHOW—RHUBARB OVER REVERBERBERBERB:** "There hasn't been anything to confuse the public in the last 3 weeks—this was overdue," remarked one cynical dealer. "Terrific—more demonstrable than stereo itself," said another.

Little Sir Echo—the reverberation effect, or "reverb"—was the most controversial issue at the Music Industry Show last week in Chicago's Palmer House. Both sides had powerful supporters & detractors. But, as manufacturer after manufacturer hopped on the bandwagon (some reluctantly), it became obvious that the industry will give reverb a good spin this fall-winter selling season. "We had 3-channel sound last year," summed up one dealer. "This year it's reverb."

Here's the reverb line-up, as of this writing—others due to join without notice: Philco (Reverbaphonic Sound) started it, along with Zenith (Sound Reverberation). Motorola showed an advance preview of some of its fall stereo models, with "Vibrasonic" in 2 top-end stereo units, plus its Drexel & Heritage consoles. Hoffman displayed "Sonic-Tuner" in 2 consoles and a 23-in. combination (\$300 to \$725) and will soon feature the reverb unit in its high-end portable stereo phono—the first application to a portable. Sears Roebuck is expected to feature reverb sets in its fall catalog. Mathes has it. Capehart plans to add it.

Even in the rarified, perfectionist atmosphere of the "packaged component" hi-fi business, reverb has its adherents. Fisher showed its own version—the Space-Expander—which will be offered in accessory form (\$59.95) with Fisher consoles and component stereo. Pilot demonstrated a unit (on request only), admitting it had doubts, but probably will offer it.

Others were even less certain about it, but the attitude was: "If the public wants it, we'll have it." (Loose translation: "If enough of our competitors have it, we will.") Magnavox reluctantly showed a packaged reverb system, which it probably will offer at extra equipment (price guesstimate, \$40-50).

There's certainly no agreement whether this electronic echo chamber enhances music or distorts it—but its supporters are by no means limited to such crass & unmusical characters as merchandisers. One of most enthusiastic backers is Avery Fisher, pres. of the Fisher Co., whose name is synonymous with highest-quality high-priced component hi fi. By the same token, there is strong opposition at Stromberg-Carlson—which also caters to sound connoisseurs.

Least confusion of all about reverb was in the Hammond Organ suite at the Music Show. There, in comfortable surroundings, as the organ music rose and swelled—and reverberated—we found Hammond spokesmen enthusiastic about the "acceptance" of their echo effect, developed originally for electronic organs. (No matter what they call it, all set makers buy the reverb delay lines from Hammond.) One official estimated that the basic reverb device (set makers add their own amplifiers) will bring Hammond \$1.5 million this year in sales to stereo manufacturers. That's sweet music, and Hammond hopes it will continue to echo down through the years. "That's not all," said a Hammond official. "We have some other devices which we'll introduce soon to phonograph makers."

Reverb by-products are cropping up, too. Checker Electronics, Grayslake, Ill., displayed at the show a \$169.95 combination reverb unit, reverb amplifier & speaker which can be added to any hi fi to produce the reverb effect. "We have 8,000 units on order from Hammond," sales mgr. August Buck told us.

We listened to plenty of reverb at the show and are convinced that it adds to some records, detracts from others—that it must be used selectively by the listener. We agree that it's easily and impressively demonstrated—and that it will add more confusion, as well as another control knob. Prognosis for fall-winter selling season: Every major manufacturer will offer reverb, but feature enough non-reverb models to give customer a choice.

For more Music Show trends, see next page.

**TV'S MUSIC STILL SWEETER THAN STEREO:** When it comes to cash-register music, TV still warbles a far sweeter tune than stereo. So we were told by dealers & manufacturers at last week's Music Industry Show. This is consensus: TV is settling down into a good, all-year, bread-&-butter business. Although most people in the business hopefully predict a "good year" for stereo, they also are disappointed with the extremely seasonal aspect this branch of the business is taking on—both in the console & portable merchandise. They're hopefully looking to Sept. & Oct. to supply big pickup.

"TV is the best business we're in." That was how it was summed up to us by Philco consumer-products gen. sales mgr. Gibson B. Kennedy. And his sentiment was echoed (or reverberated) by others, who commented on health of TV business.

If there's one really significant trend common to both TV & stereo it's the accelerated emphasis on furniture craftsmanship (Vol. 16:26 p18). Westinghouse, which showed new TV & stereo lines, created something of a sensation among design-oriented visitors with its "curio gallery" of experimental hand-crafted furniture pieces, built around TV & stereo. Although they were unpriced and officially "not for sale," Westinghouse officials said after the show that retailer enthusiasm may prompt the production of some of the demonstration models.

"A well-designed piece of equipment can be sold as a fine piece of furniture rather than as an electrical appliance," said famous designer Jay Dorf in introducing Westinghouse line. "We are in the home fashion field." There was some rebuttal from dealers—who don't all fancy themselves furniture salesmen. "Too many portables but not enough emphasis on other low-end stuff" was a comment we heard from one high-volume dealer—aimed at the industry in general.

The furniture emphasis was everywhere—and the larger component-hi-fi manufacturers showed expanded lines of ready-built stereo console models. These included Pilot, Stromberg-Carlson, Fisher, Ampex.

These were other outstanding trends noted at Music Show:

**New TV Names:** Two component hi-fi houses showed 23-in. TV combination consoles for first time. Fisher had TV-radio-phono units at \$1,145 & \$1,195, with bonded-tube chassis purchased from an outside supplier. Pilot, once a big name in TV but now concentrating on component & packaged-component hi fi, displayed a home-entertainment-center console (including tape recorder) at \$2,500, also with an outside-built TV. Representatives of both Stromberg-Carlson and Columbia conceded they may soon enter the TV-stereo combination field "if there's demand by our dealers."

Capehart again showed its line of TV-radio-stereo & stereo-radio combinations, adding one new TV combo. Its TV chassis are still made by Wells-Gardner pending tooling up of its own plant, a spokesman said, but the entire line will be available for deliveries by this October. Capehart's portables and other TV-only models probably won't be shown till next year. Symphonic, another TV newcomer, soon will be delivering its entire TV and TV-stereo combo line.

**FM Radio:** If there was any doubt about FM's upsurge, the variety of models and the comments of dealers at Music Show should have dispelled it. More & more console phonos are being shown with AM-FM tuners or with provision for dropping in tuners later. Most AM-FM tuners in stereo or TV-stereo combination consoles are now of the simulcast variety, permitting AM & FM sections to be used simultaneously for pickup of AM-FM stereocasts. Most manufacturers have few illusions about a quick FCC decision favoring FM stereo multiplexing (Vol. 16:26 p14) and feel that the only stereo broadcasting available to public for year at least will be of the AM-FM simulcast variety. But just in case, they point to the "multiplex jack" on back of their tuners—to plug in an FM stereo attachment.

As number of FM stations increases, manufacturers foresee increasing consumer choice of FM in stereo consoles. Most we talked with said they expect more than half of their stereo units to include FM this season. Many big manufacturers already exceed this ratio.

Granco showed its tiny car radio FM converter (\$49.95 list), slated for Oct. delivery. FM enthusiast Henry Fogel, Granco president, said he believes sale of domestic FM sets of all kinds will total "close to a million" this year—not including 100-150,000 imported FM radios. Granco's \$19.95 FM tuner, he said, has become a bread-&-butter item, in same way as original \$29.95 FM-only radio which really put the company "in business" several years ago.

**New sets:** Westinghouse's was only completely new TV line shown for first time in Chicago. Continuing its "fine furniture" approach, it showed 37 basic TV models, 23 stereo consoles, plus expanded line of portable phonos. Its 19- & 23-in. tubes are non-bonded.

Magnavox, which traditionally drops in large number of new models (but does not change "lines" as such) showed some unique pieces, in addition to those previously announced (Vol. 16:26 p21). Its 3-set color line is dominated by \$1,100 stereo theater in 3 cabinets which can be separated or joined—making color unit available for use as TV console, since phono & radio tuner are in removable side speaker cabinets. Also novel in Magnavox line: 23-in. TV console with FM radio (using separate tuner) at \$349.50, and return of the 27-in. set, in short-short 90-degree-tube version, at \$375 in a console. Considerable comment, pro & con, was aroused by unusually designed non-bonded 19-in. table model in wood cabinet with large speaker grille and tuning controls facing front above screen.

**TV imports:** Only new imported TV set shown was Star Lite Merchandise Co.'s widely publicized 8-in. plug-in all-tube portable, originally slated to sell for \$69, later revised to \$89 (Vol. 16:11,17). The midget, made by Riken TV Industry Co., bore surprisingly high retail tag of \$110, but is priced to be "marked down" to about \$99. Most dealers still were doubtful, remembering their experience with RCA's 8-in. set which was list-priced at \$125, liquidated at \$99.

Sony again showed its 8-in. transistor portable, was still cryptic about price, but promised deliveries "in time for Christmas." Delmonico's similar set, made by Nippon Victor (Vol. 16:20 p17) is being shipped from Japan now, we were told by exec. vp Herbert Kabat. Although company originally was shooting for under-\$200 price, the tiny set now lists at \$249.95. Delmonico also showed new Japanese 19-in. stereo-AM-FM combo console at \$299.95 (delivery in Oct.) and 19-in. portable at \$179.95 (latter Aug.). The 19-in. tubes are U.S.-made, inserted domestically. Both Delmonico & Sampson showed their mammoth color sets again, but neither apparently has firmed up plans for delivery. Only other imported TV sets we saw were in Majestic's German-made Grundig combinations.

For more Music Show highlights, see p. 16.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 8 (27th week of 1960):

	July 1-8	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	51,637	106,310	73,087	3,019,166	2,862,032
Total radio .....	173,906	285,651	198,096	8,696,721	7,308,854
auto radio .....	75,310	98,471	71,369	3,398,173	2,971,990

Standard Kollsman Industries now owns more than 80% of the stock of Casco Products Corp., for which it paid more than \$4 million. Pres. James O. Burke told Casco's annual meeting last week. Casco makes auto accessories & small appliances. Burke said more than 400,000 of Casco's 511,356 shares had been acquired at \$10.50 a share, and that the offer to buy at that price has been extended to Aug. 1. He stated that the name of the new Casco president will be announced in 10 days. It's widely expected to be Leonard F. Cramer, ex-Magnavox & Crosley (Vol. 16:23 p20). Burke heads Casco's new 4-man board as pres. & chief exec. officer. Other Casco directors: Arthur Richenthal, Standard Kollsman secy.-gen. counsel; Perry Addleman, management consultant; John P. Hoffman, vp of Continental Ill. National Bank & Trust Co. All 4 are also Standard Kollsman directors. Former Casco Chmn. Joseph H. Cone was named honorary chmn.

Olson Radio Corp., Akron wholesale & retail distributor, has been accused by FTC of misrepresenting rebuilt TV picture tubes as "top quality picture tubes in factory-sealed cartons." Formerly called Olson Radio Warehouse Inc., the firm had been charged earlier by FTC with making deceptive price claims, failing to disclose foreign origins of products and misrepresenting guarantees on them. Olson denied the original charges.

Minnesota Mining & Mfg. Co., whose diversification moves this year have included acquisition of MBS and merger negotiations with tape-recorder & camera maker Revere Camera Co. (Vol. 16:27 p18), is in anti-merger law trouble over two 1956 acquisitions. In a Clayton Act complaint, FTC accused the 3M firm of putting itself into a position to monopolize the electrical insulation business by taking over Chicago's Prehler Electrical Insulation Co. and Fort Wayne's Insulation & Wires Inc. The FTC complaint noted that earlier acquisitions by the company included Irvington Varnish & Insulator Co., Mica Insulator Co. and American Lava Corp.

Merger of Symphonic Electronic Corp. (TVs, phonos) into Lynch Corp. (Vol. 16:23 p19) will be submitted to stockholders of both companies in special meetings late this month or early in August. Directors of both firms have approved the exchange-of-stock transaction. Lynch supplies industrially glass-forming & packaging machinery.

Settlement of 6-day RCA strike came July 11 for 2,400 engineers at 5 N.J. & Pa. plants (Vol. 16:28 p16) with a new 1-year contract retroactive to July 1. Agreement between RCA & Assn. of Professional Engineering Personnel provides: 4¾% salary increase (vs. APEP's 6% demand, RCA's 3¾% counter), union voice in company's merit-review program.

## Music Show Highlights

**I**MPORTS didn't steal the show at NAMM's Music Industry Trade Show in Chicago (see p. 15) this year, although plenty of importers had exhibits there. There was a noticeable increase—compared with last year—in imported products being sold under the labels of U.S. manufacturers.

For example, there was CBS's Columbia phono dept., whose complete radio & tape-recorder line is imported. Paradoxically, Columbia's transistor radios & tape recorders are made in Germany (the recorder is made by Grundig), while the tube-type radios & recorders are from Japan. Webcor showed a line of transistor radios and a battery-operated miniature tape-recorder from Japan. Capehart also displayed, for the first time, a group of Japanese-made transistor radios at \$29.95 to \$59.95.

Among other Japanese merchandise, most attention was drawn to Yashica's complete 3-piece 14-transistor stereo phono with 2-band radio—all battery operated.

\* \* \*

Record-playing equipment in console phonographs is coming in for more attention. Motorola proudly announced it was the first manufacturer to use a brand new Sonotone-made ceramic pickup cartridge (9-T), whose flat response curve compares favorably with most magnetic cartridges. Its shape is said to be designed to eliminate dust static.

Magnavox showed for the first time a completely redesigned record changer, which is being incorporated in most of its phonos. The Magnavox Imperial, made in Britain by Collaro, which is controlled by Magnavox, features a 3-gram diamond-stylus pickup. Another British changer manufacturer, Birmingham Sound Reproducers, kicked off a big promotional drive at the show. New BSR (U.S.A.) Ltd. plans a large consumer-ad campaign for its BSR brand changers, now used in phonos made by Westinghouse, Emerson, Olympic, Trav-Ler, Arvin and others. BSR also will have cartridges & tape decks.

\* \* \*

Hi-fi component manufacturers have broadened their lines of fine-furniture stereo consoles. Pilot's completely new line, highlighted by the \$2,500 TV-phono-radio-tape entertainment center (see p. 14), has 15 stereo consoles from \$299.50 to \$695. Fisher, which also has a TV combination this year, showed 7 basic consoles at \$395 to \$2,595. Ampex and Bell Sound also offered new console lines. Stromberg-Carlson showed 14 basic console models at \$285 to \$1,060.

Two Canadian phono manufacturers launched invasions of the U.S. market—Stereo-Voice, with a line of component consoles, and Clairtone with a complete stereo line.

\* \* \*

**Bucking the trend:** While almost every manufacturer added more TV-stereo-radio combinations, Westinghouse quietly dropped the only one it had. There are no combos in the 1961 Westinghouse line introduced last week.

\* \* \*

Electronic air purifiers are providing a new field for consumer-electronics manufacturers. Among those entering this market are Pentron, heretofore known almost exclusively as a tape-recorder manufacturer, and Granco, whose products have been limited to radios.

"Picture on a pole" is the unique approach of Fischer Electronics Inc. (7712 S. Broadway), St. Louis. The company showed its "TV-bar," consisting of a formica-covered padded bar for the home, with a metal-encased TV picture-tube atop a brass pole protruding from the top of the bar. The TV chassis & controls are behind the bar, and the picture screen swivels a full 360 degrees. The bar, complete with 17-in. TV, is available at \$349.95 up. A company spokesman said the TV picture tubes could be operated up to 18 ft. away from the set's chassis, and that 2 picture tubes could be driven from a single chassis. He suggested that this arrangement would be ideal for classroom TV (but without the bar). The chassis shown were modified Sylvania units.

\* \* \*

Reverberation effect for home use (see p. 13) isn't limited to phonos & organs. Ecco-Fonic Inc. (905 S. Vermont Ave.), Los Angeles, demonstrated a \$350 unit designed principally for amateur use with electronic guitars and other musical instruments. The adjustable echo can give the effect of a concert hall or make one guitar sound like a large group. Used to amplify voice, it can make one singer sound like a chorus—or as if he were singing into a rain-barrel. Ecco-Fonic modestly proclaimed in its press announcement that its "unique new development in sound reproduction makes a rank musical amateur sound good."

\* \* \*

Tape-cartridge-vs.-open-reel dispute didn't flare up at Music Show this year. In the pre-recorded music tape field, everything was open-reel—with 2 exceptions. RCA and Bell Sound (Thompson Ramo Wooldridge) again showed their recorder-players for the RCA-type tape cartridge. None of the proposed new cartridge-tape systems now under development (such as the 3M-CBS or the Armour Research Foundation systems) was demonstrated.

Officials of Bell Sound conceded that consumer demand for its cartridge machine had fallen off, but said business was good in other fields—particularly in dentistry. A spokesman said Bell had orders for a total of 10,000 of the machines for use by dentists—not for the playing of music, but as a pain-deadener. The machines, used with headphones, play a pre-recorded "white sound" which cancels out much of the psychological discomfort felt by patients during dental drilling.

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**Major contract awards:** Magnavox, 2 contracts totaling \$32.5 million from the Bureau of Naval Weapons for radar sets & indicators. • Sylvania, \$20-million contract from Convair div. of General Dynamics for electronic defense systems for the Air Force's B-58 bomber. • Westinghouse, \$19.2-million Air Force award to produce long-range-search radar systems for the continental air defense network. • Lab for Electronics, 2 Air Force awards totaling \$12 million for airborne navigation equipment. • RCA Service Co., \$5.3-million award to operate an Air Force communications network. • Belock Instrument, \$5-million Army contract to produce radar simulator systems. • ITT, awards totaling \$4.7 million to its Federal div. from the Army, Air Force and Federal Aviation Agency for various electronic equipment. • Daystrom, \$2-million Navy award for continued work on the Julie System. • International Resistance, \$1.7-million contract to develop precision resistors for North American Aviation's Autonetics div., for use in the Minuteman missile. • GE, \$1.4-million award from Autonetics for a reliability program on silicon transistors for Minuteman.

**TOP 100 DEFENSE FIRMS:** General Dynamics pushed Boeing out of first place as the nation's No. 1 defense contractor last year, according to the Defense Dept.'s compilation of the 100 firms with the highest volume of prime contracts in 1959. Of the 100 companies, at least 32 are strongly identified with electronics.

As compared with the 1958 list (Vol. 15:31 p20), the electronics firms show considerable realignment. On the 1959 list but not on the 1958 list are Hazeltine (ranking 56th), Standard Coil (70th), Magnavox (71st), Litton Industries (92nd), Gilfillan Bros. (97th), Texas Instruments (99th). On the 1958 list but missing last year were Cal. Institute of Technology (58th) & Rand Corp. (59th).

Companies showing sharp rises in ranking were Raytheon (18 to 11), Avco (31 to 20), Thompson Ramo Wooldridge (44 to 29), Philco (46 to 35), GPE (67 to 44), Hoffman (94 to 54), Lab for Electronics (97 to 78). In the top 10, GE dropped from 3rd to 5th, AT&T from 6th to 9th.

We've prepared this summary showing standing of prominent electronics firms in the top 100 for calendar 1959 compared with 1958. (Subsidiaries included, dollar figures in millions. Dash indicates firm was not among top 100 during 1958.)

	1959		1958	
	Contracts	Rank	Contracts	Rank
General Dynamics .....	\$1,491.1	1	\$1,542.3	2
GE .....	915.7	5	952.4	3
AT&T .....	501.4	9	792.0	6
Raytheon .....	369.5	11	274.1	18
Hughes Aircraft .....	322.7	13	565.7	8
Sperry Rand .....	318.7	14	423.7	10
RCA .....	303.2	15	365.1	15
Bendix Corp. ....	279.9	16	243.7	21
IBM .....	262.5	17	417.6	11
Westinghouse .....	220.5	18	271.6	19
Avco .....	199.6	20	102.0	31
ITT .....	156.9	24	135.8	25
Thompson Ramo Wooldridge..	133.0	29	71.9	44
Burroughs .....	117.9	30	107.0	29
Collins Radio .....	116.4	32	84.4	36
Philco .....	102.0	35	71.5	46
American Bosch Arma. ....	98.2	36	85.4	35
Minneapolis-Honeywell .....	94.8	37	86.1	34
Northrop Corp. ....	83.5	41	245.1	20
Gen. Precision Equipment ...	77.6	44	44.2	67
Mass. Inst. of Technology...	64.7	48	60.1	52
Hoffman Electronics .....	57.1	54	30.1	94
Hazeltine Corp. ....	54.2	56	—	—
Gen. Telephone & Elec. ....	51.9	58	41.2*	69
Lear .....	37.9	67	44.3	66
Standard Coil Products.....	35.4	70	—	—
Magnavox .....	34.9	71	—	—
Laboratory for Electronics...	32.9	78	27.9	97
Litton Industries .....	25.9	92	—	—
Motorola .....	25.0	93	33.2	84
Gilfillan Bros. ....	24.0	97	—	—
Texas Instruments .....	23.7	99	—	—

\* Sylvania only.

Servel Inc. will enter magnetic tape field this year and expects to initiate production at its Freeport, Ill. plant around the end of October, Pres. Duncan C. Menzies reported recently. The onetime refrigerator-compressor-air-conditioner giant now derives its income almost exclusively from its Burgess battery divs., expects a "substantial number" of the 1,500 electronic parts distributors who handle its Burgess lines also to distribute the new magnetic tape to retailers. Menzies said it would take 3-6 months from the start of production before Servel's magnetic tape is in national distribution. Initial production will be of tape for home recorders. Eventually Servel will branch into magnetic tape for computers.

**New plants & expansions:** Westinghouse will establish an astrophysics lab on a 50-acre site in Conejo Valley, Cal. for advanced development of molecular electronics, semiconductors, thermoelectrics, sensing tubes—primarily for military use. A temporary facility at the site will be occupied this month, pending completion of lab next March.

• **Collins Radio** broke ground recently for a 38,000-sq.-ft. \$750,000 communications & data-processing center at Cedar Rapids. The center is scheduled for March 1961 completion, will house a fully operational system of single-sideband & microwave communications equipment and a centralized computing system. • **Sylvania semiconductor div.** has moved its advanced-device research lab from Northlake, Ill. to the Waltham, Mass. facility—pending relocation early next year at div. hq. in Woburn, Mass. The move was made for "closer liaison" between semiconductor development & production.

**Merger of Seeburg and Itek Corp.** is the subject of preliminary talks being held between the 2 companies. Seeburg, which claims to be the largest manufacturer of coin-operated phonos, also makes electronic components for the govt., Western Union & American Photocopy Co. (assets more than \$11 million; 1959 net profit \$1,929,000 on sales of \$22,936,886). Itek Corp., producer of graphic information storage & handling equipment, photocopy machines & accessories, is 22.6% owned by Laurance Rockefeller (assets \$13,299,702; for fiscal year ended last Sept. 30, net of \$485,483 on sales of \$25,056,879).

**Best-selling TVs in Britain** continue to be 17-in. models, which in 1959 accounted for 91% of the total 2,750,000 sets sold (up from 83% of 1958's 2-million TV sales), notes the annual report of the British Radio Equipment Mfrs. Assn. The 1959 sales of 21-in. TVs increased to 165,000 units (or 6% of total sales) from about 100,000 units (5%) the preceding year. Exports of British TV-radio sets declined 8% in 1959 to a total value of about \$9.1 million. Sweden was Britain's top TV customer (purchasing a value of \$822,628 TVs), followed by Erie (\$285,415). Nigeria was 2nd-highest TV-radio importer, but only a fraction of its total \$695,887 purchases went to TV.

**Heat-to-electricity converter** which can provide practical amounts of power from heat of ordinary fuels has been developed experimentally by RCA Labs. The new thermionic converter tube, developed under an Air Force research contract, has been operated with 14% efficiency from heat sources of 1,100° C—equivalent to the heat produced by gasoline or natural gas. The experimental tube, according to RCA Labs research dir. H. W. Leverenz, "combines practical simplicity with the highest efficiency yet known to have been achieved by any thermionic device working at [such low] temperatures." Being developed primarily for conversion of solar heat to energy in space, the tube points the way to mass-producible devices which potentially could be used in nuclear power plants, to run an auto or to provide standby home power, according to RCA Labs. The tube, which employs no working parts, was developed by RCA Labs' Dr. Karl G. Hernqvist.

**Magnavox will acquire facilities** in Glasgow, Scotland, for production & distribution of tape recorders & record changers in the British Commonwealth. Output of TVs & radios will be subcontracted initially, but the company may buy or build its own TV-radio plant later.

**AM radio designed for desk & office use**, the Zephyr, has been introduced by Zenith at \$39.95. A special filter-in antenna is designed to reduce electrical interference.

**Japan's Export Quotas:** Exports this year of radios with 3 or more transistors from Japan to U.S. will total about 4 million sets—or approximately the same as last year. So said the Commerce Dept. Business & Defense Services Administration, on the basis of its own unofficial advices as to the Japanese govt.'s newly-established quotas for shipments to the U.S. & Canada (Vol. 16:27 p14).

The BDSA electronics div. said quotas—which have not been revealed officially—provide for maintenance of 1959's volume of shipments to the U.S. & Canada, but provide for a 10-20% increase in exports to the rest of the world. The quotas are divided among exporters (not manufacturers) on the basis of their exports during 1958 & 1959, but provision is made for companies not in business during the base period.

Last year's Japanese exports of sets with 3 or more transistors to the U.S. & Canada totaled 4,405,738 units. Of these, 4,011,784 went to the continental U.S. & Hawaii, 3,608 to Puerto Rico, 390,346 to Canada.

In addition to radios with less than 3 transistors, these types are exempt from quotas: Sets with FM or long-wave (30-300-kc) bands, vehicular radios and those combined with watches or cameras.

**Trade Personals:** R. G. Simpson named consumer-products vp, L. D. Headley record div. gen. mgr., RCA Victor Ltd. (Montreal) . . . Milton Auster and Stanely R. Seltzer named vps, Olympic Radio & TV Sales Corp. (Vol. 16:28 p15) . . . James F. Haley promoted from Motorola Philadelphia regional mgr. to new post of national field sales mgr. . . . Elwood Reeves resigns as Magnavox vp and radio-TV div. sales mgr.

Dr. C. Lester Hogan, semiconductor products div. gen. mgr., named Motorola vp . . . John R. Meagher appointed electronic instruments mdsg. mgr., distributor products dept., RCA electron tube div., responsible for test-equipment merchandising . . . J. A. (Shine) Milling reappointed chmn. of EIA's distributor relations committee . . . Leonard D. Sullivan named Raytheon senior corporate representative in Washington . . . E. E. Ferrey resigns as Hoffman PR dir. to become mgr. of Western Electronics Mfrs. Assn. (WEMA) . . . Berkley J. Baker, ex-Eitel-McCullough, named ad mgr., Litton Industries electron tube div. . . . William H. Cotton, ex-Standard Brands, elected secy.-treas., Reeves Soundcraft.

Joseph A. Lagore resigns as Philco govt. & industrial div. mfg. vp . . . Don Kehn appointed commercial products ad mgr., Stromberg-Carlson, succeeding Ken Juno, named ad operations mgr. . . . Fred W. Edwards promoted from chief engineer to new post of engineering vp, Standard Kollsman Industries . . . Herbert A. Frank, ex-Granco sales dir., appointed American operations vp, Clairtone Sound Corp., Ltd., Ontario, headquartering in N.Y. . . . Irving Kaplan appointed sales dir., Fidelity Electronic Corp. (phonos) . . . Walter L. Schott, Walsco founder, named distributor sales div. mgr., International Rectifier . . . Joseph F. Degen named vp-gen. mgr., Daystrom Weston Instrument div., succeeded as operations vp by Edward Klein.

## Obituary

Forrest F. Davis, 72, retired asst. vp, ITT, died in Mexico City July 10. He was formerly asst. gen. mgr. of the Shanghai Telephone Co., and vp-gen. mgr. of the Mexican Telephone & Telegraph Co. His wife survives.

## Finance

**Acquisitions & mergers:** Bendix has acquired controlling interest in Diseñadores y Constructores S.A. (Dis-cosa), a leading Mexican tool & die company, and will operate it as Bendix de Mexico S.A. ● Anton-Imco Electronics Corp. directors have approved the sale of the firm's assets to the Lionel Corp. on the basis of 1½ shares of Lionel for each share of Anton-Imco. Shareholders will vote on the proposal at special meetings. ● Hudson Radio & TV Corp. is negotiating a merger with Terminal Electronics Co. Both are N.Y.C. area electronic parts & hi-fi jobbers & retailers. ● Dominion Electrohome Industries Ltd., Kitchener, Ont. maker of TVs, radios, hi-fi, other products, has acquired control of Campbell Electric Ltd., Brantford, Ont. manufacturer of lighting products. ● National Union Electric, manufacturer of electron tubes and home heating & air conditioning equipment, has purchased furniture maker Durham Mfg. Corp. for an undisclosed cash sum. ● International Rectifier has acquired Dallons Labs for less than 20,000 shares of International stock, will operate the Los Angeles electronics manufacturer as a wholly-owned subsidiary. ● Ling-Altec and Temco Aircraft shareholders have approved the merger of the 2 concerns into Ling-Temco Electronics (Vol. 16:22 p20). For each of their shares Temco stockholders will receive 48-100 of a share of common to be issued by the new corporation, plus 12-100 of a share of a new convertible preferred. Ling-Altec shareholders will get one share of the new common for each share held. ● Thompson Ramo Wooldridge has 51% ownership in a new French electronics concern, Compagnie Europeenne d'Automatisme Electronique, formed in partnership with France's largest electronics manufacturer, Compagnie General de Telegraphie Sans Fil (40%), known throughout Europe as C.S.F., and Inter-technique of France (9%). The new concern, with an initial capitalization of \$1.5 million, will produce automation equipment for the European market.

Reports & comments available: Zenith, comments, Goodbody & Co., 115 Broadway, N.Y. 6 ● Daystrom, analysis, Laidlaw & Co., 25 Broad St., N.Y. 4 ● Belock Instruments, discussion, Ira Haupt & Co., 111 Broadway, N.Y. 6 ● Avco and AT&T, memos, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 ● Columbia Technical Corp., offering circular, Diran, Norman & Co., 37 Wall St., N.Y. 5 ● Standard Kollsman Industries, profile, July 1 *Forbes*. ● Siegler, discussion, Joseph D. Goodman & Co., 1526 Chestnut St., Philadelphia 2 ● Victoreen Instruments, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 ● Warner Bros., analysis, E. F. Hutton & Co., 61 Broadway, N.Y. 6 ● Collins Radio, review, H. Hentz & Co., 72 Wall St., N.Y. 5 ● Dynamic Films, offering circular, Morris Cohon & Co., 19 Rector St., N.Y. 6 ● Liberty Records Inc., prospectus, Crowell, Weedon & Co., 650 S. Spring St., L.A. 14 ● TelePrompTer, profile, July 13 *Financial World* ● Varian Assoc., prospectus, Dean Witter & Co., 14 Wall St. N.Y. 5. ● Allied Radio, profile by Sidney B. Lurie in July 15 *Forbes*.

## Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Allied Radio . . . . .	Q	\$0.08	Aug. 22	Aug. 8
Gross Telecasting . . . . .	Q	.40	Aug. 10	Jul. 25
Gross Telecasting "B"	Q	.07½	Aug. 10	Jul. 25
Internatl. Resistance . . . . .	Q	.07½	Sep. 1	Aug. 15
Magnavox . . . . .	Q	.25	Sep. 15	Aug. 25
Taft Bcstg. . . . .	Q	.10	Sep. 14	Aug. 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	1960—year to Jun. 30 <sup>1</sup>	\$14,000,000	— <sup>2</sup>	\$1,100,000	\$1.25	895,346 <sup>3</sup>
	1959—year to Jun. 27	15,000,000	—	(262,500)	—	895,346 <sup>3</sup>
American Electronic Labs	1960—6 mo. to May 31	1,120,304	—	21,698	.21	96,663
	1959—6 mo. to May 31	882,584	—	25,780	.26	96,663
AT&T	1960—12 mo. to May 31	7,618,508,000	—	1,185,743,000	5.36	214,513,000 <sup>4</sup>
	1959—12 mo. to May 31	7,036,389,000	—	1,074,390,000	4.94	211,017,000 <sup>4</sup>
	1960—3 mo. to May 31	1,971,317,000	—	311,848,000	1.41	215,110,000 <sup>4</sup>
	1959—3 mo. to May 31	1,836,938,000	—	290,118,000	1.32	212,561,000 <sup>4</sup>
GE Story below.	1960—6 mo. to Jun. 30	2,022,699,000	\$227,877,000	111,429,000	1.26	87,925,923 <sup>5</sup>
	1959—6 mo. to Jun. 30	2,065,447,000	243,736,000	117,239,000	1.34	87,515,284 <sup>7</sup>
	1960—qtr. to Jun. 30	1,065,266,000	120,577,000	58,815,000	.66	87,925,923 <sup>5</sup>
	1959—qtr. to Jun. 30	1,088,879,000	135,142,000	64,461,000	.74	87,515,284 <sup>7</sup>
General Instrument Story below.	1960—qtr. to May 31	13,010,910 <sup>5</sup>	—	430,923	.25	1,758,123
	1959—qtr. to May 31	12,728,861	—	211,129	.14	1,497,723
International Resistance	1960—25 wks. to Jun. 26	10,354,177	—	1,045,972	.75	1,379,398 <sup>10</sup>
	1959—25 wks. to Jun. 26	9,409,128	—	927,601	.68	1,354,989 <sup>11</sup>
	1960—10 wks. to Jun. 26	4,163,000	—	369,000	.26	1,379,398 <sup>10</sup>
	1959—10 wks. to Jun. 26	3,920,000	—	357,000	.26	1,354,898 <sup>11</sup>
Loew's Theaters radio WMGM N.Y.	1960—12 wks. to Jun. 9	10,309,000	—	636,700	.24	2,668,389
	1959—12 wks. to Jun. 9	9,968,000	—	375,100	.14	2,668,389
P. R. Mallory	1960—6 mo. to Jun. 30	43,707,226	4,297,961	2,010,806	1.32 <sup>3</sup>	1,443,739
	1959—6 mo. to Jun. 30	42,514,460	4,082,795	1,976,686	1.30 <sup>3</sup>	1,411,774
Taft Bcstg.	1960—qtr. to Jun. 30	2,874,875	900,798	429,772	.29	1,486,528
	1959—qtr. to Jun. 30	2,498,764	757,739	362,090	.24	1,486,528
Westinghouse Story on p. 20.	1960—half to Jun. 30	953,844,000	—	40,454,000	1.41	34,679,456 <sup>6</sup>
	1959—half to Jun. 30	914,204,000	—	34,150,000	.96	34,360,056 <sup>9</sup>
	1960—qtr. to Jun. 30	495,027,000	—	20,958,000 <sup>5</sup>	.59	34,679,456 <sup>9</sup>
	1959—qtr. to Jun. 30	474,132,000	—	19,741,000	.56	34,360,056 <sup>9</sup>
Wometco Enterprises	1960—24 wks. to Jun. 18	5,526,953	—	490,235	.51	—
	1959—24 wks. to Jun. 18	4,740,379	—	371,287	.41	—
	1960—12 wks. to Jun. 18	3,108,003	—	289,914	.29	—
	1959—12 wks. to Jun. 18	2,380,111	—	200,643	.22	—

Notes: <sup>1</sup>Estimated. <sup>2</sup>Not subject to tax because of \$1.7-million tax-loss carry-forward. <sup>3</sup>On Mar. 29, 1960. <sup>4</sup>Average. <sup>5</sup>Record. <sup>6</sup>Average shares Jan. 1, 1960. <sup>7</sup>Average shares Jan. 1, 1959. <sup>8</sup>After pfd. dividends and based on 1,443,739 common shares outstanding June 30, 1960. <sup>9</sup>Per 2-for-1 stock split Jan. 1960. <sup>10</sup>Jan. 1960. <sup>11</sup>Jan. 1959.

GE reports a profit drop of 9.6% on a 2.2% sales decline in 1960's 2nd quarter and an overall first-half recession of 5% in earnings & 2% in sales (see financial chart). Chmn. Ralph J. Cordiner explained that while TVs & radios are "performing well," other consumer products were down in volume and "disappointing in terms of what had been hoped for the period." Sales of defense products continued the decline begun in the first quarter, he added, "but sales of industrial components & materials continued to show strong gains over the corresponding months of last year. Re the declining appliance volume, Cordiner added: "Consumers are allocating the smaller portion of their higher incomes to the purchase of major appliances. This situation can best be changed by our continuing efforts to make values & services constantly more attractive."

Jerrold's sales for the first quarter ended May 31 were approximately at last year's level, Pres. Milton J. Shapp told the company's annual stockholders meeting. He said the company's backlog of CATV & closed-circuit installation & construction contracts exceeds \$1 million. Referring to the company's call for redemption of its 6% convertible subordinated debentures (Vol. 16:26 p23), he said Jerrold will be freed of all long-term debt only 5 years after the issue of the \$2,750,000 debentures—"an indication of the company's increased financial strength."

NAFI Corp. Pres. John G. Bannister ruled out the possibility of a stock split or a cash dividend this year at the company's stockholders meeting. "Our first obligation," he said, is to pay off the \$28-million debt incurred in the recent purchase of Chris-Craft Corp. Bannister said advertising income of NAFI's TV-radio stations should increase during the 2nd half because of political & convention programs. He reaffirmed the company's intention to eventually acquire 5 TV & 7 radio stations, but said no acquisitions are currently under consideration. NAFI's broadcast properties: KPTV Portland, KCOP Los Angeles, radio KXYZ Houston, KFJZ-TV Ft. Worth.

General Instrument scored a 104% profit gain on record sales of \$13 million in fiscal-1961's first quarter ended May 31 (see financial chart). Chmn. Martin H. Benedek credited the improved profit picture to continuing increases in the percentage of industrial-military sales, particularly in the semiconductor field. Semiconductor shipments during the quarter were 46% ahead of the year-ago volume. General Instrument's order backlog was a record \$44.6 million at the quarter's end, vs. \$20.8 million a year ago.

Electronic Specialty Co. has obtained shareholder approval to create 200,000 shares of preferred stock (the company's first). The Los Angeles concern has 547,240 shares of common outstanding.

Westinghouse posted an 18% profit gain on a 4% sales increase during 1960's first half (see financial chart). The 2nd-quarter profit rose 6% to a record \$20.9 million; sales were up 4%. With the exception of major appliances, which declined slightly, all segments of the company contributed to the sales & profit increase. Westinghouse said that new orders booked during the first half were up 9% from the year-ago level.

Famous Players Canadian Corp. consolidated net profit dropped 22.4% in first-quarter 1960 to \$593,518 (33¢ a share) from \$764,370 (44¢) in Jan.-Mar. 1959. Pres. J. J. Fitzgibbons attributed the drop in part to start-up expenses (including depreciation) of the Telemeter operation.

Republic Pictures sale to Victor M. Carter in July, 1959, in a deal involving common stock shares transferred to him & 6 associates by Associated Motion Pictures Inc. (Vol. 16:24 p6), has been cleared by SEC. Technical non-compliance with the Investment Co. Act in the transaction had been noted by SEC, but it granted a retroactive exemption from the law to Associated.

Capital Cities Bestg. Corp. (WTEN & radio WROW Albany, with satellite WCDC Adams, Mass.; WTVD Durham, N.C.; WPRO-TV & WPRO Providence) is now listed on the American Stock Exchange. Symbol: CCB.

Dynamic Films, N.Y. program supplier & film producer, last week offered 100,000 shares of common (\$3 a share) for public sale through an underwriting group headed by Morris Cohon & Co. Upon completion of the new financing, Dynamic's capitalization will be 250,000 common shares.

## Foreign

Amadeo Barletta, former Cuban GM distributor, publisher of *El Mundo* and owner of Telemundo TV network, in exile in Miami, writes of Castro's seizure of his \$40-million business empire (Vol. 16:9 p2) in an article for the North American Newspaper Alliance. "We and the thousands of readers who have been loyal for 58 years still own *El Mundo* and its TV affiliate of 7 stations," he writes, "but they are occupied by the enemies of freedom." His column recounts the events of the seizure ("We had millions in inventory and in the bank—this is what they really wanted"). He spent 111 days in the Italian Embassy in Havana (he is an Italian citizen) before fleeing to Miami. "The Cuba we and many knew is ruined and dead," he writes. "It is now but a cell in the international Communist conspiracy."

British TV-ad spending jumped 33% to a record \$51.5 million during 1960's first-quarter. Six product groups topped the £500,000 mark (\$1.4 million) and scored impressive gains over the same 1959 quarter: sweets & toffees, 78%; health beverages & baby foods, 59%; soups, gravy makers and meat extracts, 50%; chocolates, 47%; cigarets & cigars, 46%; household soaps, 23%. The last category was the quarter's top TV advertiser, with an investment of \$4.4 million.

## Educational Television

Stratovision ETV equipment in 2 DC-6 A/B planes scheduled for Feb. 1961 takeoff by the Midwest Council on Airborne TV Instruction (Vol. 16:18 p14) will be installed—and trained technicians supplied—by Westinghouse under a \$2.2-million contract. The 2-year agreement for operation & maintenance of the airborne system will be executed under the direction of Westinghouse's Charles E. Nobles, who originated & demonstrated Stratovision techniques in the mid-'40's.

N.Y. city schools more than doubled their use of TV for in-class instruction during the 1959-60 year. TV-viewing classes increased to 15,352 from 6,920 in the preceding year, reported the Board of Education. It attributed the rise to "a wider variety of offerings" and a near tripling of school TVs: to 1,311 from 486 in the 1958-59 year. Each city school now has at least one TV set. The Board's report noted a decline for in-school radio instruction. Radio-listening classes decreased to 33,511 from 39,510.

National Assn. of Educational Bestrs. has retained radio & electronic consulting engineers Jansky & Bailey. They'll aid NAEB with, among other things, its contemplated survey of education's need for spectrum space.

## Technology

Assault on land speed record by Briton Donald Campbell, to take place at Utah's Bonneville Salt Flats in Sept., will make an unusual use of radio. To relieve Campbell of the distractions of dial reading, data from his car's instruments will be telemetered to a "flight engineer" in the pit who will tell Campbell what's going on by voice. Pye is doing the electronic work. FCC has assigned 4 channels for the job: 465 mc for telemetering, 157.4 mc for officials to talk to Campbell, 151.625 mc for pit men to talk to Campbell, 162 mc for Campbell to talk to officials & pit. Because Campbell is an alien, the FCC grants are to his ad-PR organization, Josephson & Cuffari, Montclair, N.J.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 14, 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	34	37 1/4	Magnetics Inc.	12 1/2	14
Aerovox	12 1/8	13 1/4	Maxxon (W.L.)	9 1/2	10 1/2
Allied Radio	20 1/4	21 3/4	Meredith Pub.	39	43
Astron Corp.	2 1/2	2 5/8	Metropolitan Bestg.	16 1/4	17 1/2
Baird Atomic	34 1/4	36 1/4	Milgo Electronics	21	24 1/2
British Industries	14 1/2	16	MPO Videotronics	7 1/4	8 1/2
CGS Labs	10 1/2	13 1/2	Narda Microwave	6 1/2	7 1/2
Control Data Corp.	41 1/2	45 1/8	Narda Ultrasonic	5 1/2	6 3/8
Cook Elec.	15 1/2	17 1/4	National Co.	19 1/2	21
Craig Systems	18	19 1/2	Nuclear of Chicago	31 1/2	34 1/2
Dictaphone	42	45 1/8	Official Films	1-7/16	1-11/16
Digitronics	27	29 3/8	Pacific Automation	8 1/4	9 1/4
Eastern Ind.	12 7/8	14	Pacific Mercury	9 1/2	10 3/8
Eitel-McCullough	26 1/2	28	Perkin-Elmer	38 1/4	41 1/2
Elco Corp.	21 1/4	23 3/4	Phillips Lamp	155	160 1/2
Electro Instruments	46	50 1/2	Pyramid Electric	2 3/4	3-1/16
Electro.Voice	13 1/2	14 1/2	Radiation Inc.	23 3/4	25 3/8
Electronic Associates	22 1/4	24 3/4	Howard W. Sams	47	50 1/2
Erie Resistor	9 1/2	10 1/2	Sanders Associates	48	52 1/2
Executone	30 1/2	33 1/2	Silicon Transistor	8	8 3/4
Farrington Mfg.	37	39 3/4	Soroban Engineering	26 3/4	29 3/8
Fischer & Porter	15 1/2	16 3/4	Soundscribe	13 1/2	15 1/4
FXR	53	57 1/2	Speer Carbon	19 1/2	21 1/2
General Devices	19	21	Sprague Electric	58 1/2	62 1/2
G-L Electronics	10	11 1/4	Taft Bestg.	12 3/8	13 1/2
Granco Products	5 1/2	6 1/4	Taylor Instrument	71	77 1/2
Gross Telectasting	19 1/2	21 1/2	Technology Inst.	12	13 1/2
Haydu	1/16	5/16	Tele-Broadcasters	1 1/4	1 1/2
Hewlett-Packard	74	78 3/4	Telechrome	12 1/2	13 3/4
High Voltage Eng.	125	135	Telecomputing	8 3/4	9 3/4
Infrared Industries	21	25 1/8	Telemeter	17 1/2	19 3/8
International Rectifier	24 1/2	26 1/4	Time Inc.	59 3/4	63
Interstate Engineering	27	29 1/2	Tracerlab	13	14 1/2
Itek	63	67 1/2	United Artists	7 1/2	8 1/2
Jerrold	10 1/4	11 1/2	United Control	32 1/2	35 1/2
Lab for Electronics	43	46 3/4	Universal Trans.	1 3/4	2 1/4
Lel. Inc.	5 1/2	6	Vitro	12 3/8	13 3/4
LFE Inc.	10	12 1/2	Vocaline	3 7/8	4 1/2
Ling Altec Electr.	25 1/2	27 1/4	Wells-Gardner	15 1/2	16 3/4
Magna Theater	2 1/2	3-5/16	WJR Goodwill Station	9 1/2	10 1/2
Magnetic Amp.	10	11	Wometco Ent.	12 1/4	13 1/4

JUL 25 1960

# WEEKLY **Television Digest**

JULY 25, 1960

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## SUMMARY-INDEX OF WEEK'S NEWS

### FCC

**FCC, COMMERCIALS & "INTERRUPTIONS."** No fixed formula, but FCC eyebrows begin to rise when spots go above 12 per hour in radio. Little trouble in TV—yet (p. 1).

**COMMISSION LAWYERS HIT MIAMI CH. 7;** urge cancellation of WCKT grant; say 3 out of 4 applications should be completely barred or heavily handicapped (p. 2).

**FCC TO QUIZ HOLLYWOOD TV-FILM MAKERS IN OCT.,** delve into relationships with rest of industry in a 2-week session (p. 3).

**FCC UHF PROJECT KICKS OFF JULY 29** with meeting of industry groups to form advisory committee. Manufacturers invited to bid on equipment (p. 9).

### Auxiliary Services

**JERROLD SELLING ITS CATV SYSTEMS FOR \$4-5 MILLION** to unidentified purchaser. Nine systems & 32,000 subscribers involved. Jerrold expected to buy others (p. 2).

**NLRB SPURNS JURISDICTION,** holding—in first labor case of its kind—that community antenna setups aren't communications systems subject to regulation (p. 14).

### Advertising

**BETTER TASTE IN TV COMMERCIALS** noted by Code Review Board's Gaines Kelley & E. K. Hartenbower and FTC's chief broadcasting monitor Charles A. Sweeny (pp. 2 & 5).

### Networks

**ABC FORMS FILM SUBSIDIARY** to develop network-owned film shows, with an eye to bringing major slice of residual income directly to network and to keeping film suppliers on their toes (p. 9).

### Consumer Electronics

**6-MONTH RETAIL SALES** of TV & radio were 13% & 22% above 1959. Some softening of both markets noted in preliminary June figures (p. 15).

**RECORD FM SALES** certain this year, estimates varying from 1.7 to 2 million receiving devices. Boom will accelerate in next few years (p. 15).

**JAPANESE EXPORTS—UP AGAIN, BDSA** reporting that \$16 million first-quarter 1960 electronic shipments to U.S. are nearly double those in 1959 period (p. 17).

**PHONO SALES UP 19%** at retail in May over last year; increase for first 5 months is greater than 20%. More stereo means higher dollar volume per unit (p. 17).

**3M TO MAKE PLAYERS** for its tape-cartridge system. Purchase of Revere puts it in position to accelerate manufacture (p. 18).

### Stations

**FELLOWS' POST STAYS OPEN;** selection of new NAB leader not yet in sight, policy committee Chmn. Clair R. McCollough tells NAB's Harvard seminar (p. 7).

### Film & Tape

**AFTRA ACCEPTS SAG OFFER** for joint contract negotiations & administration, convention approving it as stopgap step toward one-big-union-now plan (p. 12).

### Other Departments

**CONVENTIONS** (p. 4). **PROGRAMMING** (p. 6). **CONGRESS** (p. 11). **EDUCATIONAL TV** (p. 13). **PERSONALS** (p. 14). **FINANCE** (p. 19).

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**FCC, COMMERCIALS AND INTERRUPTIONS:** FCC attitude on "overcommercialization" is much misunderstood subject. Actually, there is no simple formula on "too many commercials," as such. What's involved, according to Commission officials, is excessive "interruption to service."

It concerns radio, mostly, because that's primarily a spot medium. TV, with its format of programs, hasn't had much trouble with Commission. Even in radio, however, FCC has no fixed formula. Nonetheless, staff follows Commission precedent—and that's to give at least a 2nd look at formats showing more than about 12 spots (commercial or otherwise) per hour. If licensee's spots rise to 15-16 or more per hour, he's likely to get a letter asking what's what.

Some Commissioners are tougher than others, Lee probably toughest. He figures that if station averages more than 12 spots an hour, its peak periods must be so broken up that program service is sketchy.

But Commission has yet to revoke a license for "interruptionism." Fact is, however, that receipt of querulous letter is enough to make most stations take measures to avoid catching FCC eye again. It's punishment enough to face a hearing—with its expenses, time-consumption, embarrassment & uncertainties—even if chances of losing license are remote.

TV may be in for some closer scrutiny at FCC, however. Commission began discussing staff's 300-page analysis of its programming hearing on July 14, did nothing conclusive, plans to resume last week of

this month. Study recaps FCC's past policies on assertion of authority over program performance, summarizes testimony of hearing. Included is discussion of principle of requiring stations to seek out community needs and tell FCC what they intend to do to meet them. Big question: How to administer such procedure? It's most unlikely anything final will come before August vacation.

Meanwhile, FCC's heightened interest in programming put another radio station on hook—KOL Seattle. Commission voted to hold up its renewal & pending sale until station tells why its renewal form discloses little or no education, discussion, talks, etc. Comr. Craven dissented.

**COMMISSION LAWYERS HIT MIAMI CH. 7:** FCC's legal staff continued tough recommendations on "influence" cases last week, urging that grant of WCKT (Ch. 7) Miami to Cox-Knight-Trammel group (Biscayne TV Corp.) be set aside and that 3 of the 4 original applicants be either thrown out completely or heavily penalized in any new comparative consideration.

Encouraged by Commission's tough action week before on Miami Ch. 10 & Boston Ch. 5 (Vol. 16:29 p1), associate gen. counsel Edgar W. Holtz and assistants James Brennan & Joel Rosenbloom analyzed record of hearing before Judge Horace Stern (Vol. 16:25 p11 & 16:26 p8) and concluded there's clear evidence of wrongdoing on part of Biscayne, East Coast TV Corp. and South Fla. TV Corp.—leaving only Sunbeam TV Corp. untainted. FCC attorneys were the only ones filing recommendations last week. Other parties were given extension of deadline to July 25. Judge Stern has said he plans to issue initial decision by Sept. 15.

Commission's Miami Ch. 10 decision, taking grant from WPST-TV and giving it to L. B. Wilson Inc. (Vol. 16:29 p1), has one aspect deserving amplification: Though Wilson is granted license for 4 months, its renewal won't be due until year from now. That's because FCC rules give grantees 2 months to start construction & 6 months more to complete it—so Wilson's 4 months would end July 15, 1961. Meanwhile, Wilson has asked FCC for call letters WLBW-TV.

**JERROLD SELLING CATV SYSTEMS FOR \$4-5 MILLION:** Pioneer & major force in CATV industry, equipment maker & system operator Jerrold Electronics Corp. is presently in the process of selling its 9 systems.

Jerrold spokesman would not confirm the report, but we've learned that deal is imminent—with a purchaser whose name wasn't divulged. The systems have 32,000 subscribers, and with recent system sales going at rate of \$100-150 per subscriber, it's assumed that price is in \$4-5 million bracket.

Systems are in following communities: Wenatchee, Walla Walla & Richland, Wash.; Pocatello, Ida.; Ukiah, Cal.; Flagstaff, Ariz.; Ventnor, N.J.; Florence, Ala.; Dubuque, Ia. Questioned, Jerrold spokesman stated:

"The systems haven't been sold. It is the general policy of the Community Operations Div. of Jerrold to purchase CATV systems and by application of its technical & management experience to build these systems into profitable operations and to sell them when considered proper & timely from a corporate viewpoint. Within the framework of this policy, Jerrold acquired 10 CATV systems over a 3-year period and on March 31, 1959 sold the CATV system in Key West, Fla. after 2 years of company operation, at a profit of \$283,656."

Most of the systems are 6-7 years old, are therefore fairly ripe for sale from depreciation-tax standpoint. From spokesman's statement above, it's apparent that Jerrold will be system-shopping shortly—to get back into field it has found very profitable.

**BETTER TASTE IN TV COMMERCIALS:** Two men who should know TV commercials best—Gaines Kelley (WFMY-TV Greensboro, N.C.) of NAB's TV Code Review Board & Charles A. Sweeny of FTC's broadcasting monitoring unit—agree that good taste in them is rapidly replacing bad.

"Amazing improvement in good taste & acceptability" of commercials in TV Code's "personal-products" category was noted last week by Kelley at 2-day N.Y. meeting of his Review Board subcommittee which has assignment of policing that sensitive advertising area.

"I can see definite signs of improvement," Sweeny told us coincidentally in Washington, where we inspected FTC's TV & radio surveillance facilities to find out what monitors are up to currently (see p. 5). "In the next few months, as the new TV season comes along, I think we'll see further improvement."

Pockets of resistance to purification of commercials remain, however, it was pointed out quickly.

TV ads for bras need reshaping and those for girdles need tightening, Review Board's personal-products subcommittee reported. "There appears to be a tendency on the part of some advertisers & agencies to go

beyond the limits of acceptable good taste," said Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City), who attended sessions. He also pointed with scorn at some local commercials for movies: "Scenes involving sex, violence and horror clipped from a theater feature film are not suitable for the family viewing audience." Code staffers were instructed to step up clean-up efforts in both areas.

"There is still much to be done," Sweeny said in concurring opinion, expressing personal distaste for hard-sell TV advertising tactics which don't run afoul of FTC law but which he said he finds offensive nevertheless. He added—hopefully—that objectionable commercials may be carry-overs from days before Congressional & FTC disclosures of bad practices aroused industry to reform itself. "In a good many cases, advertisers haven't thrown out old film, which was expensive to make," Sweeny told us. "But new ones do seem to be of better caliber."

"It was a pretty grim experience" for Code Board when it first sat down in April to take new & hard look at personal-products commercials, Kelley conceded in his subcommittee progress report which cited "amazing" changes since then.

**FCC TO QUIZ HOLLYWOOD TV-FILM MAKERS IN OCT.:** FCC finally set a date for film portion of its marathon network hearing, scheduling it to start in Los Angeles Oct. 5. Chief examiner James D. Cunningham will preside, as he did in previous sessions with witnesses from networks & ad agencies (Vol. 15:28 p2). Top Commission counsel Ashbrook Bryant estimates hearing will run about 2 weeks, delve into details of TV film production & sales, with emphasis on relationships with networks. He & associate James Tierney visited Hollywood last year to scout talent for witness chair (Vol. 15:44 p10).

Hearing is another phase of network inquiry which, FCC explains, "concerns the policies & practices of networks & others in the ownership, acquisition, production, distribution, selection, sales & trade licensing of TV programs." Some time in future, date unpredictable, 2 more sessions will be held to wind up the proceeding—testimony by advertisers and a final round with network policy makers.

**DAYTIME'S BIG REACH:** Daytime network TV will play major role in "the moving of goods, ideas & services" during the coming decade, says TvB in strong new presentation (see p. 11) which points out that more than 8 out of 10 U.S. homes (85.9%) watch TV during the day in typical Mon.-Fri. week. This gives the medium a basic dimension of 37 million homes—more than the total number of all TV homes only 4 years ago. During average daytime minute (6 a.m.-6 p.m.), there are 8,859,000 homes tuned in to TV, representing 57% increase over 1955 level.

Big power of daytime network TV lies in its ability to reach big cumulative audience with network Mon.-Fri. strip programs, such as quiz shows, audience participation, film reruns, etc. Average network strip reaches only 8.4% of homes per telecast. During course of month, audience turnover jumps the figure to sizable 32.4%, with average frequency of 5.2 times per home.

Daytime gross billings are currently off, as compared with those of year ago. Decline, according to TvB, started last Dec. and has been anywhere from .8% to 5.8% in 1960 (average: about 4%) below comparable months. In 1959, ABC-TV was making its entry into daytime, and shot total billings figure up considerably. Later, ABC lost several daytime sponsors, dropping billings level. Only recently has ABC daytime bounced back to nearly original strength. Other 2 nets have continued meanwhile at strong 1960 pace. Daytime gross figure as late as May was down, however (see p. 12).

**THE POST-1948s ARE HERE:** Dam is breaking on pent-up post-1948 movies sooner than most buyers had expected. Many film distributors have been hinting about packages reaching the market this fall (Vol. 16:28 p1). But last week it became clear that many of largest distributors aren't waiting that long.

Credit for opening film floodgates goes chiefly to Warner Bros.-Creative Telefilms & Artists deal (Vol. 16:23 p1 et. seq.) hatched in Toronto by financier Louis Chesler and ex-UAA Pres. Eliot Hyman. CT&A, split in Feb. from United Telefilm, has given major Hollywood firms much to think about by depositing \$1 million against \$11 million price of first package of 100-plus post-1948 Warner features ("Capt. Horatio Hornblower," "Task Force," "Damned Don't Cry," etc.).

CT&A will pay \$11 million to Warner Bros. no later than Sept. 1, under present plan, for a total of 122 pictures. After CT&A recoups this sum in syndicated package sales, WB will come in for 50% share of further net receipts after CT&A distribution costs. This share may amount to \$10 million, and make whole

deal worth more than \$20 million to WB. Since this is new revenue of approximately \$175,000 per picture, it proves value of TV market in terms any film producer can appreciate.

Other big studios & distributors are hopping on post-1948 bandwagon, and first sales calls are now being made among top station film buyers. Among latest post-1948 packages headed or being considered for TV: A 24-picture package from United Artists ("Marty," "Man with the Golden Arm," "Devil's Disciple," etc.) via UAA; a 50-picture package distributed by NTA, half of the titles ("Twelve O'Clock High," "Viva Zapata," etc.) from the post-1948 vaults of 20th Century-Fox; a group from Columbia Pictures ("From Here to Eternity," "On the Waterfront," etc.) via Screen Gems. Other (and smaller) packages of post-1948s are also expected from such distributors as Flamingo Films and Show Corp. of America.

Crimp may be put in pay-TV plans for post-1948s by the sudden rush of major film companies to launch them into the regular sales channels. Although financial potential for exposure of post-1948s to paying TV audiences is strong, it's just that—potential. A good post-1948 film, on the other hand, can start grossing immediately upwards of \$100,000 in syndication. Real blockbusters (award-winning "Bridge on the River Kwai," for instance) will command prices on order of \$30-\$50,000 for N.Y. market alone. For producers of good low-budget films ("Marty" cost only \$300,000 to produce, and has long since made it all back), free-TV's bird-in-hand may indeed seem worth several in-the-bush rewards of pay TV.

## Conventions

**AND NOW THE REPUBLICANS:** "It feels like half-time at Army-Navy game," a network news official who had ducked into N.Y. for a between-conventions breather told us last week. "We went out to Los Angeles and beat our brains out. Now we're going to Chicago to do it all over again."

In the brief lull between the 2 political wing-dings, many TV executives last week had little chance to rest. Having bowed to NBC-TV in convention ratings in Los Angeles (Vol. 16:29 p5), CBS-TV was in no mood to have it happen again, and was examining various plans for beefing-up its Westinghouse-sponsored GOP coverage.

The networks concentrated on a build-up for their Chicago coverage, using a variety of drum-beating TV specials. ABC-TV scheduled shows for July 23 & 24, including an interview in Washington with Vice President Richard Nixon. CBS-TV scheduled warmup specials for July 21 & 24, and NBC-TV scheduled 4 (July 19, 21, 22, 23).

In Los Angeles, George Murphy, special asst. to the arrangements chmn. for this week's Republican Convention, informed us that it would follow the trend, made necessary by TV, of redesigning the old-fashioned convention. A time limit of 10 minutes has been set for demonstrations, 20 minutes for nominating, 3 minutes for seconding.

"While you can't tell the nominee how long to talk, if it's Vice President Nixon, he'll probably keep it to 15 or 20 minutes, because he doesn't believe in long speeches," Murphy said. The platform report will probably need 40 minutes, Murphy said. President Eisenhower's address will run about 20 minutes, Hoover's will be 10 minutes.

Networks still stand to lose huge sums on their convention coverage, despite heavy sponsorship. When all the bills are paid, the total tab may run as high as \$20 million, of which at best about 60% will be recovered by commercial sponsorship. Facilities, engineering costs and labor & line charges will represent a big part of the \$20 million outlay, perhaps as much as 65% or \$13 million. (By contrast, back in 1948 when Philadelphia-originated network coverage of the conventions involved only 13 stations—and those principally in the Northeast U.S.—costs of all floor pickups, technical facilities and line charges came out of a \$95,000 fund raised by the stations. But the final expense amounted to only \$87,000—so all 13 stations got a rebate!)

N.Y. independent TV stations told us they "rated very well" against network flagship stations during the Democratic Convention. "Most of the time, the independent stations' combined ratings were 40% higher than the combined network stations' ratings during the week," one WOR-TV N.Y. spokesman told us. He compared this to 2 weeks prior when, on an average night, the network stations' combined rating was 30% higher than the independents. The 4 non-network N.Y. stations went along with their regular programming, consisting mainly of feature films & syndicated 30-min. shows, during convention week.

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NBC-TV led the networks in over-all 5-day Democratic convention ratings, according to Arbitron national reports. In average audience, NBC scored a 16.5, CBS 12.0, ABC 6.4. In homes reached, NBC was highest with 7.3 million in the 5-day tabulations, as against 5.4 million for CBS & 2.4 million for ABC. There were 263.9 million total home hours of viewing for the week, of which NBC had 129 million, CBS 95.7 million and ABC 39.1 million. In a Schwerin N.Y. viewer study, NBC-TV's coverage emerged with the best "image." Some 39% liked NBC's coverage best, 36% CBS-TV, and 3% ABC. More than half the audience panel reported tuning in one network and sticking with it: 25% stayed with NBC, 23% with CBS, 4% with ABC. Of the "switchers," only 12% watched all 3 nets, while 36% rotated between NBC and CBS. More men favored CBS & Walter Cronkite; women preferred the Huntley-Brinkley team on NBC.

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"Return to old values" was NBC-TV's convention-coverage secret, in the view of NBC Chmn. Robert W. Sarnoff. He said last week in one of his periodic open letters to the press: "We tried to treat all our electronic gadgetry as a means to an end and to put the greatest emphasis on the solid journalistic values of getting the story accurately & swiftly." Concerning the conventions themselves, Sarnoff had some sharp words: "It is difficult to understand why the party chieftains persist in the kind of ritual that displays to a national audience the ostentatious indifference of a hallful of delegations to their own speakers. I also found it hard to fathom why the convention planners fritter away the peak viewing hours on drab preliminaries, sometimes putting off their most exciting and important business until only the hardest viewers are still awake."

## Advertising

**FTC EYES 53 PRODUCTS:** Potential perils for TV & radio advertisers & agencies lurked last week between carbon sheets of a freshly-typed list of 53 separate suspect products—and nearly as many manufacturers—which have been marked for special scrutiny by FTC's broadcasting police force.

The 13-member FTC radio & TV advertising unit under legal advisor Charles A. Sweeny, an ex-FBI man, under instructions to flag commercials—or print ads—for any of the products as evidence for possible proceedings alleging violations of FTC law.

Heavily loaded with familiar trade names of medicinal preparations & toiletries, the 53-item alert list ranged alphabetically from analgesics to weed killers, and it was studded with names of some of the biggest sponsors on TV. Each had been the subject of informal complaints received at FTC offices from competitors and/or consumers—or which came from within FTC.

Yet if past performance is any guide, few of the TV advertisers on the FTC monitoring unit's current surveillance docket will be confronted with formal complaints that they knifed competitors illegally or defrauded the public.

In the preceding fiscal year ended June 30, similar monthly alerts were posted as part of FTC Chmn. Earl W. Kintner's much-publicized drives against deception on the air. From the lists, 75 fraudulent-advertising cases in all media were originated in the 12-month period by Sweeny's TV-radio force, which also polices newspapers & periodicals. Of these, only 7 reached the stage of formal proceedings. Six involved TV in combination with radio & print media. One involved newspaper ads only. Some of the other cases are still pending in FTC's files, but most were either dropped or closed before charges were issued.

### Sees Improvement in TV Commercials

This record of beefs vs. police action is seen by Sweeny (who has had 25 years of FTC experience) as evidence in itself that (1) TV commercials are getting better (see p. 2). (2) Knowledge that FTC's monitors are watching makes for fewer actionable cases against TV commercials.

Under Kintner's administration, FTC at least has proceeded on the theory that a well-patrolled community is a well-behaved community. The monitoring unit was set up haphazardly in 1957 with 4 staffers. In the past 18 months alone its payroll has more than doubled from \$43,265 to \$108,430, and more additions to Sweeny's present staff (6 attorneys, 4 monitors, 3 secretaries) are planned.

Chief monitor is Mrs. Olive Vierbuchen, who has put in 20 years with FTC. She spends most of her working days now in a "no admission" room on the top 7th floor of the FTC building in Washington, surrounded by TV sets, radios, tape recorders and camera equipment.

Scattered in cubbyhole offices on the 4th floor are the other monitors—FTC veteran R. Karl Peterson and night law-school students Herbert G. Keene Jr. & Andrew T. Gleason. They spend much of their time going through advertising continuities which are mailed in by TV & radio stations and networks at a rate of 6,000 per day.

Sweeny also counts on other FTC hq employees and field staffers to help in the TV monitoring job at home sets and at hotels when they travel. They are kept supplied with mimeographed forms to fill out whenever they catch commercials that look bad to them. We checked one day's inflow of these backstop forms last week: Not a single report had come in.

**High-Priced TV Admen:** While networks move more firmly into the TV programming driver's seat (Vol. 16:28 p3), ad agencies' control declines. Yet agencies are, paradoxically, spending more money than ever to maintain top TV executives. The key reason, as quoted in July 18 *Sponsor* study: "It takes a real pro to know where to put his program bets," stated McCann-Erickson Productions Chmn.-gen. mgr. Terence Clyne. "It costs a lot of money to protect a lot of money; competition for audience and for sales is at its roughest."

Because so much of a manufacturer's total ad budget goes to TV, reported *Sponsor*, demands for top TV executives have skyrocketed salaries to \$60,000-\$100,000 per year. Trends in agency-TV operations cited by the study: There is an upward surge in TV production costs; a specialization of talents becomes necessary at the agency level; high wages for union technicians has its "rub-off" on the higher-ups; bigger-budget clients are often willing to pay premium fees plus the fixed 15% agency commission.

Republican Party's plan to form a "house agency," Campaign Associates, to handle the GOP campaign (Vol. 16:29 p12) was criticized sharply last week by a N.Y. agencyman who is a veteran of 18 political ad campaigns in the past 12 years. Kastor Hilton Chesley Clifford & Atherton exec. vp Lloyd G. Whitebrook stated to the *N.Y. Times* July 21: "During a campaign, all advertising components have to be blended under the most adverse circumstances. Unless you have a smoothly functioning team to begin with, you're in serious trouble. In addition, there is the problem of who shall be the chief and who shall be the Indians." Another danger cited by the *Times*: "If a political party can set up its own advertising group, why can't the electric companies to sell more electricity or the citrus fruit growers to sell more citrus fruit?"

Procter & Gamble has agreed to an FTC consent order forbidding it to make unlimited exclusive contracts with manufacturers of washing & dishwashing machines to pack samples of soaps, detergents or bleaches in the appliances. In settling the year-old case, in which FTC accused P&G of achieving a monopoly in product promotion (Vol. 15:31 p 14), the company also agreed that its TV commercials & other advertising won't misrepresent tie-ins with the appliance makers. The consent order said there must be "a clear & conspicuous disclosure" of any such tie-ins when the Procter & Gamble samples are supplied free in return for plugs. Neither P&G nor its subsidiary Procter & Gamble Distributing Co., which also signed the agreement, admitted any violations of FTC laws.

Japanese TV audiences will be measured by A. C. Nielsen Co. next year. During a recent trip to Japan, Chmn. Arthur C. Nielsen signed a 5-year research contract with Nihon TV Network Corp. of Tokyo. Initially, Nielsen will measure audience size & characteristics in the Tokyo and Osaka areas. By Nielsen's estimate, Tokyo now has 40% set saturation in a total population of 9 million. The research operation in Japan will use the same techniques & equipment used in the U.S. Nielsen now conducts research in 13 countries.

**Ad People:** Jack Sidebotham Jr. named Y&R TV commercial production vp; Stephen Frankfurt appointed a vp for special projects; Dermott McCarthy named a vp . . . Louis A. Kennedy and Raman W. Stultz named Leo Burnett vps.

## Programming

**MORE SEX & VIOLENCE:** Despite the steady stream of criticism, many Hollywood producers are injecting more sex & violence into next season's shows. But the blue-pencil squad is moving in.

In a Los Angeles check we made with the network censors and with Frank Morris, asst. dir. of NAB's TV Code affairs office there, only ABC-TV had a good word to say about those of next year's scripts which are now being studied. Dorothy Brown, dir. of network continuity acceptance, Western div., ABC-TV, told us: "Producers are showing consideration & concern for the large volume of criticism about sex & violence. There is a concerted effort by everybody—producers, writers, ourselves—to keep it down. But on detectives & Westerns, producers feel rightfully that violence is sometimes necessary."

Others did not share this opinion. Perhaps the most outspoken was Morris, who said: "I haven't detected any efforts to tone down sex & violence. Some are trying to put even more into next year's films. The criticism from Congressmen and others hasn't filtered down to the level of the producers & production companies. They don't believe what's going on in Washington is serious. But we believe it, and the networks do, and that's where the brakes are being applied. I look mainly at syndicated scripts & films, inasmuch as the networks have their continuity-acceptance depts., which cooperate fully. Among the networks there is a greater awareness for the need of self-regulation. But the producers are different. I killed one script which had lesbianism as its theme. The compulsion of the writer seems to be to find new areas—which gets him into such themes."

William Tankersley, CBS-TV dir. of program practices, said: "I don't see any remarkable change, although I'd hoped the new scripts would have less violence & sex. We're cracking down on the producers. Just last week the first big influx of scripts came in (they're late because of the recent writers' strike), and I turned down one script because it implied incest. I've also rejected parts of other stories because of the amount of sex & violence."

Bob Wood, NBC-TV mgr. of continuity acceptance, told us: "There is more violence & sex in some series, but we have cut it down. I'm certain a number of these series seek to include more violence and would do so if we didn't keep a close eye on them."

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Avoid "needless violence" in fall shows being produced for NBC-TV scheduling, producers were warned last week by network vp for programs & talent David Levy. Restating the network's "responsibility in making certain that the programs we produce & present are in good taste," Levy added: "I am sure that you agree with us that we can achieve audience impact without impairing the dramatic validity of material."

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Continuous exposure to TV-movie violence convinces the youngster that it "is natural and that if he commits an act of violence he is not alone," asserts Philadelphia Youth Study Center dir. Dr. E. Preston Sharp. He also notes that youths at the Center confided that violence on the screen tends to "aggravate & lend an air of legitimacy to the violence on the streets." The interviewees were of the opinion that fictional violence is a dimmed reflection of real-life crime & delinquency; said that if TV portrayed off-screen violence accurately, viewers would be revolted.

## ONE STATION'S CONVENTION EDITORIAL

*Here's how one station, now using editorials, talked back to those of its viewers who expressed discontent about the monopoly of TV by the Democratic Convention. This editorial was telecast July 13 by WAGA-TV Atlanta:*

**T**HE nighttime television this week has been taken over by the Democratic National Convention—something every family in America knows without being told.

An interesting factor has been the reaction noted at this station. Interesting to the station because we're in the business of serving the public, and reactions are important guidelines . . . but in this case, we think the reaction should be of interest to you—an American citizen.

It has been a disturbing reaction, frankly. We'd like to wave the flag a little and beam with pride and read from a stream of congratulatory notes commending this excellent service by television. But this hasn't been so.

Instead, the past two nights have had our switchboard under a steady fire of protest!

Listen to some of the comments noted from these calls:

"When is this mess going off TV?"

"Do we have to listen to this on *all* TV stations?"

"Why do we have to give up our regular TV shows?"

"Do you *have* to carry the Democratic Convention?"

Why not be daring and be different?"

Many of the callers were even more blunt and forceful in tone and language. And one woman resident undertook her own telephone poll to check public reaction. It wasn't favorable. The result of these comments is a sad commentary on the interest—or lack of interest—of the people in one of the biggest and most important news events of the year. It is true that Georgia's part in the Democratic Convention in Los Angeles is relegated to that of a stepchild at a family reunion. But the man who may well be the next President of the United States was being nominated there—and it behooves every thinking American to know everything about him and how he is chosen.

We agree that much of the goings-on at Los Angeles has been a sad spectacle and it has been poorly staged. But thanks to the TV cameras, it has been truly presented. And the convention is a basic part of our national life, producing decisions vital to the future of our country.

We may disagree with *what* is done; we may disagree with the *way* it is done. But every resident of this country who calls himself a citizen has a responsibility to be as fully informed as possible on the people who would lead our nation and the policies for which they stand. Television gives this age the opportunity to develop the highest level of citizenship in history. With that opportunity goes a responsibility of the individual to use TV with a sense of citizenship.

Indeed, instead of complaining about missing a few hours of entertainment on television, every viewer should be grateful to television for the opportunity to learn what is being afforded by the TV coverage of this convention.

NAB's editorializing committee will be headed again by co-Chmn. Joseph E. Baudino (Westinghouse Bcstg. Co.) & Daniel W. Kops (WAVZ New Haven & WTRY Troy, N.Y.). Their reappointments for 1960-61 terms were announced by NAB policy committee Chmn. Clair R. McColough (Steinman stations).

**Oscarcast Is Up for Grabs:** The movie industry's Oscar Awards show will no longer be sponsored by the industry, and is again open for commercial sponsorship. This is the result of a decision by the Motion Picture Producers Assn. in N.Y. to withdraw financial support. As a result, Academy of Motion Picture Arts & Sciences Pres. B. B. Kahane is currently in negotiations with all 3 networks regarding an alignment for next April's show. NBC-TV has carried it in the past, but its contract has expired. Kahane says a commitment will be made only after a network submits a sponsor, and he & his sales pitch are approved.

Troubles for the Academy began early this year when MPAA member Universal-International withdrew its financial support of the awards show and resigned from MPAA. After much indecision, the other member companies decided to proceed with sponsorship, and Eastman Kodak contributed \$100,000 to help out.

In pre-industry-sponsorship years the event had been bankrolled by Oldsmobile, but criticism of the commercials led to industry sponsorship. Now, with boxoffice receipts in decline, the movie moguls don't want to shell out that money to TV. It has always irritated some that the movie industry should pay money to its arch-rival, TV. Movie exhibitors, too, are generally siding with MPAA in applauding this end to movie-industry sponsorship of the Oscar show. In Los Angeles, an exhibitor group spokesman said of the last Oscarcast: "We counted on the show plugging new films, but it wasn't done. Exhibitors won't make the same mistake again."

Jack Paar will be colorcast by NBC-TV starting in Sept. The move adds 7 more color hours per week to the network schedule. NBC's daytime color schedule is also being expanded, with *Play Your Hunch* and *The Jan Murray Show* slated for regular colorcasting. "The addition of these shows," said NBC, "will bring network color schedule to nearly 1,100 hours in 1960, an increase of more than 50% over last year's 720 hours." Due to be used in the stepped-up color schedule are cameras equipped with RCA's new 4401 image orthicon tube, whose sensitivity is similar to monochrome tubes.

Former "Twenty-One" contestant David Mayer, who won \$47,500 in 10 appearances in 1957 on the defunct quiz show, testified before a grand jury exploring possible perjury charges against quiz contestants who had testified before a previous jury panel. Mayer, who declined to comment on his testimony, had been summoned by N.Y. DA Frank S. Hogan, who has charged that "a great many" of the 150 witnesses who testified earlier had done so "falsely." The original grand jury probe is generally credited with having launched the big Congressional quiz probe.

**Ernest Hemingway, William Faulkner, William Inge, Budd Schulberg, A. E. Hotchner and Jessamyn West** are some of the big names on stories which have been lined up by Revue Productions for *General Electric Theater* as a result of the sponsor's request for a name-writer policy on that show. Stanley Rubin is exec. producer of the series for the 1960-61 season.

**Public service idea:** KDKA-TV Pittsburgh launched the newly-formed Pittsburgh Pops Orchestra by absorbing time & production costs for a Sunday (6-7 p.m.) debut concert. The orchestra was formed by a group of civic-minded citizens to help keep unemployed musicians in Pittsburgh; the KDKA-TV concert produced 2 immediate bookings.

## Stations

**Fellows' Post Stays Open:** The long search for a successor to the late NAB Pres. Harold E. Fellows, who died March 8, is still under way. There's no telling when a man will be picked, NAB policy committee Chmn. Clair R. McCollough said last week.

Addressing 63 broadcasting-industry executives at commencement exercises at NAB's 2nd annual 2-week management seminar on the Harvard University Business School campus, McCollough asked NAB members to be patient while the 8-man selection committee headed by C. Howard Lane continues its hunt.

"Long is the list of those who have been mentioned as potential candidates by the trade press & elsewhere," McCollough said. "All possibilities, I am sure, will be carefully considered. I do not know when the work of the committee will be completed. It is not a job to be done hastily. No more important decision will be made in broadcasting in the next 10 years."

Elaborate new broadcasting center, claimed to be the "largest custom-built broadcasting facility ever built in this country for an individual station," is now being built by WFAA-TV & WFAA Dallas. The \$1.5-million building will house about \$2-million worth of new studio & broadcast equipment. Designed by WFAA engineers with the cooperation of Ampex & GE, the new facility will have: (1) A mobile video-tape cruiser with 2 Ampex recorders, 6 Marconi 4½-in. cameras. (2) Three additional studio-based Ampex VTRs. (3) Over 12 cameras including GE color.

Full TV Code Review Board will meet in Washington Oct. 4 for its next regular check-up sessions, Chmn. E. K. Hartenbower (KCMO-TV Kansas City) announced last week following a N.Y. meeting of NAB's personal-products subcommittee (see p. 2). The Code-planning subcommittee will caucus just before the Washington meeting. NAB's new Radio Code Board under Chmn. Cliff Gill (KEZY Anaheim, Cal.) will hold its first meeting Aug. 29 at NAB hq. Top item on the agenda: enforcement procedures.

Recent Ampex VTR shipments bring total in use to 653, Ampex Professional Products Co. announced last week. Latest shipments: Four each to the educational Strato-vision project at Purdue U. and to Sports Network Inc., N.Y.; 2 each to WTVJ Miami and WLOS-TV Asheville, N.C.; one each to WAST Albany, KTLA Los Angeles, KOMU-TV Columbia, Mo., WRBL-TV Columbus, Ga., KARK-TV Little Rock, KIMA-TV Yakima, educational stations WETV Atlanta, WGTV Athens, Ga., WTHS-TV Miami.

Facility changes: WTOM-TV (Ch. 4) Cheboygan, Mich. boosted to 100 kw July 5 • Also due to boost to 100 kw in July is KPHO-TV (Ch. 5) Phoenix, Ariz., which began tests July 1 from new site on South Mt. • WSAV-TV (Ch. 3) Savannah, Ga., boosted power to 100 kw July 23, using new 521-ft. tower at new \$1-million Broadcasting Center on E. Victory Dr. • KHQ-TV (Ch. 6) Spokane, Wash. has Aug. 27 target for programming with 87.1 kw, using 904-ft. tower on Krell Hill, renamed Tower Mt.

Radio KOBV San Francisco has been sold, with FM adjunct, to Sherwood R. Gordon Bestg. Co. (KSDO San Diego & KBUZ Mesa-Phoenix) for \$700,000 by David Segal. He acquired it as KEAR in 1956 for \$442,000.

Radio WWIL Ft. Lauderdale, Fla. has been brought for \$400,000 by Washington TV-radio attorney W. A. Roberts.

**Empire State Invites FMs:** All 17 N.Y. Metropolitan-area FM stations are being solicited as tenants by management of the Empire State Bldg., which has found antenna designs that can handle them. The building now carries all 7 N.Y. TV stations.

Engineering consultant Dr. Frank Kear said that both RCA & Alford Mfg. Co. have come up with ingenious designs. "It takes quite a bit of mixing," he said, "to handle that many signals. But they've produced designs that permit the addition or removal of stations without disturbing the others. And they can handle every stereo system proposed to date."

Kear reports that FM operators have expressed great interest, and the prospects for use of the antenna are good. It would take 6-8 months to install. The antenna is made up of 2 rows of broad-band dipoles and would be located above & below the 102nd-floor observatory. Five FM stations now transmit from the building. They could continue from the existing antennas or move to the new system.

Parade to payola mourner's bench at FTC (Vol. 16:28 p7) has been joined by the following record manufacturers & distributors which have agreed to make no under-the-table payments to TV & radio disc jockeys (but haven't admitted charges that they had done so): Ideal Record Products Inc., N.Y., and Ideal Record Products of N.J. Inc., Newark • Fargo Records (Lou Fargo), N.Y. • King Records Inc., Cincinnati • Eric Distributing Co., San Francisco • W. S. F. Inc., N.Y. • Southern Record Distributors Inc., Nashville • Field Music Sales Inc., San Francisco • New complaints on FTC's payola docket included charges against: Capitol Records Distributing Corp., 1750 N. Vine St., Hollywood • Schwartz Bros. Inc., 901 Girard St., N.E., Washington, and officials Harry, James, Bertram H. & Stuart D. Schwartz • Meanwhile Joseph M. Zamoi-ski Co., Baltimore, accused in an earlier FTC complaint of practicing payola, asked dismissal of its case, saying it is "without knowledge of the allegations."

Three-day strike at WTOP-TV & WTOP Washington by 18 announcer members of AFTRA ended July 18 in a new contract settling the issues of job security & taped station-breaks. Negotiations for an agreement replacing the one which expired July 1 had broken down over union demands that present staffers be guaranteed continued employment by the station despite the recorded breaks. Washington Post Co. management kept its right to use the tapes but AFTRA won security concessions in the settlement. Station executives took over during the walkout.

Hold-up of FCC's spot rep decision, requested of the Commission by NBC and its repped stations while they appeal to the courts (Vol. 16:24 p8), has been considered by the Commission and is expected to be turned down. It is understood that FCC leans toward the view that no irreparable harm will be done to the appellants and that the stations have plenty of time to find new reps. CBS & NBC have been given until end of 1961 to get out of rep field.

Rules allowing daytime radio stations to sign off at 6 p.m. without notifying FCC and permitting TV & radio stations to quit briefly for technical reasons without informing the Commission have been finalized by FCC.

Reps merge: TV & radio reps Richard O'Connell Inc. & Devney Inc. have formed the joint firm of Devney-O'Connell Inc., with hq in N.Y., branches in Chicago, L.A., S.F.

## The FCC

**About Congressmen-Owners:** Award of Ch. 10 Albany to WTEN over Veterans Bestg. Co. was amplified by FCC last week as it issued the text of its final decision giving the reasons reported (Vol. 16:29 p6). Here's what the Commission had to say about Congressmen's stockholdings:

"For the Commission to hold that political activities, unlike other activities of a civic nature, are of no significance, would be without foundation in fact, and arbitrary. Veterans' observation that it is 'up against' a situation in which a competing applicant has stockholders who are also members of Congress carries with it an implication of impropriety either upon the part of the Commission or upon the part of the Congressmen, or both; it is sufficient in this regard to note that Veterans has not even charged, much less alleged any facts to indicate, such impropriety. Veterans also suggests that the Commission should consider the adoption of a policy as to whether it is in the public interest for members of Congress to be stockholders in broadcast licensees.

"Quite aside from the larger question of whether the Communications Act of 1934, as amended, authorizes the adoption of a policy which would proscribe, limit or otherwise qualify such stock ownership by members of Congress, the adoption of a general rule embracing such policy is beyond the scope of an adjudicatory proceeding. The advocates of any such rule should present their views in an appropriate rule-making proceeding or to the Congress. In effect what counsel for Veterans appeared to request at oral argument is the adoption of a policy of discrimination based upon a man's occupation. Aside from the wisdom of such a policy, it is clear that this Commission has no such authority . . .

"A fair reading of the examiner's initial decision will clearly indicate that he did not award an independent preference to [WTEN] simply because certain of its stockholders were Congressmen. On the contrary, the preference awarded was for participation in civic activities which has been considered traditionally as an indication of awareness of community needs. Obviously, it would be unseemly & arbitrary either to favor or penalize an applicant solely because it numbers members of Congress amongst its officers, directors or stockholders. We have had no such discriminatory policies in the past and we have none now."

Renewal of NTA's WNTA-TV Newark-N.Y. has been challenged by FCC in a stiff letter which demands answers to allegations that the station's management "has been guilty of bad faith & unfair dealings." WNTA-TV was given 30 days from July 20 to come up with a reply or face dismissal of its renewal application on grounds that it failed to fulfill public-service programming promises. Specifically cited by the Commission were complaints by the N.Y. State Board of Regents and Rutgers U. that the station refused to carry out educational program commitments. FCC said WNTA-TV had promised to devote more than 4% of its schedule to such programming, but that its most recent log "fails to reveal the broadcast of any programs of the type described by you as educational." Also challenged was the station's failure to respond to Commission inquiries about "an allegedly questionable quiz show entitled *La Hora Musical*." Negotiations by NTA's parent NT&T to sell WNTA-TV to NTA Pres. Oliver Unger & founder Ely Landau collapsed earlier this month (Vol. 16:29 p9).

**FCC Uhf Project Kickoff:** Public notice of its plans for the N.Y. uhf experiment (Vol. 16:16 p2, et seq.) was broadcast by FCC last week. It invited all interested parties to come to the Commission July 29 and help form an Industry Advisory Committee. The Commission asked the following organizations "and others" to join: NAB, EIA, IRE, Assn. of Maximum Service Telecasters, Joint Technical Advisory Committee, Joint Council on Educational TV, TV Allocations Study Organization, Assn. of Federal Communications Consulting Engineers.

The project will be under the direction of Commission chief engineer Edward Allen. All manufacturers seeking to bid on equipment are asked to contact him. Allen is establishing a special staff unit to handle the project. He has proposed the following for Commission approval: Arnold Skrivseth, chief; George Waldo, analyst; Sidney Lines, transmission; Jules Deitz, receivers; Daniel Hutton, measurements & observation.

Philco's fight to block FCC renewal of NBC's WRCV-TV Philadelphia (Vol. 16:29 p6) has been carried to the U.S. Court of Appeals, as expected. Philco—appealing Commission's rejection of its protest & asking that FCC be ordered to give it a hearing—also petitioned the Court in Washington for an immediate status-quo temporary stay order. Argued Philco: (1) It "has a substantial likelihood of succeeding on the merits of its appeal." (2) Failure by the Court to grant the order "would subvert the statutory policy" of FCC to decide issues in the public interest. (3) "Philco represents the public interest" in the case.

New FCC Comr. Charles H. King (Vol. 16:29 p3) took office July 19. He was sworn in by Homer Ferguson, judge of the Military Court of Appeals and former Republican Senator from Mich. King had first planned to have Chmn. Ford administer oath but changed his mind when he was informed that judges are usually chosen. Ceremony was simple & quick, no speeches. The 7 Commissioners then sat & stood for picture-taking. Two days later, all except Craven left for a 3-day inspection tour of Signal Corp's facilities at Ft. Huachuca, Ariz. (Vol. 16:29 p12), planning to return July 23.

Renewals of KING-TV & KIRO-TV Seattle and their radio affiliates are being held up by FCC pending resolution of a "duopoly" problem. The Commission wrote the principals, noting that: (1) Mrs. A. Scott Bullitt, pres. & major stockholder of KING-TV, is a dir. & stockholder of Pacific National Bank of Seattle. (2) The bank holds in trust, with voting rights, 11,004 shares of KIRO-TV. (3) Bank dir. Dietrick Schmitz owns 1,345 shares of KIRO-TV. FCC indicated overlapping ownership must be eliminated.

FCC examiner Charles J. Frederick got impatient last week, and the Commission announced that he had this to say about the filing of findings & conclusions in the proceeding involving the application of WHAS-TV Louisville to change transmitter & antenna: "Parties are on notice that this extension of time [to July 25] is positively the last extension of time which will be granted for this or any ancillary purpose in this proceeding while it is within the hearing examiner's jurisdiction."

Sale of WKOW-TV (Ch. 27) & WKOW Madison, Wis. for \$925,000 to Mid-Continent Bestg. of Wis. has been authorized by the FCC. Mid-Continent is 80% held by the owners of KELO-TV Sioux Falls, KDLO-TV Florence & KPLO-TV Reliance, all S.D.

## Networks

**ABC to Film Own Shows:** Through parent AB-PT (whose latest earnings show income gains—see p. 19), ABC-TV has created a new subsidiary to produce TV film shows directly. The action is no doubt taken with an eye to the frequently-lucrative residual earnings of wholly-owned telefilm shows, and as a hedge against abdicating film-program creation to outside suppliers.

The subsidiary, as yet unnamed, is not a duplication of ABC Films, and will have no connection with it. ABC Films is primarily a syndication distributor, and involved with production primarily in partnership or co-production deals similar to those conducted by the network with outside suppliers. The idea behind the new film subsidiary is to create, own & produce TV film shows, following the formula of such CBS-TV vehicles as *Gunsmoke* and *Have Gun, Will Travel*. ABC-TV will then not have to split profits or residuals with outside production companies as is now done with Warner Bros., Screen Gems, Four Star, et al.

In both N.Y. & Hollywood last week, ABC-TV officials were reluctant to discuss the new AB-PT film offshoot, and refused to discuss possible properties or to speculate on the implications of the move. All that's admitted officially is that the subsidiary is coming into existence, and that it will be headed by Selig Seligman, who's resigning as vp-gen. mgr. of network-owned KABC-TV Los Angeles to become pres. of the subsidiary. (Seligman is being succeeded at KABC-TV by sales mgr. Elton Rule.)

Some of the implications, however, are obvious. Originally receiving nearly all of its film programming from Warner Bros. and Disney Productions, ABC has been spreading the risk—following a season of mixed success with product from its original suppliers—among several film companies. WB's *Bourbon St. Beat*, *Colt .45*, and *The Alaskans* didn't make the grade for fall renewals, although *Surfside Six* and *Roaring Twenties*—also from WB—are filling most of this slack. With the new film company developing network properties (to which the network, presumably, will give high preference), ABC will keep its film suppliers on their creative toes.

Ex-MBS Pres. Alexander L. Guterma, charged by the govt. with failure to register as an agent of the Dominican Republic in a \$750,000 broadcast-propaganda deal, tried to change his plea from no-contest to not guilty last week. His counsel asked Judge Joseph R. Jackson in Washington's U.S. District Court to reinstate the case for trial because of remarks made by the judge in fining Guterma's MBS colleague Hal Roach Jr. \$500 on similar charges (Vol. 16:26 p12). Jackson had blamed Guterma for Roach's troubles, said Roach was "more sinned against than sinner." The judge said he'd decide in Oct. whether to accept the switch in pleas, which was opposed by govt. attorneys. Meanwhile, the U.S. Court of Appeals in N.Y. upheld Guterma's conviction on SEC conspiracy charges in connection with his alleged manipulation of stock of F. L. Jacobs Co., which he also headed. Two of 14 counts of the indictment in that case were knocked out by the Appeals Court, however, resulting in reduction of Guterma's fine from \$160,000 to \$140,000. Unchanged by the decision was Guterma's prison sentence of 4 years & 11 months.

Robert Alan Aurthur, exec. producer of NBC-TV's *Sunday Showcase*, has been signed to a new NBC contract for 1960-61. He'll produce 3 original dramas and will write one of them.

**FOUR NEW REPORTS:** New views of the size, shape & effectiveness of network TV came from 4 sources last week. One, from TvB, was a general status report on an area of TV—daytime network programming—that has witnessed considerable development by program officials & sponsors in recent seasons. The others—one from each of the major networks—had frankly partisan points to make in line with particular network strengths. All, however, had something to say to admen who carefully note audience trends & analyses.

**TvB Daytime Network Report:** Network TV during the 6 a.m.-6 p.m. hours—said TvB—is becoming increasingly popular with advertisers, and increasingly effective as an ad medium. To prove this point, it last week began distributing a 57-page study of daytime network TV (see p. 3). Some of its facts:

During the average month of 1956, 1,812 commercial minutes were carried in daytime weekday periods on the networks. By last year, the number of such “insertions” had grown to a monthly figure of 2,775—an increase of 53% at a time when all other periods of network TV went up only 6.5%.

A favorite Nielsen-based measure of TV's efficiency, cost-per-1,000 homes reached, has declined 13.4% (from \$1.57 to \$1.36) in daytime network TV in the 1956-1960 period. At the same time, there's been an increase (from 637 to 735) in terms of home impressions per dollar. (The TvB figures, incidentally, include both net time-&-talent here, unlike the periodic TvB listings of gross time.)

In 1959, there were 59 new network TV advertisers in the medium generally, and of these more than half (54%) bought daytime TV. Advertisers in the daytime ranks are drawn from 18 product categories and range all the way from small advertisers like Gulf Guaranty Land & Title Co. and Old London Foods to giant Procter & Gamble (which spent \$29 million of an over-\$50 million network budget in daytime gross time).

#### CBS-TV Boasts Daytime Leadership

**CBS-TV Daytime Study:** High marks for daytime audience appeal went to CBS-TV this past season (Oct. 1959-April 1960), stated a management-level network memo from the CBS research dept. last week. Some highlights:

Despite stepped-up program competition from NBC-TV and ABC-TV, CBS last season scored 7 of the “Top 10” Nielsen average-audience honors between 7 a.m.-6 p.m. ABC scored 2, NBC one. During the 35 daytime quarter-hour periods weekly in which the networks compete, CBS led the parade in 54%, NBC in 34% and ABC in 12%.

CBS-TV average rating strength gained 6% during the 7 a.m.-6 p.m. period last season as compared with the previous one, and gained 10% during what CBS calls the “housewife TV hours” (10 a.m.-5 p.m.). During the longer daytime period, CBS reached 19% more homes than NBC and 62% more than ABC because of the network's “large list of strong stations” that can be cleared for daytime TV.

Daytime TV shows on CBS reach “a higher concentration of women” for Best Foods, Colgate, General Mills, Scott Paper, Toni, Pillsbury, *et al.* The average number of women per minute between 10 a.m.-5 p.m. tuned to CBS is 3,718,000 vs. 3,050,000 for NBC and 1,379,000 for ABC.

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**NBC-TV Views “Specials:”** One-spot TV specials have many attractions as advertising vehicles, and can “effectively deliver a wide variety of messages to both the con-

sumer & the dealer audiences.” That's the gist of *Special Report*, a booklet issued to admen last week from the office of NBC-TV dir. of research Thomas E. Coffin. The report, based on an R. H. Bruskin Associates consumer-dealer study of the Sinclair Oil-sponsored “Music From Shubert Alley” special (NBC-TV, Nov. 13, 1959), found:

Among those audience members (18.5% of ordinary viewers; 63.5% of Sinclair dealers) who watched the show, consumer-brand awareness and slogan-&-trademark identification were notably higher. Only 27% of non-viewing consumers named Sinclair as a brand of gasoline, while 41% of those tuned to the special gave the correct identification—a 52% advantage for the sponsoring oil firm. Among viewers, 60% could correctly identify the firm's dinosaur trademark, while only 32% of non-viewers could do so—an 88% advantage for the TV-exposed group.

The musical special also gave a boost to the general opinion (i.e., “image”) held concerning the sponsor & the sponsor's products. A “favorable attitude” was held by 30% of viewers as compared with only 11% among non-viewers—a 173% advantage. Concerning products of the oil firm, 40% of viewers said they were “more interested” than before the show, 59% hadn't changed whatever views they held, and 1% had no opinion.

Sinclair dealers liked the show. Of the oil firm's dealers queried, 92% said they wanted “more TV specials,” only 6% said they didn't want any more, and 2% had no opinion. Most (88%) dealers felt the program “made people feel more favorable” toward the sponsor, and “more interested” in buying Sinclair products. The dealers, incidentally, voted heavily in favor of TV as the “most effective” national ad medium, with 80% naming TV, against 10% for the next highest (newspapers). The remainder was split among magazines, radio, “all others.”

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**ABC-TV 24-City Study:** Network program executives at ABC-TV had an especially good reason to celebrate the recent July 4 holiday. For the week ending July 3, ABC racked up what it called “best performance of the year” in grabbing a big share of the Nielsen-measured TV audience in the 24 cities which have direct network competition during peak nighttime hours. The scorecard:

During the Mon.-Sun., 8-10:30 p.m. period, the ABC share was 38.7 vs. 33.7 for CBS-TV and a 27.6 for NBC-TV. In terms of “advantage,” this gave ABC a 15% lead over CBS and a 41% lead over NBC.

The results marked a sizable growth for ABC in the competitive markets as compared with its position at the start of the season. The Oct.-July audience-share growth for ABC was an increase of 28%. For CBS, it represented an 8% drop and for NBC a 17% fall-off. “All the signs,” stated ABC, “point to a greater growth still in 1960-61.”

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**Strong blast by NBC research at Magazine Advertising Bureau's** recently-released “Profitable Difference” study (which attempts to show the advantages of national magazines over TV in capturing higher-income consumer audience) was published last week in a 7-page research bulletin. “Even by stacking the cards in their favor by the adroit use of definitions, research design and statistical manipulation, MAB could not avoid the inevitable conclusion: TV as a mass medium reaches a larger share of the advertiser's market than any other medium and does it with greater frequency,” said NBC. NBC further charged the study with “definitional and design weaknesses.”

**CBC To Face ITO Network?** Canada's 8 newly-licensed competitive TV stations have wasted little time in arranging stiffer competition for CBC on a network basis. Last week they formed a network-promoting arm, The Independent Television Organization, in a reflex action to BBG's announcement that it will hold September hearings on competitive networks (Vol. 16:28 p7). Included in the group is a 9th member: longtime independent (since 1954) CFRN-TV, which was Edmonton's only TV outlet until BBG's recent award to CBC of a competitive channel.

ITO's formal program has not been disclosed, pending discussions with BBG, but the organization of the newest stations may have closed the door on any other major bid for CBC-competing networks. President of ITO is CFCF-TV Montreal official R. E. Misener. Other officers: Vp, CJAY-TV Winnipeg Pres. Ralph Misener; secy., CFTO Toronto mgr. Charles Baldour; treas., Bushnell Bcstg. Ltd. (Ottawa) Pres. E. L. Bushnell. ITO's directors: CFCH-TV Halifax Pres. Finlay MacDonald; CFTM-TV Montreal (French) vp Paul L'Anglais; CFCO-TV Calgary Chmn. Gordon Love; CFRN-TV Edmonton Pres. G. R. Rice; CHAN-TV Vancouver Pres. Art Jones.

## NETWORK SALES ACTIVITY

### ABC-TV

Daytime programming, alt. wk. quarter hrs. in 10 shows, eff. fall 1960.  
*H J. Heinz* (Maxon)

Walt Disney Presents, Sun. 6:30-7:30 p.m., participations eff. fall 1960.  
*General Mills* (Dancer-Fitzgerald-Sample)

Naked City, Wed. 10-11 p.m., participations eff. fall 1960.  
*Dow Chemical* (Norman, Craig & Kummel)

Hawaiian Eye, Wed. 9-10 p.m., participations eff. fall 1960.  
*Procter & Gamble* (Compton)

Adventures in Paradise, Mon. 9:30-10:30 p.m., participations eff. fall 1960.  
*Burlington Hosiery* (Donahue & Co.)

Daytime programming, Mon.-Fri. particips. eff. fall 1960.  
*Knapp Monarch* (Frank Block)  
*S.C. Johnson & Son* (Foote, Cone & Belding)  
*Miles Labs* (Wade)  
*Curtis Publishing* (BBDO) renewal eff. July.

### CBS-TV

Miss America Parade, Tue. Sept. 6, 8-8:30 p.m., & Miss America Pageant, Sat. Sept. 10, 10-12 mid. participations.  
*Philco* (BBDO)  
*Toni* (North)  
*Oldsmobile* (D. B. Brother)

### NBC-TV

The Groucho Marx Show, Thu. 10-10:30 p.m., co-sponsorship eff. fall 1960.  
*Toni* (North)  
*P. Lorillard* (Lennen & Newell)

12 specials including 2 *Project 20*, 3 dramas and 7 daytime women's shows, eff. 1960-61 season. Purex (Edward H. Weill)

Timex All-Star Circus, Fri. Oct. 21, 9-10 p.m., full sponsorship.  
*Timex watches* (W. B. Doner)

Riverboat, Mon. 7:30-8:30 p.m., participations eff. fall 1960.  
*Warner-Lambert* (Ted Bates)

Yes, Yes, Nanette, Fri. 8:30-9 p.m., full sponsorship eff. Jan.  
*Westinghouse* (McCann-Erickson)

Inter-American Telecommunications Network, linking all Latin-American countries with the U.S. via microwave & cable, may be organized under auspices of the Organization of American States. Blueprints for the project—which would cost an estimated \$232 million—have not yet been drawn. But a permanent organization to develop plans for the network was set up at an OAS conference in Mexico City in May. A proposed charter is being sent to the 21 member states, 11 of which must ratify it before the project reaches a planning-board stage. As envisaged at the Mexico City meeting, the network would have channels for TV as well as radio, telephone, telegraph, facsimile, "alarm & public order," etc. Each participating govt. would be responsible for financing & constructing its segments in links stretching to privately-operated systems in the U.S. The U.S. govt. would not participate directly in the network.

Household-furnishings network TV advertising (gross time billings) increased 78.7% during the first 5 months of this year, to \$2.9 million, compared with \$1.6 million in the like period last year, reports TvB. Leading advertiser in that classification was Armstrong Cork floors & walls. Procter & Gamble was again the leading network TV advertiser during May with gross time billings of \$3.9 million. Following were American Home Products with \$2.7 million and Lever Bros. with \$2.1 million. Leading brand advertiser was Anacin, with \$821,396 in billings, followed by Texaco (\$671,953) and Dristan (\$648,779). Other product classifications showing substantial gains for the first five months of this year were gasoline, lubricants & other fuels; apparel, footwear and accessories, and beer & wine. May nighttime billings increased 11.3%, daytime billings decreased 3%.

CBC's "shady lady" continues to haunt the network (Vol. 16:28 p9). Her lawyer, in a police affidavit, charges CBC knew in advance that the TV "confessions" were fiction. There were indications at week's end that BBG would take another & harder look at the matter.

CBC gained its first surplus in 5 years last year—a healthy \$6,103,722, the Canadian network disclosed in its annual report. Contributing to the profit picture was a record gain of 20.5% in ad revenue to \$36,312,000.

Salt Lake City network switch has been advanced to Sept. 25, that being date on which KUTV (Ch. 2) begins with NBC-TV, relinquishing ABC-TV to KCPX-TV (Ch. 4).

## Congress

TV campaign debates between Presidential tickets were anticipated last week by Democratic standard-bearer John F. Kennedy—but prospects for any joint appearances depend on whatever action the House takes on suspension of the Communications Act's Sec. 315. The Senate had passed a resolution (S. J. Res. 207) lifting equal-time rules for nominees for President & Vice President, but the measure was left hanging in the House when Congress recessed until Aug. (Vol. 16:28 p2). In Hyannisport, Mass., Kennedy was reported ready to fling a TV challenge at prospective Republican candidate Richard M. Nixon. His press secy. Pierre Salinger explained, however, that Kennedy "presumes such appearances will take place" on the networks following suspension of Sec. 315. Meanwhile, Salinger announced appointment of exec. dir. J. Leonard Reinsch of WSB-TV & WSB Atlanta as Kennedy's campaign communications consultant to coordinate TV & radio appearances and deal with networks & stations. Reinsch, on leave from his job with the Cox Stations, managed arrangements for the 1956 & 1960 Democratic conventions.

## Film & Tape

**AFTRA Accepts SAG Offer:** Much-debated Hollywood-N.Y. proposals for one big union of broadcasting performers won midway acceptance last week when the American Federation of TV & Radio Artists voted for joint contract negotiations & administration with the Screen Actors Guild.

The new AFTRA-SAG cooperation plan, worked out in Hollywood by committees of the 2 unions following rejection of mediator David Cole's merger proposals (Vol. 16:27 p9), was approved by the 23rd annual AFTRA convention in Washington.

Disappointment over failure of the latest merger move was voiced at the AFTRA sessions, but the 160 delegates voted to unite with SAG in network bargaining—due to start Sept. 15—in the fields of live, film & taped commercials and taped programs. The jurisdictional area of tape long has been in AFTRA-SAG dispute.

Also accepted at the AFTRA meeting was an SAG proposal that the 2 unions study the feasibility of interchanging union cards and cross-crediting AFTRA & SAG members for pension & welfare fund purposes. SAG members were being polled meanwhile on both plans as stopgap substitutes for merger.

Other highlights of the 5-day convention, which was scheduled to act on contract-demand guidelines for negotiators before adjourning July 24, included an off-the-cuff speech by Labor Secy. James P. Mitchell and AFTRA executive secy. Don Conaway's state-of-the-union report.

Mitchell challenged TV performers to do what they can about "the mediocrity of some of our TV programs." If something isn't done, he told the convention, "public control of the media you work in" may come.

\* \* \*

Although Writers Guild of America has reached agreement with TV producers after its 22-week strike, feuding within the Guild continues—this time over the means of implementing the agreement. Two WGA factions will have another showdown at a special membership meeting this week (July 27). The faction which has won 2 previous disputes (to reject producer offers) is the negotiating committee & a majority of the membership. The other is a majority on the Guild's TV-radio board. The present disagreement is over how a Guild representative on an Alliance-WGA fact-finding committee should be selected. The agreement with the producers is not in jeopardy. It's understood a move may also be made at the meeting for adoption of a constitutional amendment keeping hyphenated members (producer-writers) out of board positions.

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Sharp criticism of Screen Extras Guild was voiced last week by Alliance of Television Film Producers Pres. Richard W. Jencks for a Hollywood tradepaper ad placed by SEG which, alleged Jencks, attacked the "integrity & good faith" of the producers. The ad stated the Alliance had refused to negotiate a new contract to replace the one which expired in April, 1959. Jencks answered that the Alliance and the Assn. of Motion Picture Producers had met jointly with SEG 10 times in negotiations, but that on March 22 SEG declared that it would no longer bargain with both groups. NLRB is currently studying the dispute and SEG should be prepared to abide by its decision, said Jencks. If NLRB sustains the Alliance position, SEG's threatened strike could be termed an unfair practice by the Guild, added Jencks. SEG complained to NLRB that the Alliance had refused to negotiate.

## HOLLYWOOD ROUNDUP

Producer Don Fedderson, Johnny Carson and writers Hal Goodman and Larry Klein are partnered in a new TV venture, *Oh Johnny*, a comedy series starring Carson. Preparations are under way for production of the pilot . . . 20th Century-Fox TV's *Adventures in Paradise*, starring Gardner McKay (Richard Goldstone and William Froug, producers), has resumed production. The same studio is filming *Dobie Gillis* and *Hong Kong* and is preparing pilots of *Silent Investigators* and *The Ginger Rogers Show*.

Four Star Television, which is producing 273 hours of prime time on the 3 networks next season with its 12 series, has named Robert Soderberg and ex-20th Century-Fox TV producer Dominick Dunne exec. assts. to production exec. vp Tom McDermott. Robert Claver, N.Y. TV producer, will also be an asst. to McDermott. Four Star has signed Paul Stewart as associate producer & director of *Michael Shayne*, Tom Gries as writer-director, and Sidney Miller as director.

Movie producer Jerry ("Peyton Place") Wald will produce his initial TV series, *Rocky Point*, about residents of a small American town. Wald's 20th Century-Fox-TV project will be a co-production deal with ABC-TV which already has links with 20th via *Hong Kong & Adventures in Paradise*. Still another new 20th series is *Monte Carlo*, to be filmed partly in Monaco.

Revue Studio's *Laramie*, starring John Smith & Robert Fuller, has begun its 2nd season of production. John Champion is producer . . . CBS-TV's *Pete & Gladys*, comedy series produced by Parke Levy, began production last week. Harry Morgan, Cara Williams and Verna Felton star in the series, being filmed at Paramount-Sunset studios . . . *The Andy Griffith Show* has begun production at Desilu Cahuenga, with Aaron Ruben as producer and Sheldon Leonard exec. producer.

Hubbell Robinson Jr. plans a 60-min. pilot on *The Family*, a dramatic anthology series, in Hollywood late this year. The pilot is being financed in part by ABC-TV which intends to offer the show to advertisers for the 1961-62 season. Robinson meanwhile has another pilot completed (*The Lawyer*, a 60-min. film show, also in deal with ABC) and is producer of *Thriller*, to be seen on NBC-TV.

A record \$635,078.73 in telefilm-rerun residuals was received by Screen Actors Guild members in June. The figure brings to \$15,456,793.37 the amount collected by SAG since such payments began in Dec. 1953. This does not include payments actors received for movies sold to TV—or for TV commercials, which alone total more than \$11 million a year.

Warner Bros. will pilot a new 60-min. series, *Las Vegas File*, based on files of the sheriff's dept. of Clark County, Nev. and the Las Vegas police dept. . . . NTA's *Assignment: Underwater* has completed production.

People: Allen H. Miner has signed to produce a documentary series for Cal. National Productions . . . Mike Road is signed to a Warner Bros. contract. The studio plans to slot him in a new series . . . Oren Haglund, production mgr. of Warner Bros.' TV operations, has left the studio . . . Producer-writer-dir. Sherman Marks has left CBS-TV . . . Robert Fellows named exec. producer of Alan Ladd's Jaguar Productions, to supervise TV & movie production. On Jaguar's TV agenda: A pilot of *Hong Kong Express* . . . George Schlatter signed as NBC-TV producer.

## NEW YORK ROUNDUP

Electronic sound simulator is being offered as part of the new jingle-writing services of composer-conductor Raymond Scott. To meet agency requests for something other than "just another jingle" in TV-radio commercials, electronics enthusiast Scott has concocted a hooked-together series of electronic sound generators to produce almost anything an adman can dream up in the way of trick sounds. It's known familiarly around Scott's establishment, the Jingle Work Shop (140 W. 57th St. N.Y.), as "The Karloff." Blended with music & jingle lyrics, the machine's results will alert the most commercial-hardened viewers or listeners, Scott claims.

Giantview General TV Network, Detroit closed-circuit & TV-tape producer & manufacturer of TV projection systems, has acquired Tapes Unlimited, independent N.Y. TV-tape producer. Former Tapes Unlimited partners Nat B. Eisenberg & Victor J. Kemper become exec. vp & engineering vp, respectively, of new subsidiary Giantview General TV Network of N.Y. Inc., with offices in the former Tapes Unlimited studio, 1280 5th Ave. (formerly CBS studio 57).

Walter Winchell, who's been absent from network TV since 1955 apart from his narration chores on *The Untouchables*, will be back with a show of his own this fall on ABC-TV (news, commentary and celebrity interviews). He'll hold down what amounts to a warmup position for the forthcoming Churchill memoirs series (Sun. 10:30-11 p.m.), occupying the period from early Oct. to the end of Nov. After that he'll move to a 15-min. network slot at 11, following the Churchill show.

Pathé News is reactivating its TV newsreel service with a 30-min. series, *The World This Week*, to be syndicated in the U.S. & abroad. Each episode will feature 4 Pathé-covered reports. In addition to several reported U.S. sales, negotiations are under way with Canadian, English, French and Latin American stations.

ABC Films has 3 properties set for fall syndication, including ex-ABC-TV adventure series John Gunther's *High Road*. The others are *Exclusive*, a European-produced program featuring adventures of members of the Overseas Press Club, and *Counterthrust*, a Manila adventure series.

Wolper-Sterling Productions—a combine of the production companies of David Wolper and Saul Turell—has been formed for the production of 12 one-hour specials and a 30-min. TV series, both aimed at network sale. The specials will be of an entertainment & public-affairs nature. Both companies will also continue to operate individually.

Cal. National Productions' *Blue Angels* adventure series based on the U.S. Navy's air defense operations, has been bought by Storer Bcstg. Co. for its 5 member stations. CNP also scored its initial regional sale of the series last week—to Continental Oil Co. for 68 central-state markets.

Goodson-Todman Productions plans to film its 5 new pilots in Sept. & Oct. to be ready early for next spring's selling season, we're told by G-T exec. vp Harris Kadleman. First pilot is *Las Vegas Beat*, to be produced in association with Andrew Fenady, Irvin Kershner and Bernard Kowalski. G-T has already filmed 19 of *The Rebel*, will take a break after filming 26 by Sept. 1, to allow star Nick Adams time for a personal appearance tour.

## Educational Television

**NAEB Talks Radio Network:** A live radio network to feed educational shows to non-commercial stations may be on the horizon for 1961. The idea was discussed in the 4-day National Assn. of Educational Bcstrs. convention in Madison, Wis. last week. NAEB has previously operated a tape radio network, distributing 10 hours of programming per week to 100 member stations. "We have found this to be inadequate in the past and hope to discover financial & technical means to initiate a more effective educational communications system," stated keynote speaker Hartford N. Gunn Jr., gen. mgr. of WGBH-TV Boston.

Gunn also described the activities of WGBH-TV Boston as "vital to both ETV & commercial stations." Our checkup in N.Y. revealed that several ETV programs, particularly those produced by WGBH-TV, are finding a home on commercial outlets. Examples: WGBH-TV's *Laughter's a Funny Business*, *Invitation to Art*, *Sunday Gallery*, *They Speak for Themselves*, *Recital Hall* and *Open Mind* are all being televised by commercial outlet WNBC-TV. (There is no charge for the shows, which are taped.) WABC-TV N.Y. is using the U. of Cal.-produced *The Written Word*, while WNTA-TV N.Y. is giving its summer audience WGBH-TV's seminar on *American Civilization*. Examples in other cities further indicate this interest among commercial broadcasters in ETV programming.

N.Y. Board of Education plans to launch a TV workshop program for teachers this fall, offering teacher-level training in elementary science & secondary-level English. The program, to be televised on commercial WPIX N.Y., financed by state funds, will combine 30-min. lectures with 90-min. workshops conducted in city centers. "With this new program, it may be possible to reach in 2 years as many teachers as older methods of in-service training would have reached in 2 generations," reported N.Y. Board of Education authorities.

ETV-testing communications system which enables a TV teacher to quiz & obtain responsive answers from remote students has been placed on the market by Robert E. Corrigan & Associates, Garden Grove, Cal. Heart of the patent-pending "Teletest" system is its push-button "record-o-pak" unit for each student. This enables him to select an answer to a multiple-choice question telecast by the teacher, advises him immediately by light code whether he has pushed the correct button, and automatically records his answer on an IBM card. Corrigan said initial orders for the system have been placed by the Cal. education dept.

School participation in ETV more than doubled in Alabama during 1960 compared with 1959, notes the Ala. ETV Commission in its report on the 3rd year of in-school telecasting by the state's ETV network. In May, more than 500 schools, with a total of 218,000 student viewers, participated in the network's telecourses. A year ago there were 56,000 students in 240 schools. Ala. ETV Commission has also announced that a new educational station in Montgomery may be added to the state's ETV network—on the basis of interest by local "civic groups." The ETV channel reservation in Montgomery is 26 and would provide the network's 4th affiliate.

TV equipment worth \$54,000 has been presented to Flint Jr. College, Flint, Mich., by WNEM-TV Bay City-Flint-Saginaw. Included are 2 complete camera chains to enable the college to set up a closed-circuit system.

## Television Digest

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**Personals:** Richard J. Raburn, NBC accounting dir., appointed controller . . . Charles J. Hartman named dir. of engineering operations, TelePrompTer programs & productions div. . . Richard E. Reed promoted to sales mgr. of WLWC Columbus . . . Martin I. Levy promoted to asst. chief, FCC Broadcast Facilities Div., continuing as chief of TV Applications Branch until replacement is named . . . A. Prose Walker, NAB engineering mgr. & chief editor of new *NAB Engineering Handbook*, toasted by publisher McGraw-Hill at N.Y. authors' luncheon attended by 14 of 47 contributors . . . Milton E. Magruder, from UPI's Washington bureau, joins NAB's public relations staff as asst. mgr., replacing chief writer Larry Sims, who resigned as of Aug. 1 to join Institute of Life Insurance, N.Y.

Lacy Kastner retires as pres., Columbia Pictures International Corp., Columbia Pictures foreign sales subsidiary. He remains as Columbia International vp . . . Albin R. Hillstrom, ex-WOAI-TV San Antonio, appointed chief engineer, KOOL-TV & KOOL Phoenix, Ariz. . . James M. Henneberry, ex-KMOX-TV St. Louis, named ad, sales promotion & PR dir., WICS Springfield, Ill. . . David E. Cassidy, ex-Bolling Co., named RKO General asst. to Hathaway Watson, vp for bestg.

Total of 1,821 TV-radio courses (1,648 for degrees) was offered in 1959-60 by 145 colleges & universities which responded to U. of Wash. Prof. Harold Niven's 5th annual survey. Other findings: 96 schools had 3,009 upperclassmen majoring in TV-radio for bachelor degrees; 49 had 422 students studying for master; 13 universities had 121 graduates studying for a doctorate. Degree courses were offered in 12 different departments or schools. Number of TV-radio degree courses offered by individual colleges ranged from 5 to 43. Among all 145 colleges & universities, 29 have TV stations, 22 closed-circuit TV, 9 film studios, 4 TV studios, 5 video-tape recorders, 112 TV lab-classrooms.

Meetings next week: International TV-radio workshop (Aug. 1-12), sponsored by Bestg. & Film Commission and various church groups, 475 Riverside Drive, N.Y.

Sindlinger & Co., market-analysis firm, has moved its central offices to the Sindlinger Bldg., Norwood, Pa.

NCTA picks Washington as site for its 1962 convention, having chosen San Francisco for 1961.

## Auxiliary Services

**NLRB Spurns CATV Jurisdiction:** The first CATV-union dispute to reach the National Labor Relations Board has been sidestepped by the agency on grounds that a community antenna system "is merely an auxiliary service"—not a communications system subject to federal regulation.

Sustaining traditional no-govt.-controls arguments by the National Community TV Assn. (Vol. 16:26 p3), the NLRB rejected jurisdiction in a bargaining-election petition filed by a Warren, Pa. affiliate of the Hod Carriers Union to represent employes of the 3,200-customer Warren TV Corp.

Pointing out that CATV "is not franchised by any govt. authority and is not licensed or regulated" by FCC, the 5-man NLRB—member Joseph Alton Jenkins dissenting—said: "Our own evaluation leads us to conclude that the employer's operations merely service the existing communication at the receiving end for the consumer. This function consists of installing, maintaining and servicing the cables which are, under the special circumstances, an extension of the consumer's own TV antenna."

The representation plea by Construction & General Laborers Local 836 in Warren also was turned down by the NLRB on grounds that CATV business there is almost entirely intrastate in character. The NLRB said Warren TV Corp.'s revenue in the 12 months preceding the petition was \$130,000—all derived from local customers—and that there were no out-of-state sales and only \$12,500 in out-of-state purchases.

In his dissent, Jenkins agreed that CATV is an auxiliary communications service, but said he couldn't go along with the argument that it doesn't "fall within the general classification of instrumentalities & channels of commerce." He pointed out that FCC itself has held that CATVs "are related to interstate transmission," that testimony in Senate Commerce Committee hearings supported this position. "I believe there is room for doubt, and would hold, that CATV is a part of the communications industry," he said.

Translator starts: K72AV Big Sandy Valley, Ariz., K77AM Chloride, Ariz. & K80AP Peach Springs, Ariz. began July 5 with KLRJ-TV & KLAS-TV Las Vegas and K82AA Kingman, Ariz. (repeater of KOOL-TV Phoenix) • K83AM & K77AS Carrizo Springs & Crystal City, Tex. began testing in June for start by July 12 with KONO-TV & KENS-TV San Antonio • K71AW, K77AQ & K80AU Memphis, Tex. began May 13 with KGNG-TV, KVII & KFDA-TV Amarillo.

Translator grants: Ch. 70 McDermitt, Nev., to Quinn River TV Maintenance District, to relay KTVB Boise. • Ch. 70, Carrizo Springs & Crystal City, Tex., to Winter Garden Translator System Inc., to relay WOAI-TV San Antonio. • Ch. 70, Susanville & Herlong, Cal., to Honey Lake Community TV Corp., to relay KOLO-TV Reno. • Ch. 81, Alpine & Marfa, Tex., to Honor System TV Assn. Inc., to relay KTSM-TV El Paso. • Ch. 74, Dubuque, to Dubuque Area Translator, to repeat WISC-TV Madison.

First settlement of CATV-station dispute over a microwave to feed the CATV was recorded when FCC granted the joint petition of KSWs-TV Roswell, N.M. and Microrelay of N.M. Inc. to dismiss the former's protest and remove an FCC-imposed freeze on the microwave grant. The dispute faded after KSWs-TV owner John A. Barnett acquired an interest in Microrelay; terms of the acquisition weren't disclosed in the petition.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**6-MONTH SALES GOOD, JUNE SOFT:** TV & radio retail sales for first-half 1960 were up substantially over 1959, on basis of preliminary estimates, but both markets showed slight softening in June.

If the 6-month pace is maintained for rest of year, 1960 should see total TV retail sales of slightly less than 6.4 million sets, radios (excluding auto) of about 9.7 million units. These figures are based on seasonal adjustments. Historically an average of 41.6% of year's retail TV sales and 39.1% of home radio sales are made during first half.

It's estimated that TV sales at retail are 13% over last year's first half, radio sales up about 22%. While June retail sales in both categories were higher than June 1959, June failed to maintain the sales momentum of the first 5 months. June's TV sales were at an annual rate of 6.35 million, radio sales at 8.75 million. Previously, TV sales had been running at 6.5 million or better, radio at very close to 10 million. First signs of blunting of this boomlet came in May (Vol. 16:28).

Whether this means beginning of let-up in consumer eagerness isn't clear yet. Most set makers & merchandisers are watching closely, but feeling is that in TV the new features of 1961 models will add more zip to market. FM resurgence (see below) is definitely adding to dollar volume of radio market.

TV inventories appear to be in excellent shape. At midway point in 1960, inventories at all trade levels were up 10% from mid-1959, although cumulative retail sales were 13% higher this year. Inventory problem may be developing in radio, however, with pipeline stocks up about 50%.

Retail phono sales for May and for first 5 months of 1960 continued to show good improvement over 1959. (Phono sales details on p. 17.)

**FM SALES TO SET RECORD THIS YEAR:** FM radio is enjoying a full-fledged boom— even bigger than in its early post-war heyday. And this is only the beginning. All signs indicate FM sales can't go any place from here but up.

Sales of FM receivers this year will top previous record of nearly 1.6 million sets in 1948—perhaps by as much as 30%. They'll be 10 times higher than FM's low-water year of 1954.

It's difficult to get authoritative figures on FM production or sales. The market is complex—and even record-keeping EIA lost interest in tallying statistics during the mid-'50s. But based on what figures are available (radio & phono data from EIA), and from our continuing conversations with industry leaders, here are our estimates of sales of FM receiving devices in 1959, together with minimum & maximum 1960 forecasts:

Type	1959	1960 minimum	1960 maximum
FM & FM-AM radios .....	540,500	750,000	820,000
Phonos with FM .....	623,000	700,000	1,000,000
Component FM tuners .....	150,000	150,000	200,000
Imports (all FM types) .....	100,000	80,000	120,000
Total .....	1,413,500	1,680,000	2,140,000

## Background of 1960's boom:

Number of FM stations is now increasing rapidly. From a low of 549 in 1954, the figure has grown to 741 on air, 64 having started during first half of 1960.

Upsurge of public interest in music, manifested in rising sales of higher-priced phonos, has been important factor. Phono makers at recent Music Industry Trade Show reported increasing demand for FM in stereo consoles. Some packaged hi-fi makers say about 50% of their sales now include FM radio. Component-maker Pilot says 70% of its console sales include FM-AM tuners, as compared with 60% last year. Every-

one agrees business is going up. One big stimulant is the "drop-in" FM-AM tuner, now offered by most large manufacturers. It can be added by dealer or consumer into special cubbyhole in stereo console—making every phono console a potential FM set.

AM-FM stereocasting is popular in some areas. Most AM-FM tuners in stereo phonos are of the simulcast variety—permitting reception of 2-station stereocasting.

Although hi-fi component sales are said to be down in some areas, popularity of the new combination AM-FM-tuner-preamplifier-amplifier unit (complete radio less speaker & cabinet) is increasing total component FM business. Pilot says its FM tuner sales are up 100% over last year.

European imports are off, say industry specialists—but rising imports of FM-AM radios from Japan may offset any decline in German-made sets with FM.

Public now has available a wide variety of brands & designs of FM & FM-AM table radios. In first 5 months of 1960, U.S. manufacturers made 295,297, a 70% increase from 172,640 in last year's same period.

Here's why FM sales must keep rising in next few years:

(1) Extension of FM service. Manufacturers say FM sales are still largely confined to city areas—but now more & more rural areas are getting multiple-station FM services.

(2) FM stereo-multiplexing. Although it may not come as soon as some industryites anticipate, FM-broadcast stereo service is inevitable (Vol. 16:28 p14). Without exception, all manufacturers predict land-office FM business—particularly in combination with stereo phonos—as soon as FCC sets stereo standards.

(3) New FM receiving devices. Too small to tally now are the varying new shapes & forms of FM receivers, any one of which could spring into big-business category: TV-phono-FM & TV-FM combinations; battery-operated portable FM sets; FM clock radios; FM auto radios.

Take just one category—FM car radios. Complete radios, tuners & converters are now available in U.S., built by Motorola, Gonset and others, as well as European imports. They're even offered in Sears Roebuck catalog. This fall, Granco will bring out its mass-produced auto converter at \$49.95 (Vol. 16:29 p14). Granco Pres. Henry Fogel sees "reliable market for 100,000 auto FM sets a year" beginning in 1961—and a much bigger market if auto dealers offer FM as original-purchase accessory.

FM receiver outlook for 1961—a consensus of the industry: another 50-60% increase in retail sales, which could bring total to the 3-million mark.

Here are our estimates of retail sales of all FM receiving devices annually since 1946:

1946 .....	163,055	1951 .....	960,000	1956 .....	420,000
1947 .....	1,175,100	1952 .....	526,000	1957 .....	530,000
1948 .....	1,590,000	1953 .....	455,000	1958 .....	850,000
1949 .....	1,298,000	1954 .....	189,000	1959 .....	1,413,500
1950 .....	1,400,000	1955 .....	256,000	1960 .....	1,680-2,140,000

#### **TV-RADIO PRODUCTION:** EIA statistics for week ended July 15 (28th week of 1960):

	July 8-15	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	48,075	51,637	83,907	3,067,241	2,945,939
Total radio .....	196,175	173,906	198,703	8,892,896	7,507,557
auto radio .....	68,608	75,310	59,425	3,466,781	3,031,415

GE contract negotiations with IUE broke off abruptly last week when company negotiators walked out, charging IUE Pres. James B. Carey with being "abusive & obscene." IUE represents 70,000 workers in GE plants across the country; present 5-year contract expires Oct. 1 (Vol. 16:28 p16). The 3rd day of bargaining broke up suddenly 75 min. after it began, and the GE team did not appear for a scheduled July 21 afternoon session. Said an IUE spokesman: "If the union walked out every time GE people used that kind of language, we'd never meet."

Sylvania's UK associate, Thorn Electrical Industries Ltd., which produces TV sets & tubes, has acquired for an undisclosed price the Brimar Valve (vacuum tube) div. of ITT's UK manufacturing associate Standard Telephone & Cables Ltd. The Brimar div. manufactures cathode-ray & receiving tubes for TVs & radios. STC will continue to make & sell industrial tubes and, through its Kolster-Brandes subsidiary, TVs & radios. ITT explained the sale as a step in its program of realigning area & divisional activities to achieve increased efficiency & growth.

**JAPANESE EXPORTS—UP AGAIN:** Exports of Japanese electronic products to the U.S. in the first 1960 quarter totaled nearly \$16 million, almost double the level of the similar 1959 period but down seasonally from the final quarter of 1959 (Vol. 16:15 p19).

Reporting the continuing upsurge in shipments from Japan, the electronics div. of the Commerce Dept.'s Business & Defense Services Administration noted "large gainers" in electronic categories: receiving tubes (up 383% from the first 1959 quarter), speakers (up 233%), sound equipment (up 301%), transistors (up 1,059%).

Although BDSA didn't supply comparable first-quarter 1959 figures, from Japanese sources these partial comparisons are available: Total radios, 1,121,000 units in first-quarter 1960 (vs. 895,000 in first-quarter 1959); radios with 3 or more transistors, 662,000 (vs. 436,000); with fewer than 3 transistors, 342,000 (vs. 376,000); tube radios, 117,000 (vs. 83,000); radio-phonos, 4,000 (vs. 2,000); tubes, 2,846,000 (vs. 728,000); transistors, 386,000 (vs. 42,000).

The BDSA report pointed out that last year the total value of all Japanese electronic products received here rose steadily from \$8.29 million in the initial quarter to \$22.47 million in the Oct.-Dec. period.

Following is a breakdown of Jan.-March 1960 Japanese exports to the U.S. by products (add 000 to units & dollars);

Product	Units	Value
Radio receivers, total	1,121	\$11,838
Tube type	117	833
3 or more transistors	662	10,004
Other	342	1,001
Radio-phonographs	4	92
Sound recorders and reproducers	12	586
Amplifiers	31	110
Microphones	44	74
Speakers	435	636
Capacitors	3,559	145
Earphones	430	103
Electron tubes, total	2,846	762
Receiving tubes	2,839	758
Others	7	4
Transistors	386	336
Other semiconductor devices	34	5
Phono parts, accessories	—	193
Other electronics products	—	1,074
<b>TOTAL</b>	<b>—</b>	<b>\$15,954</b>

"Survey of the European Common Market for Electrical Products" has been completed for its members by the British Electrical & Allied Mfrs.' Assn. The 60-page study of export potential in the 6-country market forecasts electrical-product sales of \$9.24 billion by 1963—up 44% from \$6.44 billion in 1958. In the 5-year period of 1959-63, the Common Market is expected to absorb electrical products totaling some \$39.2 billion. This equals 10 years of United Kingdom output at present levels.

Britain will continue its 50% purchase tax on TVs, radios, tubes, phonographs and records. The tax is expected to yield \$196 million this year. Arguing against a proposal to reduce the tax to 37½%, Treasury Economic Secy. Anthony Barber told Parliament: "We watch very carefully what happens in industries whose products are subject to a tax of 50%. There is no evidence at present that the products on which there is a duty of 50% are unable to bear it."

Removal of excise tax on uhf sets to encourage uhf receiver production, as proposed in HR-366, is again under FCC consideration. It's understood that the Commission will repeat its opinion that the tax should be removed.

**PHONO SALES UP:** Retail phonograph sales rebounded in May from a relatively dull April (Vol. 16:25 p14), showing a 19% gain in units sold in May 1960 as compared with May 1959. For the first 5 months of 1960, unit phono sales at retail were up more than 20% over 1959. The dollar gain is probably far greater than the unit gain, because a much higher percentage of sales has been stereo in 1960 than in 1959.

Here are the EIA's official 1960 & 1959 monthly figures for phono factory & retail sales:

**PHONO FACTORY SALES**

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	118,400	341,329	459,729	184,147	177,336	361,483
February	90,854	324,666	415,520	164,873	188,750	353,623
March	63,264	242,523	305,787	119,075	168,117	287,192
April	30,606	142,409	173,015	47,153	125,111	172,264
May	36,793	144,474	181,267	33,356	89,827	123,183
<b>TOTAL</b>	<b>339,917</b>	<b>1,195,401</b>	<b>1,535,318</b>	<b>548,604</b>	<b>749,141</b>	<b>1,297,745</b>

**PHONO RETAIL SALES**

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	150,688	368,964	519,652	231,429	159,214	390,643
February	100,268	347,860	448,128	171,127	156,477	327,604
March	61,249	249,497	310,746	139,577	140,075	279,652
April	41,147	152,141	193,288	94,226	118,197	212,423
May	39,734	139,378	179,112	70,228	82,765	152,993
<b>TOTAL</b>	<b>393,086</b>	<b>1,257,840</b>	<b>1,650,926</b>	<b>706,587</b>	<b>656,728</b>	<b>1,363,315</b>

Factory sales of transistors in May continued to run sharply ahead of 1959, although below sales in April. Here are EIA's official figures on transistor unit & dollar sales monthly, Jan.-May 1960, with 1959 comparisons:

Month	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
April	9,891,236	23,198,576	5,906,736	16,864,049
May	9,046,237	24,714,580	6,358,097	19,007,293
<b>TOTAL</b>	<b>50,093,271</b>	<b>\$125,591,228</b>	<b>29,163,813</b>	<b>\$81,782,182</b>

Basic patent on magnetic recording tape has been invalidated by the U.S. Appeals Court in Chicago, but Minnesota Mining & Mfg. Co. Pres. Herbert P. Buetow says the decision won't hurt 3M's position in the tape business. The Appeals Court upheld a lower court's dismissal of a patent infringement suit brought by 3M against Technical Tape Corp. and C. K. Williams & Co., which produces oxides used in the manufacture of magnetic tape. At issue was the 1954 Armour Research Foundation patent on magnetic material used in tape. Armour had licensed 3M to produce tape and to grant sub-licenses under the patent. The court said the patent was invalid because the process had been known & used before the patent was filed in 1947. The court also threw out a counter-suit by Williams which charged that 3M had built a tape monopoly. Buetow said, in commenting on the decision, that 3M's technical & manufacturing advantages, plus its other basic tape patents not affected by the decision, continue to give it a strong edge over competitors.

New series of silicon tunnel diodes which extends the range of peak current levels is being introduced by the semiconductor div. of Hoffman Electronics. The devices are designed for new applications in amplifiers, oscillators, switching circuits and voltage level detectors. Hoffman is also reducing prices 40% on its HT-1 through HT-10 tunnel diode line introduced earlier this year.

**3M to Make Cartridge Players:** With an eye to pushing its tape-cartridge business, Minnesota Mining & Mfg. has decided to make machines to play the cartridges. This week, with that purpose in mind, it announced the purchase of Revere Camera Co. 1

Development of a tape-cartridge player would have taken at least 2 years, said 3M Pres. Herbert P. Buetow—but, by purchasing recorder-maker Revere, “we acquired these resources immediately.” The 3M cartridge system was unveiled to the public last March at the IRE convention (Vol. 16:13 p18), using a player mechanism produced by CBS Labs.

Buetov said last week that the 3M’s tape-cartridge ambition was the principal reason for buying Revere. “While a number of top companies in the industry will manufacture tape-cartridge equipment [under 3M license],” he said, “our management felt that to maximize the return on this very substantial research investment, the company should also produce tape-cartridge players.”

The acquisition will also put 3M in the camera business—and it wouldn’t be surprising to see Revere come out with a sound-on-film camera-projection system for home-movie enthusiasts à la Fairchild and Eastman Kodak. Revere, a privately-held company, is said to have grossed about \$25 million last year. Revere Pres. Sam Briskin will serve as consultant. Son Theodore S. Briskin will become 3M vp & chief operating officer of Revere.

Direct appeal to Japan has been filed by import-troubled EIA of Canada. Gist of the brief to the Japanese govt.: Limit tube exports on the Canadian market to tube types not made in Canada. A tenfold increase in imports of Japanese tubes resulted in a 23% drop in employment last year in Canada’s tube industry. The EIA said that a switch in types of tubes exported to Canada would result in an increase of dollar exports to Canada by Japan and prevent serious injury to Canadian industry. Of some 1,200 tube types used in Canada, about 200 are made there. The rest are imported—largely from U.S. & Holland.

Drastic reductions in prices of tunnel diodes—as predicted (Vol. 16:26 p17)—have already made them competitive with transistors for some uses. GE last week cut prices of 2 gallium arsenide tunnel diodes and announced 5 new types. The older types were cut to \$4.50 & \$6 each from \$55 & \$60; the new units range from \$7.50 to \$18. Prices of transistors that operate at the same high frequencies as the tunnel diodes designed for computer use range in the \$8-\$15 class. Semiconductor mktg. mgr. J. H. Sweeney said the reductions reflect the beginning of high-volume production. He predicted that tunnel diode prices would drop to less than \$1 each by 1962.

Craig Corp., Los Angeles, which claims to be the West’s largest electronics & photographic consumer-product distributor, has sold \$750,000 ten-year convertible debentures to Electronics Capital Corp., San Diego. The small-business investment company will have the right to convert its investment into about 30% of Craig’s stock. Craig’s sales volume is now at an annual rate of \$12 million. Its wholly-owned subsidiary Panorama Enterprise imports consumer & industrial electronics products.

New 6,500-mile scatter system for the Army—extending from Hawaii to the Philippines—has been placed in operation by Page Communications Engineers. The stations are at Oahu, Kauai, Midway, Wake, Ponape, Guam, Palu & Luzon.

**Trade Personals:** G. C. Connor promoted from regional vp to mktg. senior vp, Sylvania, succeeding B. K. Wickstrum, who remains as senior vp with a special assignment; Arthur L. B. Richardson named senior vp for PR, industrial relations & purchasing, law dept.; William F. Rueger named secy., continuing as senior div. counsel.

Joseph A. Lagore retires as mfg. vp, Philco govt. & industrial div. after 32 years with Philco. . . Lorin McCarthy named gen. mgr., Pacific Mercury Electronics mktg. div., succeeding Eugene J. Freeman, now vp-gen. mgr., Roberts Electronics . . . Robert C. Seamans Jr., chief engineer of RCA’s missile electronics & controls div., named associate administrator of National Aeronautics & Space Administration, replacing Richard E. Horner, who resigned to join Northrop as senior vp for technology.

Thomas S. Hurley, ex-Raytheon, appointed CBS Electronics semiconductor operations supervisor of merchandising & advertising, a new post . . . Reinhard E. Rist promoted to computer transistor mfg. mgr., RCA semiconductor & materials div. . . . Ira Kamen, ex-General Bronze, elected pres., Portland Industries Corp.

Frank Delves named General Precision foreign mktg. vp . . . Louis H. Aricson promoted from vp-gen. mgr., Daystrom Transicoil div., to human relations vp for the parent company . . . J. Gerald Mayer promoted from vp to defense & engineered products exec. vp, General Instrument. He also heads subsidiaries Radio Receptor & Harris Transducer.

Ralph H. G. Mathews resigns from Westinghouse TV-radio div. Aug. 1 to become dir. of mktg., Blonder-Tongue Labs . . . George D. Butler, International Resistance mktg. dir., elected a vp . . . Boyd B. Barrick promoted to gen. sales mgr., Raytheon distributor products div. . . . Warren H. Davis named to new post of asst. dir. of mktg., Hoffman semiconductor div.

Henry Brief Aug. 12 becomes exec. dir. of Record Industry Assn. of America, succeeded as TV-radio editor of *Home Furnishings Daily* by Alfred L. Perkins, now floor coverings editor . . . James J. Cassidy, onetime TELEVISION DIGEST associate editor, promoted to new post of associate managing editor of McGraw-Hill’s *Electrical Merchandising Week* . . . Jules Steinberg returns to his desk as mid-west editor of *Mart* after surgery.

Panel on stereo-multiplex broadcasting will be the consumer-electronics highlight of the Western Electronic Show & Convention (WESCON) Aug. 23-26 at the Los Angeles Sports Arena. The Aug. 23 session will feature papers by NAB engineering dir. A. Prose Walker, chmn. of the NSRC field-test panel, on progress of the FM stereo field tests (Vol. 16:28 p14), and by Hazeltine’s R. J. Farber on requirements for FM stereo transmission. Panel members will represent companies espousing 5 of the 6 systems now under test by NSRC: Carl Eilers, Zenith; William H. Beaubain, GE; Murray G. Crosby, Crosby-Teletronics; Harold Parker, Calbest; William Halstead, Multiplex Development.

### Obituary

Edward F. McGrady, 88, former RCA vp in charge of labor relations and NBC director, who was the New Deal’s foremost labor troubleshooter, died July 17 at Newton, Mass. He joined RCA in 1937 after 4 years as Asst. Secy. of Labor and earlier work in Washington as Asst. NRA Administrator. In World War II he was a special consultant to Secy. of War Henry L. Stimson, and after his retirement was retained by RCA as a labor consultant.

## Finance

**Upbeat AB-PT:** Good news characterized Pres. Leonard H. Goldenson's first-half report to AB-PT stockholders last week: (1) The 2nd-quarter & half-year net operating profits were the highest in AB-PT history. (2) The ABC-TV Network, in the 2nd quarter, posted a 30% increase in gross time-billings over the year-ago quarter. (3) ABC Radio Network's exclusive broadcast of the Johansson-Patterson fight attracted 61 million people—"the largest audience for any entertainment or sports event in the history of radio." The report's only soft spot: "Theater business was not up to last year's level in the 2nd quarter," Goldenson noted, adding: "This was primarily due to the fewer pictures made available because of the recent Hollywood strike and to the quality of the product released."

Net operating profit in the first half soared 45% to \$5,653,000 (\$1.35 a share on 4,149,362 shares) from \$3,886,000 (90¢) in Jan.-June 1959. Including capital gains of \$1,328,000, the consolidated net earnings rose to \$6,981,000 (\$1.67) vs. \$3,885,000 (90¢), which reflects a \$1,000 loss.

In the 2nd quarter, net operating profit jumped 47% to \$2,317,000 (55¢) from Apr.-June 1959's \$1,573,000 (36¢). Including capital net gains of \$1,284,000, the consolidated net earnings totaled \$3,601,000 (86¢) vs. 2nd-quarter-1959's \$1,618,000 (37¢) which included a capital gain of \$45,000. The 1960 2nd-quarter capital gains of \$1,284,000 (31¢) included capital gains (after taxes of \$1,400,000) on the cash portion of AB-PT's sale of Disneyland Park stock (Vol. 16:28 p8).

**RCA Profit Sag:** Despite a 12% sales gain to a record \$707 million, RCA experienced a 7% sag in earnings to \$18.1 million during the first half (see financial table). Profit also was down sharply in the 2nd quarter. The cause: "Our rapidly increasing data-processing investment which was stimulated by a strong pick-up in orders & inquiries during the first 6 months," Chmn. David Sarnoff & Pres. John L. Burns explained (Vol. 16:27 p3). "Because of the unique leasing nature of the data-processing business, these costs actually represent a current investment that promises to yield the profits of tomorrow."

Sarnoff & Burns emphasized that RCA's ability to make major advances in the highly competitive data-processing field, to absorb build-up costs, is bolstered by the performance of other divisions.

"Among other strengthening factors has been the performance of NBC, which registered the largest [but undisclosed] first-half profit in its 34-year history," they pointed out. "Color TV set sales, for example, are firmly anchored in the profit column, and the current sales curve indicates that this profit story is only in its first chapter."

Magnavox rolled up a 60% profit gain on a 10% sales rise during 1960's first half (see financial chart). Pres. Frank Freimann credited the consumer-products div. for the gains, attributed the higher income to a better product mix & reduced operating costs. Although Magnavox's April-May TV-stereo sales declined, June orders ran 50% ahead of the June 1959 volume. Freimann forecast that the rate of increase will be maintained during the balance of the year—the period in which Magnavox normally produces 2/3 of its annual sales volume—and described the 2nd-half profit picture as bright.

**Mergers & Acquisitions:** Electronics merger news this week was highlighted by the completion of the purchase of Revere Camera Co. by Minnesota Mining & Mfg. Co. (Vol. 16:27 p18)—and the revelation that 3M had tape cartridges in mind in negotiating the acquisition (details on p. 18). Other merger news this week:

General Instrument Corp. and General Transistor Corp. last week signed a merger agreement subject to authorization by the directors of both companies and approval of stockholders at special meetings scheduled for Aug. 30. General Instrument would be the surviving company, each outstanding share of General Transistor common to be converted into .7 of a share for GI.

Stockholders of Itek Corp. and Hermes Electronics approved the merger of the 2 firms, on the basis of issuance of one Itek share for 4¾ shares of Hermes. Merger negotiations between Itek and Seeburg Corp. have been broken off, but both seek other acquisition possibilities.

Daystrom Inc. is acquiring Wiancko Engineering Co., Pasadena, Cal. producer of instrument systems & transducers for measurement & controls, in an exchange of stock said to involve about \$4 million.

FXR Inc., manufacturer of microwave test equipment, has acquired Budd-Stanley Co., Long Island City custom microwave-components manufacturer, from Indian Head Mills. Meanwhile, FXR officials are negotiating with Loral Electronics on possible acquisition of FXR by Loral.

Advance Ross Electronics Corp., maker of TV yokes & flyback transformers, announced that it has bought Magneco Corp., maker of ferrite products, for undisclosed sum.

Desilu Productions will report a loss for fiscal-1961's first quarter ending July 30, reports Pres. Desi Arnaz. He did not disclose the amount of loss, blamed it on the recent writer strike. In the year-ago quarter, Desilu earned \$167,500 (23¢ a share) on a gross income of \$3.7 million. Arnaz forecast that performance for the 1961 fiscal year, ending next April 30, will at least equal fiscal-1960's net income of \$811,500 (70¢ on 1,155,940 shares) on a \$23.4-million gross. Meeting with stockholders last week, he had these answers to questions: Salaries—Desi gets \$215,000, Lucy \$180,000, exec. vp Martin Leeds \$135,019. Diversification—being explored but "we have no intention of merging with anyone." Expansion—Desilu International Ltd. has been established to co-produce in Europe and to increase Desilu's quotas in foreign markets; Arnaz heads for Europe in Sept. to explore co-production deals. Inventory—Desilu will continue its policy of piecemeal rather than mass sale of its rerun backlog which, with the studio's current TV series, will increase to about 1,014 half-hours of films.

Hewlett-Packard has proposed a 200% stock dividend which will be payable Sept. 15 to stockholders of record Sept. 1—if shareholders approve at their special Aug. 9 meeting. The proposal would increase the Palo Alto electronics manufacturer's authorized common to 15 million shares from the present 5 million—of which about 3,272,000 are outstanding. Pres. David Packard forecast 1960 earnings of \$1.35-1.40 a share, 15% ahead of last year.

Hallcrafters Co., Chicago manufacturer of short-wave radio & military electronic equipment, plans public sale of 300,000 capital stock shares, 100,000 to be offered by the company, 200,000 by present holders. Paine, Webber, Jackson & Curtis head underwriters of the offering, price undetermined, according to an SEC registration statement (File 2-16825).

## 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
Electronic Specialty Co.	1960—qtr. to Jun. 30	\$2,496,000	\$14,000	\$6,700	\$0.01	547,440
	1959—qtr. to Jun. 30	2,058,000	172,000	83,000	.20	405,920
Hermes Electronics	1960—3 mo. to Apr. 30	917,902	—	(73,957)	—	999,408
	1959—3 mo. to Apr. 30	875,433	—	30,812	.02	999,408
Hudson Radio & TV	1960—10 mo. to Mar. 31	4,091,986	137,070	82,559	.17	499,970
	1959—10 mo. to Mar. 31	3,481,265	81,013	48,053	.13	374,970
Itek Corp.	1960—7 mo. to Apr. 30	17,864,225	677,396	362,046	.42	859,957
	1959 <sup>1</sup>	—	—	—	—	—
Magnavox Story on p. 19.	1960—6 mo. to Jun. 30	51,700,000	—	1,825,000	.77	2,359,606
	1959—6 mo. to Jun. 30	47,278,000	—	1,140,000	.48 <sup>2</sup>	2,345,718 <sup>2</sup>
RCA Story on p. 19.	1960—6 mo. to Jun. 30	707,000,000 <sup>3</sup>	35,400,000	18,100,000	1.14 <sup>3</sup>	14,436,000 <sup>4</sup>
	1959—6 mo. to Jun. 30	633,700,000	38,800,000	19,400,000	1.29 <sup>3</sup>	13,866,000 <sup>4</sup>
	1960—qtr. to Jun. 30	345,800,000	10,000,000	5,100,000	.29 <sup>3</sup>	14,436,000 <sup>4</sup>
	1959—qtr. to Jun. 30	311,900,000	13,000,000	6,500,000	.41 <sup>3</sup>	13,866,000 <sup>4</sup>
Sangamo Electric	1960—6 mo. to Jun. 30	25,616,000	1,422,000	759,000	.47	1,620,930
	1959—6 mo. to Jun. 30	24,696,000	2,869,000	1,465,000	.91 <sup>3</sup>	1,612,266 <sup>3</sup>
	1960—qtr. to Jun. 30	13,873,000	—	463,000	.29	1,620,930
	1959—qtr. to Jun. 30	12,744,000	—	689,000	.43 <sup>4</sup>	1,612,266 <sup>3</sup>
Standard Kollsman Industries	1960—6 mo. to Jun. 30	45,329,044	2,887,064	1,377,714	.69	2,006,213
	1959—6 mo. to Jun. 30	35,221,567	1,155,103	639,703	.34	1,904,779
	1960—qtr. to Jun. 30	23,457,224	1,759,939	805,589	.40	2,006,213
	1959—qtr. to Jun. 30	18,629,715	520,706	249,306	.13	1,904,779
WJR Goodwill Station	1960—6 mo. to Jun. 30	—	—	166,023	.26	—
	1959—6 mo. to Jun. 30	—	—	134,284	.21	—

Notes: <sup>1</sup>Not available, <sup>2</sup>Adjusted to reflect Nov.-1959 stock split. <sup>3</sup>After p'd. dividends. <sup>4</sup>Average. <sup>5</sup>Record. <sup>6</sup>Adjusted to reflect May-1960 2-for-1 split.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 21, 1960

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	30	33	Magnetic Amp.	9	—
Aerovox	11¼	12½	Magnetics Inc.	11¼	12½
Allied Radio	20½	22½	Maxson (W.L.)	8¼	10
Astron Corp.	2	2½	Meredith Pub.	42	46½
Baird Atomic	34½	36¼	Metropolitan Bestg.	16¼	17½
British Industries	14¾	16¼	Milgo Electronics	22	24¾
CGS Labs	10½	12½	MPO Videotronics	7	7½
Control Data Corp.	42¾	45½	Narda Microwave	6½	7½
Cook Elec.	15	16½	Narda Ultrasonic	5¼	6
Craig Systems	16¾	18¾	National Co.	20¼	22
Dictaphone	39½	43	Nuclear of Chicago	34	36¾
Digitronics	26½	28½	Official Films	1-7/16	1-11/16
Eastern Ind.	12½	13¾	Pacific Automation	8¾	9½
Eitel-McCullough	24½	16¼	Pacific Mercury	9	9½
Elco Corp.	18½	20¾	Perkin-Elmer	40¾	43¾
Electro Instruments	44	45½	Philips Lamp	151½	157¼
Electro Voice	13¼	14¾	Pyramid Electric	2¾	2¾
Electronic Associates	23¼	25¾	Radiation Inc.	23¼	25¾
Erie Resistor	9½	9¾	Howard W. Sams	42	45½
Executone	29	32	Sanders Associates	48	52½
Farrington Mfg.	32¾	35¾	Silicon Transistor	7¼	8½
Fischer & Porter	15¼	16¾	Soroban Engineering	25	27¼
FXR	48	52½	Soundscriber	12	13¾
General Devices	18	19½	Speer Carbon	19¼	21
G-L Electronics	9¾	11	Sprague Electric	55	59
Granco Products	6¾	7½	Taft Bestg.	12¾	14¼
Gross Telecasting	19½	21½	Taylor Instrument	72	77¾
Haydu	1/16	¼	Technology Inst.	10	11¼
Hewlett-Packard	82	86¾	Tele-Broadcasters	1½	1¾
High Voltage Eng.	137	147	Telechrome	12¾	14¼
Infrared Industries	19½	22½	Telecomputing	9	9¾
International Rectifier	21¾	23¾	Telemeter	16	17½
Interstate Engineering	26¼	28½	Time Inc.	58¾	62
Itek	61¼	66	Tracerlab	14¾	16¼
Jerrold	10¼	11¼	United Artists	7¾	8¾
Lab for Electronics	44½	47¾	United Control	31¾	33¾
Leeds & Northrup	40¾	43½	Universal Trans.	1¾	2½
Lel Inc.	5	5½	Vitro	127½	13¾
LFE Inc.	10	12½	Vocaline	3¾	4¼
Ling Altec Electr.	22½	24¼	Wometco Ent.	12½	13¾
Magna Theater	27½	3-5/16			

"The new millionaires"—identified in July 25 *Time* as "the men responsible for the success of the nation's new growth companies"—are heavily concentrated in the electronics industry. Examples: Arnold O. Beckman, whose 1,380,000 shares of Beckman Instruments stock are now worth \$44.9 million; Texas Instrument Chmn. John Erik Jonsson, with \$82 million in TI stock; TI exec. committee Chmn. Eugene McDermott with \$65 million; TI Pres. Patrick E. Haggerty with \$26 million; Transitron's Chmn. & Pres. Leo & David Bakalar with a stock fortune of \$307 million (plus \$34.4 million realized in cash); Litton Industries Pres. Charles B. (Tex) Thornton, with \$37 million in Litton Industries. Hardly a "new millionaire," Laurence Rockefeller is also listed in *Time*, with his \$12 million in Itek stock.

Reports & comments available: Tung-Sol Electric and MGM, reports, Francis I. du Pont & Co., One Wall St., N.Y. 5 • Advance Ross Electronics, analysis, Freehling, Meyerhoff & Co., 120 S. LaSalle St., Chicago 3 • Fairchild Camera & Instrument, report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • Daystrom, report, Blair & Co., 20 Broad St., N. Y. 5 • Medallion Pictures Corp., offering circular, Hancock Securities Corp., 79 Pine St., N.Y. 5 • Espey Mfg. & Electronics Corp., prospectus, Sutro Bros. & Co., 120 Broadway, N.Y. 5.

#### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Desilu Productions	—	\$0.15	Aug. 26	Aug. 12
National Video "A"	—	.22½	Aug. 19	Aug. 4
Storer Bestg.	Q	.45	Sep. 9	Aug. 26
Storer Bestg. "B"	Q	.12½	Sep. 9	Aug. 26
TV-Electronics Fund	—	.04	Aug. 31	Aug. 4
Thompson Ramo	—	.35	Sep. 15	Aug. 31

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

**WITH THIS ISSUE:**

Special Supplement No. 7, Full Text of FCC's Report and Statement of Policy on its Programming Inquiry

**SUMMARY-INDEX OF WEEK'S NEWS**

**FCC**

**FCC PROGRAMMING REPORT**—no shocker—brings concurrence of all Commissioners except Hyde. Real battle to come over renewal forms & FCC reaction to "narratives" (p. 1).

**FOUNDATION-LAYING FOR N.Y. UHF PROJECT** starts in joint FCC-industry meeting (p. 3). Dept. (p. 15).

**Auxiliary Services**

**FCC BLESSES ILEGAL BOOSTERS** at last, adopting rules. Existing operators must comply by Oct. 31, 1961 (p. 2).

**JERROLD ANTI-TRUST RULING** by federal court bars acquisition of CATV systems until 1962, bans tie-in sales (p. 8).

**Conventions**

**FCC CHALLENGES CONVENTION COVERAGE** by Little Rock TV stations which passed up Republicans (pp. 4 & 5).

**POST-CONVENTION SCRAMBLE** is developing among networks as they seek pre-election debate appearances of major candidates, line up news & documentary shows, talk paid political deals (p. 6).

**Stations**

**MIAMI CH. 7 SPY STORIES RETOLD** by WCKT & 2 other original applicants in protests to FCC against proposals that they be barred for "influence" attempts (p. 4).

**BIGGEST RADIO DEAL EVER** set up by Storer in option to buy WINS N.Y. for \$10 million from Gotham, which paid \$450,000 for it 7 years ago (p. 9).

**Consumer Electronics**

**NO NEW TUBE SIZES** due this year, although revival of 27-in. by Magnavox leads to talk that public is ready for bigger pictures. Industry not backing new tube tooling (p. 17).

**EMERSON-GRANCO DEAL:** Emerson to merchandise Granco sets, loan Granco \$200,000, get option to buy control of company (p. 18).

**\$\$\$ IN REMOTES:** Zenith's 1959 remote-control TV sales were \$50 million, or 30% of its TV dollar volume, Truesdell reveals in Admiral patent suit (p. 18).

**MOTOROLA POSTS RECORD** sales & earnings in first half & 2nd quarter (p. 22). Pres. Robert Galvin & exec. vp Edward Taylor assess home-electronics market (p. 19).

**WHERE TV EXPORTS GO:** Latin American nations are best U.S. customer, Venezuela buying one-third of 10,000 sets exported at \$1 million in March; other statistics (p. 21).

**CANADA'S IMPORT THREAT:** Stepped-up imports from Japan, UK, Germany have Canada's electronics industry on the ropes (p. 21).

**Film & Tape**

**MORRIS AGENCY'S RECORD YEAR:** Talent firm sells 25 network telefilm series (p. 14). MGM-TV's 1961 plans (p. 12).

**Other Departments**

**EDUCATIONAL TV** (p. 6). **ADVERTISING** (p. 7). **TECHNOLOGY** (p. 10). **PROGRAMMING** (p. 10). **NETWORKS** (p. 12). **PERSONALS** (p. 16). **FINANCE** (p. 22).

**FCC PROGRAMMING REPORT—NO SHOCKER:** There's nothing earth-shaking in FCC's much-anticipated report on its role in station programming. Issued late last week (full text herewith in Special Supplement No. 7), it reiterates Commission's traditional position and does 2 additional things:

(1) Says that sponsored programs may be just as much in public interest as sustainers.

(2) Concludes that renewal forms should be revised to include the much-discussed "narrative" in which applicants show what they've done to search out community needs and how they plan to meet them.

Rest of document is devoted largely to avowal of devotion to Constitutional & legal prohibitions against FCC censorship—coupled with assertion that Commission can't blind itself to what goes over the air.

Real policy decision is yet to come. Here are the 2 true areas of controversy: (1) What will FCC require licensees to do specifically before they submit their narratives? (2) What will Commission do after it reads them? Actually, Question No. 2 is the whole story—and, as always, it will depend on makeup of Commission, who its chairman is, temper of the times and second-guessing by Congress & courts.

Commission gives some clue to what it considers in public interest by reiterating kinds of programs it has plumped for in past. "The major elements usually necessary," it said, "to meet the public interest, needs

and desires of the community in which the station is located, as developed by the industry & recognized by the Commission, have included: (1) Opportunity for local self-expression, (2) the development of use of local talent, (3) programs for children, (4) religious programs, (5) educational programs, (6) public-affairs programs, (7) editorialization by licensees, (8) political broadcasts, (9) agricultural programs, (10) news programs, (11) weather & market reports, (12) sports programs, (13) service to minority groups, (14) entertainment programming." However, Commission says carefully:

"The elements set out above are neither all-embracing nor constant. We re-emphasize that they do not serve and have never been intended as a rigid mold or fixed formula for station operation. The ascertainment of the needed elements of the broadcast matter to be provided by a particular licensee for the audience he is obligated to serve remains primarily the function of the licensee. His honest & prudent judgments will be accorded great weight by the Commission. Indeed, any other course would tend to substitute the judgment of the Commission for that of the licensee."

Here's what Commission says about its "narrative-on-needs" policy: "We do not intend to guide the licensee along the path of programming; on the contrary, the licensee must find his own path with the guidance of those whom his signal is to serve. He will thus steer clear of the bans of censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submissions accompanied by complimentary references from local citizens. What we propose is documented program submissions prepared as the result of assiduous planning & consultation covering 2 main areas: First, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor, professional and eleemosynary organizations, and others who bespeak the interests which make up the community . . .

"By his narrative development, in his application, of the planning, consulting, shaping, revising, creating, discarding and evaluation of programming thus conceived or discussed, the licensee discharges the public interest facet of his business calling, without govt. dictation or supervision, and permits the Commission to discharge its responsibility to the public without invasion of spheres of freedom properly denied to it."

Punctuating fact that no new restrictions on broadcasters are imposed by the document: Comr. Craven voted for it. Comr. Hyde dissented on grounds that Commission should first have issued its proposals on renewal-form revision. He believes last week's document doesn't mean much, standing alone. New Comr. King didn't participate.

FCC also made public the 368-page staff report on programming, in which attorneys Ashbrook Bryant & James Tierney summarize history of FCC programming actions & testimony in the programming hearing, conclude with recommendations.

Next—let's see what the new renewal forms look like.

**FCC BLESSES ILLEGAL BOOSTERS, AT LAST:** FCC has finally legalized vhf boosters (translators), adopting rules much as anticipated (Vol. 16:27 p4). New rules go into effect Sept. 6.

Existing operators are given until Oct. 31, 1961 to comply with new rules. By Oct. 31, 1960, they must ask Commission for authority to continue temporarily as is. And by Feb. 1, 1961, they must file with FCC applications for modification of equipment to comply with new rules.

Those seeking to build new translators may apply immediately, using Form 346 (same form used for uhf translators), but they won't get CPs until after Sept. 6.

Text of decision wasn't released last week, so precise working of rules & standards isn't available. However, it's understood that these are the major provisions:

- (1) One-watt ceiling.
- (2) Operators must eliminate interference to regular stations—going off air if necessary.
- (3) Equipment must be "type-accepted" by FCC. This means manufacturers will file description of equipment with Commission. This is less stringent than "type-approval," in which FCC actually tests models.
- (4) No licensed operator required.
- (5) No on-channel operation with parent station.

- (6) On-off control at an accessible place.
- (7) Automatic cutoff when parent station goes off.
- (8) Interference among translators to be resolved by mutual agreement among operators.
- (9) No minimum mileage separations.
- (10) No "duopoly" rule, meaning one licensee can operate several translators covering same area.
- (11) Can't build in uhf-served areas except upon special showing.
- (12) No restriction on who can build, except usual citizenship requirements, etc. Thus, regular vhf station operator can build translators.

(13) Applications to build in cities now served by regular stations will be handled on case-to-case basis—in light of economic impact on local station and advantages of multiple service to public.

Not generally appreciated is fact that new rules also apply to uhf translators, superseding their old rules. Thus, uhf units may now be built much cheaper than before. They still have advantage of 100-watt ceiling vs. vhf's one-watt. Also not generally known is fact that CATV operator's pickup signals are protected against vhf translator interference. Rules provide that translators must avoid interference to any direct pickup of station signals. This includes CATV.

**FOUNDATION-LAYING FOR N.Y. UHF PROJECT:** Some 50-60 industry representatives sat down with FCC staff last week to help it get started on Commission's \$2-million N.Y. uhf experiment (Vol. 16:30 p9). After chief engineer Edward Allen described general purposes & plans, discussion centered on methods of industry participation. Here's upshot:

Five committees will be formed: One overall "broad brush" group, as Allen described it, and 4 groups to work directly with Commission's staff in 4 areas—transmission, reception, measurements & analysis. The 5 committees will be co-equal. All interested parties may offer men to serve on committee, and it's expected that nucleus of each will comprise representatives of NAB, EIA, IRE, AMST, JTAC, JCET, TASO, AFCCE, CCT. Next meeting, in Allen's office Aug. 9, may result in naming of committees.

Committees will operate much as did TASO—an FCC man setting up agenda & convening meetings, to minimize possibilities of anti-trust violations. Procedure conforms to Attorney General's recommendations.

Representatives of AMST (Ernest Jennes) & NAB (Charles Tower) urged that TASO serve as sort of framework or starting point for the new advisory groups—to reduce the time lag & legal hassling over anti-trust fears. This was strongly opposed by engineers Stuart Bailey, John Creutz, Jules Cohen & Jack Poppele. Poppele made speech urging group not to use TASO framework, saying "you'd be reviving a dead horse" and declaring that it didn't do the job it was intended to do. Bailey said that TASO's job was completed, that a new group is needed now, that he wasn't criticizing TASO. Apparently, there's some opinion that TASO was cool to uhf. On the other hand, project sparkplug Comr. Robert Lee told group of his great faith in TASO exec. dir. George Town and that he'd tried vainly to get Town to head project.



Getting into technical details, Allen said first major problem is to find means of mounting antenna on Empire State Bldg.—no mean chore. As for new receiver possibilities, Allen said "immediate utility" is being emphasized. Therefore, he concluded, parametric amplifiers & tunnel diodes "seem to be out, but crystals sound good." He's hoping for noise figures of 6-8 db, compared with the 10-14 db now achieved in uhf sets. He reported that Airborne Instruments Labs had been commissioned to do a uhf receiver "feasibility study," will report soon. Aim is to have Empire State Bldg. transmitter operating by Sept. 1961. Allen said channel hasn't been selected yet, but he welcomed offer of WNYC spokesman at meeting who said that Ch. 31 is available; station holds CP for it.

Comr. Lee said that N.Y. City govt. & educational institutions can help place receivers, produce some programming. Allen cautioned against expecting much regular program fare—because tests require fiddling with signals. Lee said he hoped station could be turned over to educators after end of experiment.

**FCC CHALLENGES CONVENTION COVERAGE:** Broadcasters figured they had won big freedom-of-air victory when Congress voted last year to exempt political newscasts from Communications Act's equal-time requirements (Vol. 15:36 p2). Last week FCC provided them with sobering second thoughts.

All 3 Little Rock TV stations were put on spot by Commission for blacking out network coverage of opening session of Republican convention in Chicago (see p. 5). They carried paid primary-even election speeches by Ark. Democratic candidates for state & local offices instead. Stations (KARK-TV, KATV & KTHV) had transmitted full proceedings of Democratic convention in Los Angeles 2 weeks earlier. How come they didn't make "reasonable effort" to give Republicans similar treatment? FCC wanted to know in telegrams demanding "full statement" from each.

Exemption language of amended Sec. 315 seemed explicit. Excluded from application of equal-time rules for TV & radio appearances by candidates was "on-the-spot coverage of bona fide events (including but not limited to political conventions & activities incidental thereto)." Presumably, stations could use their own news judgments in covering—or ignoring—any conventions or any part thereof. On grounds that Ark. election issues were of more immediate local public interest than Republican speeches in Chicago July 25, KARK-TV, KATV & KTHV chose to pass up GOP convention that night.

But Little Rock stations were brought up short by FCC, which pointed to another sentence tacked on to 1959 amendment. This sentence said broadcasters still were obliged "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." And in rare party-line split, Commission's Republican majority (Democratic members demurring) said Little Rock schedules for Chicago vs. Los Angeles convention coverage "do not comply with this provision."

Nobody's going to lose his FCC license in new battle of Little Rock—and even before Commission got on their necks, KARK-TV, KATV & KTHV were arranging for taped reruns to make up for missed portions of Republican proceedings. But as lawyer for one station put it to us: "You can't win on Sec. 315, no matter how it's amended. Every time the Commission wants to make an issue, it can."

**MIAMI CH. 7 SPY STORIES RETOLD:** Most parties in hotly contested 1954-56 Miami Ch. 7 case engaged in espionage & counter-espionage to find out who was doing what to win the grant which eventually went to WCKT—but if anybody applied improper pressures on FCC it must have been the other fellow, Commission was told last week.

This was gist of sometimes-impassioned arguments in filings by WCKT (Biscayne TV Corp.) and 2 other original applicants—South Fla. TV Corp. & East Coast TV Corp.—which had been virtually blacklisted by FCC legal counsel in recommendations winding up Ch. 7 "influence" rehearing (Vol. 16:30 p2). Rebuttal filings went over same hearing testimony, drew opposite conclusions.

"Principals & a representative of Biscayne had certain contacts with members of the Commission" while the grant was pending, WCKT said in its "proposed findings of fact & conclusions of law" for special FCC examiner Horace Stern. It conceded that Fla. Light & Power Co.'s Ben H. Fuqua, for one, had made investigations in Biscayne's behalf, but insisted: "On none of these occasions was there any extra-record presentation made with respect to the merits of the case, nor was there any attempt to influence any member of the Commission." On other hand, Biscayne said, "representatives of East Coast and South Florida sought to influence" vote of ex-Comr. Richard A. Mack.

Miami lawyer Thurman A. Whiteside was paid \$5,000 "to obtain information & do investigative work," South Florida conceded. But the only purpose was "to find out whether any pressures were being put on Mack or other Commissioners to vote for Biscayne," South Florida maintained. It insisted that "no principal of South Florida has ever spoken to or contacted any Commissioner concerning the Ch. 7 case while the matter was in an adjudicatory posture."

East Coast said it tried "to arouse public opinion" against newspaper ownership of TV stations inas- much as Knight & Cox newspapers had interests in Biscayne. Tampa lawyer Miles H. Draper was hired for \$5,000 by Washington counsel for this & other special purposes, but any ex-parte work he did on Commission was without East Coast's knowledge, it argued.

Full support for FCC counsel's recommendations against 3 applicants came from remaining con- testant, however. Sunbeam TV Corp., only applicant to escape taint in case, said examiner Stern should call for "absolute disqualification" of Biscayne, South Florida and East Coast when he makes his report.

## Conventions

### More about

**THE LITTLE ROCK STORY:** A sample of probable future headaches for broadcasters when they handle 1960 political campaign news was provided last week by FCC in a new interpretation of amended Sec. 315 of the Communications Act.

Little Rock's KARK-TV, KATV & KTHV were called on the carpet by the Commission's Republican majority for substituting state & local Democratic primary election politics for network coverage of the opening July 25 session of the GOP convention in Chicago.

Broadcasters who thought revised Sec. 315 gave them freedom to pick & choose political newscasts without fear of running into equal-time trouble had another think coming (see p. 4). The 3 Little Rock stations were told that inasmuch as they had carried full news coverage of the Democratic convention in Los Angeles, they were obligated to do the same for the Republicans.

"Requirements of local political election are recognized," the 4 Republican members said for the Commission in telegrams to the stations demanding explanations—new Comr. King (Vol. 16:30 p9) casting one of his first votes in favor of the action. "However, it does not appear from the facts available that a reasonable effort has been made to meet the fairness provisions of Sec. 315." The 3 Democrats on FCC didn't see it that way.

As amended by Congress last year, the law exempted *bona fide* political convention coverage from equal-time demands by an opposition party. But it also said that nothing in exemption clauses freed broadcasters "from the obligation imposed upon them under this act to operate in the public interest" in handling public controversies.

#### Triggered By Republican Complaint

FCC's challenge to KARK-TV, KATV & KTHV was set off by one wired complaint in advance of the July 25 GOP convention session. Mrs. W. Y. Pake, pres. of the Greater Little Rock Women's Republican Club, protested the "inequity" of plans announced by the stations to turn over their facilities that night to Democratic candidates for paid appeals for votes in the primary next day.

By telephone, FCC staffers got confirmation from Little Rock of the stations' plans to black out the Chicago convention session for the local-interest politics. The telegrams from FCC followed promptly—but KARK-TV, KATV & KTHV went ahead anyway, carrying speeches by such candidates as Gov. Orval Faubus, who won handily. The stations' time had been committed to them far in advance of the GOP sessions.

"The winning of the Democratic primary is tantamount to election in the state, and we figured carrying the candidates was more in the public interest than the first session of the convention," said vp Douglas Romine of KARK-TV. Similar defenses of policy were made by the other 2 stations. All 3 carried the Chicago convention the next night but interposed news of Ark. election returns.

One demurrer & 2 dissents to the majority FCC position on the convention-vs.-local election issue were filed by the Democratic members.

Comr. Bartley said he agreed "a full statement of the facts" should be supplied by each station. But he added: "Complications arising from conflict with local campaign & election returns may have presented stations with impossible clearance conflicts."

Comr. Craven said: "I believe that from the stand-

point of reasonableness the Little Rock (Ark.) TV station licensees have made a proper decision in making their facilities available to candidates involved in local & state primary elections in lieu of broadcasting the Republican National Convention on the night of July 25, 1960."

Comr. Cross (Ark.) said: "I consider the licensees in question have done all that can be reasonably expected of them to live up to their licensee responsibilities."

Lawyers for the stations got to work promptly drafting formal replies to FCC, which wasn't expected to go over them until it returns from its Aug. vacation.

Meanwhile, back in Little Rock, Mrs. Pake said she had no further complaints to make against the stations' handling of the GOP sessions. She switched from one station to another the second night of the Chicago convention, told reporters the coverage "went smoothly."

We asked the stations' lawyers what they thought about the legal basis for FCC's interpretation of the "fairness" section of Sec. 315, got such observations as these:

"It seems to me that this is FCC censorship."

"We would have been accused of violating Sec. 315 if we'd refused time to primary candidates before election."

"I don't see any equal-time issues in this at all. There might have been an issue if the stations hadn't done what they did."

"There's an awful lot of misunderstanding of what is involved here."

Note: House Commerce Committee Chmn. Harris (D-Ark.), who helped push the 1959 Sec. 315 amendments through the House, stayed out of the controversy. He had no primary opposition for re-election, saw no need for making speeches on TV, and wasn't involved in the Little Rock pre-emption of network convention time.

\* \* \*

A "staggering" job in terms of time, effort & money has been done by TV & radio in covering Democratic & Republican National Conventions in Los Angeles & Chicago, NAB policy committee Chmn. Clair R. McCollough said last week. Totting up estimates of the costs alone, McCollough said they'd likely run between \$15-\$20 million, that income from sponsors would make up for only about \$2 of each \$3 spent by networks & stations. The industry's investment, he added, "has only one purpose—to keep the public fully informed, minute-by-minute, on each significant development at both conventions."

\* \* \*

Three-network coverage of the GOP was labeled "sharper," "more relaxed," "better paced," and "better organized," than the Democratic variety, by major newspaper TV critics. "The improvement was remarkable," said one columnist, "there was minimum reliance on 'pool' coverage and more emphasis on individual reporting." Critics generally agreed that CBS-TV made a comeback last week "with Mr. Murrow and Walter Cronkite loosening up their commentaries (*a la* Huntley-Brinkley) to provide greater relaxation & humor," as Jack Gould, *N.Y. Times* put it.

NBC, however, retained a substantial rating lead throughout last week and most critics continued to acclaim the NBC anchor team. (For more on ratings, see p. 6.)

Generally, critics were strong in their praise of the total network coverage picture: "We of the TV audience had a better view of the proceedings than most of the delegates," Ben Gross, *N.Y. Daily News*; "TV has put a new life into political conventions," Bob Williams, *N.Y. Post*; "TV may have its problems with quiz scandals & filmed repeats, but it also can render a highly important public service, and this summer it is doing so," Jack Gould, *Times*.

**POST-CONVENTION SCRAMBLE:** Network political coverage moved out of the convention and into the campaign last week with hardly a pause for breath. The conventions had established a new—and possibly temporary—balance of network news power in NBC-TV's favor. But officials of all 3 networks were already deep in plans for a new round of political TV showcases.

Operating on the assumption that the House will follow the Senate's lead in waiving troublesome Sec. 315 when it re-convenes Aug. 15, top network officials last week were busy lining up the principal political candidates for pre-election TV debates. Telegrams went to Sen. Kennedy and Vice President Nixon from NBC Chmn. Robert W. Sarnoff inviting them to appear on a proposed series of eight 60-min., prime-time telecasts entitled *The Great Debate*. (Kennedy accepted; Nixon indicated he was willing but wanted "to examine the format.") CBS Inc. Pres. Dr. Frank Stanton proposed a similar 8-program series of CBS-TV prime-time appearances between Labor Day & the election. (Kennedy "wholeheartedly" accepted by wire, and designated Leonard Reinsch to meet with CBS to discuss details. Late Friday, Nixon hadn't yet formulated his reply.) AB-PT Pres. Leonard H. Goldenson spoke to the standard-bearers, inviting them to ABC-TV appearances and proposing that the 3 networks alternate in giving the candidates prime-time slots one evening each week for 9 weeks before the election.

**Other network political activity:** NBC plans political features in the regular Huntley-Brinkley news shows, early-morning *Today* and *Meet the Press*, and is blueprinting several pre-election specials. CBS will have a series of nine 30-min. Westinghouse-sponsored political shows (not debates) starting Sept. 12, *Eyewitness to History*, *Face the Nation*, and political news coverage in *Douglas Edwards & the News*. ABC has scheduled a pre-election 30-min. series, *Campaign Roundup*, to be aired in a Sun.-afternoon slot, is talking of "several pre-election documentaries or specials" (possibly with Bell & Howell as sponsor), and political coverage in news vp John Daly's regular news show.

At the same time, executives of the 3 networks handling the sale of time for paid political telecasts were starting a round of strategy meetings with party officials. Both the Republicans & Democrats are reportedly budgeting "large" amounts for TV-radio. Said one NBC official: "There's little or no problem in 'selling' time; it's a matter of juggling them into the schedule."

On-air ad strategy of the major parties is still in a formative state, but it shapes up something like this: Both parties have experienced the viewer resentment that comes from pre-empting top-rated entertainment & dramatic shows; both parties are now thinking in terms of small, capsuled political telecasts for the bulk of the campaign.

\* \* \*

Spot TV-radio will be used to combat religious bigotry in the coming political campaign by such organizations as the Anti-Defamation League, the National Conference of Christians & Jews and the American Civil Liberties Union. The plan, according to ADL officials, is to film & produce a series of 60-sec. public-service spots denouncing bigotry & prejudice as influences in choosing candidates. NCCJ hopes to give similar spots to TV & radio stations for frequent airing during the coming months.

Congressional disclosures of TV & radio scandals & practices within FCC were ignored by platform-writers at last week's Republican convention in Chicago. In contrast to the Democratic platform which scored "payola & quiz scandals" and promised to "clean up the federal regulatory agencies" (Vol. 16:29 p6), the Republican policy statement gave the subjects once-over-lightly treatment. The GOP plank on "govt. administration" (written by Robert A. Taft Jr.) said only: "Improved conflict-of-interest laws should be enacted for vigilant protection of the public interest and to remove deterrents to govt. service by our most able citizens."

\* \* \*

Advertising Federation of America will not openly protest to electioneering politicians who publicly criticize advertising, Madison Ave., TV, etc. "We're fighting for public & governmental respect and we feel this is the best way we can earn it—by keeping ourselves calm," said AFA. On the same subject, another AFA spokesman said, "The industry has nothing to be ashamed of, and we feel that actually the politicians are the ones whose ethics are showing the most, strictly because they're looking for a whipping boy to stir up the populace."

\* \* \*

NBC's coverage again outrated the other networks, according to Arbitron overnight national reports. Top score came July 27 when Nixon was nominated. NBC had an 18.2 rating against 10.6 for CBS and 5.8 for ABC. On the same night NBC's average homes-per-min. figure was 8.2 million against 4.8 million for CBS and 2.3 million for ABC. Combined ratings & homes reached for the Republican coverage were: NBC 16.2, 7.2 million homes; CBS 10.8, 4.9 million homes; ABC 5.0, 2.0 million homes. Combined ratings for both conventions, according to Arbitron, were NBC 16.4, 7.3 million homes; CBS 11.5, 5.2 million homes; ABC 5.8, 2.2 million homes.

\* \* \*

Swiss-made Eidophor projection TV received its biggest public exposure at the GOP convention. TNT used the system, manufactured by CIBA Ltd., to throw images of the speakers on two 24x32-ft. screens in the Chicago International Amphitheater. GE's Light-Valve system, operating on a similar system, was used by TelePrompTer at the Los Angeles Democratic Convention (Vol. 16:27 p20).

## Educational Television

**Funds for ETV:** The Ford Foundation last week announced major appropriations for ETV on university, secondary and elementary school levels. Grants to colleges included the following: \$86,100 for the activation of university ETV channels; \$23,500 to the Twin City Area ETV Corp. for the development of a regional ETV network for Ia., Neb., Minn., N.D., S.D. and Wis.; \$500,000 to continue a Ford Foundation-sponsored program releasing faculty members from their regular duties to teach on TV; \$4,950 for visits by teachers to schools or colleges using ETV.

ETV systems in elementary & secondary schools were given \$930,520 toward: A national program in the use of TV in public schools; a closed-circuit-TV operation in the Wash., D.C.-Md. area; the Fla. West Coast ETV Inc. and Dade Co. (Fla.) board of public instruction; and the Clover Park schools, Tacoma, Wash. for assistance in preparing 6 TV courses.

## Advertising

**FTC's 7 COMMANDMENTS:** Returning from a 3-week vacation in England—his first in a long time—FTC Chmn. Earl W. Kintner was back at his old speaker's stand last week, preaching his gospel of good broadcast commercials vs. bad.

In the first of a new series of lectures on the evils of advertising, he outlined a 7-point good-conduct guide for the St. Louis Ad Club—"common-sense rules of thumb which have received direct support from the courts in litigation over a period of years":

(1) "Advertisements must be considered in their entirety."

(2) "Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser."

(3) "Advertisements as a whole may be completely misleading, although every sentence separately considered is literally true."

(4) "Whether or not the advertiser knows the representations to be false, the deception of purchasers & the diversion of trade from competitors is the same."

(5) "A deliberate effort to deceive need not be proven to prohibit the use of advertising which misleads as an unfair method of competition or unfair or deceptive act or practice."

(6) "Laws are made to protect the trusting as well as the suspicious."

(7) "Advertising representations which are ambiguous will be interpreted in such a way as to accomplish the purpose of the Federal Trade Commission Act."

Reporting on stepped-up operations of FTC's TV-radio monitoring unit (Vol. 16:30 p5), Kintner also told the St. Louis admen that his agency's truth-in-advertising drive is making headway. "Although much remains to be done, I believe that the campaign has been effective to a substantial degree," he said.

For media, advertisers & agencies everywhere, Kintner had these words of general advice: "Any media—news-papers, magazines or broadcasters—would be shortsighted indeed to permit misleading advertising in the belief that the Federal Trade Commission can't attack it, or to believe that reputable advertisers like to spend money for the privilege of having their ads devaluated by the misleading company they keep."

Kintner had words of scorn for "the short-cutters [who] can present an awesome selection of circumventions of the law—devious, imaginative & workable." They're wrong, he said, when "they tell each other that the FTC Act holds terror only for the slow & stupid."

**Ad People:** Richard P. Jones named media dir., J. Walter Thompson . . . Rodney Albright, James Hayes and Frank Reed elected vps in Sullivan, Stauffer, Colwell & Bayles TV-radio dept. . . . William S. Robinson and Carlton Zucker named Leo Burnett vps . . . Oliver H. Barbour, who succeeded Thomas J. McDermott as vp for broadcast programming at Benton & Bowles when McDermott left to join Four Star Productions as a vp, resigned July 29. Barbour announced no immediate plans.

Correction by ARB for Special Supplement No. 6: St. Louis, Mo. figures should read 465,900 total households, 428,100 TV households, 92%.

**Net TV Up 7% in May:** The national ad volume in May pushed 9% ahead of May 1959. There were solid percentage gains by pace-setting magazines (18%), newspapers & business papers (8%) and network TV (7%). The latest *Printers' Ink* index also shows year-to-date business 10% higher than 1959's Jan.-May investment. With the sole exception of network radio, down 11%, all major media contributed to the cumulative gain: magazines (17%), newspapers (9%), business papers (8%), network TV (7%). Among these, however, only TV failed to gain in May-over-April volume. Newspapers (8%) led the gainers, followed by outdoor (4%), magazines (2%), business papers (1%).

Although network radio was the only media that declined across the board, it did improve strongly over its April-index performance (Vol. 16:26 p14). Radio was down 8% both in May-from-April & May-vs.-May 1959, compared with its 21% deficits in the April index. Cumulative radio business was down 11% in May, but sharply reduced from the 17% loss recorded at the end of April.

Medium	Index		% Change from		% Cumulative Change
	May 1960	May 1959	1 month ago	1 year ago	
General Index .....	245	224	+ 3	+ 9	+10
Total Magazines .....	195	165	+ 2	+18	+17
Weekly .....	226	181	+ 4	+25	+23
Women's .....	140	122	+ 1	+15	+11
General Monthly ....	235	209	+ 0	+12	+12
Farm .....	87	105	-11	-17	+ 3
Newspapers .....	225	208	+ 8	+ 8	+ 9
Network Television ...	472	443	+ 0	+ 7	+ 7
Network Radio .....	23	25	- 8	- 8	-11
Business Papers .....	258	240	+ 1	+ 8	+ 8
Outdoor .....	166	171	+ 4	+ 3	+ 5
	1st Qtr. '60	1st Qtr. '59	4th Qtr. '59	1 year ago	
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 1947-1959 except for the TV base, which covers the years 1950-62. Spot TV is not reflected in the general index. \*Spot TV data, although shown monthly, report the preceding quarter's activity.

### U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WABC-TV New York .....	\$4675 to \$4890	\$1400 to \$1800	July 31
KRCA Los Angeles .....	4300 (no change)	900 to 1000	July 1
WLWD Dayton, O. ....	1100 to 1200	250 to 285	June 15
WJAC-TV Johnstown, Pa. ..	1000 to 1100	250 to 300	Aug. 1
WFMY-TV Greensboro, N.C.	900 to 1000	200 (no change)	Aug. 1
WROC-TV Rochester, N.Y. ..	800 to 900	220 (no change)	Aug. 1
WTVD Durham-Raleigh .....	750 to 850	150 to 170	Aug. 15
KELO-TV Sioux Falls, S.D.	600 to 700	162.50 to 175	1
WNEP-TV Scranton-Wilkes-Barre .....	575 to 625	125 to 135	Aug. 1
WTOK-TV Meridian, Miss. ..	325 to 375	65 to 85	Aug. 1
KOLD-TV Tucson .....	300 (no change)	60 to 65	1
WAFB-TV Baton Rouge ....	250 to 450	50 to 100	1

### Canadian Station Rate Increases

CKWS-TV Kingston, Ont. ..	280 to 360	56 (no change)	July 1
CJCB-TV Sydney, N.S. ....	275 to 300	65 to 70	July 1

<sup>1</sup> Not reported.

New AFTRA demands "are intended to guarantee to the spot-commercial performer payments every week for every city in which his commercial is exposed." Although AFTRA was reluctant to divulge details worked out at the annual convention, the talent union indicated that methods of "weighting" city populations would be used to determine how high the minimum commercial rates in each city would be. For instance, cities with metropolitan population of 1 million or less have "one unit." Cities with population of 1 million or more are awarded additional "units" for every additional 500,000 citizens. Performers would be paid on a scale based on the units. In live & tape programming, however, AFTRA fees will jump about 15% under the existing formula.

Lestoil "house agency" concept is being dropped. Jackson Associates, a Holyoke, Mass. ad shop originally created by Adell Chemical Co. to handle Lestoil and Lestare's ad campaigns (95% TV and currently budgeted at \$10 million), is being merged with a small Boston agency, Sackel Co. The combined billings of the newly created Sackel-Jackson Co. will be about \$12 million annually. No basic change in the Lestoil-Lestare TV-oriented ad strategy is planned, however, although Sackel-Jackson will actively seek new accounts. Decision to use an independent operation came from Standard International Corp., which purchased Adell last Mar., and set up Lestoil Products Corp. as an Adell subsidiary. Pres. Daniel E. Hogan Jr. of Lestoil products put it thus: "Less than 2% of America's advertisers use house agencies, because they lack the creative & competitive motivation so vital in today's market." Top executives in the new combined agency will be former Sackel men, with Sol Sackel as pres. and former Sackel vp Ralph Schiff as exec vp.

The 85 representative magazines [tabulated by Gallagher] carried 2,207 more advertising pages in the first half of 1960 than they carried in the same period last year. That's a 5.5% increase, compared to 1959 . . . Advertising revenues for the first 6 months of 1960 were \$439,392,612. That is a gain of 14.8% over last year's \$382,834,788 . . . Net profit, after taxes, of member publications of the Magazine Publishers Assn. has slid from 8.3% in 1946 to 1.9% in 1959 . . . Magazine advertising cost-per-thousand is actually falling. The average per-thousand cost of a black & white page in leading magazines was \$4.04 in 1958. In 1959 it was \$3.99. Per-thousand cost for a 4-color page dropped from \$5.78 to \$5.72 in the same period . . . Dangerous tendency to rely on cut-rate, short-term subscription offers. Less than 3% of *Reader's Digest* subscriptions are sold at basic prices. With *Life* it's less than 19%. *Time* 22%. *Newsweek* 36%. *Reporter* 42%. *Look* 53%.—*The Gallagher Report*.

Squibb Labs isn't following the general trend toward participation or partial sponsorship of network properties for the fall season. The firm, which is the marketing subsidiary of E. R. Squibb & Sons, has signed for full sponsorship of NBC-TV's *People Are Funny* (Sun. 6:30-7 p.m.) starting Sept. 18, via Donahue & Coe agency. Chief Squibb product to be promoted on the series: Vigran, a multi-vitamin supplement. The show, which stars Art Linkletter, has been on NBC-TV since 1954.

New reps: WJDM Panama City (changing call to WJHG-TV) to Venard, Rintoul & McConnell Aug. 1 from Hollingbery • KHSL-TV Chico, Cal. to Headley-Reed July 15 from Avery-Knodel • WBOY-TV Clarksburg, W. Va. to Avery-Knodel July 1 from Headley-Reed • WHIS-TV Bluefield, W. Va. to Select Station Representatives Aug. 1 from Katz.

"For a lot of oldtimers the retirement of E. H. Little as Colgate's chief executive officer last week this thought might have been evoked: here goes the last of the 3 autocrats that figured prominently in the rise of air media. The other 2: George Washington Hill, pres. of American Tobacco, and Francis Courtway, pres. of Lever Bros. To each you might ascribe this epitaph: he quickly recognized the value of a new advertising tool but made sure that he himself dictated how it best could be used."—*Sponsor*.

Fordham U. is the first university to become an associate member of TvB. It joined last week under a new plan to provide students with TV presentations & information.

## Auxiliary Services

**JERROLD ANTI-TRUST RULING:** Jerrold Electronics Corp. has been enjoined from acquiring community-antenna systems until April 2, 1962. The complex 55-page decision by Philadelphia U.S. District Court Judge Francis L. Van Dusen climaxes the 2½-year civil anti-trust suit filed by the Justice Dept. (Vol. 13:7 p5 et seq.). At week's end, Jerrold and govt. attorneys were still studying the decision. They declined to comment. Nevertheless, it seemed likely that an appeal would be filed by Jerrold, possibly a counter-appeal by Justice.

How the decision would affect Jerrold's plans to sell its 9 CATV systems (Vol. 16:30) wasn't yet known. Best guess is that the community-antenna equipment manufacturer will go ahead with its plans for the sale.

The court decision represented a clear-cut victory for nobody. The ruling came far from satisfying the Justice Dept.'s pleas. The court refused to order Jerrold to divest itself of ownership of CATV systems, deciding instead to bar Jerrold from acquiring any new ones without court approval for 3 years from April 2, 1959.

In the other principal section of the decision, the court enjoined Jerrold from refusing to sell CATV equipment without service & installation contracts and agreements to buy all replacement parts from Jerrold. Jerrold had contended that it had discontinued this tie-in sale practice before the date of the suit. The court agreed that some of these practices may have been justified for a limited period, but contended that Jerrold had continued the practice after it had no longer been necessary.

Permanent closed-circuit network is being sought from AT&T by TelePrompTer Corp. to link 8 cities (N.Y., Boston, Philadelphia, Washington, Cleveland, Chicago, Detroit, Pittsburgh). TPT Pres. Irving B. Kahn so informed a luncheon meeting of the Philadelphia chapter of the American Public Relations Assn. last week, adding that the system would be used only for closed-circuitcasts (sales meetings; inter-city conferences, etc.) and would enable TPT "to go to large corporations and to sell them an hour daily or weekly." The network could be made larger or smaller on demand. "Closed-circuit telecasts could be cheaper by the dozen" through leasing lines on a regular basis, said Kahn.

Canadian CATV regulation has been suggested in the annual report of Canada's BBG, which recommended that the Justice Dept. look into the legality of licensing both CATV & pay-TV systems. The report said BBG is also discussing the question of CATV licensing with the Canadian Assn. of Bestrs. CATV systems currently pay a \$25 annual fee but are free from BBG regulation. BBG said there are about 200 operating in Canada now. The Board's report also stated that a Montreal group wants to establish a broadcast pay-TV system on uhf. It was advised that BBG is willing to consider an application which conforms to all TV regulations.

Translator starts: K81AI Alpine & Marfa, Tex. started July 25 repeating KTSM-TV El Paso • K72BE & K76BC Walker, Minn. have set Sept. 1 target for start with KDAL-TV & WDSM-TV Duluth.

Protest by proposed CATV operator Fla. Cablevision Corp. against modification of CP granted to WTVI (Ch. 9) Ft. Pierce (Vol. 16:27 p20) has been dismissed by FCC.

## Stations

**BIGGEST RADIO DEAL EVER:** Storer Bestg. Co. has signed an option to buy WINS N.Y. from Gotham Bestg. Corp. (J. Elroy McCaw) for \$10 million—the highest price ever set for a radio station.

The \$10-million tag on WINS was more than 20 times higher than the \$450,000 McCaw paid for the station when he bought it in 1953 from Crosley Bestg. Corp. (Vol. 9:52 p14). Highest previous radio price was \$7.5 million for WNEW N.Y. when the old Du Mont Bestg. Corp. took it over in 1957 from Buckley-Wrathner-Loeb (Vol. 13:17 p4).

Negotiated by station broker Howard Stark, the Storer-Gotham option agreement filed with FCC provided for a \$100,000 down payment on WINS for "exclusive & irrevocable option to purchase." Gotham will keep the \$100,000 if Storer doesn't complete the transaction.

The option will run 90 days to Oct. 8, but the agreement itself will stay in force until next Jan. 10 if FCC doesn't approve the deal before then. After that, Storer may extend the option for 3 consecutive periods of 6 months each.

If the deal goes through, Storer must sell one of its present radio holdings to keep it within its 7-station limit. Presumably Storer would dispose of a station in a smaller market—such as WPSD Toledo or WWVA Wheeling. Storer's other holdings now: WJBK-TV & WJBK Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WJW-TV & WJW Cleveland, WITI-TV Milwaukee and radios WGBS Miami, WIBG Philadelphia and KPOP Los Angeles.

In addition to WINS, Gotham's McCaw owns KTVW Tacoma-Seattle and KTVR Denver, holds 50% of radio KELA Centralia, Wash., and has TV interests in Haiti.

FTC payola complaints, which reached flood stage early this year but have been diminishing since (Vol. 16:1 p7 et seq.), trickled on last week—and more were reported on the way. Latest record firms to be charged with illegal payments to disc jockeys—and bringing FTC's case total to 102 (more than half already settled by consent orders)—were: Jay Kay Distributing Co., 3725 Woodward Ave., Detroit, and officials John S. Marion & Allen Kaplan • Prestige Records Inc., 203 S. Washington Ave., Bergenfield, N.J., and officials Robert, Selig & John Weinstock • Dot Record Inc., 1507 N. Vine St., Hollywood, and officials Randolph C. Wood & Christine Hamilton • Cadet Distributing Co. Inc., 3766 Woodward Ave., Detroit, and officials Harry, Hyme & Isadore Levin • An FTC spokesman told us, meanwhile, that it would be a mistake for anybody in the industry to conclude that the agency's drive was over just because complaints have been tapering off. This source said that the bulk of active cases has been docketed, but he warned that FTC hasn't called off its campaign—and that payola-practicing record manufacturers & distributors who have escaped legal trouble thus far shouldn't start telling themselves: "Okay. The cops have gone home. We can do what we want to now."

Add to our "Background No. 8" on TV-radio organizations (Vol. 16:28 p20): Radio & Television Executives Society Inc. (RTES)—purpose: Provide forums for professionals in broadcasting & allied fields, promote higher standards. Eligible: Individuals, corporations, associations, groups actively engaged in TV & radio and allied fields. Membership: 1,100. Dues: Active, \$35 annually (\$10 initiation); non-resident, \$17.50 annually (\$5 initiation).

**NEW & UPCOMING STATIONS:** KSOO-TV (Ch. 13) Sioux Falls, S.D., started programming with NBC-TV July 31. It's city's 2nd TV outlet and changes U.S. on-air totals to 570 (89 uhf). KSOO-TV has 25-kw RCA transmitter and traveling-wave antenna on 1000-ft. Stainless tower at site near Flandreau S.D. Owners are Morton H. Henkin, pres.-gen. mgr. & 50.7% stockholder; Tom Barnes, exec. vp & film buyer, 19%; Harold W. Bangert, 10%; Earl C. Reineke, 10% (formerly majority owner of WDAY-TV & WDAY, Fargo, N.D., and present 10% stockholder of KCMT, Alexandria, Minn.); Julius Hetland, engineering vp & 10% (WDAY-TV technical director & 10% stockholder in KCMT). Station staff includes Wade S. Patterson, gen. sales mgr.; Ed Starr, regional & local sales mgr.; Kenneth H. Moore, production dir.; Max Pierce, technical dir.; Robert Wheeler, film dir. Base hour is \$600. Reprs: Avery-Knodel, Harry S. Hyett.

\* \* \*

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

**KVOG-TV (Ch. 9)** Ogden, Utah has 5-kw Gates transmitter scheduled for delivery soon and hopes to start this fall, according to David B. Affleck, asst. mgr. of radio KVOG, also sales mgr. of KVOG-TV. Studio-transmitter building has been completed and 6-bay RCA antenna has been installed on 400-ft. Utility tower. Network affiliation not signed. Base hour will be \$325. Rep: Grant Webb.

**WTVI (Ch. 19)** Fort Pierce, Fla. has ordered 25-kw GE transmitter for Aug. 30 delivery and plans to begin with CBS-TV programming Oct. 1, reports exec. vp J. Patrick Beacom for Gene T. Dyer, pres. & owner. Studio-transmitter building on Signal Hill, between Fort Pierce & Vero Beach, is 3/4 completed. Foundation work has begun for 290-ft. Stainless tower. Base hourly rate will be \$300. Rep will be Forjoe.

**KTPS (Ch. 62)** Tacoma, Wash., planned as non-commercial outlet by grantee Tacoma School Dist. No. 10, is keeping to Sept. 1961 target. It has 1-kw RCA transmitter on order. Remodeling to accommodate transmitter-studio at vocational school is about one-quarter done. RCA 12-gain antenna will be on school district's 450-ft. tower.

**KEYC-TV (Ch. 12)** Mankato, Minn. has 25-kw RCA transmitter scheduled for Aug. delivery and plans programming start Oct. 1, writes exec. vp Herbert R. Ohrt, of Lee Radio Inc., 70% owner. Transmitter house in Lewisville, Minn. is half finished, work on studios in Mankato has just started. Network affiliation hasn't been signed. Base hour will be \$300. Rep will be Branham.

**KCSD-TV (Ch. 19)** Kansas City, Mo. has changed to Nov. 15 target for operation by School Dist. 19 there as educational outlet, writes J. Glenn Travis, admin. asst. to the school supt. It has 1-kw GE transmitter on order. Studio will be in Bd. of Education Bldg., transmitter in City Hall. It will use helical GE antenna.

**WBNN (Ch. 10)** Charlotte Amalie, V.I. started construction Aug. 1 and plans to begin programming by next Jan. 1, according to Robert Moss, pres. of grantee Island Bestg. Co. A Gates transmitter has been ordered and 160-ft. Utility tower will be installed on Signal Hill. Moss, exec. producer for Martin Block, plans to move to the islands next fall. Robert E. Noble Jr., co-owner of WBNN, already is a resident there. Base hour hasn't been set. Rep not yet chosen.

## Technology

**And Now—Rockcasting:** An intriguing innovation in radio transmission—a 4½-mile transmission through the earth's substrata 1,000 ft. down, and with a potential of 100-mile radius—was demonstrated last week by Developmental Engineering Corp. (DECO).

There's no broadcast-service potential for the system, said DECO Pres. Lester H. Carr, who is also a veteran Washington TV-radio engineering consultant. "What it is," he said, "is a terrific survival medium—come flood, hurricane, hydrogen bomb or what have you."

The system—dubbed "Lithocom"—was demonstrated at mines near Carlsbad, N.M. It's virtually immune to interference & jamming. Ordinary interference doesn't penetrate from the surface to the depths involved, and a jammer would have to find a suitable mine or bore a hole to the proper depth.

Carr said that most of the U.S. has substrata of the proper material, making widespread use of the system possible. Last week's demonstration employed a layer of salt, but other materials work, including limestone, quartzite & granite. If appropriate mines aren't handy, 8-in. well holes would be drilled.

The test used 150 kc, but frequencies from 30 to 3,000 kc are suitable. Bandwidth depends on the antenna system, Carr said, but typical widths are about 10% of the frequency involved.

Carr sees the system as a highly effective, secure & economical communications medium and as virtually an underground microwave for relaying purposes. He finds no TV-relaying potential at present, because the necessary bandwidth would require transmission of frequencies too high to be efficient. And he says it's no source of new frequencies for radio broadcasting. "Every receiving antenna would need a hole," he said.

There has been mine-to-surface transmissions of a mile or so, Carr said, but he knew of no previous work comparable with DECO's. The system was developed with DECO's own funds.

The first message sent was by teletype, addressed to President Eisenhower and stating in part: "The sending of this message opens a new medium of communication, virtually indestructible and free from disturbances, for peaceful and military uses."

Carr sees no reason to use voice on the system, stating that it's an extremely inefficient use of the spectrum.

Among DECO's military projects are the radiation system for the Navy's vlf 2-million-watt facility for Polaris communications, and the Navy moon relay system.

New Zoomar lenses, in both Super Studio and Super Universal models, are now available, especially designed for complete interchangeability, on both 3- & 4½-in. image orthicon cameras. Zoomars designed exclusively for 3-in. cameras will continue to be offered.

### Are You Using Your Binder?

Do all your copies of TELEVISION DIGEST eventually find their way into your permanent file? All subscribers to this Newsletter are supplied with a binder to enable them to keep all copies in convenient & chronological order—along with the indexes which we now issue quarterly. Put your binder to use—it will provide you with a permanent record of everything important that happens in this industry.

## Programming

**BACKSTAGE WITH THE POST-1948s:** Film buyers, keeping close tabs on the post-1948 feature situation, last week reported some interesting battle lines. In one camp are the film majors who have taken, or are taking, the plunge into TV distribution of their post-1948 backlogs. In the second camp are other film companies, which are exploring all possible pay-TV deals before they let their post-1948s go into normal syndication.

In the former group are principally Warner Bros. and 20th Century-Fox (Vol. 16:30 p4). They have already begun their moves toward putting their newer features into TV circulation. On the other side of the fence are Paramount, MGM and Universal, all of which are in no hurry to deal with free TV on post-1948s even though the first 2 are active in telefilm-series production.

An unusual waiting game is being played by Columbia Pictures and Screen Gems. On one hand, SG sales executives have been talking to leading film buyers about possible post-1948 packages, although no promises have been made. ("Taking the market's temperature," is how one SG executive described it to us.) At the same time, management-level executives of Columbia Pictures have held conversations with, or have attended demonstrations given by, the more active pay-TV firms. Which way Columbia Pictures' film cat will jump is something that not even executives of the company will guess.

Film buyers are playing a different kind of waiting game. With several post-1948 packages firmed-up for summer or early-fall sales, stations are not anxious to snap up pre-1948 pictures—unless as "local specials" (such as the one-picture sales by UAA in a number of markets of "Yankee Doodle Dandy" and "Mark Twain") or because the price of older films has suddenly been dropped. With few exceptions, stations aren't expected to buy large packages of post-1948s, preferring to buy cautiously and to remain in a fluid financial position for shopping.

Distributors are also realizing that some of the magic is rapidly going from the words "post-1948." With several post-1948 packages moving out on the sales circuit, film buyers will no longer buy lesser-grade movies just because they're new. One indication of this last week came from UAA, which has been planning to release a 26-title package of United Artists features, all post-1948s (Vol. 16:30 p4). Erwin H. Ezzes, who has moved into the post of exec. vp of UAA to replace ex-pres. Eliot Hyman (who quit to form CT&A) and sales vp Robert Rich (who quit UAA to join Hyman's new outfit), canceled the release of the package. Reason: Although the film package contains some strong properties such as "Barefoot Contessa," the bulk of the titles were low-grade action Westerns. The horse operas will be pulled from the package, and it will be reshaped to include better-grade UA feature properties.

Exhibitors say they're not overly worried that the first post-1948 package of Warner Bros.-produced pictures will create havoc in the U.S. theatrical motion picture field. Reason: As we predicted (Vol. 16:28 p1), distributors are planning to release post-1948s to TV in batches that are small compared with the pre-1948 library-dumping tactics that took place in 1956-57. States a current bulletin of the Theater Owners of America: "We have every reason to believe that while the film companies are anxious for the extra revenue from such sales, they will release the films to TV on a limited & controlled basis so as to minimize the effect upon theatrical grosses of current releases."

TV stations of 4 cities—Chicago, Los Angeles, San Francisco and Denver—are now implementing the TIO idea of issuing regularly joint cultural program guides listing the public-service educational and informational programming in their individual station areas. The schedules, in each case the joint efforts of all stations in the city, are mailed regularly to city leaders in education, religion, government, business, labor, civil service, and people in general who take the cliché position that “there’s nothing worth watching on TV.” Stations in Boston & Washington are now planning to issue schedules, and “5 other major cities strongly favor the project,” we are informed by TIO gen. mgr. Carl J. Burkland. “We hope that these bulletins will show critics what is available so that lack of information does not inhibit audience-growth potential for high-quality programs among the very people who mistakenly criticize TV for lack of them.”

Film investment of \$750,000 has been made by ABC-TV flagship o&o WABC-TV N.Y. in a summertime buying spree. Included in the latest film packages purchased: A 33-title feature package of pre-1948, Paramount-produced action melodramas; 3 first-run syndication series, *Blue Angels* and *The Jim Backus Show* (Cal. National) and *Case of the Dangerous Robin* (Ziv-UA); reruns of the Ann Sothern starrer, *Susie* (Arrow Productions div. of ITC); 135 MGM cartoons and 130 *Courageous Cat* and *Minute Mouse* former theatrical shorts (MGM-TV) and 100 cartoon episodes of the *Q. T. Hush*, private eye series (M&A Alexander). All will be in the station’s fall schedule.

RKO General has bought, for a reported \$250,000, U.S. TV rights to a package of 17 European-produced post-1948s from Premiere Films, headed by Marshall Shacker, an independent producers’ representative who makes his hq in N.Y. All of the films will be English-dubbed prior to TV release, and 4 of them will be released theatrically by RKO General prior to TV distribution. The pictures are not specifically a “group purchase” for WOR-TV N.Y. and the other RKO General-owned TV outlets, but are expected to go into the film libraries of these stations with RKO General syndicating the package to other TV markets. Sample title: “Bread, Love & Dreams,” starring Gina Lollobrigida.

Real-life attorneys will be banned from appearing on TV courtroom shows if the Cal. State Bar Assn. approves a recommendation from the Los Angeles Bar Assn. After hearing testimony from attorneys & TV industry representatives, the Board of Governors of the State Bar Assn. said it would meet in San Francisco next week (Aug. 10-13) to resume discussion. Selig J. Seligman, ABC-TV vp and exec. producer of *Day in Court*, *Traffic Court* and *Accused*, proposed that the Board adopt & administer a rule of professional conduct which would govern TV appearances of its members, using its own ethical standards as a base. He also urged that TV be used to educate viewers in the administration of justice, and that the Board reject the ban.

Bing Crosby is planning to tape one of his next-season ABC-TV specials in Ireland. He will surround himself with a cast recruited entirely in that country. “We’ll have to take a look at the talent there first,” Crosby told us. The show would be telecast for St. Patrick’s Day, of course, said Irishman Crosby. Bing will tape the first of his 2 ABC-TV specials in Aug. (for Oct. 5 airing) and has signed for it Rosemary Clooney, Carol Lawrence, Johnny Mercer, 3 of the Crosby sons working as a trio.

WNEW-TV N.Y. will do another 60-min. “local special” this week (Aug. 2)—a profile of Frederic Chopin.

Charles Van Doren was back in the news last week when he testified before a new N.Y. grand jury weighing charges of perjury in previous TV quiz-show probes. Van Doren won \$129,000 on *Twenty One*. He testified for 2 hours and later told the press he waived immunity. He said his testimony had been “fundamentally no different” from his statements before the House inquiry last fall (when he admitted giving false testimony to a grand jury). Another witness in the probe last week was Hank Bloomgarden (\$98,000 on *Twenty One*) who also testified for 2 hours. What he said was not made public but it was believed that he too waived immunity. Earlier Elfrida von Nardroff, another top money winner (\$220,500) testified for an hour and a half, and declined comment afterward. In pressing the current investigation, D.A. Frank S. Hogan restated: “It is my opinion that some of the 150 witnesses who appeared in an earlier investigation had lied and that perjury charges might be warranted.”

Religious broadcasting will be spotlighted in a 12-day international TV-radio workshop beginning in N.Y. this week (Aug. 1), sponsored by the National Council of Churches. Seminars include: writing for TV-radio; religious programming for children; religious newscasting; devotional programming; general courses in the possibilities & limitations of broadcasting. “Highly important is the fact that graduates of this course, through membership in local broadcasting committees of church groups, will be better able to exert an influence on program upgrading in their areas,” stated workshop dir. Rev. Charles H. Schmitz.

Viewer movie-preference survey, made recently by Alliance Mfg. Co., makers of TV antenna rotators, will interest station film-buyers. Alliance asked 500 TV servicemen to quiz TV homes during service calls on feature-film favorites. From 20,000 home quizzes, these were the results: Best actor—Humphrey Bogart; best actress—June Allyson; best TV movie “of all time”—“Gaslight.”

KTTV Los Angeles newscaster George Putnam has filed a \$2,200,800 damage suit in Los Angeles Superior Court against Teamsters’ Union Pres. James Hoffa and his aides, John Phillipoff & Meyer Singer. Putnam charged they “maliciously” attempted to prosecute him, conspiring to bring a libel suit last Jan. “for me to cease & desist from making . . . telecasts about unlawful labor activities.”

Same L.A. station has arranged a special West Coast network for coverage of the 10-day, 60-nation International Beauty Congress beginning this weekend in Long Beach (Aug. 6). KTVU San Francisco and KOVR Stockton will carry the KTTV feed which will include 6 telecasts totaling more than 13 hours. Sponsors: Lestoil and Lorillard.

Ironically paralleling the unceasing volume of program criticism, program viewing keeps right on moving up. Nielsen reports average hours of TV viewing per day, per home, for May was 4 hours, 28 minutes. This was an increase of one minute over May 1959, which in turn had been an increase of 13 minutes over May 1958.

“Lippmann on Leadership,” the recent widely-praised CBS Reports 60-min. special is due for a repeat-by-request Aug. 11. The decision to repeat the ad-lib discussion between author-critic Lippmann & interviewer Howard K. Smith was prompted by “unusually large public demand for an encore,” said CBS.

“Hallmark Hall of Fame” plans to open its 10th consecutive season on NBC-TV Oct. 24 with a color musical version of James Hilton’s *Lost Horizon*.

## Networks

**New Home for CBS:** "By the spring of 1964" CBS Inc. Pres. Dr. Frank Stanton hopes to see the hq & administrative functions of CBS housed in an Eero Saarinen-designed skyscraper in N.Y. on Ave. of the Americas between 52nd & 53rd streets. The site is 2 blocks north of the RCA Bldg., home of NBC; comprises some 40,000 sq. ft.; and reportedly cost CBS \$7 million in a deal with Webb & Knapp Inc., 1316 Corp., and 51 West 52 Corp. Webb & Knapp Pres. William Zeckendorf (who recently had to scrap plans to build a super-hotel in the same area) assembled the realty package.

No studios are planned for the building. It will be used principally to house the CBS-TV-radio network offices, the corporate offices, o&o station administration, CBS News, CBS International, Columbia Records and Columbia Phonograph div. of CBS Electronics. No height has yet been set for the new hq building, and "we are giving Saarinen a very free hand in planning it," CBS-TV facilities vp Clarence Hopper told us. CBS has been in its 485 Madison Ave. hq since 1929.

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No target date exists for completion of the new hq building at 66th St. & Columbus Ave., N.Y., to house the ABC-TV & radio networks, AB-PT administration, ABC Films, ABC-Paramount Records, etc. A series of architect's visual conceptions of the new ABC building, however, is to be seen in the reception lobby of the network's present hq in the converted riding academy at 7 West 66th St. The ABC building, when built—and which will complete a trio of built-to-order network hqs in N.Y.—(NBC's RCA Bldg. was erected in 1932)—will be the farthest uptown of the 3, but will occupy a choice site opposite New York's new Lincoln Square Center of the Performing Arts.

### NETWORK SALES ACTIVITY

#### ABC-TV

- Hong Kong, Wed. 7:30-8:30 p.m., particips. eff. fall 1960.  
*Derby Foods* (McCann-Erickson)  
*Brillo* (J. Walter Thompson)
- Walt Disney Presents, Sun. 6:30-7:30 p.m. participations eff. fall 1960.  
*Ludens* (J. M. Mathes)  
*Brillo* (J. Walter Thompson)
- Maverick, Sun. 7:30-8:30 p.m., participations eff. fall 1960.  
*Derby Foods* (J. M. Mathes)  
*Brillo* (J. Walter Thompson)  
*Union Carbide Consumer Products* (William Esty)
- Daytime programming, participations eff. fall 1960.  
*Welch grape juice* (Richard K. Manoff)
- American Bandstand, Mon.-Fri. 4-5:30 p.m., participations eff. fall 1960.  
*Welch grape juice* (Richard K. Manoff)

#### NBC-TV

- Dan Raven, Fri. 7:30-8:30 p.m., participations eff. fall 1960.  
*Colgate-Palmolive* (Ted Bates)
- Outlaws, Thu. 7:30-8:30 p.m., participations eff. fall 1960.  
*Colgate-Palmolive* (D'Arcy)
- People Are Funny, Sun. 6:30-7 p.m., full-sponsorship eff. Sept.  
*Squibb Laboratories* (Donahue & Coe)

Summertime spot bargains are being offered by NBC-TV o&o outlets & affiliates as a result of the network's decision to surrender to the stations unsold time in 6 nighttime shows for co-op sale locally. The shows involved are *Moment of Fear*, *Music on Ice*, *Law of the Plainsman*, *Wichita Town*, *Cimarron City*, and *Overland Trail*. All except the first 2 are film reruns. The highly volatile prime-time spots (they're subject to recapture on short notice if the network can find participation customers) are priced in some cases below usual rates. On o&o WNBC-TV N.Y., for example, the net time cost of the within-program minute is only \$1,500, as against a normal card rate of \$2,300. This produces a cost-per-1,000 viewers of as little as \$1.20 at current rating levels.

## Film & Tape

**A TV-Cinema Honeymoon Ends:** NBC-TV last fall announced with customary fanfare that it had induced movie-makers John Lee Mahin and Martin Rackin into TV to develop, write, and produce. But last week, the pair were quietly released from their contracts in another testimonial to the fact that a good track record in movies doesn't guarantee success in TV.

Mahin and Rackin had produced 3 pilots and were working on a 4th when the network released them. None of the trio had sold—but that was only part of the story.

The team had convinced NBC-TV to give it the green light on a costume series, *The Barbarians*, which, they promised, would be "the Ben Hur of television." With NBC-TV financing, they went to Rome to shoot the pilot, with Jack Palance as the star of the 60-min. series. There they built a lake, a boat, all the accoutrements for a permanent series. Disturbed by the rising expenses, NBC-TV's program vp David Levy went to Rome as troubleshooter—but it was too late. The team finished its picture at an all-time expenditure for any pilot—\$450,000.

There was talk in the trade that NBC-TV might attempt to recoup by releasing the telefilm abroad as a movie, but network sources told us that no decision had yet been made on what to do with the film. The other Mahin-Rackin pilots are *Postal Inspector* and *Renegade*, and they were preparing *Shield and Glove* at the time of their release. Despite his abortive TV venture, however, Rackin wasted no time landing another post in the movies. He was named supervisory executive of production at Paramount.

**MGM-TV's 1961 Plans:** Like most Hollywood telefilm companies, MGM-TV is planning earlier than usual on next year's production. A meeting of executives from both coasts at the Culver City studio last week to formulate pilot plans for the 1961-62 season, decided on a list of 5 to 10 pilots in comedy, musical, action and drama formats. (The final number depends on clearance of rights & talent availability.) Vp George Shupert presided.

Definitely on the schedule: *The Adventures of Hercules Poirot*, 60-min. pilot with Jose Ferrer as producer-star, to be filmed next fall. *Andy Hardy*, based on the Mickey Rooney movie series. Three films of *Les Girls*, starring Larry Blyden, to be shot in Paris in August, with Alan Jay Lerner as exec. producer and Ralph Levy producer-director. *Diamond Jim Brady*, which may star Rory Calhoun. Series which may star Dana Andrews. MGM-TV will also submit *Paradise Kid*, withheld last spring because of the saturation of Westerns.

## HOLLYWOOD ROUNDUP

Screen Extras Guild resumed negotiations last week with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers. The talks followed an SEG membership vote of 1,579 vs. 188 to authorize its board to call a strike against the Alliance if necessary. SEG had accused the Alliance of refusing to bargain collectively, in charges before the NLRB. The Alliance had contended it wanted joint negotiations, to include AMPP. The NLRB hearing has been postponed until Aug. 4. SEG's contract with the producers expired a year ago this week (Aug. 2, 1959).

Producers Ackerman and Burrows will begin production Sept. 1 on 60-min. *The Corrupters* for ABC-TV. Stephen McNally & Robert Harland star. The network hasn't decided whether it will use several segments as specials next season, or begin the series in the fall of 1961.

Jane Powell, Roger Smith, Warner Anderson, John Doucette, Alan Hale and Marshall Thompson have been elected to the board of Screen Actors Guild . . . MGM-TV vp George Shupert has returned to N.Y. following program conferences dealing with next season and 1961-62.

Four Star Television begins productions in Aug. on the pilot of a comedy starring Gertrude Berg & Sir Cedric Hardwicke who co-starred in *A Majority of One* on Broadway. Producers are Leonard Ackerman and John Burrows.

Bob Braun, associated with the William Morris agency for 17 years, leaves Aug. 1 to form his own personal-management and TV film-production company.

KCOP Los Angeles' new studios will have 2 separate video-tape recording installations—a new mobile unit and 3 special effects systems for its commercial tape dept. Plans call for the station to move to its new Hollywood site within 30 days.

**People:** Producer Nat Holt signed Clu Gulager to star with Barry Sullivan in the Western, *The Tall Man*, on which production began recently at Revue Studios . . . Desilu Studios signed Herman Hoffman as one of the producers of its *The Untouchables* series starring Robert Stack . . . Warner Bros. has renewed the contract of TV producer Charles Hoffman . . . Herbert Phillips has resigned as head of NBC-TV's design & creative operations dept. . . . Arthur Fellows named exec. vp of QM Productions, which will produce 4 pilots for ABC-TV . . . Robert Pelgram heads a new dept. of Bill Burrud Productions as creator of new properties, will also supervise Burrud's *Wanderlust* series . . . Jack Kruschen signed as a regular in 20th-Fox Television's *Hong Kong* series . . . Jack Weston signed for Screen Gems' *My Sister Eileen*. Shirley Bonne will star in the series, which went into production July 27. Harry Ackerman is exec. producer . . . Judy Atkins named casting director for Don Fedderson Productions; Fred Henry named exec. vp, Charles Spira vp-business mgr. . . . Richard Long has been signed by Warner Bros. to a new contract. The former *Bourbon Street Beat* star will now star in *77 Sunset Strip* . . . Doris Singleton and Don Keefer are signed as regular featured players in *Angel* . . . Gail Patrick Jackson elected pres. of the Los Angeles chapter of the Academy of TV Arts & Sciences . . . Walter Grauman signed by Mirisch to develop new properties.

Four Star TV is proceeding with long-pending plans to float a public stock issue (Vol. 16:9 p12). It has applied to SEC (File 2-16847) for registration of 120,000 common shares to be offered through underwriters headed by Dempsey-Tegeler & Co., price undisclosed. In its application the firm headed by Dick Powell said affiliated Four Star Films Inc. will be merged with it in a reorganization. At the same time, Four Star TV will acquire all outstanding shares of affiliated Dayton Productions Inc., BNP Music Publishing Co. and Trend Music Publishing Co., which will become wholly owned subsidiaries. According to the SEC prospectus, the company has 480,000 shares outstanding, reflecting the merger & reorganization. Net proceeds of the stock issue would be used for working capital. The SEC statement listed Pres. Powell as 42.5% owner of Four Star TV, Others in firm are exec. vp Thomas McDermott (15%), vps Charles Boyer & David Niven (21.25% each).

Screen Gems' *Dan Raven* series went into production this week, with William Sackheim as producer . . . Four Star Television has begun production of *Dante* (starring Howard Duff, with Mike Mesheko as producer) and resumed production on the *Du Pont Show with June Allyson*. This makes a total of 10 series before the Four Star cameras. The same company's *Tom Ewell Show* goes into production later this week.

June movie attendance fell 21% below a year ago, dragging the cumulative first-half business more than 5% behind Jan.-June 1959, reports researcher Sindlinger & Co. The decline continued through the first 2 weeks of July and exhibitors blamed the business lag on the poor quality & quantity of films. To date, they say, producers have released only 134 pictures, 13 less than a year ago.

QM Productions will produce the pilot of a 60-min. crime show and a half-hour series (latter still unselected) for ABC-TV next fall. Exec. producer Quinn Martin's deal with ABC-TV, in which the network finances pilots and they share 50-50 on profits, also calls for production of 2 pilots next year.

Screen Gems will pilot *Tangier*, an adventure melodrama, to be produced by Clarence Green and Russell Rouse . . . MGM-TV has begun production of *National Velvet* with Rudy Abel producing.

Official Films vp Sherlee Barish, in Hollywood looking for new film, has set one series and is in negotiations for 3 more, she informs us. She did say: "I'm not looking for half-hour series, it's tough to sell them right now." But Official is interested in 5-min. & 60-min. series.

Overseas installations of Ampex Videotape recorders now total 182, with the placement of 12 new machines, Ampex International announced last week. These new installations were announced: Rio de Janeiro; Brasilia; CBC, Edmonton; CBC, Ottawa (2); CFCF, Montreal; Finnish Bestg. Corp. (2); RAI, Italy (2); Asagi Hoso Kyokai, Osaka (color); "research facility," UK. The firm also announced shipment of 14 more recorders (not yet installed) to customers in Europe & Canada.

TV Enterprises Corp., TV film distribution firm, was announced last week by ex-NTA vp Harold Goldman. The new company's distribution will not be confined to the U.S., Goldman said. He is currently negotiating "for the acquisition of a number of important properties of a specialty nature to be put into TV distribution shortly." Hq will be in Hollywood.

**Morris Agency's Record Year:** Selling 12 new network film series and obtaining renewals of 13 others, the William Morris agency is enjoying its best year since it entered TV about a decade ago. The agency's list of 25 shows is all set for next season—with one exception: Four Star's 60-min. *The Corrupters*, which is still dateless but will begin on ABC-TV next season or in the fall of 1961.

Morris people, elated at their success in one of the most fiercely competitive fields of show business, attribute it to (1) the agency's long-standing policy of not owning all or any part of any show it represents, and (2) the policy of some of its clients—notably Four Star—to give percentages of series to the better creators & actors. Unlike its rival, powerful MCA, which runs subsidiary Revue Studios as a production arm, Morris is not in production.

Here is a breakdown of Morris-sold series, leading off with 13 from Four Star Television, which is challenging Revue for volume supremacy in TV-film production:

Four Star: *Wanted—Dead or Alive*, *Dick Powell's Zane Grey Theater*, *The DuPont Show With June Allyson*, *Peter & Mary*, *Stagecoach West*, *The Tom Ewell Show*, *Michael Shayne*, *The Westerner* (formerly *The Lone Westerner*), *The Law & Mr. Jones*, *Robert Taylor's Detectives*, *The Rifleman*, *Willie Dante*, *The Corrupters*.

Other Morris-sold series: *The Real McCoys*, *The Danny Thomas Show*, *The Andy Griffith Show*, *Wyatt Earp*, *You Bet Your Life* (Groucho Marx), *Hennessey*, *Adventures in Paradise*, *Hong Kong*, *The Ann Sothern Show*, *Guestward Ho!*, *Barbara Stanwyck Theater* and *The Loretta Young Show*.

In addition to its first-run telefilm shows, the agency is also selling reruns, having sold *The Danny Thomas Show* reruns to NBC-TV for \$5,450,000 last April. It also has a number of live TV programs, including *The Garry Moore Show*, among its clients.

Membership of Writers Guild of America, for the third time this year, has rebuffed its TV-radio board. This issue: How to implement WGA's agreement with the Alliance of Television Film Producers, the Assn. of Motion Picture Producers and the networks, which ended the recent strike. Part of the agreement was establishment of a fact-finding committee to determine a royalty figure for writers. The TV-radio board had rejected a proposal by the negotiating committee that one of its members, Sam Newman, be named as a fulltime, paid committee representative, recommended instead a voluntary committee of writers. Angered writers petitioned for & got a special membership meeting, overwhelmingly voted to recommend to the board that Newman be placed on the committee as a fulltime, paid member and that the negotiating committee serve on a revolving basis. Whether the board will reverse itself as a result of this membership dictum remains to be seen. During the recent strike, WGA membership twice rejected board recommendations that Alliance offers be accepted.

Newly-formed Television Artists & Producers Corp., owned by Edward Small, plans a wide range of operations, including financing of TV films, co-production deals, production and program development. Bruce Eels, who resigned as exec. vp of United Artists TV to join TAPC as exec. vp, told us the new company intends to tape some shows for syndication, and plans a 60-min. film series with different producers contributing episodes. It is also contemplating a series of specials, among other projects. The firm's hq is at the Sam Goldwyn studios.

## NEW YORK ROUNDUP

Program Sales Inc., 15 E. 48th St., has been formed as a new telefilm producer-distributor to service the network & syndication fields. It will have ex-Official Films sales executives Ray Junkin as pres. and Harold Hackett as vp. First program project is *Newsbreak*, a 5-min. feature news strip being developed between PSI and 20th Century-Fox Movietone News. Footage will be culled from the worldwide Movietone theatrical news coverage. Three international co-production telefilm dramatic shows are being discussed—2 for Canadian production, one in London.

Flamingo Films has bought the foreign film package formerly titled Art Theatre of the Air from ex-Flamingo owner Joe Harris, and has renamed it the Imperial Package. Flamingo has added 12 titles, bringing the total to 52 post-1953 features. Titles include "The Sheep has 5 Legs," "Return of Don Camillo," "Marcellino," "Pantaloons," "Back to the Wall" and "Demonic." Flamingo also distributes the Critics Award Package and the Festival Package, now in 130 markets.

International TV Programs Inc., foreign distributor of Ziv UA programs, scored 150 sales of 30 Ziv shows in 31 countries during June. This was ITP's biggest sales month to date. Series scoring most foreign market sales include *Highway Patrol*, *Men into Space*, *Man & the Challenge*, *Mr. District Attorney* and *Sea Hunt*.

UAA noted last week a "marked increase" in the number of individual feature films being bought by local stations as "specials." Getting a big play were "Yankee Doodle Dandy," "Don Juan," "Robinson Crusoe," "Juarez," "Goald Raiders," "Son of the Sheik," "The Adventures of Mark Twain."

CBS Films scored 3 major regional sales of *The Brothers Branagan* last week. American stores super-market chain bought the series for 6 Eastern markets including Philadelphia & Baltimore. Standard Oil of Ind. will underwrite the series in 9 Midwest markets and Standard Oil of Tex. in 3 Tex. cities.

Official Films will syndicate *Playboy's Penthouse*, a 60-min. taped variety series produced by the magazine, which has previously distributed the series in several markets. Entertainers featured include Ella Fitzgerald, Dizzy Gillespie, Tony Bennett, Count Basie, Jonah Jones and Sammy Davis Jr.

Screen Gems' *Two Faces West* has been picked up for 5 upstate N.Y. markets by Utica Club beer. Three of the series' 4 other regional sponsors also are breweries, including Labatt's Beer in the East, Coors' in the West and Drewrys in Mich. & Ia.

ITC's Canadian sales for the first 6½ months of 1960 have topped the \$1 million mark, international-sales vp Abe Mandell announced last week. Latest top ITC Canadian sales are *Danger Man*, to the English network, and *Interpol Calling*, to the French network.

"Tape Measures," a newsletter covering trends in the use of videotape for TV commercials, was distributed recently by N.Y. Videotape Productions. First issue of the monthly publication includes items on uses & advantages of the British-made Marconi cameras and examples of up-to-date tape methods.

## The FCC

WBAI-FM N.Y., non-profit subscriber-supported station specializing in classical music & offbeat verbal presentations, has run into trouble—and FCC's new Complaints & Compliance Div. has the job of scanning some 2,000 pro & con letters. The station's license renewal & application for transmitter move have been held up. Principal charges are "profanity & obscenity." The station is owned by Pacifica Foundation, which operates 2 similar outlets in San Francisco, another in Los Angeles. It had an application for Washington but withdrew. The Washington application had been attacked at one time, complainants citing West Coast programs. Among the allegations were charges that poems by Lawrence Ferlinghetti—"The Lord's Prayer" and "The Naz"—were profane. Pacifica did acknowledge that they went beyond its standards of good taste, but it submitted a sheaf of commendations, including a unanimous resolution of praise from the Cal. State Legislature and a statement from the Harvard Divinity School that Ferlinghetti has written deeply religious poems. WBAI-FM was given to Pacifica by industrialist (cigarette paper, etc.) Louis Schweitzer, whose firm is now a subsidiary of Kimberly-Clark Corp. FCC has said nothing about the case yet, hasn't written anything to the station.

Sale of KFJZ-TV Fort Worth-Dallas to NAFI Corp. by Texas State Network Inc. in a deal totaling about \$4 million (Vol. 16:21 p10) has been approved by FCC, Comr. Bartley dissenting, Comr. King not participating. Terms of the sale included a 15-year lease ranging from \$6,666 per month for the first 5 years to \$14,583 per month at the end of the period, a termination option to purchase for \$1 million, sale of contracts for \$650,000, and \$250,000 for a 10-year agreement against area competition by Texas State.

Shift of WNHC-TV (Ch. 8) New Haven to a site 13.9 miles from its present location was denied by the FCC as it granted the protest of WWLP (Ch. 22) Springfield, Mass. The Commission overruled examiner Basil P. Cooper (Vol. 14:27 p8). Comrs. Craven & Cross dissented and Comr. King didn't participate. Text of the decision hasn't been released yet, so FCC's reasons for the decision aren't available.

Translator grants: Ch. 75, Leadville, Colo., to People's TV Inc., to repeat KBT Denver • Ch. 70, Trego, Mont., to Mt. Marston TV Assn., to repeat KHQ-TV Spokane • Ch. 74, Dubuque, to Dubuque Area Translator, to repeat WISC-TV Madison. The translator would be one of the very few in cities with CATV systems.

Radio station sales approved by FCC: KWKW Pasadena to KWKW Inc. (John F. Malloy, pres.) for \$700,000; KOBY San Francisco to Gordon Bestg. of San Francisco (Sherwood R. Gordon, 100% owner) for \$700,000.

FM stereo comments are due at FCC by Oct. 29, the Commission having extended the deadline from July 29 at the request of EIA which said it needed more time to complete tests (Vol. 16:28 p14).

Approval of sale of WDAN-TV (Ch. 24) Danville, Ill. to Plains TV Corp. has been granted by FCC. Conditions: \$75,000 plus \$1,500 monthly lease for 5 years.

Protest against license renewals of WVET-TV & WHEC-TV (Ch. 10) Rochester, filed with FCC by radio WSAY Rochester, has been dismissed.

Sale of radio WIST Charlotte for \$507,500, by Bestg. Co. of the South to Carolina Bestg. Co., has been approved.

Oral argument on 23 of the 31 unbuilt uhf's which replied to FCC's letter of Feb. 17 (Vol. 16:23 p14) has been scheduled for 9:30 a.m. Sept. 23. The other 8 are not yet officially scheduled. Those scheduled: 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; WBID-TV (Ch. 50) Detroit; WMCN (Ch. 23) Grand Rapids; WHLS-TV (Ch. 34) Port Huron, Mich.; 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; 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) Hazelton, Pa.; WLAN-TV (Ch. 21) Lancaster, Pa.; WRAK-TV (Ch. 36) Williamsport, Pa.; WAMT (Ch. 4) Memphis; WFOX-TV (Ch. 30) Milwaukee.

FCC passed special resolution commending 2 sisters, whose combined service with the Commission & predecessor agencies totaled more than 75 years at their retirement July 31. Mrs. Mary E. Corridon joined the Commerce Dept. on Aug. 11, 1919, and at retirement was administrative asst. in the Field Engineering & Monitoring Bureau in Washington. Miss Anna L. Poloske started in the Boston field office Oct. 16, 1923, retired as secy. to the engineer in charge there. The resolution cited their contributions, concluded: "They have served the public & their govt. well & faithfully. The Commission is, therefore, pleased & honored to give both Mary & Anna this official recognition which they so justly deserve, and to wish them health, happiness, and contentment in the years that lie ahead."

Radio WORL Boston had its renewal & transfer granted last week as FCC broke the ice in its payola investigations. No action was taken on the other 3 Boston stations under study—WMEX, WILD & WHIL. The reason WORL received a decision was that its investigation had been completed. There was discussion of other payola cases but none was ripe for action. The WORL decision isn't necessarily a bellwether because each case will be considered on the basis of facts turned up.

Ch. 9, Alpena, Mich. has been granted to Lake Huron Bestg. Co. with the condition that FCC may substitute another channel for Ch. 9 if such a change is necessary as a result of pending rule-making proceedings. The FCC upheld examiner Walther W. Guenther's initial decision of June 16 (Vol. 16:26 p9).

Interleaved picture & sound experiment proposed by NBC has been authorized by FCC for Sept. 1-30 (Vol. 16:19 p16). NBC said that interleaving would provide TV networks with emergency sound over video routes when drop-outs occur on the separate audio routes.

Grant of Ch. 9, Baton Rouge, to WAFB-TV (Ch. 23) has been made final by FCC. Competitor radio WIBR had withdrawn after obtaining an option to acquire 20% of the grant (Vol. 16:26 p9).

Shared use of Ch. 3, Corpus Christi, is sought by Tropical Telecasting Corp. (*Caller & Times*), which filed an application this week, and the U. of Corpus Christi, which plans to apply.

Ch. 9, Eugene, Ore. has been granted to Liberty TV Inc. by the FCC, which affirmed examiner Thomas H. Donahue's initial decision (Vol. 15:40 p5).

WOLE-TV Aguadill, P. R. may now identify itself also with Mayaguez under a waiver granted by the FCC.

Suspension of FCC's spot-rep decision, sought by NBC and of 4 of its repped stations, was denied by the Commission as expected (Vol. 16:30 p8). Text of the decision hasn't been released yet, but it's understood that major reasons given for the turndown are that CBS & NBC won't suffer any irreparable injury during the 2 years they have in which to get out of the rep business, even though an element of uncertainty is involved because NBC and the 4 stations have appealed the decision to the courts.

An evidentiary hearing on pay-TV tests would produce nothing but delay, said Hartford Phonevision Co. (RKO-Zenith) in a letter to FCC responding to the request by the Joint Committee Against Toll TV and Conn. Committee Against Pay TV (Vol. 16:29 p3). Counsel for the pay-TV proponents insisted that both FCC & Congress had long ago decided that a test is the only method of gaining the needed information on toll-TV's workability. They reiterated their request for an en banc hearing before FCC.

Educational FM multiplexing, strictly non-commercial, is proposed in a notice of rule-making issued by FCC on the basis of petitions by NAEB & WGBH-FM Boston. The Commission pointed out that the NAEB petition would permit subcarrier services of all kinds and it stated that the proposed rules contemplate "no sponsored or commercial" programs or announcements. Earlier, the NAEB petition was opposed by gen. counsel Douglas Anello as "completely out of keeping" with long-standing FCC policy.

Control of WDAY-TV (Ch. 6) & WDAY Fargo, N.D. has been acquired by Forum Publishing Co., owner of *Fargo Forum* and *Moorhead Daily News*, with FCC's approval of its purchase of 55.56% for \$900,000 (Vol. 16:25 p10). Comr. Bartley dissented, stating: "In light of the local objection and the concentration of media of communication in this area, I would favor a 309(b) letter to determine the question whether the public interest would be served through such concentration in a single area."

Ex-FCC secy. Mary Jane Morris, who resigned in April to return to private law practice (Vol. 16:15 p19), has opened Morris & Morris offices in Grand Rapids at 404 Fountain St., N.E., in partnership with her brother John Chester Morris. (Telephone: GLendale 8-2862). Specializing in practice before federal & Mich. courts & agencies, the firm also will maintain a Washington office. Miss Morris and her brother, who recently resigned as a Republican member of the Mich. state legislature, are graduates of the U. of Mich. Law School.

Complaint of WKYT Lexington, Ky. against WHAS-TV Louisville—for the latter's refusal to grant it rebroadcast rights to CBS-TV's *Game of the Week*—needs to be explored in a hearing, FCC told the disputants. However, the Commission gave the stations 15 days to try to settle their differences.

FCC logging requirements for political announcements one-min. or less aren't clear, according to Westinghouse Bestg. Co., which has asked the Commission to issue an interpretation of its rules. The rules require the logging of individual "programs" but not of "announcements."

FCC's August meeting will be held Aug. 31 instead of Aug. 1 as previously scheduled, the Commissioners deciding that the later date is more convenient. The Commission is required by law to hold at least one meeting monthly.

Common antenna site has been authorized at Walnut Grove, Cal. for KCRA-TV & KXTV Sacramento and KOVR Stockton. It is 22 miles from Sacramento, 20 miles from Stockton.

## Television Digest

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**Personals:** Irwin Klein, ex-MCA, rejoins ABC as program mgr., ABC international div. . . . Robert Palmer named NBC-TV Hollywood nighttime program mgr.; Frank Telford named NBC-TV West Coast program development dir. . . . Peter Reinheimer named ABC-TV asst. daytime sales mgr.

J. Howard Wood, pres. of WGN Inc., appointed also pres.-publisher of *Chicago Tribune*, succeeding the late Chesser Campbell (Vol. 16:29 p12) . . . Frank Brill appointed mgr. of the N.Y. office of MCA TV film syndication div. . . . Joseph H. Hallock, engineer in charge of FCC's Portland, Ore. office, retires after more than 50 years of govt. service, having begun in Dept. of Commerce's radio service . . . William C. Rubenstein named Paramount International Telemeter vp for administration of its research and development lab in Los Angeles . . . J. Leonard Reinsch, exec. dir., Cox Stations, appointed communications consultant for Kennedy-Johnson ticket. He was radio dir. for President Roosevelt's 4th term campaign.

Irving Lichtenstein named NTA general exec. in charge of special events, promotions & merchandising, succeeded as gen. mgr. of radio WNTA Newark-N.Y. by Ted Steele, from WNTA-TV . . . Don Redell named dir. of sales, TelePrompTer programs & productions div. . . . Harold Sundberg appointed gen. mgr., WMBD-TV & WMBD Peoria . . . William Hart, ex-radio WPON Pontiac, Mich., succeeds John Pomeroy as station mgr., WILX-TV Jackson, Mich. . . . Dr. John E. Ivey Jr., chief exec. officer of Midwest Program on Airborne TV Instruction, resigns as head of Learning Resources Institute, N.Y., to take post of consultant to the pres. and professor of education & sociology, Michigan State U. He continues to serve in the MCATI post . . . Philip S. Cross, FCC Broadcast Bureau, named legal asst. to Comr. Robert T. Bartley.

### Obituary

Nate J. Blumberg, 66, Universal Pictures chmn., died after a long illness, at his home in Van Nuys, Cal. July 24. By 1929 Blumberg had been hired & fired at Universal, and in 1938 he was rehired as pres. He engineered the Universal-International merger in 1946, and became chmn. of the subsidiary in 1952. He is survived by his wife, a son and daughter.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**NO NEW TUBE SIZES DUE THIS YEAR:** You can discount those reports of upcoming square-cornered tubes in sizes bigger than 23-in. They're just not in the cards for this year or next, we're told by leaders of the set, tube & glass industries. But this doesn't mean there won't be some revival of the old-shape 24- & 27-in. sizes in new short-short versions.

Talk of a possible 26-in. square-cornered version of old 24-in. reached crescendo couple of weeks ago within industry, but it turned out to be just that—talk. It's understood nobody was willing to put his money where his mouth was, and there is no concrete move in sight to develop new-style giant-screen tubes.

Most of talk probably was started by Magnavox's revival of 27-in. tube in a \$375 console at the recent Music Show in Chicago (Vol. 16:29 p14). So pleased was Magnavox with dealer reaction to this set that this week it announced 2 more 27-in. sets will be forthcoming—horizontal console (\$395), stereo theater (\$850-895.)

Magnavox Pres. Frank Freimann feels time is ripe now for larger sizes. He says the more elaborate TV program production and greater perfection of camera & producing techniques will make public want to see more clearly, get "full thrill of stage presence in the living room." Magnavox had been out of 27-in. set market for 2 years, but never dropped 24-in. sets.

The 24- & 27-in. tubes arrived initially in early 1950s as end of unbroken progression of larger & larger sizes—but public stopped buying at 21-in. From nearly 120,000 in 1953, production of 27-in. tubes declined steadily, dropping to only 12,280 (including replacements) last year. The 24-in. size showed similar pattern, although it was produced in larger quantities.

New tricks in shortening necks of these big tubes will make possible more pleasing furniture proportions, and there could be increasing use of these existing shapes this year & next. Except for Magnavox, to our knowledge, Sears Roebuck is only brand now using 27-in. Several makers are showing 24-in. sets.

If glass makers are reluctant to design new-shaped giant-size tubes it's only because they haven't yet even recovered development costs of the 24- & 27-in. sizes. Most set & tube manufacturers agree it would be "nice" to have new-shape big-screen jobs available to them, but nobody seems to want to underwrite development—either individually or on a joint basis.

Most set makers we talked with agree 23-in. is ideal picture size & shape—at least for now—and have no plans to push for new larger sizes, even though some of them have advance design contingents looking at all possible (and some impossible) sizes & shapes.



With no more new tube shapes & sizes on horizon, a couple of old sizes are dying. There's no doubt now that 17- & 21-in. tubes are vanishing race, and our guess is that 21s will disappear from marketplace this model year, the 17s next year, after inventories are depleted. Motorola consumer-products exec. vp Ed Taylor, for example, says his company is just about through with 17- & 21-in. production, will be out by year's end. In every case, these 2 sizes are now being produced & sold from inventory.

Tube shapes & sizes once again have simmered down to couple of "standards." How much influence have new sizes had on health of TV market? It's hard to say. One acute but hardly impartial observer of the passing TV scene—Corning Glass electrical products vp Jack Hanigan—had this comment:

"All other appliances are flat on their backs, yet TV sales are going to town. It's because TV has 'something new' that it's selling well while the rest of the consumer market is down."

What's next in picture tubes? Corning is pushing its reflection-free cap for bonded tubes—now being used by Sylvania on all its 19-in. sets and on some 23-in. models, and by Zenith on high-end 23-in. sets. The treated-glass tube, which costs manufacturers 50c extra, is still controversial—some like it, some don't. Syl-

vania quite frankly states that it's testing consumer reaction to the reflection-free feature and will use it more extensively on 23-in. sets if it's found to be good selling-feature.

If tube shapes & sizes were this year's "something new"—what's for next year? Too early to say, but our guess at this point is that one feature assuming far more prominence for the 1962 selling season will be remote control. For the dollars-&-cents story of Zenith's remote-control success, see story below.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 22 (29th week of 1960):

	July 15-22	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	69,944	48,075	98,447	3,132,700	3,040,648
Total radio .....	241,005	196,175	240,644	9,135,606	7,744,498
auto radio .....	93,638	68,608	77,827	3,560,648	3,107,731

**EMERSON-GRANCO DEAL:** High-flying Granco Products Inc., the small radio maker which found itself on top of the FM heap as a result of its pioneering in low-cost FM sets, last week signed a deal with Emerson which could put it in the big league—and gives Emerson an option to buy control.

Under the terms of the agreement, Emerson takes over the marketing of Granco's sets, loans Granco \$217,500 (repayable in 5 years) and receives an option to purchase 540,986 of 1 million Granco shares at an undisclosed price.

The arrangement will relieve Granco of all activities except engineering & manufacturing. Granco will keep its present distributors, which will be augmented in many areas by Emerson distributors. It will continue to manufacture products under its own trade name and possibly under the Emerson label. The Du Mont-Emerson Corp., Emerson's sales & merchandising subsidiary, will set up a new Granco div., to be headed by Granco sales mgr. Alvin Barshop and merchandising mgr. Ralph Cone, moving to Emerson with their entire sales staff.

Granco's low-cost FM sets are seen as an ideal addition to the Emerson line. At the same time, rapidly-growing Granco—having suffered a fire which destroyed its Astoria, N.Y. plant—is under-capitalized, and the Emerson loan together with the assumption of advertising & merchandising responsibilities should help increase its growth possibilities. Granco, which would continue to operate as an independent company, wants to "get more heavily involved in the manufacture of front-end FM tuners for other manufacturers," Pres. Henry Fogel told us.

For Fogel, the association with Emerson will be in the nature of a homecoming. Before & during World War II, he was employed by Emerson as a project engineer, working after the war for Telechrome and Radio Receptor in engineering capacities before heading Granco. "Under the arrangement with Emerson," says Fogel, "we'll be running our own business, strengthened by the relationship. This gives us the marketing strength we need to continue to expand in this market." Emerson Pres. Benjamin Abrams, noting that "FM is becoming increasingly interesting to us," said it was undecided whether the 2 firms eventually would be consolidated.

Granco's sales for the fiscal year ended last June 30 are estimated to have totaled about \$3.3 million, up from \$3,070,000 in fiscal 1959, although earnings were lower than 1959's \$49,152 (15¢ a share) because of the plant fire. Fogel recently predicted fiscal 1961 sales of \$4-5 million, earnings of 30-40¢ a share.

A special Aug. 10 Granco stockholders meeting will vote on the agreement and on increasing the authorized capital shares from 500,000 to 1 million.

**\$\$\$ IN REMOTES:** Zenith is the unquestioned leader in wireless remote-control TV tuning. The extent of that leadership was revealed last week in Oklahoma City U.S. District Court at the hearing of Zenith's suit against Admiral charging infringement of its patents on "Space Command" remote & "Fringelock" circuit.

Zenith Sales Corp. Pres. Leonard C. Truesdell testified that the company received \$50 million last year on the sale of 260,000 TV sets equipped with Space Command. He stated that Zenith's TV-set sales in 1959 totaled \$167,500,000—which would indicate that 30% of Zenith's TV dollar sales last year was realized from remote-control sets. Our own survey earlier this year (Vol. 16:16 p15 & 16:17 p16) indicated that, industry-wide, about 10% of the TV-set unit sales were remote-control models. Figures on Zenith's TV dollar sales, remote-control sales and percentages:

1959—Total Zenith sales, \$260 million (as shown by annual report); TV sales, \$167.5 million, or 65% of the company's total sales; remote-control sales, 260,000 units at \$50 million, or 30% of TV dollar sales.

1958—Total Zenith sales, \$195 million; TV sales, \$117 million, or 60% of total sales; remote-control sales, 123,500 units at \$26.3 million, or 22.5% of TV dollar sales.

1957—Total Zenith sales, \$160 million; TV sales \$97 million, or 61% of total; remote-control sales, \$17.7 million or 18.3% of total TV dollar sales.

In 1956, first year of Space Command sonic tuning, remotes represented 19.3% of TV dollar sales, while in 1955 Zenith's Flash-Matic electric-eye remote system sales accounted for only 4.5% of its TV sales.

Most of the week's testimony was devoted to testimony on claims by Zenith that the remote tuning device was a Zenith invention and by Admiral that the principles were previously known and Zenith patents were erroneous.

GE enters home-intercom market with a portable transistorized system to be introduced area by area until national coverage is achieved later this year. Designed specifically for the home, the units (\$79.95 a pair, additional stations \$39.95 each) may be plugged in anywhere, use house wiring to carry voice signals. GE says that, drawing about as much power as an electric clock, they may be left on all the time. Test marketing starts this week in 4 markets. GE, which calls itself the first major manufacturer to enter the home-intercom business, conducted a pre-production survey of housewives' reaction to intercoms. It's understood that the results showed that 30% of housewives questioned said they'd be interested in an intercom—but after intercoms were installed in their homes, 65% didn't want to give them up. The units are now in pilot production at GE's radio-receiver dept. in Utica, N.Y.

**MOTOROLA ASSESSES FUTURE:** Motorola spent several profitable days in N.Y. last week introducing its latest consumer products to distributors and polishing its image before influential stock brokers. At the Essex House, exec. vp Edward Taylor participated in the first showing of Motorola's 1961 stereo line. On Wall St., Pres. Robert Galvin lunched with the N.Y. Society of Security Analysts and gave them insight into the company's targets (see p. 22).

Claiming stereo sales leadership, Motorola introduced 7 portables & 15 console models and such features in some models as "Vibrasonic" reverb, a new-type ceramic "Golden Duplitrone" cartridge, 3 separate push-pull amplifiers & 3 separate speaker systems, and power output ranging up to 58 watts MPO (116 watts peak).

Not only are Motorola stereo sales 40% ahead of last year, Taylor said, but out in front of all other stereo makers. It claims 30% of more-than-\$300 console business, 25% of \$100-or-more portables. On Wall St., Galvin told the analysts that Motorola has 25-35% of the stereo hi-fi package market. Other Galvin-Taylor views:

**Black-&-white TV**—Sales are "doing nicely" his year although industry has a "larger set inventory than it should," Galvin noted. "For the year as a whole, TV set sales are up 12%." He forecast total 1960 sales of 6.5 million TVs. Taylor told us that figure is "in the bag" and predicted that Motorola would close the year with the best inventory position in the industry. He said TV sales took a "real upsurge" during June & July, told us Motorola has added another production line to keep pace with demand for its Harbinger series TVs.

**Color TV**—Galvin said he's "anxious for color to come" but pegged current annual sales at "approximately 100,000 units" and too small to justify the investment. "I don't see anything in sight that suggests a change," he added. "Sets will have to come down to \$300 before it becomes a volume business." Taylor told us that another market-breaking factor could be a 23-in. 110-degree color tube.

**Tap cartridge**—Forthright Taylor told us Motorola's attitude is one of watchful waiting because too many companies are going off in different directions. He said that Motorola had been interested in the 3M approach but turned it down because "they wouldn't show us what's inside. We won't pay our money without knowing what we're buying," he stated.

**Radio**—Motorola radio sales have gained 25% this year. Galvin told the analysts that Motorola will have "a new [stereo] radio product" in about 18 months when FCC gives the green light to stereo multiplexing. Taylor echoed Motorola's intent to invade this field, declared that multiplexing "will bring the radio console back."

**Future**—"A sustained growth" of Motorola consumer products and a steady influx of new ones was forecast by Galvin. He said the company's research budget now approximates \$15 million annually, pointed to major activity in such fields as thin-film, semiconductors, electronic ceramics, others. He described solid-state science as the "greatest single challenge in the past 40 years."

**New sets:** Philco, having introduced its stereo and portable TV lines last spring, will show its 1961 console TV sets at its national distributors' convention Aug. 1 & 2 in Philadelphia. RCA will show new 1961 drop-in TV & stereo models in Chicago Aug. 24 & 25.

**Trade Personals:** Leonard F. Cramer, onetime Magnavox vp-gen. mgr. and Crosley vp & TV-radio gen. mgr., who has served as a marketing & management consultant for the last 1½ years, elected pres. of Casco Products Corp., now controlled by Standard Kollsman Industries (Vol. 16:23). . . . Fred M. Farwell, RCA mktg. vp, takes on additional duties as defense electronic products mktg. vp . . . James F. Haley, ex-Eastern regional mgr., named to new post of national field sales mgr., Motorola Consumer Products Inc. . . . Henry K. Kindig appointed gen. mfg. mgr., Sylvania picture tube operations, succeeding Gordon L. Fullerton, now gen. mgr. of the operations.

Henry C. Bonfig, CBS Inc. vp for marketing services, is due to return to his office this week after hospitalization in Evanston, Ill., for a knee injury . . . John P. Kearney, Kimble Glass Co. vp and former gen. mgr. of its electronic products div., named gen. mgr. of new industrial & electronics products div. of the subsidiary of Owens-Illinois Glass Co., in consolidation of 2 divs.; G. Pryor Malloy promoted Kimble vp and product mgr. for all products (including TV tube bulbs) except construction materials.

Donald E. Garrett appointed engineering advanced development mgr., GE's TV receiver dept. . . . Ralph H. G. Mathews, ex-Westinghouse TV-radio div., named mktg. dir., Blonder-Tongue Labs . . . John A. Witherell, ex-Motorola, named Pentron Sales Co. merchandising mgr. . . . J. P. Molnar, pres. of Sandia Corp. and a Western Electric vp, elected a Bell Labs vp, succeeded as Sandia pres. by S. P. Schwartz, who was also elected a Western Electric vp . . . Henry Blackstone, Servo Corp., appointed 1960-61 EIA small business committee chmn.; R. G. Zender, Lenz Electric Mfg. Co., named Midwest vice chmn.; K. F. Julin, Leach Corp., West Coast vice chmn.

George W. Dick named div. vp, commercial systems dept., in a realignment of RCA's electronic data processing div. into 3 integrated depts.—commercial systems, data communications and customs projects, and industrial computer systems. George E. Dashiell named div. vp, commercial systems mktg.; Robert Bruce named sales mgr. for the dept. J. Wesley Leas appointed data communications & custom projects dept. mgr.; Charles M. (Buck) Lewis continues as industrial computer system dept. mgr. John E. Johnson named commercial & industrial mktg. relations div. vp; Pinckney B. Reed, govt. mktg. relations vp.

### Obituary

Jay Carver, 40, ad mgr., University Loudspeakers, was killed July 22 in an auto accident near Bear Mountain, N.Y.

Entering electroluminescent light field, RCA has announced that pilot production is under way in its Lancaster, Pa. plant on glowing panels for a variety of purposes—dial lights, instrument panels, highway signs, safety devices, decorative uses, etc. Full-scale manufacture will begin in the fall. The first direct consumer-merchandising of the new lighting material—trademarked "Panel-ray"—will be in a night light designed to operate 24 hours a day at a cost of less than one cent a year. Panels initially offered to equipment makers will be available in a choice of 5 colors, 5 sizes and 3 different AC voltages. RCA credited its work on color-TV phosphors with aiding the development of the electroluminescent panels.

FM converter for auto radios has been announced by Kinematix Inc., Chicago. The unit can be used with AM car radios or, with a special audio amplifier & speaker, as a complete FM radio. The price hasn't been disclosed.

## Electronics-Electrical Rankings Among 1959's 100 Largest Foreign Industrials

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Rank '59	Rank '58	Company	SALES <sup>1</sup> (\$000)	ASSETS <sup>2</sup> (\$000)	NET PROFITS <sup>3</sup> (\$000)	EMPLOYES
6	6	Philips' Lamp Works (Holland) .....	1,100,526	1,235,690	92,286	189,000
7	7	Siemens (Germany) .....	866,190	692,214‡	23,059‡	188,000
23	25	Associated Electrical Industries (Britain).....	583,628	611,841	13,093	98,993‡
24	46	Hitachi (Japan) .....	579,518	719,371	15,203**	80,712
35	32	AEG (Germany) .....	512,619	426,755	8,902**	109,000
37	36	English Electric (Britain) .....	487,200	401,889	10,784	80,000
38	87	Tokyo Shibaura Electric (Japan).....	479,614	584,617	17,411**	71,700
44	42	Brown, Boveri (Switzerland) .....	444,034	424,570	4,035	66,529
63	68	British Insulated Callender's Cables (Britain)...	358,400	274,800	9,088	36,000
64	79	Robert Bosch (Germany) .....	357,143*	122,165**	1,761**	60,000
77	71	General Electric (Britain) .....	302,585†	302,229†	5,552†	61,000†
95	84	ASEA (Sweden) .....	236,227‡	262,315‡	5,318‡§	30,884
96	92	Northern Electric (Canada) .....	236,074	183,688	9,156	15,290

<sup>1</sup> Sales are consolidated third-party sales for fiscal years ending no later than March 31, 1960. <sup>2</sup> Assets are consolidated balance-sheet totals. <sup>3</sup> Profits are consolidated net profits after taxes & all deductions. \* *Fortune* estimate. \*\* Unconsolidated. ‡ Partly consolidated. † Preceding fiscal year. § Not comparable with preceding fiscal year.

**Electronics' 'Big 20':** Growth of the electronics industry is headed for a slowdown, says Charles E. Silberman in "The Coming Shakeout in Electronics" in Aug. *Fortune*. The detailed article explains that the industry can't possibly continue its rate of growth of the past decade—nearly 15% a year, or 3½ times as fast as all industrial production. Silberman points to the expanding industrial electronics market as the future growth area, and says that some companies (and investors) are going to get hurt in the scramble.

The consumer field will remain fairly static, he thinks—and it's a tough way to make a buck. Biggest breakthrough, in his opinion, would be an inexpensive & reliable color set, or acceptance of pay TV. Other possibilities for expansion of consumer-electronics market: "New & exotic products like electronic ovens, garage-door openers, radars & communication devices for pleasure boats, electronic organs, etc."

Particularly interesting is *Fortune's* list of "the big 20" top companies in electronics. The compilation, based in some cases on official company figures and in others on *Fortune's* own estimates, arranges the companies in order of their revenue from electronic products. These companies together corralled more than half of last year's \$9.5-million electronics business:

- (1) RCA, \$1,045 billion. (2) GE, \$1 billion. (3) Western Electric, \$700 million. (4) Sperry Rand, \$645 million. (5 & 6) Hughes Aircraft & IBM, \$560 million each. (7) Raytheon, \$495 million. (8) GT&E, \$325 million. (9) ITT, \$305 million. (10) Motorola, \$290 million. (11) Philco, \$285 million. (12) Bendix, \$280 million. (13 & 14) Zenith & Westinghouse, \$260 million each. (15) North American Aviation, \$250 million. (16) Minneapolis-Honeywell, \$190 million. (17) Burroughs, \$175 million. (18) Thompson Ramo Wooldridge, \$165 million. (19) GPE, \$155 million. (20) Texas Instruments, \$145 million.

Dept. store TV-radio-phono departments showed biggest sales gains from 1958 to 1959, the National Retail Merchants Assn. reports in its 1960 edition of *Departmental Merchandising & Operating Results*, based on reports from 503 dept., specialty & branch stores. Of 197 different merchandise-selling departments, TV-radio-phono departments were the largest gainers, 29% ahead of 1958 in branch stores and 13% ahead in downtown stores.

Color-TV sales will range from less than 100,000 to 175,000 sets this year. That's the consensus of 6 industry executives queried by July *Mart*. The prognostications: Admiral electronics div. vp Ross D. Siragusa Jr., 140,000 color TVs; Emerson Radio & Phonograph Pres. Benjamin Abrams, 125,000 sets; Motorola consumer-products exec. vp Edward Taylor, less than 100,000; RCA Sales Corp. Pres. Jack S. Beldon made no industry forecast, but said: "Our color sales will be 40% to 50% ahead of 1959 volume", Westinghouse TV-radio-div. mktg. mgr. C. J. Urban, 175,000; Zenith Sales Pres. L. C. Truesdell, 125-150,000.

Packard Bell Electronics has been cited in an NLRB trial examiner's report for discrimination & retaliation against employes of 3 San Francisco Bay area plants who are members of Radio-TV Service Technicians Local 202, an IBEW affiliate. The report recommended that the company be ordered to give back-pay to 28 workers who were fired or laid off—allegedly because of union activity.

Televideo Corp. of America, Culver City, Cal. firm which trades as Picture Tube Mart, has failed to disclose to its customers that TV picture tubes it manufactures are rebuilt, FTC has charged. The firm's officers Thurman D. Brooms, Kenneth A. Redshaw & Milton Tobias were also cited in FTC's complaint, which said the alleged practice gave "uninformed or unscrupulous dealers the means to deceive the public."

**New miniature tube construction**—the "Ten Pin"—has been announced by Sylvania for entertainment & industrial applications. The configuration, designed to simplify circuitry & wiring by making possible additional tube functions within a single envelope, is similar to the regular 9-pin arrangement of the conventional T-6½ miniature tube with an additional pin centered in the pin circle.

**New plants & expansions:** Magnavox will open its new research labs at Torrance, Cal. Aug. 3. ● Sylvania's Argus Cameras div. will erect a 109,000-sq.-ft. plant at Columbus, S.C. to produce motion picture & slide projectors ● Westinghouse will lease 4 floors in N.Y.'s proposed Grand Central City skyscraper for its N.Y. district executive offices, which will be moved from 40 Wall St.

**Latest Japanese radio trade name:** "Americana." The new Americana line of transistor sets was announced by Sanshin Jitsugyo Co. Ltd., Tokyo, now soliciting agents.

**WHERE TV EXPORTS GO:** Which countries import U.S. TV sets? The picture is constantly changing—and large quantity imports often show up when a country's TV stations go on the air, or when additional TV stations are started. Generally speaking, our TV export sphere of influence is concentrated mainly in Latin America—not only a traditional U.S. market, but one which has the same TV standards as the U.S.

In March, the latest month for which Census Bureau export statistics are available, 9,926 complete TV sets (valued at \$1,328,286) and 2,913 TV chassis (\$193,481) were exported by the U.S. Venezuela was the biggest customer, taking 3,205 sets (\$470,605), followed by Peru with 1,229 sets, Canada (859), Mexico (737), Panama (735), Iran (700). A total of 30 countries bought at least \$1,000 in TV receivers each from the U.S. in March. Italy was the biggest customer for TV chassis, buying 1,283, with Canada 2nd (976).

Only 9,121 home-type radios at \$326,595 were exported in March, Venezuela taking almost one-third of them (2,561 at \$90,862). Canada was 2nd (2,486 at \$77,150), followed by Mexico, UK, Gibraltar & Liberia.

#### Canada is Biggest Tube Customer

Some 1.26 million receiving tubes (at \$1,083,600) were exported during the month—Canada being the biggest customer, taking more than one quarter of them. Mexico & Brazil were 2nd & 3rd. In semiconductors (889,054 at \$1.5 million), France was No. 1 importer in March, buying 203,079 (\$270,813), Canada & Italy being the only other countries importing more than 100,000. Interestingly, Japan imported 29,673 American semiconductors at \$214,018.

Export sales of TV transmitting & studio equipment vary widely from month to month. In March, Egypt was America's best customer for TV transmitters & related parts, buying \$106,881 worth out of a total \$421,532 sold. Argentina, Syria, Brazil, Mexico & Canada were next, in that order. Canada was the No. 1 customer for TV studio equipment (including closed-circuit), contributing \$477,256 to the total of \$1,418,776 earned by all U.S. exports in that category in March. Others, in order: Egypt, Syria, Brazil, France, UK, Japan.

Canada was the U.S.'s leading customer for TV camera tubes, buying 25 of the 107 exported. Australia was 2nd (24), Japan 3rd (16)—although Japan is now manufacturing its own TV camera tubes.

\* \* \*

**Tabulation of U.S. imports of electronics equipment for Feb. shows Japan leading in radios, tubes & parts; but UK leading in record-players & changers, Germany in radio-phono combinations. Here's the Feb. import lineup.**

Transistor radios: From Japan, 211,951 (\$2,456,329); W. Germany, 3,020 (\$62,575); total, 215,073 (\$2,521,236).

Non-transistor portable radios: Japan, 13,392 (\$108,734); W. Germany, 1,740 (\$39,900); total, 15,132 (\$148,634). All other types of radios (total 20,188 at \$309,690) came from Japan, W. Germany, Netherlands & UK.

Radio-phono combinations: W. Germany, 7,792 (\$663,182); Japan, 845 (\$23,119); total, 8,788 (\$698,278).

Record changers, players & parts: UK, \$898,018; W. Germany, \$129,267; Sweden, \$32,670; Japan, \$14,852; Switzerland, \$11,589; total, \$180,377.

Tubes: Japan, 608,641 (\$188,477); Netherlands, 557,523 (\$182,533); UK, 333,013 (\$156,954); W. Germany, 198,187 (\$81,088); total, 1,772,124 (\$681,279).

**Canada's Import Threat:** Stepped-up imports from Japan, UK and Germany have Canada's young electronics industry reeling on the ropes. So warns the Electronic Industries Assn. of Canada, with support from the *Financial Post* (Toronto), in a recent analysis. Responding to reports that Japan is resuming shipments of transistor radios at a volume about equal to last year, EIA gen. mgr. Fred A. Radcliffe prophesied: "If this keeps up it will put the Canadian radio industry out of business."

EIA is pressing the Canadian govt. to impose quotas and other controls over imports in order to salvage the electronics industry, which has been forced to reduce its production force from 25,000 in 1955 to 19,000 currently (Vol. 16:26 p21). EIA notes that "radio-receiver manufacturers last year lost over 45% of their domestic market to foreign imports," warns that Canadian production of electron tubes will cease within 18 months without govt. control of Japanese imports.

Editorialized the *Financial Post*: "Net profits on the electrical industry's sales dollars fell to a miserable 2.8% last year from 4.1% at the beginning of the 1950s. This compared with a 5.1% return last year in Canadian manufacturing generally—and occurred despite millions & millions of dollars spent on modernization programs. If these trends continue, the very clear prospect is that the Canadian electrical industry will consist largely of glorified distributors (or partial assemblers) of foreign-made products. The very obvious truth is this: Canadian electrical manufacturers simply can't meet foreign competition in many lines in this country, especially competition from the UK, Germany and Japan."

Here's the impact of Japanese competition in Canada, as noted by the newspaper:

Radio imports have climbed 769% since 1957; Japan's share of Canadian market last year: 32.5%.

Electron tube shipments by Japan increased from 212,962 units in 1958 to 2.2 million last year and to a rate of 5-6 million this year. Employment at Canadian tube plants has dropped 24% in one year.

— ■ —

**Replacement & repair of TV sets damaged during the recent Hawaiian tidal waves will be partly underwritten by GE and its Honolulu distributor, American Factors Ltd. GE announced that no charge for repair labor will be made to GE set owners for repairs and that TV owners can replace their sets at up to 40% off the usual price. The "relief" applies to both dealer-&-consumer-owned sets.**

**Updated & expanded manual on CR tube phosphors, *Optical Characteristics of Cathode Ray Tube Screens* (106 pp., \$5), has been published by the Joint Electron Device Engineering Council of EIA & NEMA. Identified as JEDEC publication No. 16, it's available from EIA engineering dept., room 2260, 11 W. 42 St., N.Y. 36.**

**No vacation shutdown is planned in GE's new phono plant at Decatur, Ill., where employment is scheduled to reach 400-450 this week. As previously announced, GE's TV & radio facilities will be closed Aug. 1-14. (For shutdown dates of other manufacturers, see Vol. 16:28 p16).**

**Magnetic tape sales are expected to reach \$150 million yearly by 1965, up from the current annual rate of about \$35 million, reports *The Wall Street Journal*. Breakdown: 65% for audio tape recorders; 30% computers & instruments; 5% TV broadcasting.**

## Finance

**MOTOROLA'S RECORD PACE:** Despite a hampering decline in the military portion (15-20%) of its over-all electronics business, Motorola racked up the best 2nd quarter & first half in its 33-year history (see financial table). Addressing the N.Y. Society of Security Analysts last week, Pres. Robert W. Galvin painted a bright picture of profit, progress and growth.

In its record first-half performance, Motorola registered a 10% profit gain to \$6.5 million on an 11% sales rise to \$143.5 million. Second-quarter earnings rose to a high of \$3.5 million from \$3.3 million a year ago, as sales increased to a record \$73 million from \$65 million. The balance of the year, Galvin noted, should show the "traditional improvement" in sales & earnings over the first half, "particularly in TV, stereo and radio products." For the total year, he forecast sales of more than \$310 million (vs. 1959's \$289.5 million) and an improvement over last year's \$14-million earnings.

### Sales Growing at \$100-Million Pace

Galvin noted that consumer products account for just under 50% of total sales; that TV is Motorola's biggest-volume product; and that first-half consumer-product sales were up 12%. Over-all, Motorola sales are growing at the rate of \$100 million annually. "In 1950 we had 14 principal product businesses," Galvin emphasized. "Today we have 48, including 7 kinds of consumer-electronic products, 3 principal products for automotive manufacturers, 14 distinct product lines or systems for industrial communications, 13 major areas of military electronic activity and 12 major solid state & semiconductor product businesses." Among major growth items cited by Galvin:

**Stereo hi-fi**—Motorola claims 25-35% of market. "We continue to do the largest volume, and I'm sure we're earning the best profit of anyone in the industry."

**Radios**—sales up 25%.

**Mobile radio**—Motorola has "constantly enjoyed 60% of the land mobile-radio business," which grows at a steady rate of 10% annually.

**Semiconductors**—producing a "good-sized volume of business with nice profit" and with expectations of "many tens of millions of dollars from growth in this area."

For Motorola consumer-electronics highlights, turn to p. 19.

\* \* \*

Other companies in consumer electronics showed mixed results in midyear financial statements (see table). Sylvania's parent GT&E reported improved sales & earnings for both the quarter & half, but offered no breakdown or comment on consumer business. Packard Bell, reporting a loss for the quarter and a sharp decline for the fiscal 9-month period, said plywood inventory losses of its Bellwood div. (doors)—as a result of Japanese imports—were responsible. Pres. Robert S. Bell said sales by the home-products div. were up 20% and profits 49% higher than during the first 3 quarters of fiscal 1959. He predicted increasing color-TV profits this year & next. Hoffman's 2nd-quarter profits were down, despite a 34% sales increase, but Pres. H. Leslie Hoffman forecast record profits & sales for 1960. He said the company's 1961 home-entertainment instruments have "met with wider acceptance than for a number of years," reversing the unsatisfactory trend of the division's first-half profits.

**Broker's Recommendations:** Electronics, now America's 5th largest industry, "seems destined to become the No. 1 industry of the nation." So said John Ferguson Jr., of the N.Y. investment dealer Clark, Dodge & Co., in a talk delivered to various investment groups in the last few weeks.

He warned, however, that all of the 4,000-plus electronics companies won't share in the continuing boom, and that another "severe market correction" in the electronics industry could be in the making now. As to an electronics portfolio, here are Ferguson's recommendations:

"Basically our philosophy toward this [electronics] group would be to accumulate top-quality issues on a dollar-averaging long-term basis in amounts & numbers of issues depending upon account requirements. The nucleus of such a group would be Litton Industries (diversified), Texas Instruments (semiconductors), Varian Associates (microwave) and Hewlett-Packard (instrumentation).

"As 2nd-tier back-up issues, we would include Beckman Instruments, Transitron (semiconductors), Magnavox (quality TV & good military electronics) and Eitel-McCullough (microwave). Beyond this, we would prefer to use the package approach for the many medium-to-smaller companies which appear to offer excellent long-range growth potential in their respective fields, but which carry a higher degree of risk.

"A sample of such a package would be FXR (microwave), Giannini (instruments & controls), International Rectifier (semiconductors), Taylor Instruments (process control), Loral Electronics (various) and Itek (information storage & retrieval). Others which could be used in this manner include Microwave Associates, Baird Atomic (various, including optical scanner), Barnes Engineering (infrared), Electronic Specialty (miscellaneous components & systems) and Laboratory for Electronics (communication & navigation)."

Reports & comments available: Sprague Electric, report, R. W. Pressprich & Co., 48 Wall St., N.Y. 5 • Westinghouse, discussion, Reynolds & Co., 120 Broadway, N.Y. 5 • Faradyne Electronics, study, Ross & Hirsch, 120 Broadway, N.Y. 5 • RCA, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • Precision Transformer, analysis, John R. Boland & Co., 30 Broad St., N.Y. 4 • Victoreen Instruments, study, Cruttenden, Podesta & Co., 37 Wall St., N.Y. 5 • Control Data Corp., prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • E S C Electronics Corp., offering circular, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Reeves Bcstg. & Development Corp., prospectus, Laird & Co., 61 Broadway, N.Y. 6.

Skiatron Electronics & Television reports a net loss of \$38,721 on sales of \$47,902 in the 6 months ended June 30. Comparative figures for the year-ago period not available.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
American Bosch Arma	Stk.	1%	Oct. 14	Sep. 15
Bell & Howell	Q	\$0.10	Sep. 1	Aug. 19
GE Ltd.	Final	7%	Sep. 19	Aug. 11
P. R. Mallory	Q	.35	Sep. 10	Aug. 10
Oak Mfg.	Q	.25	Sep. 15	Sep. 1
Standard Radio	—	.20	Oct. 11	Sep. 21
Stanley Warner	Q	.30	Aug. 25	Aug. 10
Stewart-Warner	Q	.35	Sep. 10	Aug. 19
Tung-Sol	Q	.35	Sep. 2	Aug. 12
Westinghouse	Q	.30	Sep. 1	Aug. 8
Wurlitzer	Q	.20	Sep. 1	Aug. 12

## 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
America Corp. Story p. 24	1960—6 mo. to Jun. 30	\$ 15,640,499	—	\$ 673,711	\$0.16 <sup>1</sup>	3,183,229
	1959—6 mo. to Jun. 30	13,742,185	—	(203,843)	—	3,183,229
Arvin Industries	1960—6 mo. to Jun. 30	32,476,234	—	593,333	.52	1,132,534 <sup>3</sup>
	1959—6 mo. to Jun. 30	32,115,771	—	1,095,084	.97 <sup>2</sup>	1,132,534 <sup>3</sup>
	1960—qtr. to Jun. 30	15,181,445	—	47,441	.04	1,132,534 <sup>3</sup>
	1959—qtr. to Jun. 30	16,177,346	—	582,851	.51 <sup>2</sup>	1,132,534 <sup>3</sup>
Capital Cities Bcstg.	1960—6 mo. to Jun. 30	3,725,486	—	455,870	.40	—
	1959—6 mo. to Jun. 30	2,102,254	—	221,049	.19	—
	1960—qtr. to Jun. 30	1,927,323	—	249,954	.22	—
	1959—qtr. to Jun. 30	1,287,906	—	144,109	.13	—
Daystrom	1960—qtr. to Jun. 30	22,457,000	\$ 717,528	344,528	.38	915,813
	1959—qtr. to Jun. 30	21,239,000	753,661	361,661	.40	913,223
Electro-Voice	1960—qtr. to Jun. 30	—	—	49,586	.10	—
	1959—qtr. to Jun. 30	—	—	41,681	.09	—
Fairchild Camera & Instrument	1960—6 mo. to Jun. 30	30,285,000 <sup>4</sup>	—	1,682,000 <sup>4</sup>	1.62 <sup>5</sup>	1,039,140
	1959—6 mo. to Jun. 30	18,741,000	—	795,000	.77 <sup>5</sup>	986,526 <sup>3</sup>
	1960—qtr. to Jun. 30	16,447,000 <sup>4</sup>	—	832,000 <sup>4</sup>	.85 <sup>5</sup>	1,039,140
	1959—qtr. to Jun. 30	9,006,000	—	410,000	.40 <sup>5</sup>	986,526 <sup>3</sup>
Gen. Telephone & Electronics	1960—12 mo. to Jun. 30	1,122,641,000	—	74,120,000	1.10 <sup>11</sup>	66,496,000 <sup>14</sup>
	1959—12 mo. to Jun. 30	986,100,000	—	67,149,000	1.11 <sup>14</sup>	59,684,000 <sup>14</sup>
	1960—6 mo. to Jun. 30	552,484,000	—	35,069,000	.51 <sup>14</sup>	—
	1959—6 mo. to Jun. 30	511,161,000	—	33,307,000	.54 <sup>14</sup>	—
Hoffman Electronics	1960—qtr. to Jun. 30	13,719,653	248,524	120,524	.08	1,524,221
	1959—qtr. to Jun. 30	10,912,712	1,232,383	585,432	.38	1,506,022
Indiana General Corp.	1960—6 mo. to Jun. 30	10,410,082	1,487,593	733,313	.65	1,124,522
	1959—6 mo. to Jun. 30 <sup>15</sup>	9,772,311	1,512,673	795,243	.71	1,124,522
Ling-Temco Electronics	1960—6 mo. to Jun. 30	76,120,306	—	1,437,076	.59	—
	1959— <sup>9</sup>	—	—	—	—	—
	1960—qtr. to Jun. 30	42,480,837	—	1,124,372	.46	—
	1959— <sup>9</sup>	—	—	—	—	—
Motorola Story p. 22	1960—6 mo. to Jun. 30	143,501,269 <sup>10</sup>	13,552,962	6,506,218 <sup>10</sup>	3.23 <sup>11</sup>	2,015,131
	1959—6 mo. to Jun. 30	128,867,246	12,104,204	5,886,371	3.04	1,935,131
	1960—qtr. to Jun. 30	73,204,227 <sup>10</sup>	7,174,495	3,469,743 <sup>10</sup>	1.72 <sup>11</sup>	2,015,131
	1959—qtr. to Jun. 30	65,214,062	6,633,881	3,269,944	1.69	1,935,131
Minn. Mining & Mfg.	1960—6 mo. to Jun. 30	263,013,173 <sup>10</sup>	64,366,002	32,366,002 <sup>10</sup>	.63	50,989,037
	1959—6 mo. to Jun. 30	237,358,645	58,197,074	29,597,074	.58	50,931,579
	1960—qtr. to Jun. 30	134,343,955 <sup>10</sup>	32,048,091	16,148,091 <sup>10</sup>	.32	50,989,037
	1959—qtr. to Jun. 30	122,186,325	30,640,554	15,640,554	.31	50,931,579
Muter	1960—6 mo. to Jun. 30	5,887,254	143,526	70,238	.08	839,523
	1959—6 mo. to Jun. 30	6,230,075	325,995	157,824	.19	800,313
Packard Bell Story p. 22	1960—9 mo. to Jun. 30	34,740,353	989,752	494,752	.61	811,880
	1959—9 mo. to Jun. 30	34,808,470	2,105,780	1,035,780	1.31	792,100
	1960—qtr. to Jun. 30	11,028,264	(81,349) <sup>12</sup>	3,651	—	811,880
	1959—qtr. to Jun. 30	10,682,508	588,057	318,057	.40	792,100
Stewart-Warner	1960—6 mo. to Jun. 30	57,749,015	—	3,461,149	1.05	—
	1959—6 mo. to Jun. 30	57,230,619	—	3,769,864	1.15	—
	1960—qtr. to Jun. 30	27,423,884	—	1,521,130	.46	—
	1959—qtr. to Jun. 30	30,244,774	—	2,028,993	.62	—
Storer Bcstg. Story p. 24	1960—6 mo. to Jun. 30	—	—	2,820,939	1.14	2,474,750
	1959—6 mo. to Jun. 30	—	—	2,714,549 <sup>13</sup>	1.10 <sup>13</sup>	2,474,750
	1960—qtr. to Jun. 30	—	—	1,397,860 <sup>10</sup>	.56	2,474,750
	1959—qtr. to Jun. 30	—	—	1,690,367 <sup>13</sup>	.68 <sup>13</sup>	2,474,750
Thompson Ramo Wooldridge	1960—6 mo. to Jun. 30	219,145,159	10,423,961	5,033,861	1.55 <sup>1</sup>	3,145,687
	1959—6 mo. to Jun. 30	199,537,238	9,980,109	4,926,209	1.53 <sup>1</sup>	3,116,103
	1960—qtr. to Jun. 30	107,509,667	5,438,282	2,617,582	.82 <sup>1</sup>	3,145,687
	1959—qtr. to Jun. 30	107,317,591	5,623,118	2,641,818	.82 <sup>1</sup>	3,116,103
Time Inc.	1960—6 mo. to Jun. 30	142,951,500	—	6,814,400	3.48	—
	1959—6 mo. to Jun. 30	131,802,400	—	6,043,800	3.09	—
Tung-Sol Electric	1960—26 wks. to Jul. 2	35,559,800	2,005,057	962,057	.92 <sup>1</sup>	924,521
	1959—26 wks. to Jul. 2	35,048,196	3,014,610	1,406,610	1.40 <sup>1</sup>	922,088

Notes: <sup>1</sup> After pfd. dividends. <sup>2</sup> Adjusted to shares now outstanding. <sup>3</sup> Outstanding Jun. 30, 1960. <sup>4</sup> Exclusive of recently acquired Du Mont Labs. <sup>5</sup> Based on 1,039,140 shares outstanding Jun. 30, 1960. <sup>6</sup> Adjusted to reflect stock split. <sup>7</sup> After \$137,367 tax credit. <sup>8</sup> After \$174,996 tax credit. <sup>9</sup> No comparisons available. <sup>10</sup> Record. <sup>11</sup> Does not reflect 2-for-1 split July 15, 1960. <sup>12</sup> Before tax credit of \$85,000. <sup>13</sup> Includes capital gains of \$582,417 (24c) on sale of radio WAGA Atlanta. <sup>14</sup> Based on average shares outstanding during period. <sup>15</sup> Includes pre-merger figures of General Ceramics.

**Top Foreign Electronics Firms:** Thirteen companies of the electrical-electronics field are represented in *Fortune's* tally of the 100 biggest foreign firms, only one (Compagnie General d'Electricité, of France, 88th) having dropped from the list since 1958.

In the aggregate, the top 100 foreign firms reported a sales increase of 8% & a profit increase of 19.3% over 1958—short of the 11.6% & 25.1% rises reported by the top 500 American industrial firms (Vol. 16:28 p18).

Most impressive increases were scored by 2 Japanese electronics firms—Hitachi and Tokyo Shibaura Electric (Toshiba), rising from 46th to 24th and from 87th to 38th, respectively. Both were newcomers to the top 100 list in 1958. *Fortune* notes that the 5 Japanese firms on its 1959 list (3 iron & steel, 2 electrical) aggregated a 52.1% sales increase—on paper—“but Japanese accounting & reporting methods differ from European,” says *Fortune*, “and there is good reason to believe that the actual gain was far less, perhaps 30%.” (For *Fortune* rankings, see table on p. 20.)

Daystrom Inc., reporting an 88% increase in profit on 18% greater sales in the fiscal year ended March 31 (see financial table), predicts “another successful year” for fiscal 1961 in its annual report. Breaking down its sales by products 33% (\$30,062,000) vs. 35%. Daystrom's consumer-sent 37% (or \$33,648,000) in fiscal 1960 vs. 30% in fiscal 1959, industrial sales 30% (\$26,586,000) vs. 35%, consumer products 33% (\$30,062,000) vs. 35%. Daystrom's consumer product sales were divided as follows: leisure-time products (radio-hi-fi-marine-photographic) 18%, household products (steel, plastic & aluminum furniture) 10%, commercial test equipment 5%. Among Daystrom divisions & subsidiaries are Transicoil, the Heath Co. and Western Instruments.

Raytheon is closing in on its goal of net earnings equal to 3% of sales (vs. 1959's profit margin of about 2%), reports Pres. Richard E. Krafve. However, the full effect of the company's cost-reduction program won't be measurable until later this year, making it impossible to estimate first-half & 2nd-quarter profits. Krafve said shipments are up, backlog approximates first-quarter's \$300 million.

Corning Glass should set sales & earnings records in 1960, according to Pres. William C. Decker, but the 2nd quarter's gains in profits are being held down by production difficulties in the manufacture of glass envelopes for bonded tubes, and other temporary problems. The picture-tube problem is being solved, he added, although 2nd-quarter earnings will show “only a slight increase” over the 1959 period when the figure was \$6 million (89¢ a share).

Avionics Investment Corp., Washington firm licensed under the Small Business Investment Act to provide equity capital & long-term loans in the general field of aviation & missiles, has applied to SEC (File 2-16799) for registration of 400,000 capital stock shares for public sale at \$10 per share. S. D. Fuller & Co. heads an underwriting group.

Storer Bestg. racked up near-record earnings of \$2.8 million on a 13% spurt in broadcast revenues during 1960's first half (see financial chart). The net income was equal to \$1.14 a share, surpassed only by the \$1.15 recorded in first-half 1956. Record profits of \$1.7 million were posted in the 2nd quarter on a revenue gain of 11%.

Columbia Pictures has asked SEC (File 2-16817) to register 69,353 common-stock shares for use in the company's employees' stock-purchase plan.

Rollins Bestg. Co., whose most recent acquisitions are WCHS-TV & WCHS Charleston, W. Va. (Vol. 16:29 p10), plans public sale of 110,000 common-stock shares—75,000 by the company, 35,000 by dir. John W. Rollins. Seeking SEC registration of the shares (File 2-16829), the company said proceeds from its sale of the 75,000 would be “used for corporate purposes, including the acquisition of additional businesses & properties which may become available.” F. Eberstadt & Co. heads underwriters for the offering, whose price was to be supplied in an amended SEC statement. In its application, the company reported it is paying Pres. O. Wayne Rollins \$265,000 for 4 tracts of land contiguous to 8,069 acres in Okeechobee County, Fla. which it bought from him in 1958 for \$1.2 million, of which notes to Rollins for \$777,778 are outstanding. As part of this deal, the notes will be reduced to \$774,409 and the debt will be canceled by issuance to Rollins of 100,000 Class B common shares and payment by Rollins to the company of \$25,591 cash.

America Corp. (formerly Chesapeake Industries) rebounded from 1959's first-half loss of \$203,843 with a profit of \$673,711 in the 6 months to June 30 (see financial chart). Pres. Gordon K. Greenfield said the diversified holding company has “disposed of the 2 operations which accounted for the bulk of last year's losses.” (These were color-film processing Pathecolor and card-maker Stanley Greetings.) America now embraces Pathé Labs (motion picture & TV-film processing), Virginia Metal Products and Portsmouth (O.) Gas Co. Greenfield also reported that America has extended to Aug. 15 its tenders to buy up to 10,000 shares of its \$4 pfd. stock (\$45) and up to 5,000 of \$6 pfd. (\$55).

**OVER-THE-COUNTER  
COMMON STOCK QUOTATIONS**  
Thursday, July 28, 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	29½	32½	Magnetics, Inc.	11¼	12½
Aerovox	10	11¼	Maxson (W.L.)	8¾	9¾
Allied Radio	20¾	22½	Meredith Pub.	40½	44¾
Astron Corp.	2	2½	Metropolitan Bestg.	15½	16¾
Baird Atomic	33	35¾	Migo Electronics	21½	24¾
British Industries	14	15¾	MPO Videotronics	6½	7¾
CGS Labs	11	13¾	Nardo Microwave	6½	7¾
Control Data Corp.	33¾	41¾	Nardo Ultrasonic	4¾	5½
Cook Elec.	15¾	17	National Co.	22¼	24¾
Craig Systems	14¾	16¼	Nuclear of Chicago	34	36¾
Dictaphone	38¾	41¾	Official Films	1-7/10	1-11/16
Digitronics	22½	24¾	Pacific Automation	8½	9¾
Eastern Ind.	11¾	13	Pacific Mercury	8¾	9½
Eitel-McCullough	24¾	26¼	Perkin-Elmer	38	40¾
Elco Corp.	17¼	19½	Philips Lamp	159	164¾
Electro Instruments	42½	46½	Pyramid Electric	4¾	2¾
Electro Voice	11¾	13¾	Radiation Inc.	22	24¼
Electronic Associates	24½	26¾	Howard W. Sams	40½	44¾
Erie Resistor	8¾	9¾	Sanders Associates	45½	49¾
Executone	26	29¾	Silicon Transistor	7	8¾
Farrington Mfg.	31¾	34¾	Soroban Engineering	26½	29¾
Fischer & Porter	14¼	15¾	Soundscriber	12½	14¾
FXR	44½	48¾	Speer Carbon	18	19¾
General Devices	17¾	19¾	Sprague Electric	54	58
G-L Electronics	9½	10¾	Taft Bestg.	13	14¾
Granco Products	6	6¾	Taylor Instrument	74	79¾
Gross Telecasting	19¼	21¼	Technology Inst.	9¾	11¼
Haydu	½	¾	Tele-Broadcasters	1½	1¾
Hewlett-Packard	77	81¾	Telescope	24	26¾
High Voltage Eng.	125	137	Telemeter	15	16¾
Infrared Industries	19	22½	Time Inc.	57½	61
International Rect.	22¾	24¾	Tracerlab	12¾	14¾
Interstate Engineering	26	28	United Artists	7¾	8¾
Itek	57½	62	United Control	27	29¾
Jerrold	9	9¾	Universal Trans.	1½	2¾
Lab for Electronics	46	49¾	Vitro	12¾	13¾
Lel, Inc.	4¾	5¾	Vocaline	3½	4
LFE Inc.	10	12¾	Wells-Gardner	15¼	16¾
Ling Altec Electr.	22	23¾	Wometco Ent.	12½	13¾
Magna Theater	2¾	3-1/16			
Magnetic Amp.	9	—			

# WEEKLY **Television Digest**

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SPECIAL SUPPLEMENT No. 7

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### Report & Statement of Policy on Programming Inquiry

Public Notice 60-970

July 29, 1960

This "Report and Statement of Policy Re: Commission En Banc Programming Inquiry" was adopted July 27 by the Commission en banc—Ford (chairman), Bartley, Lee, Craven and Cross, with Comr. Hyde dissenting and Comr. King not participating.

WITH SEPARATE STATEMENT OF COMMISSIONER HYDE

ON OCT. 3, 1957 the Commission's network study staff submitted its report on network broadcasting. While the scope and breadth of the network study as set forth in order No. 1 issued Nov. 21, 1955 encompassed a comprehensive study of programming, it soon became apparent that due to factors not within the control of the staff or the committee, consideration of programming would be subject to substantial delay making it impracticable that the target dates for the over-all report could be met in the program area. The principal reasons were: (a) the refusal of certain program distributors and producers to provide the committee's staff with certain information which necessitated protracted negotiations and ultimately legal action (FCC vs. Ralph Cohn, et al, 154 F. Supp. 899); and (b) the fact that a coincidental and collateral investigation into certain practices was instituted by the Department of Justice. Accordingly the network study staff report recommended that the study of programming be continued and completed. The director of the network study in his memorandum of transmittal of the network study report stated:

The staff regrets that it was unable to include in the report its finding and conclusions in its study of programming. It is estimated that more than one-fourth of the time of the staff was expended in this area. However, the extended negotiations and litigation with some non-network program producers relative to supplying financial data necessary to this aspect of the study made it impossible to obtain this information from a sufficient number of these program producers to draw definitive conclusions on all the programming issues. Now that the Commission's right to obtain this information has been sustained, it is the hope of the staff that this aspect of the study will be completed and the results included in a supplement to the report. Unless the study of programming is completed, the benefit of much labor on this subject will have been substantially lost."

As a result, on Feb. 26, 1959, the Commission issued its "Order for Investigatory Proceeding," Docket No. 12782. That order stated that during the course of the network study and otherwise, the Commission had obtained information and data regarding the acquisition, production, ownership, distribution, sale, licensing and exhibition of programs for television broadcasting. Also that that information and data had been augmented from other sources including hearings before committees of Congress and from the Dept. of Justice, and that the Commission had determined that an over-all inquiry should be made to determine the facts with respect to the television network program selection process. On Nov. 9, 1959, the proceeding instituted by the Commission's order of Feb. 26, 1959 was amended and enlarged to include a general inquiry with respect to programming to determine, among other things, whether the general standards heretofore laid down by the

Commission for the guidance of broadcast licensees in the selection of programs and other material intended for broadcast are currently adequate; whether the Commission should, by the exercise of its rule-making power, set out more detailed and precise standards for such broadcasters; whether the Commission's present review and consideration in the field of programming and advertising are adequate, under present conditions in the broadcast industry; and whether the Commission's authority under the Communications Act of 1934, as amended, is adequate, or whether legislation should be recommended to Congress.

This inquiry was heard by the Commission *en banc* between Dec. 7, 1959 and Feb. 1, 1960, and consumed 19 days in actual hearings. Over 90 witnesses testified relative to the problems involved, made suggestions and otherwise contributed from their background and experience to the solution of these problems. Several additional statements were submitted. The record in the *en banc* portion of the inquiry consisted of 3,775 pages of transcript plus 1,000 pages of exhibits. The interim report of the staff of the Office of Network Study was submitted to the Commission for consideration on June 15, 1960.

The Commission will make every effort to expedite its consideration of the entire docket proceeding and will take such definitive action as the Commission determines to be warranted. However, the Commission feels that a general statement of policy responsive to the issues in the *en banc* inquiry is warranted at this time.

Prior to the *en banc* hearing, the Commission had made its position clear that, in fulfilling its obligation to operate in the public interest, a broadcast station is expected to exercise reasonable care and prudence with respect to its broadcast material in order to assure that no matter is broadcast which will deceive or mislead the public. In view of the extent of the problem existing with respect to a number of licensees involving such practices as deceptive quiz shows and payola which had become apparant, the Commission concluded that certain proposed amendments to our rules and as well as proposed legislation would provide a basis for substantial improvements. Accordingly, on Feb. 5, 1960, we adopted a Notice of Proposed Rule Making to deal with fixed quiz and other non-*bona fide* contest programs involving intellectual skill. These rules would prohibit the broadcasting of such programming unless accompanied by an announcement which would in all cases describe the nature of the program in a manner to sufficiently apprise the audience that the events in question are not in fact spontaneous or actual measures of knowledge or intellectual skill. Announcements would be made at the beginning and end of each program. Moreover, the proposed rules would require a station, if it obtained such a program from networks, to be assured similarly that the network program has an accompanying announcement of this nature. This, we believe, would go a

long way toward preventing any recurrence of problems such as those encountered in the recent quiz show programs.

We have also felt that this sort of conduct should be prohibited by statute. Accordingly, we suggested legislation designed to make it a crime for anyone to wilfully and knowingly participate or cause another to participate in or cause to be broadcast a program of intellectual skill or knowledge where the outcome thereof is prearranged or predetermined. Without the above-described amendment, the Commission's regulatory authority is limited to its licensing function. The Commission cannot reach networks directly or advertisers, producers, sponsors, and others who, in one capacity or another, are associated with the presentation of radio and television programs which may deceive the listening or viewing public. It is our view that this proposed legislation will help to assure that every contest of intellectual skill or knowledge that is broadcast will be in fact a *bona fide* contest. Under this proposal, all those persons responsible in any way for the broadcast of a deceptive program of this type would be penalized. Because of the far-reaching effects of radio and television, we believe such sanctions to be desirable.

The Commission proposed on Feb. 5, 1960 that a new section be added to the Commission's rules which would require the licensee of radio broadcast stations to adopt appropriate procedures to prevent the practice of payola amongst his employees. Here again the standard of due diligence would have to be met by the licensee. We have also approved on Feb. 11 the language of proposed legislation which would impose criminal penalties for failure to announce sponsored programs, such as payola and others, involving hidden payments or other considerations. This proposal looks toward amending the United States Code to provide fines up to \$5,000 or imprisonment up to one year, or both, for violators.

It would prohibit the payment to any person or the receipt of payment by any person for the purpose of having as a part of the broadcast program any material on either a radio or television show unless an announcement is made as part of the program that such material has been paid for or furnished. The Commission now has no direct jurisdiction over the employees of a broadcast station with respect to this type of activity. The imposition of a criminal penalty appears to us to be an effective manner for dealing with this practice. In addition, the Commission has made related legislative proposals with respect to fines, temporary suspension of licenses, and temporary restraining orders.

In view of our mutual interest with the Federal Trade Commission and in order to avoid duplication of effort, we have arrived at an arrangement whereby any information obtained by the FCC which might be of interest to FTC will be called to that Commission's attention by our staff. Similarly, FTC will advise our Commission of any information or data which it acquires in the course of its investigations which might be pertinent to matters under jurisdiction of the FCC. This is an understanding supplemental to earlier liaison arrangements between FCC and FTC.

Certain legislative proposals recently made by the Commission as related to the instant inquiry have been mentioned. It is appropriate now to consider whether the statutory authority of the Commission with respect to programming and program practices is, in other respects, adequate.

In considering the extent of the Commission's authority in the area of programming it is essential first to examine the limitations imposed upon it by the First Amendment to the Constitution and Sec. 326 of the Communications Act.

The First Amendment to the United State Constitution reads as follows:

Congress shall make no law respecting an establishment of religion or prohibit in the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

Sec. 326 of the Communications Act of 1934, as amended, provides that:

Nothing in this chapter shall be understood or con-

strued to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

The communication of ideas by means of radio and television is a form of expression entitled to protection against abridgement by the First Amendment to the Constitution. In *United States vs. Paramount Pictures*, 334 U.S. 131, 166 (1948) the Supreme Court stated:

We have no doubt that moving pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment.

As recently as 1954 in *Superior Films vs. Dept. of Education*, 346 U.S. 587, Justice Douglas in a concurring opinion stated:

Motion pictures are, of course, a different medium of expression than the radio, the stage, the novel or the magazine. But the First Amendment draws no distinction between the various methods of communicating ideas.

Moreover, the free speech protection of the First Amendment is not confined solely to the exposition of ideas nor is it required that the subject matter of the communication be possessed of some value to society. In *Winters vs. New York*, 333 U.S. 507, 510 (1948), the Supreme Court reversed a conviction based upon a violation of an ordinance of the City of New York which made it punishable to distribute printed matter devoted to the publication of accounts of criminal deeds and pictures of bloodshed, lust or crime. In this connection the court said:

We do not accede to appellee's suggestion that the Constitutional protection for a free press applies only to the exposition of ideas. The line between the informing and the entertaining is too elusive for the protection of that basic right. . . . Though we can see nothing of any possible value to society in these magazines, they are as much entitled to the protection of free speech as the best of literature.

Notwithstanding the foregoing authorities, the right to the use of the airwaves is conditioned upon the issuance of a license under a statutory scheme established by Congress in the Communications Act in the proper exercise of its power over commerce.<sup>1</sup> The question therefore arises as to whether, because of the characteristics peculiar to broadcasting which justifies the government in regulating its operation through a licensing system, there exists the basis for a distinction as regards other media of mass communication with respect to application of the free speech provisions of the First Amendment. In other words, does it follow that because one may not engage in broadcasting without first obtaining a license, the terms thereof may be so framed as to unreasonably abridge the free speech protection of the First Amendment?

We recognize that the broadcasting medium presents problems peculiar to itself which are not necessarily subject to the same rules governing other media or communication. As we stated in our petition in *Grove Press Inc. and Readers Subscription Inc. vs. Robert K. Christenberry* (Case No. 25,861) filed in the U.S. Court of Appeals for the Second Circuit, "radio and TV programs enter the home and are readily available not only to the average normal adult but also to children and to the emotionally immature. . . . Thus, for example, while a nudist magazine may be within the protection of the First Amendment . . . the televising of nudes might well raise a serious question of programming contrary to 18 U.S.C. 1464. . . . Similarly, regardless of whether the 'four-letter words' and sexual description, set forth in *Lady Chatterley's Lover* (when considered in the context of the whole book) make the book obscene for mailability purposes, the utterance of such words or the depiction of such sexual activity on radio or TV would raise similar public interest and Sec. 1464 questions." Nevertheless, it is essential to keep in mind that "the basic principles of freedom of speech and the press like the First Amendment's command do not vary."<sup>2</sup>

<sup>1</sup>NBC vs. United States, 319 U.S. 190 (1943).

<sup>2</sup>Burstyn vs. Wilson, 343 U.S. 495, 503 (1952).

Although the Commission must determine whether the total program service of broadcasters is reasonably responsive to the interests and needs of the public they serve, it may not condition the grant, denial or revocation of a broadcast license upon its own subjective determination of what is or is not a good program. To do so would "lay a forbidden burden upon the exercise of liberty protected by the Constitution."<sup>3</sup> The chairman of the Commission during the course of his testimony recently given before the Independent Offices Subcommittee of the Senate Committee on Appropriations expressed the point as follows:

Mr. Ford. When it comes to questions of taste, unless it is downright profanity or obscenity, I do not think that the Commission has any part in it.

I don't see how we could possibly go out and say this program is good and that program is bad. That would be a direct violation of the law.<sup>4</sup>

In a similar vein, Mr. Whitney North Seymour, president-elect of the American Bar Association, stated during the course of this proceeding that while the Commission may inquire of licensees what they have done to determine the needs of the community they propose to serve, the Commission may not impose upon them its private notions of what the public ought to hear.<sup>5</sup>

Nevertheless, several witnesses in this proceeding have advanced persuasive arguments urging us to require licensees to present specific types of programs on the theory that such action would enhance freedom of expression rather than tend to abridge it. With respect to this proposition, we are constrained to point out that the First Amendment forbids governmental interference asserted in aid of free speech, as well as governmental action repressive of it. The protection against abridgement of freedom of speech and press flatly forbids governmental interference, benign or otherwise. The First Amendment, "while regarding freedom in religion, in speech and printing and in assembling and petitioning the government for redress of grievances as fundamental and precious to all, seeks only to forbid that Congress should meddle therein." (Powe vs. United States, 109 F 2nd 147).

As recently as 1959 in *Farmers Educational & Cooperative Union of America vs WDAY Inc.* 360 U.S. 525, the Supreme Court succinctly stated:

... Expressly applying this country's tradition of free expression to the field of radio broadcasting, Congress has from the first emphatically forbidden the Commission to exercise any power of censorship over radio communication.

An examination of the foregoing authorities serves to explain why the day-to-day operation of a broadcast station is primarily the responsibility of the individual station licensee. Indeed, Congress provided in Sec. 3(h) of the Communications Act that a person engaged in radio broadcasting shall not be deemed a common carrier. Hence, the Commission in administering the Act and the courts in interpreting it have consistently maintained that responsibility for the selection and presentation of broadcast material ultimately devolves upon the individual station licensee, and that the fulfillment of the public interest requires the free exercise of his independent judgement. Accordingly, the Communications Act "does not essay to regulate the business of the licensee. The Commission is given no supervisory control over programs, of business management or of policy . . . The Congress intended to leave competition in the business of broadcasting where it . . ."<sup>6</sup> The regulatory responsibility of the Commission in the broadcast field essentially involves the maintenance of a balance between the preservation of a free competitive broadcast system, on the one hand, and the reasonable restriction of that freedom inherent in the public interest standard provided in the Communications Act on the other.

In addition, there appears a second problem quite unrelated to the question of censorship that would enter into the Commission's assumption of supervision over program content. The Commission's role as a practical matter, let alone a legal matter, cannot be one of program dictation

or program supervision. In this connection we think the words of Justice Douglas are particularly appropriate:

The music selected by one bureaucrat may be as offensive to some as it is soothing to others. The news commentator chosen to report on the events of the day may give overtones to the news that pleases the bureaucrat but which rile the . . . audience. The political philosophy which one radio sponsor exudes may be thought by the official who makes up the programs as the best for the welfare of the people. But the man who listens to it . . . may think it marks the destruction of the republic . . . Today it is a business enterprise working out a radio program under the auspices of government. Tomorrow it may be a dominant political or religious group. . . . Once a man is forced to submit to one type of program, he can be forced to submit to another.

It may be but a short step from a cultural program to a political program. . . . The strength of our system is in the dignity, resourcefulness and the intelligence of our people. Our confidence is in their ability to make the wisest choice. That system cannot flourish if regimentation takes hold."<sup>7</sup>

Having discussed the limitations upon the Commission in the consideration of programming, there remains for discussion the exceptions to those limitations and the area of affirmative responsibility which the Commission may appropriately exercise under its statutory obligation to find that the public interest, convenience and necessity will be served by the granting of a license to broadcast.

In view of the fact that a broadcaster is required to program his station in the public interest, convenience and necessity, it follows despite the limitations of the First Amendment and Sec. 326 of the Act, that his freedom to program is not absolute. The Commission does not conceive that it is barred by the Constitution or by statute from exercising any responsibility with respect to programming. It does conceive that the manner or extent of the exercise of such responsibility can introduce Constitutional or statutory questions. It readily concedes that it is precluded from examining a program for taste or content, unless the recognized exceptions to censorship apply: For example, obscenity, profanity, indecency, programs inciting to riots, programs designed or inducing toward the commission of crime, lotteries, etc. These exceptions, in part, are written into the United States Code and, in part, are recognized in judicial decision. See Sections 1304, 1343 and 1464 of Title 18 of the United States Code (lotteries; fraud by radio; utterance of obscene, indecent or profane language by radio). It must be added that such traditional or legislative exceptions to a strict application of the freedom of speech requirements of the United States Constitution may very well also convey wider scope in judicial interpretation as applied to licensed radio than they have had or would have as applied to other communications media. The Commission's petition in the *Grove Case*, *supra*, urged the court not unnecessarily to refer to broadcasting, in its opinion, as had the District Court. Such reference subsequently was not made though it must be pointed out there is no evidence that the motion made by the FCC was a contributing factor. It must nonetheless be observed that this Commission conscientiously believes that it should make no policy or take any action which would violate the letter or the spirit of the censorship prohibitions of Sec. 326 of the Communications Act.

As stated by the Supreme Court of the United States in *Joseph Burstyn Inc. vs. Wilson*, *supra*:

... Nor does it follow that motion pictures are necessarily subject to the precise rule governing any other particular method of expression. Each method tends to present its own peculiar problem. But the basic principles of freedom of speech and the press, like the First Amendment's command, do not vary. Those principles, as they have frequently been enunciated by this court, make freedom of expression the rule.

A review of the Communications Act as a whole clearly reveals that the foundation of the Commission's authority rests upon the public interest, convenience and necessity.<sup>8</sup>

<sup>3</sup>Cantwell vs. Connecticut, 310 U.S. 926, 307.

<sup>4</sup>Hearings before Subcommittee of the Committee on Appropriations, U.S. Senate, 86th Congress, 2nd Session on H.R. 11776 at page 775.

<sup>5</sup>Memorandum of Mr. Whitney North Seymour, special counsel to the National Association of Broadcasters at page 7.

<sup>6</sup>FCC vs. Sanders Bros., 309 U.S. 470 (1940).

<sup>7</sup>Public Utilities Commission vs. Pollak, 343 U.S. 451, 468, Dissenting Opinion.

<sup>8</sup>Sec. 307 (d), 308, 309, *inter alia*.

The Commission may not grant, modify or renew a broadcast station license without finding that the operation of such station is in the public interest. Thus, faithful discharge of its statutory responsibilities is absolutely necessary in connection with the implacable requirement that the Commission approve no such application for license unless it finds that "public interest, convenience and necessity would be served." While the public interest standard does not provide a blueprint of all of the situations to which it may apply, it does contain a sufficiently precise definition of authority so as to enable the Commission to properly deal with the many and varied occasions which may give rise to its application. A significant element of the public interest is the broadcaster's service to the community. In the case of *NBC vs. United States*, 319 U. S. 190, the Supreme Court describes this aspect of the public interest as follows:

"An important element of public interest and convenience affecting the issue of a license is the ability of the licensee to render the best practicable service to the community reached by broadcasts . . . The Commission's licensing function cannot be discharged, therefore, merely by findings that there are no technological objections to the granting of a license. If the criterion of 'public interest' were limited to such matters how could the Commission choose between two applicants for the same facilities, each of whom is financially and technically qualified to operate a station? Since the very inception of federal regulation of radio, comparative considerations as to the services to be rendered have governed the application of the standard of "public interest, convenience or necessity."

Moreover, apart from this broad standard which we will further discuss in a moment, there are certain other statutory indications.

It is generally recognized that programming is of the essence of radio service. Sec. 307(b) of the Communications Act requires the Commission to "make such distribution of licenses . . . among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of same." Under this section, the Commission has consistently licensed stations with the end objective of either providing new or additional programming service to a community, area or state, or of providing a new or additional "outlet" for broadcasts from a community, area or state. Implicit in the former alternative is increased radio reception; implicit in the latter alternative is increased radio transmission and, in this connection, appropriate attention to local live programming is required.

Formerly, by reason of administrative policy, and since September 14, 1959, by necessary implication from the amended language of Sec. 315 of the Communications Act, the Commission has had the responsibility for determining whether licensees "afford reasonable opportunity for the discussion of conflicting views on issues of public importance." This responsibility usually is of the generic kind and thus, in the absence of unusual circumstances, is not exercised with regard to particular situations but rather in terms of operating policies of stations as viewed over a reasonable period of time. This, in the past has meant a review, usually in terms of filed complaints, in connection with the applications made each 3-year period for renewal of station licenses. However, that has been a practice largely traceable to workload necessities, and, therefore, not so limited by law. Indeed, the Commission recently has expressed its views to the Congress that it would be desirable to exercise a greater discretion with respect to the length of licensing periods within the maximum 3-year license period provided by Section 307(d). It has also initiated rulemaking to this end.

The foundation of the American system of broadcasting was laid in the Radio Act of 1927 when Congress placed the basic responsibility for all matter broadcast to the public at the grass-roots level in the hands of the station licensee. That obligation was carried forward into the Communications Act of 1934 and remains unaltered and undivided. The licensee, is, in effect, a "trustee" in the sense that his license to operate his station imposes upon him a non-delegable duty to serve the public interest in the community he had chosen to represent as a broadcaster.

Great confidence and trust are placed in the citizens who have qualified as broadcasters. The primary duty and

privilege to select the material to be broadcast to his audience and the operation of his component of this powerful medium of communication is left in his hands. As was stated by the Chairman in behalf of this Commission in recent testimony before a Congressional committee:<sup>9</sup>

"Thus far Congress has not imposed by law an affirmative programming requirement on broadcast licensees. Rather, it has heretofore given licensees a broad discretion in the selection of programs. In recognition of this principle, Congress provided in section 3(h) of the Communications Act that a person engaged in radio broadcasting shall not be deemed a common carrier. To this end the Commission in administering the Act and the courts in interpreting it have consistently maintained that responsibility for the selection and presentation of broadcast material ultimately devolves upon the individual station licensee, and that the fulfillment of such responsibility requires the free exercise of his independent judgment."

As indicated by former President Hoover, then Secretary of Commerce, in the Radio Conference of 1922-1925:

"The dominant element for consideration in the radio field is, and always will be, the great body of the listening public, millions in number, country-wide in distribution. There is no proper line of conflict between the broadcaster and listener nor would I attempt to array one against the other. Their interests are mutual, for without the one the other could not exist.

"There have been few developments in industrial history to equal the speed and efficiency with which genius and capital have joined to meet radio needs. The great majority of station owners today recognize the burden of service and gladly assume it. Whatever other motive may exist for broadcasting, the pleasing of the listener is always a primary purpose . . .

"The greatest public interest must be the deciding factor. I presume that few will dissent as to the correctness of this principle, for all will agree that public good must ever balance private desire; but its acceptance leads to important and far-reaching practical effects, as to which there may not be the same unanimity, but from which, nevertheless there is no logical escape."

The confines of the licensee's duty are set by the general standards "the public interest, convenience or necessity."<sup>10</sup> The initial and principle execution of that standard, in terms of the area he is licensed to serve, is the obligation of the licensee. The principle ingredient of such obligation consists of a diligent, positive and continuing effort by the licensee to discover and fulfill the tastes, needs and desires of his service area. If he has accomplished this, he has met his public responsibility. It is the duty of the Commission, in the first instance, to select persons as licensees who meet the qualifications laid down in the Act, and on a continuing basis to review the operations of such licensees from time to time to provide reasonable assurance to the public that the broadcast service it receives is such as its direct and justifiable interest requires.

Historically it is interesting to note that in its review of station performance the Federal Radio Commission sought to extract the general principles of broadcast service which should (1) guide the licensee in his determination of the public interest and (2) be employed by the Commission as an "index" or general frame of reference in evaluating the licensee's discharge of his public duty.

The Commission attempted no precise definition of the components of the public interest but left the discernment of its limit to the practical operation of broadcast regulation. It required existing stations to report the types of service which had been provided and called on the public to express its views and preferences as to programs and other broadcast services. It sought information from as many sources as were available in its quest of a fair and equitable basis for the selection of those who might wish to become licensees and the supervision of those who already engage in broadcasting.

The spirit in which the Radio Commission approached its unprecedented task was to seek to chart a course

<sup>9</sup>Testimony of Frederick W. Ford May 16, 1960, before Subcommittee on Communications of the Committee on Interstate & Foreign Commerce, U.S. Senate.

<sup>10</sup>Cf. Communications Act of 1934, as amended, *inter alia*, Sec. 307, 309.

between the need of arriving at a workable concept of the public interest in station operation, on the one hand, and the prohibition laid on it by the First Amendment to the Constitution of the United States and by Congress in Section 29 of the Federal Radio Act against censorship and interference with free speech, on the other. The standards or guidelines which evolved from that process, in their essentials, were adopted by the Federal Communications Commission and have remained as the basis for evaluation of broadcast service. They have in the main, been incorporated into various codes and manuals of network and station operation.

It is emphasized that these standards or guidelines should in no sense constitute a rigid mold for station performance, nor should they be considered as a Commission formula for broadcast service in the public interest. Rather, they should be considered as indicia of the types and areas of service which, on the basis of experience, have usually been accepted by the broadcasters as more or less included in the practical definition of community needs and interests.

Broadcasting licensees must assume responsibility for all material which is broadcast through their facilities. This includes all programs and advertising material which they present to the public. With respect to advertising material, the licensee has the additional responsibility to take all reasonable measures to eliminate any false, misleading or deceptive matter and to avoid abuses with respect to the total amount of time devoted to advertising continuity as well as the frequency with which regular programs are interrupted for advertising messages. This duty is personal to the licensee and may not be delegated. He is obligated to bring his positive responsibility affirmatively to bear upon all who have a hand in providing broadcast matter for transmission through his facilities so as to assure the discharge of his duty to provide acceptable program schedules consonant with operating in the public interest in his community. The broadcaster is obligated to make a positive, diligent and continuing effort, in good faith, to determine the tastes, needs and desires of the public in his community and to provide programming to meet those needs and interests. This again is a duty personal to the licensee and may not be avoided by delegation of the responsibility to others.

Although the individual station licensee continues to bear legal responsibility for all matter broadcast over his facilities, the structure of broadcasting, as developed in practical operation, is such—especially in television—that, in reality, the station licensee has little part in the creation, production, selection and control of network program offerings. Licensees place “practical reliance” on networks for the selection and supervision of network programs which, of course, are the principal broadcast fare of the vast majority of television stations throughout the country.<sup>11</sup>

In the fulfillment of his obligation the broadcaster should consider the tastes, needs and desires of the public he is licensed to serve in developing his programming and should exercise conscientious efforts not only to ascertain them but also to carry them out as well as he reasonably can. He should reasonably attempt to meet all such needs and interests on an equitable basis. Particular areas of interest and types of appropriate service may, of course, differ from community to community, and from time to time. However, the Commission does expect its broadcast licensees to take the necessary steps to inform themselves on the real needs and interests of the areas they serve and to provide programming which in fact constitutes a diligent effort, in good faith, to provide for those needs and interests.

The major elements usually necessary to meet the public interest, needs and desires of the community in which the station is located as developed by the industry, and recognized by the Commission have included: (1) Opportunity for Local Self-Expression, (2) The Development and Use of Local Talent, (3) Programs for Children, (4) Religious Programs, (5) Educational Programs, (6) Public Affairs Programs, (7) Editorialization by Licensees, (8) Political Broadcasts, (9) Agricultural Programs, (10) News Programs, (11) Weather and Market Reports, (12)

Sports Programs, (13) Service to Minority Groups, (14) Entertainment Programming.

The elements set out above are neither all-embracing nor constant. We re-emphasize that they do not serve and have never been intended as a rigid mold or fixed formula for station operation. The ascertainment of the needed elements of the broadcast matter to be provided by a particular licensee for the audience he is obligated to serve remains primarily the function of the licensee. His honest and prudent judgments will be accorded great weight by the Commission. Indeed, any other course would tend to substitute the judgment of the Commission for that of the licensee.

The programs provided first by “chains” of stations and then by networks has always been recognized by this Commission as of great value to the station licensee in providing a well-rounded community service. The importance of network programs need not be re-emphasized as they have constituted an integral part of the well-rounded program service provided by the broadcast business in most communities.

Our own observations and the testimony in this inquiry have persuaded us that there is no public interest basis for distinguishing between sustaining and commercially sponsored programs in evaluating station performance. However, this does not relieve the station from responsibility for retaining the flexibility to accommodate public needs.

Sponsorship of public affairs, and other similar programs, may very well encourage broadcasters to greater efforts in these vital areas. This is borne out by statements made in this proceeding in which it was pointed out that under modern conditions sponsorship fosters rather than diminishes the availability of important public affairs and “cultural” broadcast programming. There is some convincing evidence, for instance, that at the network level there is a direct relation between commercial sponsorship and “clearance” of public affairs and other “cultural” programs. Agency executives have testified that there is unused advertising support for public affairs type programming. The networks and some stations have scheduled these types of programs during “prime time.”

The Communications Act<sup>12</sup> provides that the Commission may grant construction permits and station licenses, or modifications or renewals thereof, “only upon written application” setting forth the information required by the Act and the Commission’s Rules and Regulations. If, upon examination of any such application, the Commission shall find the public interest, convenience and necessity would be served by the granting thereof, it shall grant said application. If it does not so find, it shall so advise the applicant and other known parties in interest of all objections to the application, and the applicant shall then be given an opportunity to supply additional information. If the Commission cannot then make the necessary finding, the application is designated for hearing and the applicant bears the burden of providing proof of the public interest.

During our hearings there seemed to be some misunderstanding as to the nature and use of the “statistical” data regarding programming and advertising required by our application forms. We wish to stress that no one may be summarily judged as to the service he has performed on the basis of the information contained in his application. As we said long ago:

“It should be emphasized that the statistical data before the Commission constitute an index only of the manner of operation of the stations and are not considered by the Commission as conclusive of the over-all operations of the stations in question.

“Licensees will have an opportunity to show the nature of their program service and to introduce other relevant evidence which would demonstrate that in actual operation the program service of the station is, in fact, a well-rounded program service and is in conformity with the promises and representations previously made in prior applications to the Commission.”<sup>13</sup>

<sup>11</sup>The Commission, in recognition of this problem as it affects the licensees, has recently recommended to the Congress enactment of legislation providing for direct regulation of networks in certain respects.

<sup>12</sup>Sec. 308(a).

<sup>13</sup>Public Notice (98501), Sept. 20, 1946, “Status of Standard Broadcast Applications.”

As we have said above, the principal ingredient of the licensee's obligation to operate his station in the public interest is the diligent, positive and continuing effort by the licensee to discover and fulfill the tastes, needs and desires of his community or service area, for broadcast service.

To enable the Commission in its licensing function to make the necessary public interest finding, we intend to revise Part IV of our application forms to require a statement by the applicant, whether for new facilities, renewal or modification, as to: (1) the measures he has taken and the efforts he has made to determine the tastes, needs and desires of his community or service area, and (2) the manner in which he proposes to meet those needs and desires.

Thus we do not intend to guide the licensee along the path of programming; on the contrary the licensee must find his own path with the guidance of those whom his signal is to serve. We will thus steer clear of the bans of censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submissions accompanied by complimentary references from local citizens. What we propose is documented program submissions prepared as the result of assiduous planning and consultation covering two main areas: first, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor—professional and eleemosynary organizations, and others who bespeak the interests which make up the community.

By the care spent in obtaining and reflecting the views thus obtained, which clearly cannot be accepted without attention to the business judgment of the licensee if his station is to be an operating success, will the standard of programming in the public interest be best fulfilled. This would not ordinarily be the case if program formats have been decided upon by the licensee before he undertakes his planning and consultation, for the result would show little stimulation on the part of the two local groups above referenced. And it is the composite of their contributive planning, led and sifted by the expert judgment of the licensee, which will assure to the station the appropriate attention to the public interest which will permit the Commission to find that a license may issue. By his narrative development, in his application, of the planning, consulting, shaping, revising, creating, discarding and evaluation of programming thus conceived or discussed, the licensee discharges the public interest facet of his business calling without government dictation or supervision and permits the Commission to discharge its responsibility to the public without invasion of spheres of freedom properly denied to it. By the practicality and specificity of his narrative, the licensee facilitates the application of expert judgment by the Commission. Thus, if a particular kind of educational program could not be feasibly assisted (by funds or service) by educators for more than a few time periods, it would be idle for program composition to place it in weekly focus. Private ingenuity and educational interest should look further, toward implemental suggestions of practical yet constructive value. The broadcaster's license is not intended to convert his business into "an instrumentality of the federal government;"<sup>14</sup> neither, on the other hand, may he ignore the public interest which his application for a license should thus define and his operations thereafter reasonably observe.

<sup>14</sup>"The defendant is not an instrumentality of the federal government but a privately owned corporation." *McIntire vs. Wm. Penn Broadcasting Co.*, 151 F. 2d 597, 600.

Numbers of suggestions were made during the *en banc* hearings concerning possible uses by the Commission of codes of broadcast practices adopted by segments of the industry as part of a process of self-regulation. While the Commission has not endorsed any specific code of broadcast practices, we consider the efforts of the industry to maintain high standards of conduct to be highly commendable and urge that the industry persevere in these efforts.

The Commission recognizes that submissions, by applicants, concerning their past and future programming policies and performance provide one important basis for deciding whether—insofar as broadcast services are concerned—we may properly make the public interest finding requisite to the grant of an application for a standard, FM or television broadcast station. The particular manner in which applicants are required to depict their proposed or past broadcast policies and services (including the broadcasting of commercial announcements) may, therefore, have significant bearing upon the Commission's ability to discharge its statutory duties in the matter. Conscious of the importance of reporting requirements, the Commission on Nov. 24, 1958 initiated proceedings (Docket No. 12673) to consider revisions to the rules prescribing the form in content of reports on broadcast programming.

Aided by numerous helpful suggestions offered by witnesses in the recent *en banc* hearings on broadcast programming, the Commission is at present engaged in a thorough study of this subject. Upon completion of that study we will announce, for comment by all interested parties, such further revisions to the present reporting requirements as we think will best conduce to an awareness by broadcasters of their responsibilities to the public and to effective, efficient processing by the Commission, of applications for broadcast licenses and renewals.

To this end, we will initiate further rule making on the subject at the earliest practicable date.  
Adopted: July 27, 1960

#### SEPARATE STATEMENT OF COMR. HYDE

I believe that the Commission's "Interim Report and Statement of Policy" in Docket No. 12782 misses the central point of the hearing conducted by the Commission *en banc*, Dec. 7, 1959, to Feb. 1, 1960.

It reiterates the legal position which was taken by the Federal Radio Commission in 1927, and which has been adhered to by the Federal Communications Commission since it was organized in 1934. This viewpoint was accepted by the executives of the leading networks and by most other units of the broadcasting industry as well as the National Association of Broadcasters. The main concern requiring a fresh approach is what to do in the light of the law in the matters presented by many witnesses in the hearings. This, I understand, is to be the subject of a rule-making proceeding still to be initiated. I urged the preparation of an appropriate rule-making notice prior to the preparation of the instant statement.

I also disagree with the decision of the Commission to release the document captioned "Interim Report by the Office of Network Study, Responsibility for Broadcast Matter, Docket No. 12782." Since it deals in part with a hearing in which the Commission itself sat *en banc*, I feel that it does not have the character of a separate staff-study type of document, and that its release with the Commission policy statement will create confusion. Moreover, a substantial portion of the document is concerned with matter still under investigation process in Docket No. 12782. I think issuance of comment on these matters under the circumstances is premature and inappropriate.

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

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**1960 REVENUE OUTLOOK—UP 9-10%:** This year shapes up about 9-10% better than last, in terms of total advertiser expenditures for telecasting, according to top industry researchers. We've checked with several, find fair agreement on total but divergence on breakdown of network, spot & local.

David Blank, CBS dir. of economic analysis, sees total running \$1.665 billion, up 9% from 1959's \$1.525 billion, as estimated by McCann-Erickson's Robert Coen (see p. 20, TV Factbook No. 30). Blank's breakdown: Network, \$810 million, up 8%; spot, \$535 million, up 10%; local, \$320 million, up 10%.

Leon Arons, TvB research vp, made his estimate last spring, plans to update it shortly. His forecast then was \$1.6855 billion, up 10% from 1959. And his breakdown: Network, \$850 million; spot, \$513.5 million; local, \$322 million.

Hugh M. Beville Jr., NBC planning & research vp, offered this estimate: \$1.63 billion, with breakdown of network, \$815 million; spot, \$515 million; local, \$300 million.

Everyone seems to take McCann-Erickson's figures as the most authoritative. We'd like to give its estimates, but it is committed to supply them first to Printers' Ink magazine—Aug. 12 issue.

NAB confines itself to estimates of "typical station" revenues, expects figure to run 6.8% over 1959.

There's disagreement over 1959 breakdown. McCann-Erickson's estimate was: Network, \$787 million; spot, \$458.5 million; local, \$280 million. Blank thinks that mix was off. His figures: Network, \$750 million, up 6% from 1958; spot, \$485 million, up 22%; local, \$290 million, up 17%.

On basis of industry reports and our own checking over the months, we're inclined to Blank's figures for 1959—except for local, which we think didn't rise 17%. More like 10-12%, we'd say.

We should know precisely in a few weeks, when FCC's final 1959 figures are out. These will also show industry profits, and all indications are that they'll be hefty increase over 1958's \$171.9 million. We judge that networks showed a fair profit rise in 1959, but that lion's share of increase went to stations—possibly as much as 50% higher than 1958.

**POLITICS IN THE PROGRAM DEPT.:** Planned Nixon-Kennedy debates have triggered new soul-searching among the 3 networks. In the wake of acceptances from both major candidates to appear in debate showcases offered by top network officials (Vol. 16:31 p6), another problem has arisen: Should programs of this sort be offered for sponsorship or televised purely as public service?

There's no unanimity of decision among networks. Late last week, the lineup went like this: (1) ABC-TV was quietly scouting agency reaction to the idea of such debates being sponsored by low-pressure, image-seeking clients. (2) CBS-TV "will not accept commercial sponsorship for these special programs," stated CBS Inc. Pres. Frank Stanton. (3) NBC-TV was undecided.

Other voices were heard on debate and Sec. 315 question, including those of American Civil Liberties Union (against suspension) and National ETV & Radio Center (for it). Editorialized Wall St. Journal Aug. 1: "They must be debates . . . and not just a reading of another political speech with all the tired old promises of a new world for all of us."

On another pre-election front, AB-PT Pres. Leonard H. Goldenson wired Vice President Richard M. Nixon and Senators Lyndon B. Johnson & Everett M. Dirksen offering to report "the sessions of the U.S. Senate on [ABC] radio & TV networks." Goldenson assured the Senatorial leaders that the session, scheduled to start Aug. 8, would be handled with "dignity" and that a "comprehensive review" of each day's session would be presented in prime time "when total family audience is available." There has been occasional TV-radio coverage of Senate committee & subcommittee sessions, but Congressional rules currently bar the direct broadcast of Senate & House sessions.

There's a scramble for election-night sponsors. CBS-TV is the sole network with a full-program sponsor (Westinghouse, which also sponsored the conventions and will put on 9 pre-election shows). NBC-TV is dividing sponsorships into sixths and twelfths, has sold out 7/12 to Brown & Williamson, B. F. Goodrich, Lipton Tea, Field Enterprises (publications), and Sandran, and is quoting a price of \$300,000 for 1/6 (7 commercial minutes) between 9 p.m. & 4 a.m. ABC-TV didn't package the election with its convention, preferring to hold it as a sort of super-one-shot special for fall, and is looking for backers at a full-sponsorship price tag of \$600,000 and partial sponsorships (6 commercial minutes) for \$100,000.

**FCC VS. NAB IN CONGRESSIONAL WINDUP:** House-passed broadcasting-control bill (revised S-1898), to set up unprecedented suspension-& fine penalties for wayward stations, reaches next-to-last point of Senate decision this week, with FCC pitted against NAB.

Main witnesses in climactic hearings starting Aug. 10 before Commerce Communications Subcommittee will be FCC Chmn. Ford, who interrupts his vacation to testify for the punitive provisions, and NAB govt. affairs vp Vincent T. Wasilewski, who will marshal broadcasters' opposition to them.

Commission wants added enforcement weapons of 10-day license suspensions & \$1,000-daily forfeitures for licensees who defy it. Commission's position on controversial legislation was pointed up again in "Report & Statement of Policy on Programming Inquiry" (Vol. 16:31 p1 & Special Supplement). NAB wants no part of proposed penalties, arguing they open up "whole new concept of govt. regulation" (Vol. 16:29 p10).

Outcome of legislative fight was anybody's guess last week. But you could get bet at NAB hq that Subcommittee under Sen. Pastore (D-R.I.) will wipe out license-suspension clause, reduce forfeiture provision. One thing seemed sure: Relatively non-controversial anti-payola-&-quiz-rigging prohibitions and other provisions of omnibus House measure will get once-over-lightly treatment on Senate side.

Ford is scheduled to be lead-off witness Aug. 10—and hearings may last no more than one day, although Pastore kept calendar open. In addition to Wasilewski, only other witnesses lined up definitely at last week's end were NAB's Joseph (Dody) Sinclair of WJAR-TV Providence, from Pastore's home state, and Cecil Woodland of radio WEJL Scranton, from home state of Subcommittee member Scott (R-Pa.). Ex-FCC gen. coun-

sel Warren Baker, representing Federal Communications Bar Assn., also may testify, and statements for the record were expected from many state broadcasters' groups.

Quick Senate floor acceptance of whatever Pastore's Subcommittee recommends can be expected in short weeks of tail-end post-convention Congressional session. And House can be counted on to go along if measure is sent back there for last-minute concurrence on Senate changes. Principal architect of bill was House Commerce Committee Chmn. Harris (D-Ark.), and he wants S-1898 on law books no matter if it is stripped down by Senate.

Suspension of equal-time requirements for Presidential tickets (see p. 2)—only other piece of major broadcasting legislation still pending in this Congress—also is expected to get action after House returns for business next week. Harris scheduled an executive session of his Committee for Aug. 16 to take up Senate-approved measure (S. J. Res. 207) which would permit networks to put candidates for President & Vice President on air (Vol. 16:31 p6). Harris's aim is to get resolution on House floor for concurring vote within week.

Sticky questions could be raised on House side as to whether networks should be given such equal-time freedom from Communications Act's Sec. 315. For one, Rep. Bennett (R-Mich.)—ranking minority member of Harris Committee and persistent network critic—may oppose blanket suspension of rule. He is still smarting under licking he took on S-1898 on House floor, where he failed in fight to get network-regulation by FCC inserted in omnibus measure (Vol. 16:27 p1). But with Presidential campaign already under way, it's likely that bi-partisan pressures for fast House agreement on suspension will prevail.

**EARLIEST PILOT PUSH:** Hollywood telefilm producers are preparing unprecedented total of 74 pilots for production this fall, according to our check of leading companies. Motivated by belief that 1961 will see an early selling season, producers are taking no chances of coming in late with their merchandise. Some projects are pilots which had been planned for last spring but were delayed by the 22-week writers' strike.

Another 100-150 pilots will be produced in normal pilot season after Jan., but some producers are moving in early for the further reason that they anticipate a number of soft spots in the programming schedules of the season that begins next month.

Westerns, for a change, are almost non-existent on the early list. (For more information about the early pilots, turn to p. 4.)

**CATV AUDIENCE POTENTIALS:** Total extra viewership represented by subscribers to CATV systems is becoming substantial for individual stations. Audience potentials for CATV relays from single stations are shown in the expanded CATV section of our new Television Factbook No. 31, due off presses next month. Besides listing all systems in U.S. & Canada under the stations they relay, the index for the first time indicates number of subscribers each claims.

Single CATV systems picking up signals from single stations aren't uncommon, with increase in viewers estimated only in hundreds. But potential added audiences run into many thousands where one station's programs are carried by a multiplicity of CATV setups.

Most striking illustration of CATV's enlargement of station's coverage area is WDAU-TV (Ch. 22) Scranton. No fewer than 56 CATV systems, including Horseheads, N.Y. (500 subscribers) & Picture Rocks, Pa. (195) are crowded under WDAU-TV's radius umbrella. Total subscribers to 56 systems: 92,087. This CATV potential helps make it possible for station to claim 1.5 million viewers in 20 Pa. and 8 N.Y. counties. One reason for WDAU-TV-CATV success is employment of full-time "CATV liaison" staff member, attractive young Dorothy Mugford.

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## Auxiliary Services

Eidophor Inc., Swiss-owned closed-circuit TV projector firm, opened new demonstration facilities in Woodside, N.Y. last week. They will be used to demonstrate color and b&w TV projectors and will contain a studio, control room and viewing theater.

Trek to Northwest vhf booster country, to explain new translator rules to operators (Vol. 16:31 p2), is planned for the near future for FCC staff members. Two will probably go—names not yet selected.

Use of translator stations for origination of programs by ETV stations has been proposed by Ling-Altec Electronics Inc. subsidiary Electron Corp. In a proposal to amend the rules, Electron said translators would be much cheaper than closed-circuit systems and would allow wider latitude in programming. It suggested: Minimum power of 10 watts, several translators in each area, elimination of vestigial sideband filter, elimination of frequency & modulation monitors, use of omni-directional & directional, horizontally or vertically polarized antennas, elimination of requirement for a licensed first-class operator.

## Film & Tape

### More about

**EARLIEST PILOT PUSH:** Trying to crystal-ball TV a year in advance isn't easy, but Hollywood producers are doing it anyway—relying mainly on action-adventure & comedy formats in their pilots for next year. While the scales may change when the preponderance of pilot production gets underway after Jan. 1, it's significant that in our checkup of the 74 pilots going into production this fall, Westerns were hardly mentioned. The airwaves are sated with cow sagas and there are still pilots of that genre, produced last spring, which haven't even been submitted (see p. 3).

Chances are the early trends will hold up. Action-adventure formats are safe & commercial. Comedies, in resurgence this fall, are always in demand—if well done. There are no private-eyes among the fall pilots, but there is a scattering of melodrama, drama, mystery-suspense.

Several companies haven't yet made their decisions. Desilu Productions is mulling a list of 14, will film 7 or more, but hasn't decided which ones. The same is true at Screen Gems where 6 half-hour series and three 60-min. shows are planned for Oct. production.

Here's our exclusive list of the 74 for fall, as of now: CBS Films: *Too Many Cooks*, comedy. Tentative production date, Sept. 1. Three other pilots planned.

Jack Chertok Productions: *The Brown Horse*, comedy starring Jan Clayton; an untitled 60-min. adventure; an untitled melodrama.

Desilu Productions: Exec. vp. Martin Leeds says 7-8, perhaps more, will go into production in Nov.

Don Fedderson Productions: *Oh, Johnny*, comedy starring Johnny Carson.

Four Star Television: An untitled comedy, starring Gertrude Berg and Cedric Hardwicke, August production.

Arthur Gardner-Jules Levy-Arnold Laven: *Miss Penny*, comedy-drama; *Attorney General*, action; an untitled drama; *Simon Battle*, Western, not definite.

Jaguar Productions: *Hong Kong Express*, adventure. Peter Kortner: *Hotel Splendide*, comedy, in production in Nov. or Dec.

Jerry Lewis Productions: *Permanent Waves*, comedy.

Quinn Martin Productions: Half-hour series now being selected and 60-min. crime show.

MGM-TV: *Diamond Jim Brady*, adventure; *The Adventures of Hercule Poirot*, 60-min. detective produced by & starring Jose Ferrer; *Andy Hardy*, comedy; *Les Girls*, musical comedy; action-adventure series, tentative.

Irving Pincus: Half-hour comedy & 60-min. melodrama, both untitled.

Hubbell Robinson Productions: *The Family*, 60-min. dramatic anthology.

Revue Studios: A number of properties now being considered. Revue policy is for year-round piloting. It doesn't believe there's any such thing as a "pilot season."

RonCom Productions: *Jingles*, comedy; *Crusoe's Island*, comedy; *Main Street, U.S.A.*, drama; *The Hot Corner*, comedy; *Now Is Tomorrow*, drama.

Screen Gems: Vp William Dozier plans 9 series for Oct.-Nov.-Dec. production. Probable starters include 60-min. mystery series, *The Baron*, and *Tangier*, adventure.

Wilbur Stark Productions: *Further Adventures of the Connecticut Yankee*, comedy-drama; *King's Kingdom*, action-adventure; *Man in the White Hat*, 60-min. action-adventure, all going into production in Sept.-Oct.

Twentieth Century-Fox TV: *Silent Investigators*, action; *Monte Carlo*, adventure; *The Ginger Rogers Show*, comedy; *Rocky Point*, drama.

Vortex Productions: *M.R.*, 60-min. adventure; *Christopher Blake*, melodrama; an untitled comedy.

Warner Bros.: *Room for One More*, comedy starring Andrew Duggan & Peggy McCay; *Las Vegas File*; *Solitaire*, 60-min. mystery-suspense.

Ziv-United Artists: An untitled action series.

Todon Productions (with Screen Gems): *Macao*, adventure, starring David Janssen, into production late Aug.

Arlington Productions Inc.: *The Protectors*, action, starring George Raft, goes into production in Aug.

Gomalco Enterprises: Untitled situation comedy, starring George Gobel, begins production in Dec.

Cal. National Productions: Untitled outdoor action series produced by Allan Miner; untitled action-adventure series, co-production with Al Simon; untitled comedy series; untitled suspense-adventure series with foreign locale. All are 30-min. pilots.

Goodson-Todman Productions: *Las Vegas Beat*, suspense adventure; a 60-min. pilot of *The Web*, suspense anthology which may be done either on film in Hollywood or on tape in N.Y. depending on the wishes of NBC-TV; possibly 3 more pilots. (Pilots of *The Yank* and *One Happy Family* have been completed, but won't be shown until the mid-season replacement period.)

**New Phoenix TV Studio:** Phoenix Film Studios has launched a \$2-million construction program for a TV-film & movie studio on a 40-acre lot 8 miles north of Phoenix. Pres. Kenneth Altose said most of the construction, including a sound stage for movies, will be completed by December, and a 2nd stage, for TV film, will be built in January. The company plans its own production and will also rent to independent TV & movie companies. Jules Schwartz is exec. dir. & gen. mgr. in charge of the Hollywood office, and Altose is exec. producer as well as pres. The company's stockholders are 450 Phoenix residents.

Deal for Disney backlog of some 33 feature-length titles ("20,000 Leagues Under the Sea," "Lady & the Tramp," "Treasure Island," etc.) as network specials is reportedly being discussed by Walt Disney and NBC-TV. Disney's extensive library of shorts & cartoon subjects is included. Disney was in N.Y. last week, according to his distribution firm, Buena Vista. NBC admitted that "discussions are being held" with Disney, but would not divulge their nature. There's been a decided coolness lately between Disney and ABC-TV, which at one point seemed certain to flare up into a full-fledged court battle (Vol. 16:2 p11).

NBC-TV's \$450,000 pilot of *The Barbarians* (Vol. 16:31 p12) has finally found a TV home. The network will use it this fall as a 60-min. special to launch its Tue. 10-11 p.m. series of specials. The Mahin-Rackin-produced telefilm is currently being offered to agencies at a premium price that, NBC told us, "is less than the cost of the film because we hope to recoup the difference in overseas theatrical showings." The fall kickoff date for *The Barbarians* has not been chosen but it's expected to be in late September or early October.

### Obituary

Benjamin D. Bender, 52, controller for Four Star Television, died July 31 in Los Angeles of brain cancer. He is survived by his wife and 2 sons

**SEG, Producers Reach Peace:** Hollywood's latest labor dispute was resolved Aug. 5 when the Screen Extras Guild and the Alliance of Television Film Producers and the Assn. of Motion Picture Producers reached agreement on a new contract. SEG's previous contract had expired April 1959 and the Guild had gone to the NLRB with charges that the Alliance had refused to negotiate.

Highlights of the new 4-year deal which ends June 30, 1964: SEG, which never had one, gets a health & welfare fund, with the TV-film & movie industries to make a \$50,000 contribution which will be pro-rated among all producers. Subsequent employer contributions will be on the same basis as the terms with the Screen Actors Guild, still being formulated.

Producers rejected SEG's demands for a pension fund.

Minimums will be raised 10% the first 2 years and 5% the 2nd two years. General extras now receive \$22.05, will get \$24.25 under terms of the new contract; dress extras and riders now get \$29.04 daily, will be upped to \$31.94.

SEG had demanded retroactivity dating from the April-1959 contract expiration to the present, had to settle for 6-month retroactivity from April 1959 to Oct. 1959.

New contract is subject to ratification of the SEG membership and producer organizations.

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**WGA's internal feuding**, this time over the method of implementation of its agreement with TV producers, was marked with confusion last week, and it was uncertain who would represent Writers Guild of America on the industry-fact-finding committee which will set up a royalty plan. Despite a membership vote recommending a full-time, paid Guild member on this committee, WGA's TV-radio board threw the ball to the council, which appointed the full negotiating committee to serve on the committee for 45 days, and to make recommendation after that. The negotiating committee then told the council it had already recommended one of its members, Sam Newman, to serve as a full-time, paid member. Alliance of Television Film Producers Pres. Richard Jencks, meanwhile, was named to serve as the producer representative. In a move resulting from WGA's political infighting, Guild exec. secy. Michael Franklin submitted his resignation. The council urged him to reconsider, and took no action on it.

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**IATSE has notified major movie producers** it is demanding twice the residuals that are paid to talent on post-1960 movies which will be sold to TV, Pres. Richard F. Walsh said last week at the union's Chicago convention. "Proper notice has been served on the major producers," he said. IATSE's contract with the Assn. of Motion Picture Producers expires Jan. 31, and negotiations for a new contract will begin next fall. Double residuals would be a hefty bite, because Screen Actors Guild will get 6% of post-1960 sales, after 40% for distribution (10% if it's an outright sale); and Writers Guild of America and Directors Guild of America each will get 2% of the gross on such sales, after 40% off for distribution.

**Musicians at Hollywood's major movie studios** will vote next month (Sept. 7-8) in an NLRB election to determine whether the American Federation of Musicians or Musicians Guild of America will be their collective-bargaining agent. MGA now holds jurisdiction at the majors.

**UPA Pictures** has initiated a profit-sharing plan for its 250 employes.

## NEW YORK ROUNDUP

CBS Films has sold a 15-program package to 4 Australian stations (TCN Sidney, HSV Melbourne, BTQ Brisbane and ADS Adelaide). The shows include *Angel*, *Hotel de Paree*, *Rawhide*, *Wanted—Dead or Alive*, *Perry Mason*, *Have Gun, Will Travel*, and *Gunsmoke*. Also reruns of *Whirlybirds*, *The Honeyymooners*, *Our Miss Brooks*, *Annie Oakley*, *I Love Lucy*, *Buffalo Bill Jr.*, and *San Francisco Beat*. CBS Films' library of *Terrytoons* cartoons was also renewed by the 4 stations.

Official Films will distribute a new package of 150 color and b&w cartoons titled *Spunky & Tadpole*. Also in Official's stable of new product is a one-min. sports series called *Sportfolio*—260 feature films of great sports events.

**People:** Henry J. Zittau promoted to UAA senior vp; Frederick Hyman, UAA vp & secy. resigned to form his own company, American Corp. . . . Lawrence B. Hilford appointed Screen Gems assistant vp for international operations . . . Sid Weiner has been named Screen Gems asst. syndication sales mgr. . . . Martin J. Robinson named vp & exec. dir., TV Industries Inc.

## HOLLYWOOD ROUNDUP

Universal Pictures may reactivate its dormant TV-program-production operation. Universal Pres. Milton Rackmil has signed ex-Elliot, Unger & Elliot production executive Norman Gluck to join Universal's N.Y. executive staff. Gluck admitted to us that he expects "to be involved in TV," but added that any talk of production of TV pilots would be "premature." He was with Universal a few years ago, and is thus re-joining an old employer; has no specific title in his new connection. Universal is the only Hollywood movie major not in TV.

**People:** Stan Schwimmer is named asst. production supervisor for Screen Gems, also production coordinator on its *Dan Raven* series . . . Warner Bros. has picked up the option of Edward (*77 Sunset Strip*) Byrnes . . . Four Star Television has signed Gary Clarke to a regular role in its *Michael Shayne* series . . . Bea Benaderet has signed as a regular in the Peter Lind Hayes-Mary Healy series, *Peter Loves Mary*, at Four Star . . . Paramount Television Productions has signed Carl Jampel as producer-writer for KTLA . . . Four Star Television has signed Marilyn Erskine, Mabel Albertson, Cindy Robbins, Sherry Alberoni and Eileen Chesis as regulars for *Tom Ewell Show*, produced by Hy Averback . . . Ralph Nelson will direct a 60-min. special and a 30-min. show—both film—for the 1960 *March of Dimes* . . . Frank Moss has been named associate producer of the *Wyatt Earp* series . . . Bernie Widin is asst. controller of Desilu Productions . . . Earl Jonas has been made production mgr. of UPA Pictures. He will supervise *Mister Magoo* . . . Warner Bros. has signed 8-year-old Ronnie Dapo to a term contract. He's in its pilot of *Room for One More* . . . Irving Friedman, who heads the Primrose Co., which has been servicing Screen Gems with music, sound effects and sound supervision, has been signed by SG to a non-exclusive term contract . . . MGM-TV has signed Gene Wang, ex-*Philip Marlowe* producer, to develop new projects as creator, producer, director, writer.

## Advertising

**NETWORK CLOSE-OUT BARGAINS:** Nearly 90% of the nighttime network fall TV budgets of major advertisers is now firmly committed, network sales executives estimated last week. Latecomers & advertiser holdouts found the pickings slim in terms of time periods, but there were some choice program bargains to be had. A few:

On ABC-TV: Unsold participations in the new 60-min. Warner-produced *The Roaring Twenties*, which debuts Oct. 15, are being offered, according to N.Y. agency sources, at a price only a few dollars higher than the straight ABC rate-card time.

On CBS-TV: A few unsold participations in 60-min. *Aquanuts* have been marked down from an original price of about \$35,000 to approximately \$20,000, CBS told us. This is virtually identical to straight network time cost.

On NBC-TV: Unsold availabilities in *Riverboat* and *Outlaws*, also 60-min. film vehicles, have been cut-priced from an original \$37,500 to \$22,000 for 1/6th sponsorships (1-min. participations).

Such price cuts don't mean that producers (Warner Bros., Revue Productions, et al.) will be paid less for their shows. Most cuts are coming out of the network profit margins which were made up by marking-up the properties in piecemeal sales. And the bargains represent no long-term loss to networks inasmuch as they participate in the eventual residuals and/or overseas distribution of nearly every new 60-min. show this fall, and will thus recoup any minor first-run losses.

On film shows, budget-trimming is virtually impossible, since most are deep in fall production. Budgets have usually been established between supplying producers & network purchasers in firm contracts. But for shows just starting fall production, the situation is different. Example: Shirley Temple's series of juvenile-angled 60-min shows due to start this fall on NBC-TV. The Temple series began production only 2 weeks ago, although it has been offered to sponsors by NBC for nearly 6 months. During this time, the per-program production budgets (although not the network time charges) have fallen nearly 50% from the original level of over \$100,000. Other as-yet-unsold & -unproduced shows, particularly specials, face similar budget cutbacks, we're told by N.Y. production sources.

Networks will thus escape any major financial difficulties from unsold entertainment shows. But most will face some delicate problems in the area of agency-client diplomacy. (As one N.Y. network sales executive told us wryly last week, "I'm looking for a good way to convince a client who was nice enough to be first to buy into a new film show that the last guy who just came in is entitled to pay one-third to one-half less in program charges.") One answer being considered by the networks: Careful study of minute-by-minute Nielsen rating profiles of new shows early in the fall season, so that earlier, full-price advertisers may be shifted into "preferred positions" of peak audience in shows, bargain buyers taking the low-end positions.

**Ad People:** Maximilian B. Bryer named to new post of West Coast commercial production supervisor, Benton & Bowles Hollywood office . . . Paul E. Funk, appointed vp, McCann-Erickson . . . Richard B. Neff, ex-J. Walter Thompson, named a Compton vp.

**REALLY, MA, NO CAVITIES!** In a season during which TV commercials have drawn considerable FTC fire (Vol. 16:2 pp. 7 & 15 et. seq.), Procter & Gamble won an important moral victory last week. For the first time in its history, the American Dental Assn. officially endorsed a toothpaste and permitted the manufacturer to use the endorsement in future ads. The product: P&G's Crest, named "an effective anti-cavities dentifrice" by ADA, which also commended Crest's "will- ingness" so far to keep ad claims within the bounds of proven research.

Although P&G and Benton & Bowles promptly refused to tip their client-agency hand with "any information of any kind" on future Crest ad plans, network officials and spot TV reps quickly made some informed guesses. The most obvious was that a reshuffle of P&G TV budgets to favor Crest with heavy network & spot backing was due. So far, Crest has been playing 2nd media fiddle to P&G's other toothpaste, Gleem.

In 1959, Crest accounted for \$3.3 million in gross P&G network TV billings & only \$139,680 in spot, plus \$400,000 in gross space billings. Gleem, on the other hand, got 1959 gross network TV spending of \$5.4 million, nearly \$2 million in spot TV & another \$2 million in print space—a Gleem total twice Crest's. Spending for Crest may jump to a new gross peak of \$12-\$15 million, N.Y. sources speculated, with much of it in TV.

### Conservative Copy Slant Predicted

Nobody, however, predicted a tremendous blare of new copy for Crest, which has done well so far with commercials & print ads themed to its slogan of "Look, Ma, no cavities!" The ADA, with professional caution, has circumscribed the use P&G may make of the endorsement (commercials may refer to ADA's clinical studies but may not lord it over non-endorsed dentifrices, etc.). P&G, with a running head start over the rest of the toothpaste field, is likely to play it very much ADA's way, since the endorsement itself has obvious commercial value.

It was too soon last week to attempt a measure of the effect on Crest sales of the ADA move, although 2 large midtown drugstores we checked in N.Y. reported "a sizable increase" in sales of Crest. Wall St., however, provided an interesting barometer. On July 29 (Fri.), P&G common was selling at 118. On Aug. 1 (Mon.), when the ADA news broke, the demand was so heavy the stock couldn't open. On Aug. 2, it moved up to 136, dropping back to close at 122½ at week's end.

Happiest group of all was the executive TV echelon at Benton & Bowles. At the moment, the agency is billing upward of \$100 million in TV network & spot, and the outlook—thanks to Crest—is even better. Said a Benton & Bowles timebuyer we talked to last week, "We all feel like we just hit the jackpot."

\* \* \*

Colgate-Palmolive Co. has been ordered in an initial decision by FTC hearing examiner Leon R. Gross to stop claiming, in TV & other advertising, that its dental cream "with Gardol" provides complete protection against tooth decay. Following an FTC hearing in Feb. (Vol. 16:6 p14), Gross ruled that Colgate's "invisible shield" commercials for the dentifrice were "false, misleading & deceptive." Colgate argued at the hearing that it had voluntarily eliminated the shield theme from its advertising at a cost of more than \$100,000, that the FTC case should be dropped. But Gross rejected this argument, contending: "The evi-

dence in this record does not support a finding that respondent will not, in the future, unless restrained by this Commission, misrepresent the true properties, and carries-inhibiting value, if any, of Colgate dental cream with Gardol." In announcing the examiner's order, FTC stressed that it was not a final decision by FTC itself.

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Arthur Murray Inc. and its officials Arthur & Kathryn Murray and David A. Teichman have signed an FTC consent order prohibiting the dance studio licensing firm from using TV-radio-newspaper "bait" advertising. The agreement settled a complaint in which FTC charged the company with deceptive promotional schemes—such as too-simple telephone quizzes, zodiac puzzles, "dizzy dance" & "Lucky Buck" contests—to lure customers (Vol. 16:14 p8). The cease-&-desist order was approved by FTC despite rejection of its terms by hearing examiner Loren Laughlin, who said "the charges against respondents are serious in character, and indicate a planned course of fraudulent acts & practices." FTC held, however, that "everything is accomplished [by the order] that would be achieved by entry of a cease-&-desist order after trial."

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Freedom-of-TV-radio-speech plea, made by arthritis-cure promoters who were accused of making false claims in broadcasts, has been rejected by FTC. That agency, issuing a cease-&-desist order against Witkower Press Inc., Hartford publisher of *Arthritis & Common Sense*, and its Pres. Dan Dale Alexander, and secy.-treas. Bernard Witkower, said the book's dietary cures weren't "worthy of consideration or belief." Also cited in FTC's complaint was promotion of the book by Alexander in guest appearances on discussion-type TV & radio shows sponsored by others. Witkower Press argued that the Constitution gave him right to say what he said on the air. Ruled FTC: "Full enjoyment of First Amendment rights does not contemplate a license to engage in false & deceptive advertising."

Long-range threat to tobacco advertising is seen by some industry observers in the outcome of the latest "cancer trial" which concluded Aug. 2 in Miami, Fla. The estate of a local contractor, Edwin P. Green, had brought a \$1.5 million suit against the American Tobacco Co., charging that (1) Green's death in 1958 was caused by lung cancer, (2) the cause was American Tobacco's Lucky Strike, which Green had smoked at the rate of 3 packs a day, and (3) American Tobacco should be held responsible. The federal court jury ruled that the first 2 charges were true, but that the cigaret manufacturer was not responsible. Chief reason: The medical links between cigarets & lung cancer hadn't been established sufficiently in 1956, when Green's condition was discovered. Stated American Tobacco Co. vp Alfred F. Dowden: "It is gratifying that the first jury to decide a lung cancer case has returned a verdict in favor of our company." Not discussed by Dowden: The precedent set *now* in legalistically linking cigarets with cancer for use in future suits regarding company "responsibility."

Spot TV handbook, titled *Selective Pressure on Target—The Basis of Spot TV*, has been published by Edward Petry & Co., station rep. The primer, pointing up the essential differences between network & spot TV, is illustrated by charts showing the variations in product usage & brand acceptancy by regions & markets for coffee, cigarets & cake mixes.

**New Look at Nielsen:** Revised formats are evident in the July 1 Nielsen TV index (national audience measurement) pocket-piece, reflecting TV's current sponsorship & programming tactics. Principal changes:

1. Program audience data is now given in 2 separate weeks of rating figures, rather than 2-week averages. With full-sponsorship dwindling in TV in favor of co-sponsorship or multiple sponsorship, agencies & clients had complained that the averages were too general, and that more data was needed on one-time pre-emption shows.

2. Programs are now rated by individual 15-min. segments, as well as overall ratings. Now, admen can judge the factor of audience "build-up" or "drop-off" in 60-min. shows on what Nielsen calls "a more precise basis."

3. Program ratings are now expressed on "a total U.S. TV homes basis rather than in percent of TV homes falling within the coverage area of each program." Thus percentage figures are directly comparable from show to show to give admen a measure of how well specific shows do in reaching the total U.S. audience.

4. As an optional feature, a 51-market series of ratings is available, covering all principal U.S. markets that have 3-network competition. The service will give clients, Nielsen says, a better measure of competitive program popularity. Nielsen will continue to provide the fast (6 days after report week, vs. 3 weeks for fully-national pocket-piece) 24-market report.

## Foreign

**Bargain Hunters Irk Japanese:** TV-film production companies in Japan are presently lukewarm toward deals with American companies after unhappy & unsuccessful experiences in the making of more than a dozen pilots in Nippon. So we're told by producer Warren Lewis, just back from Tokyo, where he discussed co-production deals on movies with Shochiki Ltd. and the Toho Co.

Lewis, partnered with Don Sharpe and Blake Edwards in *Peter Gunn* and *Mr. Lucky*, reported that Japanese executives told him that most American companies came to Japan because of costs rather than for the added entertainment quality which could be obtained from filming there. Being bargain hunters, interested in low budgets rather than quality, they made imitations of successful private-eye & police shows, none of which found buyers. That has left the Japanese skeptical.

Nevertheless, Lewis is close to a movie co-production deal with Shochiki, although details remain to be settled. One point is to be agreement on subject matter of global interest. Lewis said the Japanese are "very aware" of U.S. TV and they like American telefilms. But, "because of government restrictions, they are getting too big a bargain on U.S. product. They pay a maximum of \$450 for a half-hour show if it's seen on 5 stations or less, and \$500 if it's on more than 5 stations or their network. There is no definite price on 60-min. shows, except that each hour show is considered worth less than two 30-min. shows."

\$62-million jump in British TV-ad spending this year "is not too much to expect," in the opinion of Geoffrey Irwin, managing dir. of Britain's Television Press Agency. He forecasts that program contractors' 1960 gross revenue will climb to \$224 million from the \$162 million of 1959. Irwin's semi-annual review of TV advertising shows that Jan.-June spending ran 35% ahead of first-half 1959's volume—\$105 million vs. \$78 million.

## The FCC

**JACKSONVILLE CASE REOPENED:** The record of another TV-grant "influence" case exposed by House investigators has been reopened by FCC to see whether the license should be voided. This one involves the award of Jacksonville Ch. 12 to Florida-Georgia TV Co. Inc. (WFGA-TV) in 1956.

The Commission directed—in action voted July 29 but not announced until 4 days later—that a rehearing before a trial examiner be set up "on a date to be determined later" to explore circumstances of the Jacksonville case.

Ch. 12 winner Florida-Georgia and 2 losers—City of Jacksonville (WJAX) and Jacksonville Bestg. Corp. (WPDQ)—were notified they "may participate if they so request." (Florida-Georgia is 45.5% owned by Mitchell Wolfson's Wometco Enterprises Inc., which operates WTVJ Miami and holds 90% of WLOS-TV Asheville, N.C.)

In ordering the rehearing, the Commission cited its own staff inquiry into the circumstances of the Jacksonville grant as well as testimony by the late investigator Stephen J. Angland at a House Commerce Legislative Oversight Subcommittee hearing in June 1958. Angland listed the Ch. 12 grant among 9 awards which he said showed "a pattern" of backstage influence on FCC.

FCC said the new Jacksonville proceedings would center on answers to questions to determine whether: (1) "Any of the members of the Commission who participated should have disqualified himself." (2) "Any person or persons influenced or attempted to influence any member of the Commission." (3) "[Any party] directly or indirectly secured, aided, confirmed, ratified, or knew of any misconduct or improprieties." (4) WFGA-TV's "grant is voidable & action should be taken to set it aside."

At the 1958 House hearing, Angland produced records to show that the Commission first voted tentatively in June 1956 to give Ch. 2 to Jacksonville Bestg. Corp.'s WPDQ, then reversed itself in August and decided 4-2 to make Florida-Georgia the winner—ex-Comr. Richard A. Mack voting with the majority. Angland testified that "extra-record representations" had not only been made to Mack to swing the grant to Florida-Georgia but that "Mr. Mack himself had gone outside the record" to help.

Among other things Angland cited: (1) A bread-&-butter letter from Mack to Wometco Enterprises' Wolfson thanking him "for the basket of beautiful flowers as well as the delicacies & liquid refreshments" served up on an Asheville trip. (2) A pre-grant statement by Mack that "he was going to be for Wolfson since they had been boyhood friends for years and that anything Wolfson was for he was for." (3) Personal inquiries by Mack "to get information" about the other Ch. 12 applicants.

The name of Tampa lawyer Miles H. Draper, who figured in the Miami Ch. 7 "influence" case (Vol. 16:31 p4), was also injected into the Jacksonville case by Angland. The House investigator produced papers showing that Reynolds, Smith & Hill, engineering firm retained by the city of Jacksonville, had paid Draper \$10,000 for help in pursuing WJAX's Ch. 12 application. Draper was quoted: "I practically raised Richie Mack."

Son of Sen. A. Willis Robertson (D-Va.) heads up a non-profit group which has applied for Ch. 27 in Portsmouth, Va. Marion G. Robertson, a minister, heads Christian Bestg. Network, seeking facilities of off-air WTOV-TV.

**Turndown of both applicants** in a 2-way contest for a Caro, Mich. AM CP has been recommended in a rare initial decision by FCC hearing-examiner Thomas H. Donahue. In a 44-page ruling, he denounced as unfit to win the grant both Caro Bestg. Co. (Lloyd L. Savage, Omer K. Wright, Jae D. Kitchen & C. Wayne Wright) and Tuscola Bestg. Co. (Robert F. Benkelman & James A. McCoy). Donahue scored Caro Bestg. in particular for attempting to use "outside influence or pressure" in the case. Lawyer J. Addington Wagner was hired for this purpose by Triad TV, in which Caro's Wright & Kitchen are largest stockholders, Donahue said. Biggest black mark against Tuscola, according to Donahue, was that its application was "but a thinly veiled bid" by Water Wonderland Bestg. Co. (owner of radio WWBC in adjacent Bay City) to get the Caro station. Donahue also noted that both Caro & Tuscola sought help from members of Congress in pursuing their applications.

Additional appointments to FCC unit of the National Defense Executive Reserve were announced last week. Added to the roster of 18 already named last year (Vol. 15:34 p4) were: Kenneth A. Cox, Seattle lawyer who is frequently special counsel to the Senate Commerce Committee; Robert F. Dirkes, gen. mgr. of Western Union gov't. contracts & sales div.; Earle D. Glatzel, Detroit Edison Co. communications engineer; Harland R. Morris, consultant & retired FCC defense coordinator; and Beverly H. Pryor, asst. vp in charge of engineering for General Telephone Co. of Cal.

Shift of WNHC-TV New Haven 13.9 miles northeast of its present site was denied by FCC on protest of uhf WWLP Springfield (Vol. 16:31 p15), primarily because it would jeopardize existence of the uhf station. Text of the Commission decision, released last week, also stated that the move would result in a loss of service to about 900,000 people, and that it "would be inconsistent with our principles of TV channel assignments and would upset the delicate balance in allocations . . . in this geographic area."

## Networks

**NBC-TV's Forward Look:** NBC-TV's program executives meet in N.Y. this week & in Hollywood at the end of the month to wrap up the fall schedule and to consider action to be taken regarding any of the new starters that fail to click. NBC-TV program vp David Levy and Felix Jackson, vp in charge of programs on the West Coast, will be among those taking part. Some schedule switches may be made. We were told that emphasis will be placed on color.

Among pilots under consideration in event any of the newcomers don't make it: John Payne's *O'Connor's Ocean* (60 min.), and *3 Wishes*, a Sharpe-Lewis production.

King-sized shakeup at CBS News is in the offing, according to persistent reports in N.Y., stemming from the critical applause & solid ratings awarded rival NBC during the conventions. CBS-TV officials we've queried deny the rumor. However, a high-ranking associate of CBS Inc. Pres. Dr. Frank Stanton, who met with him in Los Angeles when the first round of ratings showed a major NBC victory developing, told us last week that Stanton was "definitely upset & angry" and that "a lot of changes are going to be made." Our source also indicated that relations between Edward R. Murrow and Stanton were not improved by the CBS convention showing, and that the 2 men "have barely spoken to each other in several weeks."

## Network Television Billings

June 1960 and January-June 1960

For May report, see TELEVISION DIGEST, Vol. 16:27 p7

**First Half Up 8.9%:** Network TV's first-half gross time billings closed out 8.9% ahead of the year-ago volume, aided by a 10% spurt in June over June-1959 business. TvB reports that Jan.-June billings rose to \$336 million from first-half 1959's \$309 million. June, traditionally a downhill month, produced billings of \$52.9 million—compared with \$55.5 in May 1960 and \$48 million in June 1959.

CBS continued to run ahead of the other networks in dollar volume, both in June (\$22,004,107) and year-to-date (\$138,292,384). ABC continued to register the largest percentage gains: 33.8% for June over June 1959, 25.3% for first-half 1960 over first-half 1959. NBC outscored CBS in June percentage gains with a 5.4% rise to \$18.9 million vs. CBS's 3.9% rise to \$22 million.

First-half nighttime billings of the 3 networks increased 14.5% to \$236 million from \$206 million in Jan.-June 1959. Daytime billings sagged 2.3% to \$100 million from \$103 million. In June vs. June 1959, nighttime billings gained 14.6% to \$37 million from \$32.3 million; daytime inched 0.7% ahead to \$15.8 million from \$15.7 million.

### NETWORK TELEVISION

	June 1960	June 1959	% change	Jan.-June 1960	Jan.-June 1959	% change
ABC .....	\$11,948,700	\$ 8,930,114	+33.8	\$ 76,950,570	\$ 61,422,516	+25.3
CBS .....	22,004,107	21,171,128	+ 3.9	138,292,384	131,747,547	+ 5.0
NBC .....	18,959,323	17,984,845	+ 5.4	120,992,398	115,481,151	+ 4.8
Total.....	\$52,912,130	\$48,086,087	+10.0	\$336,235,352	\$308,651,214	+ 8.9

### 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	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,004,107	18,959,323	52,912,130

Note: Figures revised as of July 1, 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.

Latest in the RCA-NBC proposed TV-radio swaps with RKO General: Westinghouse Bestg Co. has filed a petition with FCC to designate the sales applications for hearing and make WBC a party in interest. WBC's arguments were similar to those advanced in its plea to enter the court case in Philadelphia in June (Vol. 16:24 p7).

South American survey tour is planned by AB-PT Pres. Leonard H. Goldenson, who's leaving N.Y. this week (Aug. 9) to visit TV cities in "practically every country south of the border." A key purpose: To scout investment opportunities for AB-PT and ABC-TV in stations, production facilities, program-production concerns, etc.

### FCC Programming Report

To meet the exceptional demand, we've ordered another print run of our Aug. 1 Special Supplement No. 7—the full text of FCC's report on its policy governing station programming. FCC is not furnishing copies to station licensees. We have sent a copy to each subscriber. Extra copies are available at 50¢ each; 10 for \$3; 25 for \$5.

## NETWORK SALES ACTIVITY

NBC-TV received \$8 million in new & renewed daytime business during July, bringing the past 6 months total to \$41,000,000. July daytime sales amounted to nearly 700 quarter-hrs. representing almost all daytime programs. H. J. Heinz alone renewed 208 quarter hrs.

### ABC-TV

- The Roaring 20s**, Sat. 7:30-8:30-p.m., participations eff. Oct.  
*Brillo Manufacturing Co.* (JWT)  
*Derby Foods* (McCann-Erickson)  
*E. I. DuPont de Nemours* (BBDO)  
*Harold F. Ritchie* (Kenyon & Eckhardt)  
*Warner-Lambert Pharm.* (Ted Bates)
- Walter Winchell Show**, Sun. 10:30-11 p.m., full sponsorship eff. fall 1960.  
*Hazel Bishop* (Raymond Spector)
- 1960 N.C.A.A. football games**, Sept.-Dec. participations.  
*Gillette Safety Razor* (Maxon)  
*Humble Oil & Refining Co.* (M-E)  
*Liggett & Myers* (Dancer-Fitz-Sample)
- Harrigan & Son**, Fri. 8-8:30 p.m., full sponsorship eff. Sept.  
*Reynolds Metals* (Lennen & Newell)
- Stagecoach West**, Tue. 9-10 p.m., participations eff. Oct.  
*Brown & Williamson Tobacco* (Ted Bates)  
*General Foods* (Ogilvy, Benson & Mather)  
*United Motors service division of General Motors* (Campbell-Ewald)  
*Miles Labs* (Wade)  
*Ralston Purina* (Gardner)

### CBS-TV

- Aquanauts**, Wed. 7:30-8:30 p.m., participations eff. fall 1960.  
*Carter Products* (Ted Bates)  
*P. Lorillard* (Lennen & Newell)  
*Kellogg Co.* (Leo Burnett)  
*Vick Chemical* (Ogilvy, Benson & Mather)  
*General Foods* (Benton & Bowles)
- Rawhide**, Fri. 7:30-8:30 p.m., participations eff. fall 1960.  
*General Foods* (Benton & Bowles)
- Captain Kangaroo**, Sat. 8-9:15 a.m., participations eff. fall 1960.  
*Borden* (Young & Rubicam)  
*Durkee Foods* (Meldrum & Fewsmith)

### NBC-TV

- Chet Huntley Reporting**, Sun. 5:30-6 p.m., sponsorship renewal eff. fall 1960.  
*Kemper Insurance* (Clinton Frank)
- Celebrity Golf**, Sun. 5-5:30 p.m., alt. wk. sponsorship eff. fall 1960.  
*Kemper Insurance* (Clinton Frank)
- Daytime programming**, participations, eff. summer & fall 1960.  
*Proctor-Silex* (Weiss & Geller)  
*General Mills* (BBDO)  
*Hartz Mountain pet foods* (George H. Hartman)  
*Block Drug* (Grey)  
*Alberto-Culver* (Compton)  
*Miles Labs* (Wade)  
*Dumas Milner Corp.* (Gordon Best)  
*Procter & Gamble* (Compton)  
*Toni* (North)  
*Glenbrook Labs* (Dancer-Fitzgerald-Sample)  
*Tussy* (Young & Rubicam)  
*H. J. Heinz* (Maxon)

Network switches: KVIP-TV (Ch. 7) Redding, Cal. and affiliated KVIQ-TV (Ch. 6) Eureka, Cal. become primary ABC-TV affiliates next Jan. 1. They will also continue with NBC-TV, with which they have been primary affiliates.

## Stations

**NEW & UPCOMING CANADIAN STATIONS:** Of the 20 Canadian TV stations that the Board of Broadcast Governors has recommended for construction, only 9 have reported targets for next fall & winter. Our Fall-Winter TELEVISION FACTBOOK will contain listings for all new outlets due on the air this autumn and will also show that the number of TV sets in use in Canada on Aug. 1 was 3,840,000—a rise of 240,000 sets since last Feb. 1.

In addition to the stations reporting below, the following have set targets: CKAM-TV (Ch. 12) Campbellton, N.B. (formerly Upsalquitch Lake), plans a summer start as satellite of CKCW-TV (Ch. 2) Moncton, N.B.; CHSA-TV (Ch. 2) Lloydminster, Alta. has changed to fall target from this summer (Vol. 16:12); CFTO-TV (Ch. 9) Toronto has Jan. 1 target (Vol. 16:25); CFCF-TV (Ch. 12) Montreal has Jan. 30 air date (Vol. 16:20).

\* \* \*

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

**CJAY-TV (Ch. 7) Winnipeg, Man.,** with 25-kw RCA transmitter due Aug. 15, has set Nov. 1 target, according to gen. mgr. Jack M. Davidson. Basement has been completed for studio building, and construction of transmitter house is also under way. Construction has also started on 1,000-ft. Dominion Bridge tower. Base hour will be \$500. Reps will be Weed and Stovin-Byles Ltd.

**CHAN-TV (Ch. 8) Vancouver, B.C.** has ordered RCA transmitter and plans to begin programming in Nov., says Art Jones, pres. & gen. mgr. of licensee Vantel Bestg. Co. Ltd. It will use Western Bridge tower on Burnaby Mt., will have studios on Lougheed Hwy., Burnaby, B.C. Officers: E. G. Eakins will be vp & asst. gen. mgr.; J. R. Peters, station mgr.; Ken Bray, operations mgr.; Mervin Stone, program mgr.; Blair Patterson, promotion mgr.; Ernie Rose, chief engineer. Base hour will be \$550. Reps will be Weed and All-Canada.

**CBUAT (Ch. 9) Nelson, B.C.,** one of several low-power satellites planned by CBC (Vol. 15:50), has Nov. target. It will be an automatic unattended repeater of CBUT (Ch. 2) Vancouver, B.C. It isn't building tower, will use existing 67-ft. telephone company structure.

**Calgary, Alta. Ch. 4 grantee CFCN Television Ltd.** has requested CFCN-TV call letters and hopes to get on the air by end of this year, reports Pres. James A. Love. Transmitter hasn't been ordered yet and plans for buildings are now being prepared. It will use 344-ft. tower with 8-slot directional antenna. CFCN-TV will use same executives that staff radio CFCN. Base hour, rep, not set.

**Ottawa, Ont. Ch. 13 grantee Bushnell Bestg. Associates Ltd.** plans to begin programming about March 31, says Pres. E. L. Bushnell. Equipment hasn't been ordered, but tower will be about 600-ft. tall.

Figures given Parliament show that Canadian TV stations now cover areas containing 94% of Canada's homes, and that 80% of all Canadian homes are equipped with TV. Radio coverage is nearly 100%. The exceptions are far northern British Columbia and scattered pockets in the Atlantic provinces.

**George P. Hollingbery Co.** opens a new branch rep office—its eighth—at 211 N. Ervay, Dallas.

Negro Radio Assn. has been organized by 29 charter members representing radio stations & groups whose programming caters to Negro listeners. Francis M. Fitzgerald of WGIV Charlotte was elected chairman of the new organization at its first meeting in Washington, where Julian P. Freret of the Roberts & McInnis law firm aided in drafting a constitution & bylaws. Stated aims: To promote studies of Negro programming, improve it, develop Negro talent on the air. Freret said 36 additional charter members were expected to join the group and that membership ultimately should reach 100. In addition to Fitzgerald, NRA founder-directors are Harry Novik (WLIB N.Y.), Robert Rounsaville (R. W. Rounsaville Stations), Stanley Ray (Paglin-Ray Stations), Norwood J. Patterson (KSAN San Francisco), Egmont Sonderling (Sonderling Stations), Joe Speidel (Speidel Stations).

Broadcasters' salaries averaged \$7,418 in 1959, topped—among all industry groups—only by earnings of 100,000 security & commodity brokers (\$8,775). Commerce Dept. released the tabulations in the July *Survey of Current Business*. In keeping the TV-radio industry's traditional 2nd place in salary rank, 81,000 employes of networks & stations upped their pay from the adjusted \$7,128 average which 80,000 of them earned in 1958. In that year, 98,000 brokers averaged \$7,885 (Vol. 15:32 p13). In contrast, 177,000 employes of the motion picture industry averaged only \$4,488 in earnings in 1959.

TV Code's N.Y. office, planned by NAB as a consultative center for advertisers & agencies in industry self-policing, is open for business in temporary quarters in Transcontinent TV Corp.'s offices at 380 Madison Ave. In charge: Stockton Helfrich, appointed to NAB's staff in June after 27 years with NBC in continuity acceptance work (Vol. 16:23 p7). Opening of the new branch Aug. 1 was hailed by NAB Policy Committee Chmn. Clair R. McCollough & TV Code Review Board Chmn. E. K. Hartenbower as "a giant step forward in the TV industry's program of self-regulation."

World's tallest man-made structure—the 1,677-ft. tower of KFVS-TV Cape Girardeau, Mo. (Vol. 15:44 p8)—has been completed by Dresser-Ideco. The nickel-alloy steel tower stands on an 810-ft. hill north of the city, is 204 ft. taller than the Empire State Bldg., 2 ft. taller than the 1625-ft. "world's tallest" TV tower now under construction in Moscow. It was erected in 2½ months by the Seago Construction Co., Dallas.

TV-minded individual stores in nationwide retail chains are featured in a new TvB presentation to retailers that points up the extent TV is being used as a local store advertising medium. "One of the best ways to know that the water's fine is to see a lot of people swimming," TvB analogized. The bureau also suggested stations tell retailers how many of their fellow merchants are already using TV.

Package of KFEQ-TV (Ch. 2) & KFEQ St. Joseph, Mo. and radio KLIK Jefferson City has been purchased for \$1,850,000 by Connie B. Gay from Jesse D. Fine & associates. Country-music promoter Gay also owns radio WQMR Silver Spring, Md., WTCR Ashland, Ky., WFTC Kinston, N.C., and recently sold KITE San Antonio and WYFE New Orleans, La.

NAB's N.Y. fall conference will be held in the Biltmore Hotel Nov. 28-29 instead of Nov. 17-18 because of conflicting dates for industry meetings there. The fall-conference schedule, opening Oct. 13-14 in the Biltmore Hotel, Atlanta (Vol. 16:16 p14), otherwise is unchanged.

## Programming

**Gunfight at Diogenes Corral:** The big 1960 crop of network Westerns & private-eye shows has finally inspired its own debunking trend. Due next spring on NBC-TV is a 60-min. show titled "The Real West," to be produced by NBC-TV's *Project 20* group. In it, Gary Cooper will play his first TV role—as narrator-storyteller. The show will concentrate on exposing some of the myths surrounding Billy the Kid, Wyatt Earp, Bat Masterson, *et al.* NBC officials have hinted, somewhat tongue-in-cheek, that a 30-min. series may be developed from the *Project 20* special.

ETV is also in the iconoclastic act. In Ann Arbor, the U. of Mich. TV center has taped a 15-program TV series, *The Western Way*, currently being distributed to about 20 ETV & commercial stations. The series attempts to portray "the real facts" behind the settling of the West and the frontier battles with Indians. First target for the series: Gen. George A. Custer. His famed last stand at the Little Big Horn is described as "an insignificant & inglorious frontier event" by the show's faculty narrator, whose singularly appropriate name is Prof. Niel Snortum. (Similar rough treatment is being administered to the top gunslingers of the Old West by the current [August] *American Heritage*, incidentally.)

Although the best-known private eyes are largely fictional creations with no real-life historical counterparts, they'll not escape a going-over. Next February, U.S. Steel will sponsor on CBS-TV a 60-min. Max Liebman satire titled "Private Eye, Private Eye." And meanwhile, they'll be getting their lumps in various cartoon shows which spoof sleuthing, such as *Q.T. Hush*, *Fearless Fosdick*, *Hound for Hire*, and *Huckleberry Hound*.

No more Sylvania awards will be given to TV shows & performers, Sylvania Pres. Robert E. Lewis announced last week. Explained Lewis: "In recent years the number of TV awards has grown, and the major award donors have tended to honor the same programs, actors & creators . . . There appears to be little additional incentive to the industry in the duplication of awards." The Sylvania awards were presented annually from 1951 to 1959.

Broadcast hurricane warnings should be played straight by TV & radio, acting Weather Bureau chief F. W. Reichelderfer said in a letter to NAB. Pointing to "the vital role" stations play in relaying bulletins on the seasonal progress of storms on Atlantic & Gulf Coasts and Caribbean islands, he warned: "It is necessary that the advice be communicated accurately, without undue emphasis which can create unnecessary alarm—and also without de-emphasis which can cause the listener to disregard the advice or delay taking safety measures until it is too late to protect his family or property."

While the TV careers of Cal. lawyers are being decided by the Cal. State Bar Assn. (Vol. 16:31 p11), Baltimore attorneys & magistrates are appearing on WMAR-TV's "Courtroom," an occasional special (last telecast Aug. 4), simulating cases from the Baltimore Magistrate's Court. The real-life lawyers represent actor-clients and magistrate Howard L. Aaron presides.

Canadian Parliament has banned that country's candidates from using U.S. TV or radio stations to conduct their election campaigns. The legislation also forbids broadcast campaigning over Canadian stations on voting day or in the 2 days preceding it.

## Television Digest

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**Personals:** George H. Fuchs, NBC labor relations dir., named labor relations vp . . . Fred Horton, ex-NBC radio sales dir. and medical radio system sales mgr., named general NBC sales executive, representing TV, radio & spot sales . . . Harry S. Ackerman, Screen Gems, elected pres., National Academy of TV Arts & Sciences, succeeding Walter Cronkite, CBS-TV . . . Robert E. Harris, ex-WNTA-TV & WNTA ad & sales promotion dir., appointed ad & sales promotion mgr., radio KCBS San Francisco . . . Loomis C. Irish promoted from station additions salesman to nighttime sales service mgr., ABC-TV . . . Gerard F. Hurley, ex-Student Marketing Institute, N.Y., joins Washington office of media broker Blackburn & Co. as head of market research & promotion.

Paul Raymon named local sales mgr., WAGA-TV Atlanta. Robert H. Dolph named national & regional sales mgr., Cascade TV group (KIMA-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, all Wash., KLEW-TV Lewiston, Id.); Ben Shropshire appointed mgr., KEPR-TV Pasco . . . John Henry named sports dir., Thompson R. Watt, news dir., of KOA-TV & KOA Denver . . . David L. Smith appointed program-production mgr., WISH-TV Indianapolis . . . Paul Owen, ex-KTCA-TV Minneapolis-St. Paul, named station-relations associate, National Educational TV & Radio Center.

Meetings this week: Ga. Assn. of Bcstrs. annual meeting (Aug. 7-9), Jekyll Island, Ga. • Southern Cal. Bcstrs. Assn. luncheon (11), Hollywood Knickerbocker • Ark. Bcstrs. Assn. fall meeting (12-13), Marion, Little Rock.

Broadcasters' Promotion Assn. 5th annual convention (Nov. 14-16, Sheraton Charles Hotel, New Orleans) will feature informal discussions (rather than panels) of color TV, budgets, merchandising, FCC & the Harris committee, graphic arts in promotion, audience surveys, image building, video tape in promotion & news promotion. Opening day keynoter will be NBC Chmn. Robert W. Sarnoff.

Women were urged to enter TV-radio as public-affairs & news reporters last week at the international TV-radio workshop sponsored by the National Council of Churches. "Women have not even started to make their presence felt as broadcasters," Lisa Sergio, author & commentator, told a seminar group in N.Y.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**PHILCO STREAMLINING DISTRIBUTION & 'IMAGE':** New Philco strategy to strengthen its market position and brighten its public image became more apparent last week at its distributor convention in Philadelphia. Company is breaking with past in many ways and returning to past in others.

Plagued by the white-goods slump—like everybody else in appliance industry—Philco will soon report poor 2nd-quarter earnings (see p. 15). But Pres. James M. Skinner Jr. expects recent policy & personnel shifts to result in far stronger distribution & product programs. Among changes:

Known in past for its long product lines and flamboyant stylistic innovations, Philco for 1961 has probably shortest & most conservative TV line in its history. It was introduced in 2 installments—considered by company officials to be "more effective from the merchandising viewpoint." Portables & "compacts" were introduced last spring. Console line, shown last week, consists of 7 basic 23-in. models, one TV-phono combination. Also shortened were company's white-goods lines.

Philco feels this move should go long way toward solving inventory problems of its distributors & dealers. Also basically aimed at inventory-cutting, it introduced new concept of "optional remote control." Six of the new consoles are convertible by dealer or service technician to remote-control in 10 minutes with addition of remote chassis and sonic hand unit at \$70 extra. This means end to special inventories of remote-control sets, by simple expedient of stocking remote-control conversion kits. (Details of new Philco line on p. 14).

There was some questioning of psychology of this approach within the industry. For one thing, most manufacturers carefully avoid "equivalent" remote & non-remote model sets so customers can't figure "extra cost" of remote tuning. Philco, in effect, tells them: It's 70 bucks. Will remotes go as a \$70 "accessory"? Philco is willing to test. Dealer-conversion approach is hark-back to Philco's highly successful approach to uhf: Let dealer convert set to avoid dual inventory.

In exchange for cutting down their inventory requirements, Philco expects more allegiance & strength from its distributors. Pres. Skinner made no bones about that in last week's get-down-to-business distributor convention. It's also been made clear by now that Philco—although it prefers independent distributorships—will have no hesitancy in setting up factory branches where it thinks present distributor can't cut the mustard.

Philco finally feels it has really strong distribution outlets in N.Y. & N.J., having disposed of factory branches there to John M. Otter Co., its Philadelphia distributor (Vol. 16:17 p17). Otter, of course, is onetime Philco exec. vp.

In recent realignment of high Philco executives, name of Frederick D. Ogilby returns to sales prominence in new post of consumer-products sales dir. The longtime vp & gen. mgr. for Philco TV, he had recently been director of market planning, concentrating on special accounts. With his return to power, some other aspects of old Philco "image" are being restored. For example, old company slogan has been dusted off and is doing duty once more: "Famous for quality the world over."

Sidelight in Philco's image-building campaign is letter sent to all Philco employes as they left on annual vacations last month. Signed by Skinner, it urged them to remember that wherever they went they were personal emissaries of Philco, to act in the "Philco spirit." Meeting last week sought to rekindle same Philco spirit in distributors, who, in turn are expected to pass it on to dealers in open-house product meetings during next few weeks.

"New Philco spirit" is tied firmly to past, and there will be strong attempt to remind the public "we've been in the business for a long time," as one official put it. Example will be promotion campaign around Hallowe'en season celebrating production of Philco's 35-millionth radio.

Company is already convinced that its bet on stereo reverberation will hit pay dirt. It has shipped more than 3,000 "Reverbaphonic" stereo units in less than 5 weeks, a spokesman told us, and the sets are now on allocation until production can be stepped up. Philco's Reverbaphonic sets list at \$339-\$750.

**MIDYEAR SALES & PRODUCTION FIGURES:** Official EIA figures on TV-radio retail sales at 1960's midway point show just how good this year has been so far: TV unit sales are up 17%; radio sales are up 23% over 1959. Every month in 1960 has been better at the sales counter than the same 1959 month.

Although TV's 6.5-million-sets-a-year pace didn't quite hold up in June, that month's retail sales topped June 1959, which, as you'll remember, marked the first month of TV's pickup from the slump which started in 1958 (Vol. 15:32 p16).

Good sign for future is dealers' response to first new TV lines, as indicated by June sales of sets to dealers—438,828. This doesn't reflect all new lines, of course—since many weren't even seen by dealers until late June or July. Figure was below June 1959's record of 479,284, but was 2nd highest for any June. Presidential election campaigns—to be promoted heavily by almost all TV manufacturers—are expected to hypo fall sales.

Virtually unnoticed in TV picture is pickup in uhf-equipped sets—production this year being exactly 50% more than the same period last year, and reversing long downtrend. Most manufacturers attribute much of this rise to growth of uhf translator systems. Uhf is still drop in the bucket—but it's going stronger than either 1959 or 1958 in terms of set production.

Radio sales are still hovering close to 10-million-a-year pace. And production of FM & FM-AM table models (last paragraph below) is exactly double last year's mark. Here are EIA's statistical indicators of TV-radio's health at midyear (phono figures due in week or 2):

#### 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
May .....	442,176	431,911	32,295	28,247	334,283	279,536
June .....	518,870	571,003	34,245	29,064	371,661	344,795
TOTAL .....	2,963,044	2,782,715	244,847	180,443	2,657,527	2,263,957

#### 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
May .....	1,277,040	1,039,562	463,165	476,222	548,322	400,882
June .....	1,551,451	1,430,165	596,870	637,806	702,889	678,195
TOTAL .....	8,524,520	7,107,586	3,323,092	2,900,196	3,878,358	3,158,881

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), May 65,438 (48,841), June 105,317 (50,783). Total: 442,535 (223,423).

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 29 (30th week of 1960):

	July 22-29	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	97,966	69,944	91,507	3,230,666	3,133,075
Total radio .....	271,809	241,005	191,895	9,407,415	7,936,621
auto radio .....	89,683	93,638	47,436	3,650,331	3,154,921

Extensive ad campaign for replacement picture tubes was launched last week by RCA. Harold S. Stamm, electron-tube div. ad & sales-promotion mgr., told RCA tube distributors the new year-around Silverama campaign "represents the largest & most extensive sales-building plan ever offered for TV picture-tubes." Coverage will include billboard posters, TV & radio, newspapers, direct mail and magazines.

Radio Television Training of America Inc. (formerly Radio Television Training Assn. Inc.), 52 E. 19th St., N.Y., has settled a 1956 FTC false-claims complaint against it by signing a consent order forbidding misrepresentations that: (1) Correspondence students will receive a free TV tube as part of their course. (2) Students will have all expenses paid for training periods in N.Y. FTC dismissed 11 other charges against RTTA.

### More about

**PHILCO 'CONVERTIBLES':** The introduction of Philco's new short TV line was completed at last week's distributor convention in Philadelphia with the showing of 7 basic TV consoles, one TV-stereo combination and a remote-control 19-in. "compact" (see p. 12).

The combination and 5 of the consoles are convertible to remote tuning with the addition of a \$70 kit containing all additional components. As demonstrated at the convention, the kit can be installed in less than 10 minutes, requires no soldering. Conversion can be made in advance of the sale, in the store for the customer, or after the sale at any time the customer decides he wants to add Philco's "Directa" remote control.

Philco's console line—all 23-in.—is topped by 5 "Mastercraft" fine-furniture sets. Four of these are designated "Miss America" and are priced at \$399.95 in different cabinets (horizontal, vertical, colonial maple, Danish modern, traditional mahogany combinations). The 5th is a TV-stereo combination with reverb. AM-FM drop-in tuners are offered for the combo at \$70 & \$100. All 5 Mastercraft sets have remote-control option at \$70 extra.

The other new consoles are Danish modern horizontal at \$289.95, colonial at \$299.95 and modern vertical console in walnut or mahogany at \$299.95, the latter being convertible to remote control.

Dropped into the 19-in. line is a "compact" with built-in remote control at \$259.95. Promotional drop-ins are due this fall keyed to the political campaigns.

**Trade Personals:** Dr. Allen B. Du Mont, founder and former chairman of Allen B. Du Mont Labs, now merged with Fairchild Camera & Instrument Corp., continues to head up all Du Mont operations as group gen. mgr. of the Allen B. Du Mont Labs divisions (tube div., industrial electronics div., international div.) of Fairchild . . . Joseph P. Gordon resigns as mgr. of Du Mont tube div., his duties taken over personally by Dr. Allen B. Du Mont pending selection of a successor; Gordon's plans not yet announced.

William R. Campbell, former West Coast district sales representative, promoted to mgr., marketing services, Zenith Sales Corp. . . . R. Bruce Ruttenberg, ex-Holleb & Co. (wholesale grocery), named ad mgr., Trav-Ler Radio, succeeding Jerry Friedman, resigned . . . John R. Bonner named vp-gen. mgr., Ensign Acceptance Corp., Canadian Admiral's credit subsidiary . . . Richard J. Hanschen appointed mgr. of mktg., Texas Instruments semiconductor-components div., succeeding James F. Carland, now mgr. of the division's new international operations dept.

Kenneth B. Shaffer named distributor sales mgr., RCA electron-tube div., succeeding D. M. Branigan, now electronic components mktg. mgr. of RCA international div. . . . James R. Kerr promoted to exec. vp. for new Avco defense & industrial products group . . . Charles H. Miller named mgr. of Sylvania's Ottawa, O. TV picture-tube plant . . . Earl J. Shelton, ex-Raytheon, named mgr., new Eitel-McCullough high-power tube div.

Sonic Industries Inc., phono & electronics manufacturer, operating under Chapter XI of the Bankruptcy Act, will pay creditors 25% in five 5% notes, maturing in 4 to 15 months, according to referee Sherman D. Warner.

New Setchell-Carlson line starts at \$199 for a 19-in. TV, with 23-in. sets starting at \$329. Line is topped by a 23-in. TV-AM-FM-stereo combination at \$639.

**As Others See Us:** The latest peek & peck by an overseas retailer at the U.S. TV-radio dealer's way of doing business comes from T. F. W. Bryan, gen.-mgr. of England's Tansley & Cooke Ltd. Reporting in *Wireless and Electrical Trader* on his 3-week U.S. tour, Bryan includes these observations:

"The standard of display in many of the retail outlets in N.Y. is below the standard of similar shops in [our] country, but their method of selling does not, in many cases, warrant attractive displays & glamorous showrooms. Price is the key to their whole selling plan. Operating as they do, on a low margin of profit, they must sell in great quantity, keep their overheads low as possible . . .

"The general impression I had of the salesmen in retail shops was that they were of a very much lower standard than in this country, and that, in the main, the drive & enthusiasm in selling was at the top, but inclined to fall off rather rapidly towards the bottom. It may be their lack of recognition of salesmen that is partly due to this, as in most cases they are termed clerks and are very poorly paid. It would seem that although America is probably more sales conscious than any other country, it has not developed the technique of retail selling to the standard we have here. No doubt the price-cutting war and the lack of service facilities were responsible for creating this position . . .

"I was very much impressed by the close liaison between manufacturers & dealers in America, and felt that the consideration of each other and their help & cooperation was far greater than in this country . . .

"My general impression was that American advertising is used to a far greater advantage than our own, as it is essentially produced to sell the product rather than for prestige purposes. The Americans have realized that it is far too costly to fill advertising space with anything less than good salesmanship . . .

"Although I have said that in many retail shops the over-all standard of salesmanship was poor, the progressive retailers have salesmen of quite a high standard. I gathered that most manufacturers & retailers would prefer to have price control rather than the present setup which makes trading very difficult for all concerned."

Prospects are dim for late-summer boom in jobs, concludes a Labor Dept. survey of the employment outlook in 149 major labor areas. The consensus of state employment-security offices contacted: A "moderate," seasonal gain in job availability through mid-Sept., but little hope for an extra-brisk payroll recovery in the durable goods industries to offset the greater-than-seasonal summer layoffs. Among the industries in which "some gains appeared in prospect:" TV-radio, electronics, communication equipment. Job categories which are expected to show the best improvement: Retailing, construction and services in the non-factory area; food processing, clothing and textiles in the non-durable manufacturing field.

Device for transforming sunlight directly to electricity is now available to industry & the home hobbyist from Hoffman Electronics. The "Solar Modules" are small, self-contained power-generating units mounting 5 shingled, plastic-encased silicon solar cells. They can be used to power such devices as radios, relays, models and exhibits, and are suitable for some battery-charging applications.

Admiral color-TV sales contest for dealers has 6-day trip to Mexico City next March as a reward for sets purchased during 2nd half of 1960.

## Finance

Philco's 2nd-quarter profit was below the year-ago figure, resulting in a decline in first-half earnings. So said Pres. James M. Skinner Jr. at last week's distributor convention in Philadelphia (see p. 12). He didn't give specific figures, but said he expects a 2nd-half pickup which will put full-year profits "in last year's ball park." He said Philco was "in the black for the 2nd quarter, but not as black as a year ago." He added that the 2nd-quarter slump was due to the appliance sales decline and development costs in the computer field. Computer activities will begin to show a profit next year, he predicted. In last year's 2nd quarter, Philco's earnings were \$797,000 (17¢ a share). For first-half 1959, the net was \$2,386,000 (54¢); for all of 1959 it was \$7,176,000 (\$1.67). This year's first quarter saw a net of \$1,615,000 (37¢), slightly ahead of last year's \$1,589,000 (37¢).

Siegler scored strong sales & profit gains in its 1960 fiscal year ended June 30 (see financial table). The improved performance was aided by a record 4th quarter which produced earnings of about \$734,000 (39¢ a share) on \$19-million sales, compared with fiscal 1959's 4th-quarter profit of \$471,000 (29¢) on \$16.8-million sales. For the 1961 fiscal year, Pres. John G. Brooks forecasts increasing sales & income. He said Siegler's Olympic Radio & Television div. is expected to produce greater volume & profits with its enlarged TV line, which includes Olympic's first color sets. Brooks said TV, hi fi and other commercial electronic products accounted for about 50% of total Siegler sales, military products 25%, air-conditioning equipment 22%, miscellaneous products 3%.

Davega "conservatively estimates" a profit approximating \$370,000 (about \$1 a share) for its 1961 fiscal year ending Feb. 28. This compares with fiscal 1960's loss from operations of \$562,097 (Vol. 16:27 p19). Pres. Joseph Axler reported to the annual meeting that sales in the first third of fiscal 1961 gained 24.5% to about \$6.9 million from \$5,354,000 in Mar.-Jun. 1959. He forecast fiscal-1961 sales of \$25 million, vs. \$18,112,266 in fiscal 1960. Axler also noted that Davega plans to add ladies' & children's apparel, starting in 2 stores.

Skiatron Electronics & TV stock transactions by N.Y. broker-dealer Re, Re & Sagarese will be explored by SEC in a Washington hearing Sept. 7 on charges that the firm violated anti-fraud-&-manipulation provisions of the Securities Exchange Act (Vol. 16:20 p22). At issue in the proceedings will be questions of whether the firm's registration with SEC should be revoked and whether the company should be suspended or expelled from American Stock Exchange membership.

Motorola is growing fast, but obviously not at the \$100-million-a-year pace we reported last week in our coverage of Pres. Robert W. Galvin's address to the N.Y. Society of Security Analysts (Vol. 16:31 p22). Galvin actually stated that Motorola's rate of sales growth since 1940 has been about \$100 million a decade, and he predicted sales by 1970 would be at least \$500 million.

Dynamics Corp. of America netted a 64% profit gain on a 58% sales rise during 1960's first half (see financial table). Pres. Raymond F. Kelley attributed the improved performance principally to increased shipments of tropospheric scatter communications equipment by its Radio Engineering Labs subsidiary and of components by its Reeves Instrument subsidiary.

Wells-Gardner Electronics rolled up a 40% profit gain on a first-half 1960 sales increase of less than 3% (see financial table). However, Pres. Robert Alexander noted that the order backlog on June 30 had declined to \$8,595,000 from the year-ago record \$11,115,000. "Although production for the 3rd quarter is scheduled at a lower rate than in 1959, because of the smaller order backlog," he amplified, "it is hoped & anticipated that our customers will need to replenish their inventories in the 4th quarter. This would result in greater production in the 4th quarter than was the case in 1959. Operating results for the 3rd quarter are expected to be below 1959; however the 4th quarter is expected to be better than in 1959. Barring unforeseen reversals in the economy, profits for the entire year should be about the same as last year."

Terminal-Hudson Electronics Inc. will be formed by a merger of Terminal Electronics Inc. and Hudson Radio & TV Corp., N.Y. distributors of electronic parts & components, according to an SEC registration statement (File 2-16743). Under the merger agreement, 499,970 outstanding Hudson common stock shares will be exchanged for an equal number of Terminal-Hudson shares. As part of its financing plan, Terminal-Hudson applied to SEC for registration of 166,668 capital shares for public sale at \$6 per share on an "all-or-nothing" basis by J. A. Winston & Co. Inc. and Netherlands Securities Co. Inc.

Globe-Union registered slight sales & profit gains during the first half as increases in the volume & earnings of its Centralab Electronics and Wico Ignition divs. offset a recession in the Globe Battery div. (see financial table). However, noted Pres. C. O. Wanvig, "in view of the current general economic outlook, it is questionable that last year's 2nd-half earnings level can be attained."

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Aug. 4, 1960

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	29	31½	Magnetics Inc.	11	12½
Aerovox	9¾	11	Maxson (W.L.)	8¾	9¾
Allied Radio	21¼	22¾	Meredith Pub.	40	44
Astron Corp.	2	2½	Metropolitan Bcstg.	17	18¾
Baird Atomic	32¼	34½	Milgo Electronics	22	25½
British Industries	12½	14½	MPO Videotronics	7	7¾
CCS Labs	11½	14¼	Narda Microwave	6½	7¾
Control Data Corp.	30½	41¾	Narda Ultrasonic	4¾	5½
Cook Elec.	15¾	16¾	National Co.	23¾	25¾
Craig Systems	17¼	18½	Nuclear of Chicago	34¾	37½
Dictaphone	39	42	Official Films	1-7/16	1-11/16
Digitronics	22½	24½	Pacific Automation	8½	9½
Eastern Ind.	12¾	13¾	Pacific Mercury	8¼	9
Eitel-McCullough	23¾	25¾	Perkin-Elmer	40½	43½
Elco Corp.	17	18¾	Phillips Lamp	161½	167
Electro Instruments	43½	47½	Pyramid Electric	2¼	2¾
Electro Voice	11¾	13½	Radiation Inc.	22¾	24¾
Electronic Associates	26	28¼	Howard W. Sams	45½	49
Erle Resistor	8¼	9½	Sanders Associates	45½	49¼
Executone	26	29¾	Silicon Transistor	6¾	7¾
Farrington Mfg.	31¼	33¾	Soroban Engineering	24½	26¾
Fischer & Porter	15¾	16¾	Soundscriber	13½	15¼
PXR	50	55½	Speer Carbon	20¼	22¼
General Devices	15½	18	Sprague Electric	54½	58½
G-L Electronics	9½	10¾	Taft Bcstg.	14½	15¾
Granco Products	5	5¾	Taylor Instrument	71	76¾
Gross Telecasting	18¾	20¾	Technology Inst.	10	11½
Haydu	.05	.21	Tele-Broadcasters	¾	1-5/16
Hewlett-Packard	76	80¾	Telechrome	11½	12¾
High Voltage Eng.	130	141	Telemcomputing	8¼	9
Infrared Industries	21	24½	Telemeter	13¾	15½
International Rectifier	22½	24¾	Time Inc.	65	68½
Interstate Engineering	24½	26¼	Tracerlab	12½	13¾
Itek	62	66	United Artists	7¾	7¾
Jerrold	8¾	9¾	United Control	26¾	29½
Lab for Electronics	45½	48¾	Universal Trans.	1¾	2¼
Lel Inc.	6½	7	Vitro	13	14
LFE Inc.	10	12¾	Vocaline	3¾	4¾
Ling Altec Electr.	23¼	25½	Wells-Gardner	16	17¾
Magna Theater	2¾	3-1/16	Wometco Ent.	12	14½
Magnetic Amp.	9	—			

## 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
Amphenol-Borg Electronics	1960—6 mo. to Jun. 30	\$ 31,403,805	\$ 3,335,257	\$ 1,598,257	\$1.36	1,176,074
	1959—6 mo. to Jun. 30	28,053,012	2,931,288	1,364,288	1.17	1,168,694
	1960—qtr. to Jun. 30	15,841,676	1,688,075	809,075	.69	1,176,074
	1959—qtr. to Jun. 30	15,020,481	1,619,790	755,790	.65	1,168,694
Walt Disney Productions	1960—39 wks. to Jul. 2	30,648,126	848,151	323,151	.20	1,626,023
	1959—40 wks. to Jul. 4	39,363,156	5,047,497	2,366,497	1.50	1,581,011
Dynamics Corp. of America Story on p. 15.	1960—6 mo. to Jun. 30	20,675,146	1,536,783	870,926	.23 <sup>3</sup>	2,786,527
	1959—6 mo. to Jun. 30	13,079,471	807,815	614,931	.14 <sup>3</sup>	2,749,653
Erie Resistor	1960—24 wks. to Jun. 12	—	—	192,250	.19	—
	1959—24 wks. to Jun. 12	—	—	190,413	.19	—
Globe-Union Story on p. 15.	1960—6 mo. to Jun. 30	28,041,516	1,770,525	836,525	.99	843,729
	1959—6 mo. to Jun. 30	27,937,734	1,790,259	836,259	1.01	830,048
Hoffman Electronics	1960—6 mo. to Jun. 30 <sup>4</sup>	23,935,550	253,054	123,054	.08	1,524,221
	1959—6 mo. to Jun. 30 <sup>4</sup>	22,345,189	2,339,705	1,111,705	.74	1,506,022
Raytheon	1960—6 mo. to Jun. 30	277,564,000	—	4,187,000	1.08 <sup>3</sup>	3,723,008
	1959—6 mo. to Jun. 30	235,164,000	—	5,112,000	1.45 <sup>3</sup>	3,507,999
	1960—qtr. to Jun. 30	142,812,000	—	2,277,000	.52 <sup>3</sup>	3,723,008
	1959—qtr. to Jun. 30	121,862,000	—	2,600,000	.73 <sup>3</sup>	3,507,999
Siegler Corp. Story on p. 15.	1960—year to Jun. 30 <sup>5</sup>	84,000,000	—	3,200,000	1.71	1,871,595
	1959—year to Jun. 30	77,000,000	—	2,200,000	1.36	1,624,815
Textron Inc.	1960—6 mo. to Jul. 2	164,340,000 <sup>6</sup>	8,173,000	6,285,000	1.27 <sup>3</sup>	4,765,236 <sup>7</sup>
	1959—6 mo. to Jul. 2	145,954,000	8,849,000	8,533,000 <sup>8</sup>	1.89 <sup>3</sup>	4,340,780 <sup>7</sup>
	1960—qtr. to Jul. 2	81,827,000	3,693,000	2,924,000	.59 <sup>3</sup>	4,765,236 <sup>7</sup>
	1959—qtr. to Jul. 2	81,005,000	5,216,000	4,900,000 <sup>9</sup>	1.10 <sup>3</sup>	4,340,780 <sup>7</sup>
Wells-Gardner Electronics Story on p. 15.	1960—6 mo. to Jun. 30	9,295,088	437,384	215,384	.51	—
	1959—6 mo. to Jun. 30	9,059,728	309,022	154,022	.37	—
	1960—qtr. to Jun. 30	5,493,750	406,841	194,841	.46	—
	1959—qtr. to Jun. 30	4,225,464	173,925	83,925	.20	—

Notes: <sup>1</sup>Outstanding June 30, 1960. <sup>2</sup>No provision for federal income tax because of tax-loss carry-forward. <sup>3</sup>After preferred dividends. <sup>4</sup>For 2nd-quarter report, see Vol. 16:31 p23. <sup>5</sup>Estimated. <sup>6</sup>Record. <sup>7</sup>Average <sup>8</sup>Excludes non-recurring income of \$2,456,000. <sup>9</sup>Excludes non-recurring income of \$1,500,000.

Metropolitan Bestg. Co. anticipates strong rises in 1960 sales & earnings, reports Pres. John W. Kluge. Sales are expected to go to \$40 million—more than double the \$16.5 million in 1959. Earnings are forecast at about \$2.1 million (\$1.25 a share), compared with 1959 earnings of \$1.4 million (91¢). Kluge said that much of the anticipated sales & profit gain will develop from the acquisition in March of ad agency Foster & Kleiser Co. Kluge noted that Metropolitan, which now operates 4 TV & 3 radio stations, intends to expand station ownership, is also considering broadening into other advertising areas. He said Metropolitan has completed the purchases (subject to FCC approval) of WTVP Decatur, Ill., and short-wave radio WRUL Scituate, Mass.

Foreign expansions: Fairchild Semiconductor Corp. (Fairchild Camera & Instrument's wholly owned subsidiary) is acquiring 1/3 of Milan, Italy semiconductor manufacturer Societa Generale Semiconduttore for the overseas production & marketing of Fairchild silicon semiconductor devices. The other 2/3 of 2 1/2-year-old SGS are owned equally by business-machine-producer Olivetti and micro-wave-equipment-manufacturer Telettra. • Polarad Electronics has formed a French subsidiary to produce industrial microwave instrumentation for the European market. Polarad will retain about 80% of the new company's stock.

International Diode Corp., Jersey City, plans public offering of 42,000 shares of 6% non-cumulative convertible preferred stock at \$8. Ernst Wells Inc. is underwriter.

Reports & comments available: Texas Instruments, review in *Investor's Reader*, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5 • Metropolitan Bestg., report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • Arvin Industries, review, Carreau & Co., 115 Broadway, N.Y. 6 • Decca Records, analysis, Walston & Co., 74 Wall St., N.Y. 5 • ITT, study, Shearson, Hammill & Co., 14 Wall St., N.Y. 5 • Corning Glass, report, Reynolds & Co., 120 Broadway, N.Y. 5.

A. C. Nielsen stockholders have approved a 3-for-1 split in both the common & class B stock, effective Aug. 5. The additional shares will be distributed Aug. 24 to stockholders of record Aug. 5. The approval increases Nielsen authorized shares to 3,690,000 (2,250,000 common & 1,440,000 class B) from 1,230,000 (750,000 common, 480,000 B). The company currently has outstanding 570,000 common & 480,000 B shares.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avnet Electronics . . . . .	Stk.	4%	Sep. 21	Aug. 31
GT&E . . . . .	Q	\$0.19	Sep. 30	Aug. 22
General Tire & Rubber	Q	.25	Aug. 31	Aug. 15
Litton Industries . . . . .	Stk.	2 1/2%	Oct. 21	Oct. 7
Speer Carbon . . . . .	—	.17 1/2	Sep. 15	Aug. 31
TV-Electronics Fund . . . . .	—	.04	Aug. 31	Aug. 4
United Artists . . . . .	Q	.40	Sep. 30	Sep. 16

# 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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**PASTORE BALKS HARRIS ON SUSPENSIONS:** Catch-all TV-radio-FCC reform bill (S-1898), patched together by Rep. Harris (D-Ark.) & passed by House, was put through Senate wringer last week—and came out with its most punitive section in shreds.

License-suspension penalty was virtually ripped from measure in swift one-day hearing by Senate Commerce Communications Subcommittee headed by Sen. Pastore (D-R.I.). This industry-opposed provision for FCC disciplining of stations which defy its rules & regulations (Vol. 16:32 p2) scarcely survived opening testimony by FCC Chmn. Ford. He started out by insisting Commission needed suspension power as a less-than-revocation club against recalcitrant licensees. But Ford was in retreat on the issue before he left stand.

Ford backed away under sharp questioning by Pastore, who argued that putting stations off air for 10-day periods—as proposed in Harris bill—would penalize the public more than licensees. "The Commission would much rather have a bill without suspension provisions than not have a bill at all," Ford finally said. Pastore suggested tartly "diplomatic blackmail" by FCC wasn't needed to get rest of bill through.

"A suspension is going to hurt the kiddies who watch 'Howdy Doody' even more than the licensee," Pastore observed at one point in hearing—even before NAB govt. affairs vp Vincent T. Wasilewski & other industry spokesmen got in their licks against penalty. "He might just take a vacation in Bermuda."

Alternative cash-forfeiture penalties in Harris bill for stations survived hearing. So did payola-&-quiz-rigging prohibitions & other non-controversial provisions of the omnibus measure which were challenged by

nobody. But Pastore promised that provision for imposition by FCC of \$1,000-per-day fines would be modified by his Subcommittee before measure is sent by full Committee to Senate floor for vote—probably this week. As approved by House, S-1898 permitted FCC to assess forfeitures against stations for each day of the 3-year license period. Probable Senate modification: Setting a 90-day limit to the period in which FCC could charge violations & assess fines.

Procedural safeguards for licensees against any malicious or capricious FCC forfeiture proceedings also will be written into Senate amendments, Pastore said. At end of hearing he called on FCC, NAB and American Bar Assn. to help his communications counsel Nicholas Zapple draft language assuring stations due-process protection in hearings, etc., when they are called on Commission's carpet.

Quick Senate floor approval of Pastore amendments to S-1898—which came to the Subcommittee as House substitute for minor FCC procedural bill passed by Senate last year—was predicted by Commerce Committee sources. Stripped-down measure then would go back to House for probable concurrence.

Lone defender of license suspensions at Pastore hearing following Ford's retreat was Washington dir. Lawrence Speiser of the American Civil Liberties Union. He said suspensions would help Commission fix penalties "to fit the crime," but devoted most of his testimony to arguing for more legal protection for licensees confronted with forfeiture proceedings. Similar due-process pleas were made by American Bar Assn.'s Bryce Rea Jr. & Donald C. Beelar.

Backing up NAB's Wasilewski in anti-suspension testimony were J. S. (Dody) Sinclair (WJAR-TV Providence), Cecil Woodland (radio WEJL Scranton), ex-FCC gen. counsel Warren Baker (Federal Communications Bar Assn.). CBS, NBC and ABC supported NAB in statements. Another witness was AFM secy. Stanley Ballard, who got brush-off from Pastore when he urged that S-1898 be amended to require broadcasters to identify foreign-taped music. House Commerce Committee's communications counsel Kurt Borchardt, who helped Harris draft suspension feature, was spectator, but wasn't called on by Pastore for advice.

**THE FORD ROCKET—READY TO IGNITE 2ND STAGE:** FCC Chmn. Frederick W. Ford had best running start & sendoff that any Commission chairman ever debuted with when he took over 5 months ago—and he's made the most of it.

Congress & public were yearning for a "cleanup man" after months of quiz-payola-influence furore, and Ford stepped up with more blessings than he could count. He was ready—having served as a top FCC attorney for 6 years, a substantial Justice Dept. official for 4 years and a Commissioner 2½ years. Let's look at Commission performance under his leadership, including major new policy departures:

(1) Rapport with Congress. Lawmakers are pleased with Ford. They demanded action on quiz-rigging, payola, influence-peddling etc.—and Commission came through quickly with recommendations on legislation & proposed rules of its own. Ford's demeanor in witness chair is respectful, careful, straightforward. Unlike his predecessor John C. Doerfer, he seldom is in difficulty on stand, rarely backtracks as he did at last week's Senate hearing on suspension penalties in payola bill (see p. 1).

(2) Network regulation. Commission reversed traditional position, told Congress it wants greater control over networks.

(3) CATV regulation. Changing policy, Commission decided that CATVs shouldn't be permitted to duplicate programs of local stations.

(4) Vhf booster rules. Significance of this was not policy, but speed. Rules were finalized only a month after Congress passed necessary legislation.

(5) Miami Ch. 10 decision. Tough, far-reaching, short—and prompt.

(6) Complaints & Compliance Div. Ford led fight for it, doing single-handed lobbying job with Congress, got most of what he wanted.

(7) Program policy statement. Significance still to be determined—but it came through fast.

Note recurring theme of speed. It's a fetish with Ford. For example, he convenes Commissioners immediately after oral arguments on contested cases, calls for vote while issues are fresh in members' minds. On July 28, precedent was made. Oral argument was held on request of radio KVFC Cortez, Colo., which

sought facilities improvement. FCC Broadcast Bureau attorney argued against grant. Commission held brief intermission, told KVFC lawyer to save his breath—that he would get his grant, didn't need to utter a word.

In intramural personal relationships, Ford is doing well. Fellow Commissioners consider him most fair-minded. Staff is working hard. He has pushed bureau chiefs to make more use of cash-incentive-award system for employes. There has been no sudden firing or downgrading of top aides.

Relationships with industry are unusual. Though Ford respects & likes industry leaders, he doesn't socialize with them, doesn't even lunch with them. He has few outside visitors.

Inventiveness is probably Ford's outstanding characteristic. Other chairmen have been good administrators—knowledgeable, fair, effective leaders & cooperators—but few have shown such willingness to try new approaches.

Ford's major frustration to date is lack of action on TV allocations. He considers subject top problem before Commission, but Commission can't move until OCDM finally gives its views on possibilities of shifting vhf spectrum from military to civilian use.

Ford's administration has had strong takeoff—but if Kennedy wins in Nov. it won't orbit. Kennedy would install his own chairman, presumably tapping Comr. Bartley, who is nephew of House Speaker Rayburn. And who has more influence on Lyndon Johnson than Rayburn? If Nixon wins, Ford is in solid.

## Congress

**1961 PREVIEW BY HARRIS:** A taste of TV-radio things to come in the next Congress—none startling—was offered last week by Chmn. Harris (D-Ark.) of the House Commerce Committee & its Legislative Oversight Subcommittee.

In a speech prepared for an Aug. 13 session of the annual Ark. Bestrs. Assn. convention in Little Rock, Harris threatened no new scandal-hunting forays by his Overseers into the industry. Instead, he ticked off these standby TV-radio subjects as likely items on his hearing-&-legislation agenda for 87th Congress opening next Jan.:

(1) Equal-time Sec. 315 of the Communications Act. (Political broadcast questions need "further careful study.")

(2) Network licensing & regulation. (Unfinished Committee business "which is still pending.")

(3) Anti-pay-TV legislation. ("We may have to hold further hearings during the next Congress.")

(4) Spectrum-control legislation. ("We may see action during the next Congress if the incoming President helps us to knock some departmental heads together.")

(5) Community-antenna regulation. (It just missed getting through the Senate this year and was sent back to the Senate Commerce Committee by a one-vote margin.)

(6) Federal-aid-to-educational-TV legislation. (It "got stuck in the Rules Committee" in the current session.)

(7) Extension of daytime radio station hours. ("Problems involved in this legislation are highly technical, complex and controversial [but] I shall certainly make a sincere effort to bring [them] to a resolution.")

Said Harris to his home-state audience of broadcasters: "It is my firm belief that the investigations . . . will help [TV] to grow stronger & more responsible."

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"Regulatory lag" in operations of such govt. agencies as FCC, FTC, ICC, CAB and FPC will be investigated by the Senate Commerce Committee—probably next spring—in hearings on an ICC pilot study undertaken by the general accounting office. "We are very concerned that the growing backlog of unsettled cases & regulatory lag might undermine public confidence," said Committee Chmn. Magnuson (D-Wash.) in reporting plans for the inquiry.

**NEXT WEEK FOR 315:** In Washington, all signs pointed to House concurrence next week with the Senate in lifting equal-time requirements for broadcast appearances by Presidential & Vice Presidential candidates this year (Vol. 16:32 p2).

House Commerce Committee Chmn. Harris (D-Ark.), who will give the Senate-approved measure (S. J. Res. 207) a once-over at an executive meeting of his unit Aug. 16, said House Speaker Rayburn (D-Tex.) had assured him it "will be called up for consideration shortly" on the floor.

Due date for a House vote on suspension of the Communications Act's Sec. 315 was set, but Committee sources told us it was likely that rules would be suspended to permit action early next week, when the House will go into full legislative gear for its closing business this session.

Harris said some House members "have expressed their misgivings" to him about S. J. Res. 207. In a speech to the Ark. Bestrs. Assn. (see p. xx), he said the experimental lifting of Sec. 315 for top candidates may lead to "permanent abandonment of the safeguards." And in that event, Harris warned, the candidates may be "called upon to serve the interests of the radio & TV networks instead of radio & TV serving the candidates and the best interests of the United States."

But Harris indicated he was ready to go along with the Senate now and "see how things work out," pending another look at Sec. 315 later on.

On the Senate side, meanwhile, Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee introduced a housekeeping resolution (S. Res. 356) raising the appropriations for its Sec. 315 "Watchdog" Subcommittee (Vol. 16:25 p5) from \$35,000 to \$36,500.

\* \* \*

Apart from a Congressional green light, there are other problems that must be solved before Nixon-Kennedy TV debates can become a reality. To tackle the question of the availability of the candidates for debates on specific dates, and to discuss a set of ground rules for the debates themselves, the chief TV strategists of the 2 parties—Herbert Klein for the Republicans, J. Leonard Reinsch for the Democrats—met with network executives in N.Y. Aug. 9 in a closed meeting. The session was primarily exploratory, with the networks attempting to

arrange debate telecasts that would be exclusives on particular nights and the political leaders suggesting simultaneous, 3-network debates. By all indications, the latter course will be the one that's followed. Meanwhile, at NBC-TV, corporate affairs vp Lester Bernstein was designated to coordinate plans for the appearance of the Presidential candidates on *The Great Debate* series.

\* \* \*

Equal-time protest to FCC against refusal of CBS & NBC to put Socialist Labor Party candidates on the air to answer convention acceptance speeches by Democratic nominees has been turned aside by Comr. Lee. In a letter to SLP secy. Arnold Peterson, Lee said the networks were "responsive" to the minority party's request for equal time when they pointed to news-show exemptions from the Communications Act's Sec. 315. In his protest to FCC, Peterson also had cited Sec. 315's requirement that broadcasters handle controversial public issues fairly. But Lee said that issue hadn't been raised with the networks by SLP.

\* \* \*

Nixon-Kennedy debate sponsorship problem was still undecided at NBC-TV & ABC-TV last week (Vol. 16:32 p2), with CBS-TV sticking to its original decision of presenting face-to-face debates between the Presidential candidates as pure public service. NBC & ABC, however, put the decision to the 2 major political parties, taking the position that if it is OK with the Democratic & Republican leaders to have commercial sponsors for the debates, it is OK with the networks. Scheduling of such debates, of course, is contingent on House action to suspend Sec. 315.

\* \* \*

GOP TV strategy firmed last week as the first round of time-purchase orders went out from the Republican's election-period house agency, Campaign Associates. Unlike the paid-political-time TV strategy of the Democrats, which will call for a shotgun approach with short, capsuled TV telecasts via Guild, Bascom & Bonfigli (Vol. 16:31 p6), the Republicans are purchasing longer segments of prime time. All of the Campaign Associates orders call for 30-min. pre-emptions of nighttime shows on all 3 networks at the rate of about one show per week per network between late Sept. & election. Ignored by the GOP move: Possibilities of viewer resentment triggered by full-scale pre-emption of various popular nighttime shows (*Groucho Marx Show*, *Bat Masterson*, *Ann Sothern Show*, etc.) for pro-GOP politicking.

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FCC's "immoral payola policy" of giving favorable attention to license applicants whose stockholders include members of Congress has been assailed again by Sen. Proxmire (D-Wis.). Uncowed by Commission Chmn. Ford's argument that such Congressional criticism may in itself be an off-the-record attempt to influence a decision (Vol. 16:27 p6), Proxmire renewed his attack in submitting an amendment to a pending 1959 bill (S-1734) to tighten FCC's ex-parte rules. The amendment would "prohibit the FCC from considering as a favorable criterion in awarding radio or TV franchises, membership in Congress by any of the stockholders of an applicant." He said "this favored, privileged advantage" shouldn't be tolerated by Congress. Proxmire's original complaint was against FCC's award of Albany Ch. 10 to WTEN, which numbers 5 Congressmen among its stockholders. FCC's reasoning on Congressional stockholdings in that case was spelled out in July in the text of its final decision (Vol. 16:30 p8).

## The FCC

**FCC'S UHF PROJECT SETUP:** An all-industry caucus in FCC chief engineer Edward Allen's office Aug. 9 brought tentative selection of 5 Commission staffers to head up as many working committees for the \$2-million N.Y. uhf project (Vol. 16:31 p3).

At the same time, representatives of industry groups at the conference—NAB, EIA, IRE, AMST, JTAC, JCET, TASO, AFCCE, CCT—submitted 100-odd nominations for members of the committees. No names were selected definitely. Allen said the final makeup of the committees will depend on acceptances to invitations his office started sending out immediately.

The skeleton setup for the special uhf program, as approved at last week's meeting, will be topped by a 50-member General Industry Advisory Committee (GIAC), headed by Arnold Skrivseth. It will meet 3-4 times per year, operate as housekeeper & overseer for the whole project.

These 4 co-equal technical groups, each with 15-20 members and its own alphabetical tag, will meet weekly until the project is under way: Transmitter Industry Advisory Committee (TIAC), headed by Sidney Lines. Receiver Industry Advisory Committee (RIAC), headed by Jules Deitz. Observations & Measurements Advisory Committee (OMIAC), headed by Dan Hutton. Analysis Industry Advisory Committee (AIAC), headed by George Waldo.

No further industry-FCC uhf conferences were scheduled, but Allen said it was hoped that the new committees would shape up so that meetings could be called within a week or two.

Meanwhile the American Civil Liberties Union, which is frequently critical of FCC & broadcasting practices, sent a letter to FCC Chmn. Ford commending the Commission for initiating the uhf study. ACLU also called for "a gradual changeover [in 5-10 years] to an all-uhf, 70-channel TV system."

Also heard from was converter manufacturer Blonder-Tongue Labs, which said in comments submitted to FCC that uhf would get a big boost if the public were invited to participate actively in the N.Y. project. Such participation, coupled with a well-organized publicity campaign pushing top shows, would prove that uhf can be good, the company said. Blonder-Tongue estimated the cost of its converters at \$20 for those with a 12-14 db noise level, \$30 for 10-11 db devices.

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Man masquerading as "Lowell Thomas Jr.," and described by the FBI after his arrest in N.Y. as a high-flying bad-check imposter who turned out to be Terrence Joseph Donley, 30, used FCC papers as part of his credentials. Giving his address as Hunting Towers, Alexandria, Va., Donley obtained a restricted radio operator's license from FCC July 25 in the name of the CBS commentator's son. The permit authorized him to manipulate push-button broadcasting controls, but not to monkey with station equipment. The FBI said Donley represented himself as a CBS newsman, traveled more than 100,000 miles in one 30-day spree by cashing checks signed "Lowell Thomas Jr."

Space communications needs as foreseen through 1970 by the U.S. govt. are being drafted by OCDM for FCC's 890-mc-&-above spectrum allocation proceeding (Vol. 16:29 p4). Setting an Oct. 15 deadline for detailed replies—some of which may be classified as secret—deputy asst. OCDM telecommunications dir. F. C. Alexander has circularized all federal agencies for estimates of space requirements.

**Another FCC Political Quiz:** Following up its pre-campaign questionnaires on broadcasters' political policies (Vol. 16:21 p7 et seq.), FCC has sent out a new set of questions to all TV & radio stations to find out how they will handle election-year issues in the Sept. 1-Nov. 8 campaign period.

Setting a Dec. 5 deadline for replies, the Commission asked for this information to help it—and Congress—determine whether equal-time & other Sec. 315 provisions of the Communications Act are observed:

(1) Did the station editorialize in behalf of or against any candidate?

(2) What requests for time from candidates or their supporters were received—and what was done about them?

(3) How much money was received from paid political time?

(4) What program time and how many announcements were devoted to appearances by Republican, Democratic—and other candidates for President, Vice President, Congress and governor?

(5) What was the breakdown of candidates' appearances under news-show exemptions from equal-time requirements? What appearances weren't exempted?

Similar questionnaires were sent at the same time by FCC's acting secy. Ben F. Waple to TV & radio networks. In addition, the networks will send affiliates listings of network appearances by candidates for President & Vice President. The stations will be expected by FCC to tell the networks which appearances were carried locally. The networks then will tell FCC, which will figure "the extent of exposure of these candidates on a program-by-program basis."

**Miami Ch. 10 Fight Renewed:** In a totally expected move, National Airlines' Public Service TV Inc. (WPST-TV) went to court last week to try to hang on to Miami Ch. 10, despite an FCC decision to take the 1957 grant away on "influence" charges (Vol. 16:29 p1).

Vehemently protesting the Commission's action in giving Ch. 10 to L. B. Wilson Inc.—only one of 4 original applicants deemed fit by FCC to operate—WPST-TV asked the U.S. Court of Appeals in Washington to instruct the Commission to withdraw the order. WPST-TV also petitioned FCC to hold everything in status quo until issues of the appeal are decided.

At the same time original applicant North Dade Video Inc., debarred by FCC from further consideration in the bitterly-fought-&-re-fought case, asked Commission for a rehearing & reconsideration of tough July 14 decision.

WKAT Inc., the 3rd applicant put out in the cold, made no formal move last week to get back in, but it was expected to seek a rehearing, too.

L. B. Wilson, beneficiary of FCC's order, said nothing.

Petition for stay of FCC's order making Fresno all uhf (Vol. 16:28 p6) was filed by the city, county and Unified School District of Fresno last week—and was promptly turned down. Stay-at-home Comr. Lee, acting as a board for vacationing FCC members, left a simultaneous petition for reconsideration pending in the file, however. The Commission's reply, stating that issues raised in the stay plea had been argued extensively in the Fresno proceeding, said: "The failure to show injury to themselves or to the public and the failure to establish likelihood of success on the merits of their petition for reconsideration leaves the Commission without adequate justification for issuance of a stay."

## Film & Tape

**RECORD FILM PRODUCTION:** Our conservative checkup totals to \$150 million to be spent in Hollywood for TV film next season. This figure is for series only, does not include pilots. Last year: \$125 million (Vol. 15:21).

Reason for the mushrooming production figure: The search for better quality, rising labor & talent costs, competition, and—perhaps the largest factor—the increasing trend to 60-min. shows. Firmed for network showings next fall are 24 one-hour series, compared with 18 last season.

The success of series such as *77 Sunset Strip*, *The Untouchables*, *Wagon Train* and *Perry Mason* is undoubtedly a major reason for the rash of longer series. Among these 60-min. newcomers are *The Roaring Twenties* and *Surfside Six* (Warner Bros.); *Route 66*, *The Naked City* and *Dan Raven* (Screen Gems); *Stagecoach West* and *Michael Shayne* (Four Star); *Hong Kong* (20th Century-Fox TV); *The Islanders* (MGM-TV); *Checkmate* and *Thriller* (Revue); *Aquonaut* (Ziv-UA).

Most of the product for the coming season will come from Revue Studios, which has 17 series; Four Star Television, 13; Screen Gems, 9; and Warner Bros., 7. Last year Warner Bros. was runner-up to Revue.

**Why He Prefers Tape:** A telefilm-industry shift to tape is inevitable, predicts Peter Kortner, producer of *The DuPont Show with June Allyson*. Acknowledging that he is presently in the minority in this belief, Kortner nevertheless has his reasons. He believes that TV-film's quality suffers from lack of rehearsal whereas tape allows more rehearsal time because a tape show can be made for \$10,000 less than film.

To those film-industry executives who object to tape on the ground of limited markets, Kortner, ex-*Playhouse 90* producer as well as producer of 7 taped *GE Theaters* last season, replies that a show can be taped and then transferred to film. This procedure is already being followed by CBS Sales for commercials, he points out. For the producer, he adds, tape allows examination of a scene immediately after it is shot, and the opportunity to re-do it then & there.

Parting of NTA and NT&T in a spinoff is a likelihood for the near future, according to Hollywood sources. For some time now, there have been reports that NTA Chmn. Ely Landau and parent-firm NT&T Chmn. B. Gerald Cantor were not agreed on policy and that Landau wanted to buy WNTA-TV N.Y. and sever his link with NT&T. NTA is also in the process of moving its hq & sales staff back to N.Y. (Vol. 16:29 p9), after an expensive & elaborate "airlift" to the Coast. The corporate marriage of National Theaters and NTA has never been financially fruitful; NTA has reportedly lost over \$3 million and much of its ability to make telefilm deals quickly, since the link-up. First step may be NT&T's announcement last week that it will relinquish majority ownership of NTA, but will continue to be its largest stockholder. The parent company plans to distribute 844,875 shares of NTA as a dividend to its stockholders on the basis of 3 NTA shares for each 10 NT&T shares held. NT&T will retain 620,511 of the total 1,627,572 NTA shares outstanding. The distribution is subject to FCC approval. Cantor said this and other financial changes of the 2 companies "will bring to NTA an improved financial base upon which to build, and provide NT&T with flexibility in its own development program."

## NEW YORK ROUNDUP

Cuba is getting the go-by as a TV market from both American advertisers & leading syndicators, thanks to Castro's anti-U.S. policies & property seizures. This month, Goodyear International skipped Cuba on the market list when it placed a large order with ITP (which distributes Ziv-UA telefilm shows overseas) for *The Man & the Challenge* in virtually all other Latin-American TV markets. Syndicators operating overseas, such as CBS Films, Fremantle International, ITP, ITC, ABC Films, etc. are now avoiding Cuba in their current sales calls with new film product. (Major movie distributors are also threatening to hold back new U.S. movies from the island's over-500 movie houses.) Possible next move by Castro: Importation of telefilm shows, documentaries etc. produced by Iron Curtain countries to replace U.S.-made telefilms.

Musicians Guild of America, currently seeking NLRB recognition as a bargaining force (Vol. 16:26, 32), has charged the older, industry-recognized American Federation of Musicians with a "sellout" of demands for a slice of the post-1948 TV pie. AFM promptly denied the charge, and referred to a previous policy statement assuring musicians that AFM would not permit post-1948 Hollywood films to be sold to TV without residuals for musicians. AFM, however, made no statement concerning what it would do about post-1948 deals already in the works, such as the Warner Bros.-CT&A arrangement now in effect.

## HOLLYWOOD ROUNDUP

FCC's network hearing will be resumed in Los Angeles Oct. 10 instead of Oct. 5, as first scheduled (Vol. 16:30 p3). With chief examiner James D. Cunningham presiding, the Hollywood phase of the marathon inquiry will be conducted in the U.S. Court of Appeals courtroom.

Two-thirds of NTA's employes who were transferred to the West Coast last year have left the company rather than return to N.Y. now that NTA has decided to move back (Vol. 16:29 p9). NTA had moved to Los Angeles to center its operations in the West, but, after some months, decided it was best to base its sales activities in N.Y. Departing employes give 2 reasons: (1) They like Cal. (2) They don't like to uproot their families twice. Among those leaving NTA: Sylvia Seymour, TV-film liaison; Al Stern, in charge of exploitation for Cinemiracle; Jerry Franken, head of advertising-publicity-promotion for NT&T and NTA. The organization will return to its former offices in the Coliseum Bldg., 10 Columbus Circle.

More money for TV cartoonists is being sought to meet TV's growing animation market in both commercials & programming. International Alliance of Theatrical Stage Employes, Local 39 in Hollywood wants a \$1-million fund to train new film animators and to build an employment benefit plan. Both demands are reminiscent of the N.Y. animators' union action several weeks ago (Vol. 16:29 p8) in seeking a slice of merchandise profits. Producers are requested to contribute 1% of total gross revenues toward the animators' fund.

## Programming

NBC-TV confirmed last week our report that the super-expensive (\$450,000) 60-min. pilot for the proposed costume-drama series *The Barbarians* will be used to launch the network's Tuesday-night specials (Vol. 16:32 p4). Under the one-shot title of "Rivak, the Barbarian," it will be colorcast Sept. 20 from 10-11 p.m. NBC still hasn't abandoned plans for a series, and refers to the pilot telecast as "a prologue to the NBC-TV full-hour color series." The plot of the film has more than a passing resemblance to "Ben-Hur," with celtic Prince Rivak (Jack Palance) sentenced to be a galley-slave, meanwhile vowing vengeance on a Carthaginian nobleman for the mistreatment of Rivak's sister.

International TV festival at Monte Carlo will debut as an annual event Nov. 14-26 for world-wide recognition of the medium's highest artistic achievements. Monaco's Prince Rainier said 57 nations have been invited to participate in the inaugural festival which concludes Nov. 26 with the announcement of awards. An international jury will select winners in 9 categories: best single dramatic & entertainment programs, best TV direction, best single performance by an actor & actress, outstanding achievement in news coverage, scientific contribution, best original TV drama, contribution to international understanding.

NBC-TV's afternoon lineup will feature 3 half-hour program additions this fall, one in color: *The Jan Murray Show*, a game show colorcast Mon.-Fri. at 2; *Make Room for Daddy*, telefilm repeats of *The Danny Thomas Show*, at 4; and *Here's Hollywood*, a sort of celluloid-angled *Person-to-Person*, premiering Sept. 5 at 4:30. Returning in the fall will be 3 other afternoon series, reruns of *The Loretta Young Show*, and the live daytime serials, *Young Dr. Malone* and *From These Roots*.

Viewers with 3-network selection can find at least one program that is not a mystery, Western or adventure, during 95% of prime evening time, TIO dir. Louis Hausman said last week. He was speaking at the Western Michigan U. ETW workshop Aug. 10. Alternatives for 85% of these viewers during that time include general drama, special music, sports and public-affairs programming. In addition to Hausman's address, the workshop featured a panel discussion by a local newspaper TV critic and station execs from WKZO-TV Kalamazoo, WOOD-TV Grand Rapids and WSJV Elkhart.

1960 Presidential conventions drew up to 135% larger TV audiences than the 1956 sessions, compared with a 17% increase in TV-set ownership during the 4-year period, reports researcher Sindlinger & Co. The Democrats racked up a 135% gain in daily TV audience (91 million viewers vs. 33 million in 1956). The Republicans gained 114% (77 million vs. 31 million). Pres. Albert E. Sindlinger said 79.2% of all adults with TVs viewed the Democratic convention, 67.2% watched the Republicans. Interestingly, his survey found that fewer adults (69.1% or 89,575,000) had watched evening TV in the July 4-8 period, the week preceding the Democratic convention.

American families with TV sets are now tuned in 26.7% of the entire 7-day week. This is based on Nielsen's latest figure for 1960 of 44.93 average hours per week during which the TV family has a set tuned in. Considered another way, and assuming an 8-hour sleeping period per day (which leaves a balance of 112 waking hours in the week), the television family is tuned in 40% of the time.

## Advertising

**Loyal Network Blue-Chippers:** Most of the nation's top advertisers have been consistently loyal to at least one of the 3 networks over the past 10 years, a checkup we made recently shows. NBC-TV can boast twenty 10-year backers, 12 of which have advertised steadily only on that network. CBS-TV has 13 advertisers which have been with the network for at least 10 uninterrupted years, 3 consistently loyal only to CBS. The youngest of the 3, ABC-TV, can boast sixteen 5-year-or-more advertisers, 9 of which have been exclusive to ABC. Here's the rundown:

ABC-TV (5 years or longer): American Chicle, American Home Products, Armour, Bristol-Myers, Brown & Williamson, Carter Products, Dodge, General Electric, General Mills, Mattel Inc., Miles Labs., P&G, Quaker Oats, Ralston-Purina, Warner-Lambert, American Home Products.

CBS-TV (10 years or longer): General Electric, General Foods, R. J. Reynolds, Westinghouse Electric Corp., Bristol-Myers, Lever Bros., Liggett & Myers, American Tobacco, Philip Morris, American Home Products, Procter & Gamble, P. Lorillard, General Mills.

NBC-TV (10 years or longer): Armour, Colgate, Chesebrough-Pond's, Chevrolet, Ford, General Foods, Good-year, Kraft, Lever Bros., Liggett & Myers, P. Lorillard, P&G, RCA, R. J. Reynolds, Speidel, Standard Brands, Hazel Bishop, Borden, American Tobacco, Gillette.

TV-radio-airline tieups, in which publicity was traded for free trips, have been cited by the Civil Aeronautics Board in complaints against 3 foreign air carriers. CAB, charging Lufthansa, Sabena and Air France with violations of the 1958 Federal Aviation Act forbidding free or cut-rate transportation in exchange for services or merchandise, identified these firms, individuals & stations as recipients of trips in exchange for plugs on the air: Richard S. Robbins Co. Ltd., N.Y., NBC-TV's *The Price Is Right* • Albert Black, Lido Beach, N.Y. (TV publicity) • producer Eugene Geissler, radio KSTL St. Louis • Marshfield Bestg. Corp. (radio WDLB), Marshfield, Wis. • radio WKFM Chicago • radio CFCF Montreal • radio WNEW N.Y. • All told, 23 persons & organizations connected with broadcasting, newspapers and magazines were listed by CAB.

American public spent \$2.9 billion last year for new TV sets, set maintenance and electricity to operate their sets. This was nearly double the amount spent by advertisers in TV and 93% more than was spent for newspapers by the public last year, TvB estimated Aug. 15. Of the \$2.9 billion, \$1 billion was for new receivers, the rest for repairs & electricity. Weekday & Sunday newspapers spending totaled \$1.5 billion, says ANPA ad bureau.

**Ad People:** James R. Heekin appointed senior vp, Ogilvy, Benson & Mather . . . John Laurie elected a BBDO vp . . . Lawrence D. Reedy named an American Assn. of Ad Agencies vp . . . William McQuillan named Kenyon & Eckhardt copy supervisor of TV-radio group for Comet, Mercury & Lincoln automobiles . . . Gerald Hoeck, Seattle adman (Miller, McKay, Hoeck & Hartung) who campaigned for 1958 re-election of Sen. Jackson (D-Wash.), new Democratic National Committee chmn., joins Democratic campaign staff as special TV-radio consultant . . . Julian M. Snyder named Cunningham & Walsh vp.

**McCann's 1960 Predictions:** Network & spot TV during 1960—including talent as well as time costs—will run about \$1.36 billion, a gain of 9% over the 1959 level. So predicted McCann-Erickson media researcher Robert J. Coen in the Aug. 12 issue of *Printers' Ink*. TV, he added, may be ousted from its spot as the No. 1 growth medium for the first time in a decade, with magazine (likely to be up 14% from last year, for a new volume of \$985 million) taking the top growth honors.

The TV figures from M-E's Coen are more conservative, by some \$300 million, than those of other research officials we printed last week (Vol. 16:32 p1). Coen also predicted an over-all ad volume in 1960 of just under \$12 billion, representing a 7% increase over the 1959 spending rate. This includes an 8% hike in national ad spending and a 6% gain in local ad expenditures.

TV "photographic license" must be taken by advertisers of many products if they are to use the medium effectively, FTC has been told by Rise shaving-cream maker Carter Products Inc. The company & its agency, Sullivan, Stauffer, Colwell & Bayles, denying FTC charges that commercials for Rise were deceptive and unfairly disparaged competing lathers (Vol. 16:26 p14), argued that demonstrations of the product on the air deceived nobody. FTC had complained that Carter used a special formulation—not shaving cream—to show how other lathers dried out while Rise stayed "moist & creamy." But the company & agency, pleading "photographic license," said "most of the pictorial representations now on the air would be impossible to present" if advertisers had to stick to strict realism. Carter's formal answer to FTC's complaint added that TV viewers aren't misled by commercials for hair-wave preparations, cake & dessert mixes, cosmetics, soaps & detergents—"and a host of other products"—which use substitute materials in demonstrations. Viewers understand that there must be a speed-up on TV to show—for instance—how "low moisture shave cream" dries up, Carter said. Joining in the answer was the agency's account executive for Rise, S. Heagan Bayles.

"Magazine-concept" news buy is being offered by CBS-TV involving four 60-sec. participations spread through 3 CBS daytime news shows for a gross price of \$9,000 weekly. The trio: *Richard Hottelet* (8-8:15 a.m., Mon.-Fri.); *Ron Cochran* (1-1:05 p.m., Mon.-Fri.); *Robert Trout* (12:30-1 p.m., Sat.). (For West Coast advertisers, *Grant Holcomb & the News* is offered in place of *Hottelet*.) The 5 non-competitive advertisers who may buy the package, said CBS last week, will receive "a total of 6.7 million commercial-minute home impressions per week at a cpm efficiency of \$1.34."

Nighttime toothpaste battle is shaping between Colgate and Procter & Gamble in wake of American Dental Assn. endorsement of P&G's Crest (Vol. 16:32 p6). Colgate is quietly shifting budget money from daytime TV to a fall barrage in nighttime spot TV in major TV markets, primarily to battle a planned network-&-spot drive for Crest. P&G, meanwhile, is keeping its intentions under wraps, and won't even tell the 3 networks—they say—what the plans are for its ADA-endorsed dentifrice.

U.S. Tele-Service Corp has purchased National TV Monitoring Co. Both are monitoring firms, and the combined organization will offer kinescoping in 100 key markets & air checks in 200 cities.

## Auxiliary Services

**JERROLD CATV SALE CLOSED:** Jerrold Electronics Corp.'s reported big-business deal to dispose of its 9 community antenna systems (Vol. 16:30 p2) was confirmed last week in a flurry of announcements on East & West Coasts. The buyer: H&B American Corp., Los Angeles. The price: \$5 million.

In Los Angeles, Chmn. David E. Bright of H&B American said the purchase of the Jerrold setups—biggest single CATV transaction yet—was the initial step into electronics by the diversified operating & managing company. Additional CATV properties will be sought by a new subsidiary, Transcontinent Communications Systems Inc., and the company also wants to spread into TV- & radio-station operation and space communications, Bright said.

The \$5-million purchase from Jerrold took in CATV systems in Ukiah, Cal.; Ventnor, N.J.; Flagstaff, Ariz.; Pocatello, Ida.; Dubuque, Ia.; Florence, Ala.; Richland, Walla Walla and Wenatchee, Wash. Also included: Jerrold microwave companies in Ventnor & Walla Walla.

In Philadelphia, Jerrold Pres. Milton J. Shapp said the sale didn't mean his company was abandoning the CATV operating business. On the contrary, he said, Jerrold will use some of the sale money sooner or later to buy other CATV systems—subject to court approval. The company also plans acquisitions of other electronics firms specializing in communications, test & instrumentation equipment and advanced research, he said. "Serious discussion" with several companies—unnamed—already is under way, according to Shapp.

Shapp added that the CATV sale "is not in any way related to a recent anti-trust decision which denied the govt.'s request that Jerrold be divested of its community antenna systems." The U.S. District Court ruling in Philadelphia last month enjoined Jerrold from further CATV acquisitions until April 2, 1962 (Vol. 16:31 p8).

To run its new CATV operations, H&B American brought in ex-CBS-TV exec Charles L. Glett and named him pres. of both H&B and Transcontinent Communications, Chmn. Bright continuing as H&B chmn. and chief exec. officer of the parent company.

Glett is a former (1951-55) CBS-TV vp in charge of the network's West Coast live & film originations. More recently he headed up National Theatres & TV subsidiary National TV Investments Inc. as pres. He also has been exec. vp of RKO Teleradio Pictures, TV vp of the Don Lee System, gen. mgr. of David O. Selznick's production & studio operations.

H&B's other holdings include General Trading Co., St. Paul; Quickway Truck Shovel Co., Denver (a joint venture with Fairbanks-Whitney); Big Boy Mfg. Co., L.A.

■

Council on Medical TV will conduct a tuition course Oct. 27-28 for medical educators in conjunction with a meeting of the Assn. of American Medical Colleges opening Oct. 31 at Hollywood, Fla. First-day sessions of the TV teaching institute will be held at the U. of Fla. College of Medicine at Gainesville. Demonstrations in Jacksonville of uses of open-circuit scrambled-image TV as an aid to medical students will feature the 2nd day of the institute. The Council on Medical TV, an affiliate of the Institute for Advancement of Medical Communication, lists these firms as new sustaining contributors: Ampex, Dage, Eidophor, Encyclopaedia Britannica Films, Ethicon and Smith, Kline & French Labs.

Schedule for whirlwind trip through Northwest vhf booster country by FCC staffers Dee W. Pincock and McIvor L. Parker to explain new translator rules to operators (Vol. 16:32 p3), has been set by FCC. The meetings, arranged by Tri-State Repeater Assn.'s James Beamer, start Aug. 23 in Prescott, Ariz. Thence: 24, Pueblo, Colo.; 25, Casper, Wyo.; 27, Miles City, Mont.; 29, Great Falls, Mont.; 30, Wenatchee, Wash.; Sept. 1, Redmond, Ore.; 2, Pocatello, Ida.; 3, Salt Lake City. Each meeting will also be attended by an engineer from the FCC's field engineering office.

Closed-circuit TV is being used by Camden, N.J. police to help safeguard pedestrians against attacks in an underpass at the approach to the Benjamin Franklin bridge to Philadelphia. Bridge police are watching TV monitors and listening to loudspeakers for unlawful acts or the presence of suspicious persons.

Purchase by CKVR-TV (Ch. 3) Barrie, Ont. of CATV system there for an undisclosed price was announced recently by broker Daniels & Associates. Seller of the system, which carries CBLT Toronto and WKBW-TV & WBEN-TV Buffalo, was Line Vision Ltd. of Barrie.

## Educational Television

Statewide ETV network is being planned by the U. of Maine and other educational institutions in the state, according to a petition filed by the university with FCC recently. It requested that commercial Ch. 10, 7 & 10 in Augusta, Calais & Presque Isle, respectively, be reassigned for educational use in those communities. The university also said it is exploring the possibility of hooking up to the New England regional ETV network, composed of WGBH-TV Boston and WENH Durham, N.H. The only change necessary, according to the university, would be the move of long-time Augusta Ch. 10 permittee WPTT to Ch. 29.

Westinghouse has contributed \$100,000 to the Midwest Council for Airborne TV Instruction "to support this program which represents such a powerful new dimension in the educational techniques we have available," reports vp & exec. committee Chmn. E. V. Huggins (Vol. 16:18 p14). The project will use Westinghouse-developed Stratovision TV. The company recently received a \$2.2-million, 2-year contract to install, operate and maintain the Stratovision gear in MCATI's DC-6 A/B aircraft (Vol. 16:29 p20).

Survey of spectrum needs for educational broadcasting will be undertaken by NAEB for presentation to FCC. "Pressures for space allocation being exerted on the FCC pose a real threat to the future of educational broadcasting," warns NAEB administrative vp Harold E. Hill. "We must provide the Commission with the necessary statistics in the very near future if we are not to lose forever the opportunity to specifically provide electronic frequencies for educational purposes."

U.S. Office of Education has awarded a \$24,000, 2-year contract to the Society of Motion Picture & TV Engineers for a study of "audio-visual devices for use in education." SMPTE plans a "task force of outstandingly qualified experts in the fields of both education & equipment engineering." Among the media & equipment areas to be studied: TV, movies, slides, recordings, other teaching devices.

NAEB has published *A Public Relations Guide for the Educational Broadcasting Station* to assist members to improve their external & internal images. The concise brochure was prepared by Elmer G. Sulzer, comprises 40 recommended best-foot-forward procedures.

## Networks

**NIELSEN & THE NETWORKS:** Something close to a truce has been declared in the quiet struggle between A. C. Nielsen Co. and the networks that has been going on for nearly a year. The 3 networks had closed ranks, taking the position that Nielsen's planned 4%-&-up cost increases are too rich for their research budgets.

Nielsen, meanwhile, has refused to trim the price for its audience-measurement services and has been playing a waiting game. All 3 network contracts expire around September. The networks have indicated that they plan to develop a new national measurement system this fall, in cooperation with American Research Bureau, that would provide ratings quicker & cheaper. This plan is still in effect, but last week the waiting game began to pay off for Nielsen.

ABC-TV became the first network to break ranks. It has signed a 1-year renewal contract with Nielsen (cost not disclosed) for "the same services we've been getting all along," plus Nielsen's new 51-market, 2-week-delivery competitive-area report that is an optional feature of the national report.

CBS-TV is operating under a Nielsen contract extension (until Aug. 31) but is in negotiation with Nielsen, a CBS research official told us, and "will probably sign."

NBC-TV also hasn't renewed as yet, is also operating on an extension, is still holding meetings with ARB but is in negotiation with Nielsen for a year-long renewal.

Total value of this network business isn't known, but it's been guesstimated at about \$1 million annually. What may have turned the tide for Nielsen may be a number of changes in the services it offers. For one thing, the national pocketpiece reports have been revised to give more data to co-sponsors & participation sponsors (Vol. 16:32 p7). For another, reporting has been speeded up. Nielsen is now aiming for delivery of the pocketpiece ratings 2 weeks after the close of the reporting period, and delivery of the 24-market reports just 7 days after the reported-on week.

ARB still has its eye on the network expenditures for national TV audience research, but last week it looked as though ARB would have an uphill fight against its older rival.

**AB-PT's Venezuelan Buy:** A "minority interest" (size unspecified) has been purchased in a planned 3-station Venezuelan TV network by ABC's international div. So announced AB-PT Pres. Leonard H. Goldenson, now on a 14-city Latin-American tour to scout investment possibilities (Vol. 16:32 p9). The company involved is Corporacion Venezolana de Television S.A., which plans a trio of vhf outlets to cover a potential audience of 3 million in the Caracas, Valencia-La Guaira and Barquisimeto areas, starting around Oct. 1.

The deal for the AB-PT buy-in—ABC's 2nd in the area, since it owns an interest in the Costa Rica TV outlet further north and represents the Central American TV network in U.S. sales—was arranged between Goldenson and Pres. Diego Cisneros of CVT. Renny Ottolina, Venezuelan TV comedian who has had an export show running on ABC o&o flagship WABC-TV N.Y. for the past 4 months, will serve as CVT gen. mgr. In addition to the financial investment, ABC will make available to CVT "our technical & programming know-how," said Goldenson.

## NETWORK SALES ACTIVITY

### ABC-TV

- Bourbon Street Beat, Mon., 8:30-9:30 p.m., part. eff. Aug.  
*American Chiclé* (Ted Bates) &  
*Warner-Lambert* (Lambert & Feasley)
- Sugarfoot-Bronco, Tue., 7:30-8:30 p.m., part. eff. Sept.  
*E. I. Du Pont* (BBDO)
- Hong Kong, Wed., 7:30-8:30 p.m., part. eff. Sept.  
*Scripto* (Donahue & Coe)
- Daytime programming, Mon.-Fri., part. eff. Sept.  
*Peter Paul* and *Borden Foods* (Dancer-Fitzgerald-Sample) and  
*Alberto-Culver* (Wade Advertising)
- Action cartoon series, Mon.-Fri., 5:30-6 p.m., part. eff. Aug.  
*American Home Foods* (Young & Rubicam)
- American Bandstand, Mon.-Fri., 4-5:30 p.m., part. eff. Oct.  
*Warner-Lambert* (Lambert & Feasley)

### CBS-TV

- Love of Life, Mon.-Fri., 12-12:30 p.m.; As the World Turns, Mon.-Fri., 1:30-2 p.m.; Secret Storm, Mon.-Fri., 4:15-4:30 p.m.; Edge of Night, Mon.-Fri., 4:30-5 p.m., alt. wk. 15-min. segs.  
*R. T. French Co.* (J. Walter Thompson)
- December Bride, Mon.-Fri., 10-10:30 p.m.; Video Village, Mon.-Fri., 10:30-11 p.m.; Clear Horizon, Mon.-Fri., 11:30-12 p.m., alt. wk. 15-min. segs.  
*Eastman Kodak Co.* (J. Walter Thompson)

### NBC-TV

- Deputy, Sat., 9-9:30 p.m., pre-Christmas alt. wk.  
*Polaroid Corp.* (Doyle Dane Bernbach)
- Election night coverage, Nov. 8, one-sixth.  
*Sandura* (Hicks & Greist)

In reverse of the trend to turn N.Y. theaters into TV studios, Broadway producer David J. Cogan last week purchased the Biltmore on Manhattan's W. 47th St. Since 1954, the theater has been under lease to CBS-TV as an origination point for live daytime quiz & game shows. Cogan said he would increase the theater's seating capacity and return to a live-theater policy. Reported price paid to realtor Irving Maidman: \$850,000. CBS holds a lease on the Biltmore that's good until 1962, but has recently been cutting back on its N.Y. live originations (laying off 22 International Brotherhood of Electrical Workers technicians Aug. 1) and is therefore not expected to protest Cogan's planned lease-breaking.

That NBC-Walt Disney deal (Vol. 16:32 p4) may involve a good deal more than just the use of some of Disney's top feature-length films as NBC-TV colorcast specials next season. Reportedly under discussion between Disney and NBC-TV program executives is a long-range package that includes: (1) Disney-created nighttime TV-film series; (2) Disney juvenile-appeal afternoon programming; (3) an NBC-Disney tieup for an amusement center at the 1964 N.Y. World's Fair that is an echo of the now-severed AB-PT Disney tieup for Disneyland; (4) production of new Disney shows for NBC in color, and possible color reruns of shows seen on ABC-TV in b&w. NBC is maintaining silence on the deal, pending completion of contracts.

**KHOL-TV** Kearney, Neb. and **KHPL-TV** Hayes Center, Neb. become ABC-TV primary affiliates Feb. 2, 1961.

## Stations

FTC's anti-payola drive has succeeded so well that most of the TV-radio-music industry has "fallen into line," Chmn. Earl W. Kintner said last week. Reporting that payola "has been pretty well stamped out" since the campaign was started last Dec. (Vol. 15:51 p6 et seq.), Kintner said FTC will move in hard & fast if the practice flares up again, but that meanwhile his agency will mark time while it watches the industry's behavior. The week's FTC payola-case crop was limited to one denial of charges and 6 consent orders forbidding record makers & distributors to pay off TV & radio disc jockeys. Schwartz Bros. Inc., Washington said it had done nothing illegal in any dealings with jockeys. Cases against these firms were settled by signed agreements: AM-Par Record Corp. & Pamco Music Inc., N.Y. • Garmisa Distributing Co. Inc., Chicago, and Garmisa Inc. of Wis., Milwaukee • Hull Records Inc., N.Y. • Nashore Record Co. Inc., North Nashville, Tenn. • Portem Distributing Inc., N.Y. • Specialty Records Inc., Hollywood.

Abandonment of dual rates in favor of "a like charge for like services" was officially recommended by the Station Reps Assn. last week to TV-radio broadcasters. While recognizing that "the management of each radio or TV station must decide its own rate policy," SRA nevertheless stated that "we know of no advertising medium which has been able to adopt a dual-rate policy without being discriminatory." Recommended by SRA for the stations with a dual ("retail" & "general") rate structure that is difficult to change: A "transitional rate card, as an intermediate step towards the single-rate policy."

TV or radio station strikes could make unions "guilty of a federal crime" under terms of a bill (S-3500) pending in the Senate, according to the American Civil Liberties Union. Urging Majority & Minority Leaders—Sens. Johnson (D-Tex.) & Dirksen (R-Ill.)—to block the legislation, ACLU said the anti-sabotage communications measure approved by the Senate Judiciary Committee (Vol. 16:22 p14) would interfere with "constitutional rights of labor unions & individual workers." The bill sets up \$1,000 fines and/or 3-year jail sentences for malicious damage to any communications system "used or intended to be used" by govt.

NAB committee meetings in offing: TV Music Advisory, Sept. 8, Washington • Editorializing, Sept. 14, Washington • Convention, Sept. 19, Washington • Video Tape, Sept. 26, Washington • Freedom of Information, Sept. 26, N.Y. • Members of NAB's Policy Committee—Clair R. McCollough, G. Richard Shafto, Merrill Lindsay—will participate in the Washington meetings.

New TV Code promotion device—a postage meter slug bearing the industry's self-regulation seal—has been adopted by NAB Policy Committee Chmn. Clair R. McCollough. He said the insignia on all letters going out from his Steinman Stations "is another means of letting the public & the industry know we believe in self-regulation."

Gross receipts received by stations & networks from TV & radio broadcasting are now exempt from the Los Angeles city tax, after a 3-year fight to take the tax off the books. Dean Johnson of the law firm of O'Melveny & Myers told a Southern Cal. Bestrs. luncheon that the city council acted in favor of the broadcasters' contention that the tax levy was unfair because the same tax was removed from the Los Angeles newspapers in 1949.

## Television Digest

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**Personals:** William M. McCormick promoted from vp & sales dir., radio WOR N.Y. to pres. of RKO General's Yankee Network div. and gen. mgr., WNAC-TV, WNAC & WRKO (FM) Boston. He succeeds Norman Knight, who has resigned to devote full time to "public affairs projects" and his 4 radio stations in N.H. and Mass. . . . William D. Greene, onetime ABC attorney, named asst. gen. attorney, CBS radio . . . Bruce E. Haight promoted to CBS-TV financial planning & analysis dir.

David J. Shurtleff, station mgr., radio WJAR Providence, R.I., named station mgr. of WJAR-TV, reporting to Joseph S. (Dody) Sinclair, who continues as vp & bestg. gen. mgr. of parent The Outlet Co.; James E. Gleason, former program dir., succeeds Shurtleff as WJAR mgr. . . . Robert E. Leach, ex-WJBK Detroit & WGR-TV Buffalo, named chief engineer, WSPA-TV Spartanburg, S.C. . . . Milton E. Bliss named dir. of agriculture, WFIL-TV & WFIL Philadelphia . . . James V. Coffey named systems mgr., Community Engineering Corp., State College, Pa., responsible for the firm's 4 CATV systems.

John B. Soell, ex-WISN-TV Milwaukee, named gen. mgr., KTVE El Dorado, Ark. . . . Leonard A. Swanson, ex-KBTB Denver, named to new post of gen. sales mgr., WWTW Cadillac, Mich.; Edwin Bohm promoted from sales promotion mgr. to local sales mgr., WWTW . . . Ted O'Connell named Eastern sales mgr., CBS-TV Spot Sales, succeeded as Midwestern sales mgr. by Richard R. Loftus.

## Obituary

Alexander Keese, 61, managing dir., WFAA-TV & WFAA Dallas, died Aug. 3 of cancer. He had been with the station since 1930 (except for a 1944-48 hiatus). He also served as a regional NAB dir., member of NBC Radio Affiliates' Radio Programming Advisors Committee and chmn., ABC-TV Affiliates Select Committee.

William H. Miller, 48, Jerrold asst. sales mgr., died of a heart attack Aug. 11 in his Philadelphia home. An 8-year veteran of the Jerrold organization, he formerly headed the firm's operations div. and was active in Jerrold's acquisition of CATV systems. Before joining Jerrold, he was an attorney, practicing in N.Y. In the mid-1950s, he was one of the few survivors of a commercial aircraft crash and was credited with saving the lives of fellow passengers.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TV-ELECTRONICS—SALES UP, PROFITS DOWN:** Electronics industry's nearly phenomenal rise in profits ground to a halt in 2nd-quarter 1960, despite continued sales increases—as indicated by financial reports carried in these pages. But just as electronics led nearly every other industry in previous profit increases, the industry's over-all profit decline is slight compared with most other industries.

Our quarterly check-up of "weathervane" firms in TV-electronics shows that 2nd-quarter profit declines from 1959 were sharp enough to bring first-half net profits to just about equal to the 1959 figure—although first-quarter profits were nearly 11% better than first-quarter 1959 (Vol. 16:19 p20).

Cumulative sales of 23 bellwether electronics companies for first-half 1960 were 4.6% higher than first-half 1959, but aggregate net profits were off very slightly for the half—about 1/100 of one percent.

Firms primarily known as consumer-electronics producers (although they are also in other fields) led the 2nd-quarter decline, with their profits off an aggregate of 16% compared with 2nd-quarter 1959. For the first half, their profits were down only 3%, thanks to good first-quarter net. On other hand, parts & component producers aggregated a 5.9% profit increase for the first half, while diversified electronics firms stayed about the same in profit position compared with the first-half 1959. Almost all of the damage was done in the 2nd quarter. Slump in appliances is reflected in the figures, since many of the companies on our list are heavily in white goods business. Here's rundown on our 6-month sales & profit tallies:

Consumer electronics group (7 companies)—sales up 8.1% over first-half 1959; net profits down 3.1%. All 7 firms had more sales in first-half 1960 than first-half 1959, while 4 of the companies had profit increases—but not substantial enough to offset declines by the other 3. None lost money in 2nd half. Companies in the 6-month consumer-electronics tally: Admiral, Arvin, Hoffman, Magnavox, Motorola, Wells-Gardner, Zenith.

Components group (10 companies)—sales up 8.7%, net up 5.6%. Nine of the 10 reported sales increases and 6 profit increases over first-half 1959. None reported a first-half loss. Companies included: Amphenol-Borg, Globe-Union, Indiana General, IRC, Mallory, Muter, Oak, Speer Carbon, Standard Kollsman, Tung-Sol.

Large diversified group (6 companies)—sales up 3.9%, net unchanged. Five of the 6 reported sales increases, 3 profit increases, no losses. Included: GE, GT&E, RCA, Raytheon, Thompson Ramo Wooldridge, Westinghouse.

We tallied results of only 15 firms in 2nd quarter, omitting component category because very few firms actually published 2nd-quarter earnings, preferring to combine them in a full 6-month report. In this 15-firm tally, aggregate sales were up 2.9% over 2nd-quarter 1959, net profits down 7.3%. The breakdown:

Consumer electronics group (9 companies)—sales up 6.7%, profits down 16%. Seven of the 9 reported sales increases, only 4 profit increases. One company reported a loss for the quarter. Companies included were same as those in 6-month tally with addition of Magnavox & Packard Bell, neither of which issues a calendar 6-month report.

Diversified group (6 companies)—sales up 2.5%, net down 6.6%. Five of the 6 increased sales for the quarter, only 2 showing higher profit, but none reported a loss for the quarter. Companies in this group are same as those in 6-month tally, except that Daystrom is substituted for GT&E.

This isn't a scientific survey, but it shows clearly which way the electronics financial winds are blowing. Although profits have hit a plateau generally, remember that this plateau is relatively high one—that 2nd-quarter 1959 profits were 28% higher than 2nd-quarter 1958 (317% higher among consumer-electronics firms).

At-a-glance summary of performance of the "weathervane" companies in terms of percentage increase or decrease, compared with 1959:

Group	First-half 1960			2nd-quarter 1960		
	No. of Firms	Sales	Net	No. of Firms	Sales	Net
Consumer electronics .....	7	+8.1%	-3.1%	9	+6.7%	-16.0%
Components & parts .....	10	+8.7%	+5.6%	information unavailable		
Diversified .....	6	+3.9%	0%	6	+2.5%	- 6.6%
AGGREGATE .....	23	+4.6%	-0.01%	15	+2.9%	- 7.3%

**TV-RADIO PRODUCTION:** EIA statistics for week ended Aug. 5 (31st week of 1960):

	July 29-Aug. 5	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV .....	116,682	97,966	121,581	3,347,348	3,253,706
Total radio .....	261,430	271,809	184,692	9,668,845	8,121,588
auto radio .....	88,166	89,683	39,219	3,738,497	3,194,129

**RCA SHIFTS TV HQ:** Long-rumored & possibly overdue relocation of RCA's TV-radio-phono hq from its pleasant Cherry Hill, N.J. offices to the vicinity of its Midwest manufacturing activities suddenly became fact last week. The RCA Sales Corp. and home instrument div. are Indiana bound, will migrate gradually, by mid-1961, to new quarters at the Indianapolis plant.

RCA said the major move is the conclusion of a 2-year study, "will close a 700-mile gap between administrative hq & production activities." The move also will provide much-needed space for RCA's mushrooming electronic data-processing div., which will consolidate in the modern Cherry Hill facilities from 7 scattered locations in the Camden, N.J. area. In the past 18 months, this division has expanded its sales force from 75 to more than 750, despite general cutbacks in RCA employment (Vol. 16:27 p3).

The RCA Sales Corp. & home instrument div. will relocate in a 2-year-old warehouse building at the Indianapolis plant, to put them into more economical & effective range of RCA's 4 home-instrument manufacturing plants: Indianapolis (TV components, portable TVs, radios), Bloomington (color TVs, b&w table & console TVs), Monticello, Ind. (cabinets), Cambridge, Ohio (hi fi, radios).

The projected migration affects 800 employees, an undetermined number of whom will make the trek to Indianapolis. For those who don't, the company "will make every effort to place [them] in various RCA operations in the central N.J. area." Although no timetable is available, we understand that various activities have been alerted for early movement and that some top executives already are house-hunting in Indiana.

Until about 5 years ago, administration & production were combined at Camden. When production moved to the Midwest and the hq transferred to the new Cherry Hill center, lines of communication became costly & unwieldy, both in time & money. The separation of operations also led to duplication of services and other overhead-inflating activities. Indianapolis merger promises RCA double economy of centralizing home instrument activity in the Midwest & consolidating data-processing hq at Cherry Hill.

Zenith's first strike, by some 6,000 production workers at 4 plants was still in progress at the week's end, with the company & the Independent Radionic Workers of America in session with the Federal Mediation & Conciliation Service. Retroactivity is the key issue in the fracas which boiled up Aug. 10. Zenith would make pay increases retroactive to July 18 (vs. its initial stand of Aug. 1), but the union wants a July 1 date. The union also seeks a pay boost of 10¢ hourly.

**ITT's Global Parts Line:** Continuing the "integration of ITT's worldwide marketing & manufacturing activities," the big international firm last week announced formation of a distributor-products div. to supply U.S. electronic-parts distributors with "a wide range of electronic products, including selected consumer items"—the latter presumably referring to hi-fi components.

Frank M. Viles Jr., formerly ITT components div. mktg. vp, was named pres. of the new division. He stressed that the plan to sell some consumer items through parts distributors should not be confused with ITT's current long-range study of the possibility of large-scale consumer-product imports (Vol. 16:25 p14).

Initial ITT distributor products will include hi-fi speakers, wire & cable, tubes, capacitors, semiconductors, from U.S., England, Belgium, Japan & West Germany. Additional products, possibly from other companies, will be introduced later.

Small electronics manufacturers are eligible to obtain abstracts of reports on govt.-sponsored technical research & development work in a new service announced by the Small Business Administration. Pointing out that smaller firms don't have staffs "necessary to comb & select from the hundreds of research & development reports those which would be particularly useful to them," SBA administrator Philip McCallum said the agency's field offices are now ready to supply needed information.

Lionel Corp. has elected Maj. Gen. John B. Medaris (ret.), former chief of the Army's missile program, as its president, Chmn. Roy M. Cohn announced recently. The electric train & sporting-goods manufacturer, rapidly expanding into electronics (among its products is a TV remote-control unit), plans to acquire Anton-Imco Electronics Corp., subject to a vote by shareholders of both companies next month. Following the acquisition, according to Cohn, Lionel's business will be about 50% electronics, 40% toy trains and 10% sporting goods.

Litton Industries and Koby Kogyo Corp., Japan, have signed an agreement to establish "a working relationship in the microwave and other electron tube fields on a long-term basis," subject to approval of Japanese & U.S. govts.

General Precision Inc. has opened new offices in Washington for its GPL and Link division representatives at 724 14th St., N.W., Suite 321. Other divisions will remain at 777 14th St., N.W.

"Smallest 6-transistor radio made in U.S." is now being produced by GE for fall sale. Exactly the size of a king-size cigaret pack, it weighs 10½ oz., will list at \$39.95.

**STUDY RULES, DEALERS WARNED:** It would be a good idea for TV-radio-appliance dealers to dig out copies of a 1955 FTC publication titled *Trade Practice Rules for the Radio & TV Industry* and do some homework reading it, FTC Chmn. Earl W. Kintner said last week.

"What You Don't Know Can Hurt You" was the subject of a speech by Kintner to the 6th annual Institute of Management for Appliance-TV Dealers, conducted at American U., Washington, in conjunction with NARDA.

"I certainly hope that those of you who are in any way connected with the sale of radios & TV sets are already familiar with the provisions of our [guidebook]," Kintner said. He praised dealers generally for "an impressive measure of compliance" on a voluntary basis, but suggested that they still have things to learn about FTC's fair-practices regulations.

Among other things, the 1955 *Trade Practice Rules* (Vol. 11:27 p12 et seq.) require TV-radio set advertising to disclose any use of rebuilt TV tubes and to describe cabinet finishes accurately.

Calling attention to FTC's more recent campaigns to bring manufacturers & advertisers into line with FTC's truth-&-honesty precepts, Kintner said:

"In examining the current state of your industry, it occurred to me that appliance & TV dealers might justifiably feel they are subject to an uncommon number of laws enforced and rulings issued by the Commission. Many of the Commission's recent decisions which do not deal directly with some aspect of appliance merchandising still have clear application to merchandising methods employed in your industry."

And FTC is giving increasing attention to "bargain" advertising "in which list prices with absolutely no basis in fact were employed as part of a sales campaign," Kintner warned the dealer-managers.

The FTC chief said his agency is "determined to prevent misuse of bargain advertising through every means at our disposal—education, the encouragement of individual voluntary corrections, or the issuance of orders to cease & desist."

In other talks at the week-long seminar:

(1) RCA Pres. John L. Burns boasted that color TV has become a \$100-million-per-year business, that if just one company were handling everything, "it would rank in size among the top 1% of the nation's industrial corporations." He explained that the \$100-million figure included retail color-set sales, tubes, color equipment, servicing and "local independent broadcasting." He said conflicting claims about color TV's future obscured such current facts as that dealer orders in June for RCA's new color line ran 300% higher than a year earlier.

(2) D. A. Packard, vp-mktg. dir. of Detroit advertising agency Geyer, Morey, Madden & Ballard, said appliance dealers in particular are inviting the wrath of consumers by poor service, confused advertising and inept salesmen.

(3) Dale Shields, Washington executive of Giant Stores Inc., said TV manufacturers have devised some new selling techniques, but that appliance makers generally haven't had a new idea in years. Too many manufacturers must be prodded by dealers to come up with fresh approaches to the buying public, he said.

Financially ailing Rank Records Ltd., moviemanager Arthur Rank's phono-record firm, has been taken over by Electric & Musical Industries (EMI), the big British electronics combine which owns Capital Records in the U.S.

**Emerson-Granco Details:** Emerson will buy at least \$3-million worth of Granco consumer products a year, handling all Granco consumer marketing, in exchange for an option to buy control of Granco Products Inc., for about \$380,000. Basically, this is the deal approved by Granco stockholders Aug. 10 (Vol. 16:31 p18). Other details revealed at the special Granco stockholders meeting:

Emerson's option to buy 540,986 of Granco's one million authorized shares carries a price of 50¢ a share for 435,000 shares and \$1.52155 for each of the remaining 105,986 shares. Granco stock was quoted over the counter Aug. 11 at 5¼ bid, 6½ asked.

The total cost to Emerson of the initial 435,000 shares is \$217,500—exactly the same as the amount of cash Emerson will loan Granco on a 5-year basis. Granco's sales for the fiscal year ended June 30, 1960 totaled about \$3.3 million, up from slightly over \$3 million in fiscal 1959.

Granco Pres. Henry Fogel told stockholders "next year's financial picture is exceedingly bright," partially due to the company's growing production of commercial products (including FM tuners for other manufacturers) and private-label operations, neither of which is affected by the Emerson deal.

Emerson Pres. Benjamin Abrams hailed the addition of the Granco line, calling low-priced FM the only radio field which could be expected to grow substantially in the near future. Granco's consumer products are home FM radios & tuners, FM car radio converters, air purifiers and hi fi.

Factory sales of TV picture tubes in June were below June 1959's level in units, but higher in dollar volume—undoubtedly due to greater volume of more costly 19- & 23-in. tubes this year. The divergence from June 1959's sales isn't great—756,827 units at \$15,505,481 this June vs. 766,566 at \$15,136,612 in the 1959 month. For the first half of 1960, picture-tube sales were well ahead of 1959—4,454,796 units at \$88,599,267 vs. 4,370,535 at \$84,256,279. Receiving-tube sales in June continued to run sharply below the 1959 level—33,916,000 units at \$29,065,000 vs. 37,421,000 at \$33,099,000. For the first half of 1960, 7.5-million fewer receiving tubes were sold in 1960 than in the same 1959 period, resulting in a cut of nearly \$9 million in factory revenue. EIA's picture- & receiving-tube figures:

	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
May .....	659,859	13,329,826	30,354,000	25,580,000
June .....	756,827	15,505,481	33,916,000	29,065,000
Jan.-June 1960.....	4,545,796	\$88,599,267	194,490,000	\$166,908,000
Jan.-June 1959.....	4,370,535	84,256,279	201,979,000	175,774,000

Canadian TV's first half year saw distributor sales to dealers slump to 136,400 units from 164,381 in Jan.-June 1959. The June volume also dropped sharply, to 19,367 TVs vs. 24,637 in June 1959. The first-half breakdown (corresponding first-half 1959 figures in parentheses): portables, 28,316 (33,016); table models, 28,008 (46,337); consoles, 74,317 (79,729); combinations, 5,759 (5,299). For June 1960 (vs. June 1959): portables, 4,375 (4,369); table models, 4,671 (6,521); consoles, 9,742 (13,294); combinations, 579 (453).

Japanese exports of radios containing fewer than 3 transistors were halted by Japan's govt. last week pending the determination of quotas. Radios with more than 3 transistors are already under export quota.

**WHICH PAPER D'YA READ?** Confused about the future of TV sales? You're not the only one. A spate of newspaper & magazine stories about the TV market—most of them at least mildly contradictory—appeared last week. Take your choice.

Big front-page story in *Wall Street Journal* hailed "vigorous video," quoting industry leaders & big retailers on the very hot TV market—attributed mainly to introduction of 23- & 19-in. sets—and predicting highest manufacturer sales since 1956, exceeded only by 1955's record 7.8-million-set shipments.

But Aug. 15 *Newsweek*, reporting on its continuing "Survey of Consumer Buying Plans," says consumers are far more pessimistic than a year ago. In the 2nd quarter, consumers' plans to buy new TV sets were down 10% from first quarter, down 14% from 2nd-quarter 1959. Plans to buy all consumer items—except new cars—were also down sharply.

Nevertheless, Dun & Bradstreet's "Trade Review," reporting a "moderate rise in retail trade," states that consumer demand for TV sets continues to run ahead of last year.

On the other hand, *Retailing Daily* quotes Emerson Pres. Benjamin Abrams in an interview as predicting industry TV sales this year of 6 million units—"an improvement over last year, but not a healthy one." As quoted, Abrams fears dumping of 19- & 23-in. sets because buyers may be more attracted to lower-priced 17- & 21-in. sets.

In *The New York Times*, business writer Alfred R. Zipser quotes RCA consumer-products exec. vp W. Walter Watts as saying that his company's TV sales this year could well surpass RCA's record year of 1957, and that TV set movement from the factory indicates that the company's unit volume next fall will be greater than ever.

But Zipser says TV industry is in midst of "profitless prosperity" because of stiff price competition. He concludes:

"There may be a battle shaping up on screen sizes. Manufacturers are trying to make the 23-in. set standard for non-portables instead of the 21-in. variety. They are also trying to supplant the 17-in. portable with a 19-in. model." He adds that "many retailers . . . are ordering the larger sets in quantity and are confident that they will sell them."

Worth thinking about.

EIA FM stereo field tests have been completed—2 weeks ahead of schedule—NAB engineering mgr. A. Prose Walker announced last week as head of NSRC Panel 5. Data, obtained from tests of 5 systems, using radio KDKA facilities and an installation at Uniontown, Pa. (Vol. 16:28 p14), will be correlated by a Panel 5 subcommittee led by Motorola's Norman Parker. Results will be filed with EIA for submission to FCC, which has set an Oct. 29 deadline for the report. Walker said that tests scheduled at WMMN and Fairmont State College, Fairmont, W.Va., were canceled because "these were found to be unnecessary."

**Mergers & acquisitions:** Hercon Electronics, Newark manufacturer of hermetic seals and connectors, has acquired for an undisclosed cash sum Harvey-Wells Electronics, Natick, Mass. producer of components for computers • Electro-Voice, Buchanan, Mich., has acquired the Featheride phono pickup & cartridge div. of Webster Electric. It will manufacture the Featheride components at its new Eureka, Ill. plant.

**Trade Personals:** Barton K. Wickstrum, former Sylvania senior vp-marketing, elected exec. vp., General Time Corp.; George C. Connor, former Eastern regional sales vp., elected Sylvania senior vp, succeeding Wickstrum; John E. Lau, former Sylvania district mgr. for Indianapolis, appointed mgr. of special accounts, Sylvania Home Electronics Corp., succeeding Richard G. Evans, resigned.

William H. Painter promoted from administration mgr., RCA electron-tube div., to operations-planning div. vp, RCA semiconductor & materials div. . . . Grant G. Orman named industrial sales mgr., Stromberg-Carlson telecommunication div., succeeding Edgar R. Sears Sr., recently named San Francisco branch mgr.; Donald F. Kehn named commercial products div. ad mgr.

August A. Danielson named vp in charge of General Bronze's GB Electronics . . . Meier Sadowsky promoted from exec. vp to pres., Continental Electronics Corp., Los Angeles (picture tubes) . . . Herman Sondov named chmn., Specialty Electronics Development Corp., continuing as exec. vp. . . . Dr. Joseph R. Feldmeier, ex-Westinghouse, named Philco associate research dir. . . . George E. Deaderick promoted from product marketing mgr., Texas Instruments diode & rectifier dept., to mgr., capacitor dept., succeeding Steve Karnavas, resigned; Deaderick is succeeded by Ken Davis.

Communications satellite designed to reflect broadcast signals between distant stations on earth was put into orbit Aug. 12 via a Thor-Delta rocket shot from Cape Canaveral, Fla. Jubilant National Aeronautics & Space Administration officials said successful launching of the 100-ft. aluminum-coated balloon—after several false starts—was confirmed at NASA's Goldstone, Cal. tracking station within minutes after the firing. The 10-story-high sphere, dubbed Echo I, is the largest man-made object ever tossed into space. First radio signal bounced off the 1,000-mile high satellite was a recording of a message by President Eisenhower, transmitted from California and received by Bell Labs at Holmdel, N.J.—opening science's door to instantaneous worldwide TV transmission.

Hearing-aid transistor the size of a grain of rice, capable of amplifying sound volume 10,000 times, has been developed by Raytheon. The company said the new transistor, which will cost slightly more than conventional transistors (which are 27 times bigger) will make possible smaller hearing aids with longer battery life & less supporting circuitry.

Ultra-miniature TV camera & transmitter is being developed by Dage TV div., Thompson Ramo Wooldridge for use in a Navy rocket to be fired into the stratosphere and then to descend by parachute, sending TV pictures of weather, ocean conditions and ship distribution to ground points. The complete camera & transmitter will fit into the nose cone of a rocket of 4½-in. diameter.

Olson Radio Corp., Akron, has denied FTC charges that it falsely advertised rebuilt TV picture tubes as new (Vol. 16:29 p15). It asked dismissal of the complaint, which supplemented earlier FTC charges—also challenged by Olson—that the company made false pricing & savings claims (Vol. 16:9 p18).

Admiral will make record changers for other phono manufacturers, exec. vp Vincent Barreca announced last week. Admiral has already produced more than 3 million changers, he said, adding that increasing imports posed a threat to American manufacturers.

## Finance

**Zenith At Zenith:** Record sales of \$118.3 million were posted by Zenith during the first half, concurrent with a profit push to \$5.3 million from \$4.9 million in Jan.-June 1959 (see financial table). Second-quarter sales also set a record, but profit slipped to \$1.5 million from \$1.6 million in 1959's June quarter.

Chmn. Hugh Robertson noted that the first-half sales consisted "almost exclusively of civilian products," that factory shipments of Zenith TVs ran 13½% ahead of record first-half 1959 (71% ahead of Jan.-June 1958).

"As a result of the very substantial increase in factory TV-receiver sales in the 6-month period," he emphasized, "Zenith obtained a record share of the total TV-industry volume and further strengthened its hold on first position in the TV-receiver industry." Commenting on dealer reception of the company's 1961 TVs, Robertson declared: "During the first 3 weeks of July, Zenith distributors' deliveries to dealers of 19-in. & 21-in. portable & table model TVs and 23-in. consoles represented more than one third of the industry deliveries of these categories."

Factory shipments of radios increased 24% during the period. Robertson described "a continuing increase" in sales of Zenith's transistorized portable radios as "particularly significant in view of the increasing competition of imported Japanese transistor sets and cheap sets produced domestically of imported Japanese parts."

Other highlights of Robertson's half-year statement:

Sales of hearing aids jumped 26% in the 2nd quarter. Production has begun in the virtually completed 110,000-sq.-ft. addition to the Kostner Avenue (Chicago) plant.

Zenith is negotiating for a "large tract of land in the Chicago area which will permit a much needed expansion."

One fly on the sales pie was detected by Robertson: "A continuation of unrealistic pricing & liquidations on the part of several principal competitors continued to affect the pricing of certain Zenith merchandise in the lower price brackets. There are no present indications as to how much longer these adverse competitive conditions may continue."

Admiral's first-half profit declined to \$578,030 from \$1.4 million a year earlier, despite a 5% sales gain to more than \$95 million (see financial table). "The movement of appliances decreased 15% and was responsible for the squeeze on profits," explained Pres. Ross D. Siragusa. "No relief is foreseen until the 4th quarter when new lines will be introduced," he added. Siragusa pointed out that the weakness of appliance sales was general throughout the industry, and noted that Admiral's sales of electronic products to dealers were 19% ahead of last year, compared with an industry increase of 7%. For 1960's 2nd quarter, Admiral had a net loss of \$185,345.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AB-PT	Q	\$0.25	Sep. 15	Aug. 19
Baltimore Radio WFBR	Q	.10	Sep. 1	Aug. 15
Canadian GE	Q	2.00	Oct. 3	Sep. 15
CBS Inc.	Q	.35	Sep. 9	Aug. 26
GPE	Q	.25	Sep. 15	Aug. 29
Indiana General	New	.15	Sep. 9	Aug. 25
Lear Inc.	Q	.10	Sep. 1	Aug. 17
Minn. Mining & Mfg.	New	.15	Sep. 12	Aug. 19
Trav-Ler Radio	Stk.	5%	Nov. 22	Nov. 7
20th Century-Fox	Q	.40	Aug. 30	Aug. 16
Zenith	Q	.40	Sep. 30	Sep. 9

CBS Inc. expects 1960's profit to top the 1959 level despite a first-half decline to \$12.7 million from \$13.3 million in Jan.-June 1959 (see financial table). Treas. Samuel R. Dean anticipates that the net in the 3rd quarter will gain modestly over the year-ago period and "in the 4th quarter will be so much better that for 1960 as a whole, profit will exceed" the \$25,267,187 (\$3.01 a share) earned on revenues of \$444,311,357 in 1959. Dean said that the forecast was based largely on the fact that the CBS TV network's fall program schedule is nearly sold out. TV operations declined slightly in the first half, he noted, due principally to the development of new public-service programs which "ultimately will be sponsored, but for now are costing us money." Dean also foresees an improvement in network radio advertising in the fall season.

Paramount Pictures' 2nd-half profits are expected to top those of July-Dec. 1959, but it's still questionable whether the gain will be sufficient to offset the film concern's slow first half, reports *Wall St. Journal* after an interview with vp Raul Raibourn. Paramount's 2nd-quarter earnings dropped to 50¢ a share from 69¢ a year earlier, indicating a first-half decline to about \$1.05 from \$1.45 in Jan.-June 1959. Notes the *Journal*: "First-half profit was curtailed by an industry strike of movie actors which halted production at the studios for 33 days. In addition, Paramount was hurt by a lack of important films for most of the first half . . . It's doubtful Paramount will increase its output of films beyond the 15 to 20 it has been turning out yearly, but in the future the films probably will be more expensive, costing upwards of \$1 million each."

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Aug. 11, 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	27½	30¾	Magnetics Inc.	11½	13½
Aerovox	9	10	Maxson (W.L.)	8¾	9¾
Allied Radio	21¾	23¾	Meredith Pub.	40	44
Astron Corp.	2½	3-1/16	Metropolitan Bcstg.	18	19¾
Baird Atomic	34½	37	Milgo Electronics	21	24¼
British Industries	11½	13¼	MPO Videotronics	7	7¾
CGS Labs	9	11½	Narda Microwave	6½	7¾
Control Data Corp.	37½	40¾	Narda Ultrasonic	4¾	5½
Cook Elec.	16	17¼	National Co.	25¾	27¾
Craig Systems	16¾	18¾	Nuclear of Chicago	33¾	36¾
Dictaphone	39	42	Official Films	1-7/16	1-11/16
Digitronics	22¼	24¾	Pacific Automation	8¾	9¾
Eastern Ind.	12¾	13¾	Pacific Mercury	8¾	8¾
Eitel-McCullough	24¾	26¾	Perkin-Elmer	44	47¼
Elco Corp.	19½	21¼	Phillips Lamp	167¼	173
Electro Instruments	37	40¾	Pyramid Electric	2¼	2½
Electro Voice	11¾	12¾	Radiation Inc.	24	26¼
Electronic Associates	27	29¾	Howard W. Sams	45½	49
Eric Resistor	8¼	9¼	Sanders Associates	45½	49¾
Excucutor	28½	31½	Silicon Transistor	6½	7¾
Farrington Mfg.	32¾	35¾	Soroban Engineering	25	27¼
Fischer & Porter	15¾	16¾	Soundscribe	15	16¾
FXR	55	59½	Speer Carbon	20¼	22
General Devices	16½	18	Sprague Electric	56	60
G-L Electronics	9¾	10¾	Taft Bcstg.	14	15¾
Granco Products	5¾	6¾	Taylor Instrument	69	74¾
Gross Telecasting	18¼	20¼	Technology Inst.	10	11½
Haydu	1/16	¼	Tele-Broadcasters	3¼	1¾
Hewlett-Packard	77½	81¼	Telechrome	11¼	12¾
High Voltage Eng.	138	149	Telemeter	14¼	16
Infrared Industries	22	24¾	Time Inc.	64¾	68¼
International Rectifier	23¾	25¾	Tracerlab	12½	13¾
Interstate Engineering	24½	26¼	United Artists	6¾	7¾
Itek	70	74¾	United Control	23¼	25¾
Jerrold	9½	10½	Universal Trans.	1¾	2½
Lab for Electronics	47½	50¾	Vitro	14¾	15¾
Leeds & Northrup	37	39¾	Vocaline	3¾	4¾
Lel Inc.	5¾	6¾	Wells-Gardner	16¾	17¾
LFE Inc.	10	12¾	Wometco Ent.	12¾	13¾
Ling Altec Electr.	22¾	24¾			
Magna Theater	2½	3-1/16			

## 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
Admiral Story on p. 15.	1960—6 mo. to June 30	\$ 95,204,000	—	578,030	\$0.24	2,407,136
	1959—6 mo. to June 30	90,894,700	—	1,361,418 <sup>10</sup>	.57	2,389,246
	1960—qtr. to June 30	46,790,337	—	(185,345)	—	2,407,136
	1959—qtr. to June 30	46,155,312	—	649,774	—	2,389,246
CBS Inc. Story on p. 15.	1960—6 mo. to June 30	231,821,970 <sup>1</sup>	—	12,669,169	1.51	—
	1959—6 mo. to June 30	215,089,500	—	13,318,871	1.59	—
	1960—qtr. to June 30	110,744,242 <sup>1</sup>	—	5,839,802	.70	—
	1959—qtr. to June 30	104,037,210	—	6,286,185	.75	—
Decca Records	1960—6 mo. to June 30	—	—	2,946,224 <sup>1</sup>	2.29	1,285,701
	1959—6 mo. to June 30	—	—	196,202	.13 <sup>1</sup>	1,527,401
	1960—qtr. to June 30	—	—	956,449	.75	1,285,701
	1959—qtr. to June 30	—	—	(1,358)	—	1,527,401
Electronics Corp. of America	1960—6 mo. to June 30	3,167,714	202,274	105,174	.12 <sup>2</sup>	744,863
	1959—6 mo. to June 30	2,955,808	56,100	24,500	.02 <sup>2</sup>	708,678
GPE	1960—6 mo. to June 30	120,772,804	—	2,467,136	1.57 <sup>2</sup>	1,126,625
	1959—6 mo. to June 30	102,301,439	—	2,063,121	1.34 <sup>2</sup>	1,125,810
	1960—qtr. to June 30	65,065,883	—	1,145,051	.71 <sup>2</sup>	1,126,625
	1959—qtr. to June 30	55,319,803	—	1,143,114	.77 <sup>2</sup>	1,125,810
Gross Telecasting	1960—6 mo. to June 30	1,199,842	611,515	295,515	—	—
	1959—6 mo. to June 30	1,261,601	628,503	304,431	—	—
Hazeltine	1960—6 mo. to June 30	34,197,000	\$2,620,000	1,259,000	.82	1,538,826
	1959—6 mo. to June 30	25,507,000	2,499,000	1,266,000	1.69	749,955
ITT	1960—6 mo. to June 30	387,479,807	—	14,254,473	.92	—
	1959—6 mo. to June 30	362,148,072	—	13,325,675	.88	—
	1960—qtr. to June 30	203,523,423	—	8,383,321	.54	—
	1959—qtr. to June 30	189,850,532	—	7,861,635	.52	—
Lear Inc.	1960—6 mo. to June 30	45,613,074	—	2,011,098 <sup>3</sup>	.75 <sup>3</sup>	2,689,365
	1959—6 mo. to June 30	38,576,193	—	1,124,043	.44	2,534,394
Loral Electronics	1960—qtr. to June 30	9,084,000 <sup>1</sup>	—	310,537 <sup>1</sup>	.54	580,000
	1959—qtr. to June 30	3,587,000	—	100,800	.24	425,000
Metropolitan Bcstg.	1960—26 wks. to July 3	19,177,895	—	747,924	.44	1,699,012
	1959—26 wks. to July 5	8,074,896	—	1,004,252	.65	1,546,512
	1960—13 wks. to July 3	12,240,959	—	597,235	.35	1,699,012
	1959 <sup>4</sup>	—	—	—	—	—
MCA	1960—6 mo. to June 30	—	6,515,547	3,129,447 <sup>1</sup>	.77 <sup>2</sup>	3,995,735
	1959—6 mo. to June 30	—	4,981,974	2,457,308	.60 <sup>2</sup>	3,995,735
NAFI Corp.	1960—6 mo. to June 30	27,860,228	2,916,868	1,595,868	1.30	1,229,155
	1959—6 mo. to June 30	11,614,864	823,558	398,026	.40	987,655
	1960—qtr. to June 30	21,649,842	2,634,455	1,333,455	1.08	1,229,155
	1959—qtr. to June 30	5,152,455	448,577	202,575	.20	987,655
Newark Electronics	1960—6 mo. to June 30	5,960,000	—	130,000	.43	—
	1959—6 mo. to June 30	4,600,000	—	75,000	.26	—
Oak Mfg.	1960—6 mo. to June 30	9,646,813	—	401,568	.61	—
	1959—6 mo. to June 30	9,149,916	—	499,604	.76	—
	1960—qtr. to June 30	—	—	249,891	.38	—
	1959—qtr. to June 30	—	—	281,464	.43	—
Perkin-Elmer	1960—11 mo. to June 24	18,946,000	1,963,000	928,000 <sup>5</sup>	.81 <sup>5</sup>	1,146,436
	1959—11 mo. to June 26	15,369,000	1,372,000	679,000	.62	1,090,330
Siegler Corp.	1960—year to June 30	84,095,002 <sup>1</sup>	6,218,742	3,201,023 <sup>1</sup>	1.71	1,871,595
	1959—year to June 30	77,074,442	3,929,222	2,203,022	1.36	1,624,815
	1960—qtr. to June 30	19,361,614	1,377,567	734,023	.39	1,871,595
	1959—qtr. to June 30	16,805,375	742,200	470,841	.29	1,624,815
Speer Carbon	1960—6 mo. to June 30	13,620,894	2,652,940	1,222,940	1.37	881,400 <sup>6</sup>
	1959—6 mo. to June 30	11,876,433	2,347,749	1,082,749	2.42	440,400
Sperry Rand	1960—3 mo. to June 30	291,761,602	8,910,579	5,410,579 <sup>7</sup>	.19	28,288,011 <sup>8</sup>
	1959—3 mo. to June 30	274,694,309	16,114,872	9,014,872	.31	28,279,311 <sup>8</sup>
Varian Associates	1960—9 mo. to July 2	34,038,525	—	2,116,455	.67	3,151,289
	1959—9 mo. to July 2	27,756,201	—	1,788,798	.57	3,121,286
Zenith Story on p. 15.	1960—6 mo. to June 30	118,263,821 <sup>1</sup>	11,721,735	5,309,465	1.79	2,954,784
	1959—6 mo. to June 30	106,862,800	10,984,755	4,901,721	1.66	2,954,784
	1960—qtr. to June 30	50,118,845 <sup>1</sup>	3,464,612	1,454,336	.49	2,954,784
	1959—qtr. to June 30	47,642,024	3,915,702	1,577,830	.54	2,954,784

Notes: <sup>1</sup>Record. <sup>2</sup>After preferred dividends. <sup>3</sup>Includes net capital gain of \$775,791 from sale of assets. <sup>4</sup>Not available. <sup>5</sup>Excludes special tax credit of \$107,000 (9c a share). <sup>6</sup>Reflects 2-for-1 split. <sup>7</sup>Includes estimated \$1.1-million gain from sale of assets. <sup>8</sup>Average. <sup>9</sup>Company formed June 1959. <sup>10</sup>Includes non-recurring credit of \$300,000 (12¢). <sup>11</sup>Includes special credits & dividends totaling \$441,346.

# 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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#### **Finance**

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**TEXAS INSTRUMENTS HITS** record sales & profits in both the first half & 2nd quarter, forecasts volume & profit highs (p. 18).

#### **Other Departments**

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**FINAL TV-RADIO PUSH IN CONGRESS**: This session's 2 major pieces of broadcasting legislation—the omnibus bill reforming TV-radio-FCC practices and the resolution suspending equal-time rules for Presidential campaign—were poised for final action on Capitol Hill at last week's end.

Set for almost-sure approval in Senate was the catch-all anti-payola measure (amended S-1898) setting up new forfeiture penalties for stations which violate FCC rules & regulations. Softened following Senate Commerce Communications Subcommittee hearing (Vol. 16:33 p1), revised version of bill passed earlier by House was due to be accepted when it goes back there for concurrence—probably this week. House wasn't expected to bother with sending it into usual Senate-House conference.

Meanwhile, House vote on Senate-passed equal-time measure (S. J. Res. 207) was on top of Aug. 22 legislative priority list drawn by Speaker Rayburn (D-Tex.) (see p. 4).

Promises made to broadcasters at payola-bill hearing were carried out by Communications Subcommittee Chmn. Pastore (D-R.I.) in Senate version of omnibus law, which Pastore carried to Senate floor Aug. 19 in 19-page report. Rewritten bill retains NAB-accepted House prohibitions against payola & quiz rigging, also keeps House restrictions on unsponsored plugs. But House provisions permitting FCC to suspend licenses for 10-day periods are dropped entirely. And House sections authorizing Commission to impose \$1,000-daily fines against stations are watered down.

House agreement on Senate changes was virtually assured—even in advance of Pastore's report to

Senate. His communications counsel Nicholas Zapple took draft of rewrite to House Commerce Committee Chmn. Harris (D-Ark.), principal author of tougher House bill, and got Harris to okay Senate language.

Principal revisions in Senate bill—all giving breaks to broadcasters—are these:

(1) One-year statute of limitation is set for FCC to file complaints against licensees & assess \$1,000-per-day forfeitures—and they can't total more than \$10,000 in any event. (House gave FCC unlimited authority to impose fines during 3-year license period, so total could be more than \$1 million.)

(2) Stations must "willfully or repeatedly" violate FCC regulations or defy cease-&-desist orders before they can be subjected to forfeiture penalties. (Looser language in House bill permitted FCC to penalize licensees who "negligently or intentionally" ignore FCC.)

(3) Stations must be given written notices—detailing their alleged crimes against FCC-defined public interest—when Commission proposes to fine them. (House bill didn't require such FCC bills of particulars.)

(4) Stations must get chances to show in writing—"within such reasonable period as the Commission shall by regulation prescribe"—why they shouldn't be subjected to any penalties. (House bill didn't spell out procedural protection.)

(5) Stations have right to go to court to establish their innocence & sue for recovery of any fines imposed. (House bill wasn't explicit on legal redress.)

(6) FCC mustn't blacklist stations accused of violations. Unless fine is paid without protest—or unless protest is rejected by court—forfeiture notice can't "be used in any other proceeding before the Commission to the prejudice of the person to whom such notice was issued." (House bill said nothing about this.)

Note: Broadcasters didn't win perfect bill from Pastore. To many in industry, only good bill would be bill with nothing punitive in it at all. But the cut-down Senate measure at least was much gentler than what NAB had reason to fear during Congressional furore over TV quiz & payola disclosures.

**MILITARY CAN'T SPARE SPECTRUM, SAYS OCDM:** To nobody's great astonishment, OCDM came up last week with flat "no" to FCC proposals to get more vhf broadcast channels from govt.

Long-delayed reply to Commission's alternative plans for 30-channel or 50-channel solution to allocations problem (Vol. 16:28 p6) came from OCDM dir. Leo A. Hoegh, who said:

"Neither of the Commission's plans could be implemented without weakening to an unacceptable degree our ability to maintain our national defense & security."

Either FCC plan would cost govt. \$5 billion "for U. S. military operations alone," said Hoegh in letter to FCC Chmn. Ford. Other reasons for turndown as cited by OCDM (in consultation with Defense Dept.): (1) "Dislocation of U. S. military operations between 225 & 400 mcs." (2) "Major research & development effort [which would] require the curtailment of current defense & space programs." (3) NATO & SEATO govts. would have to switch their own national allocations to bring them in line.

"Risks entailed in the implementation of either of the Commission's plans are too great to be accepted in today's international climate," Hoegh told Ford. OCDM's chief concluded by thanking FCC for its trouble, however.

**ECHO I BRINGS WORLD-TV CLOSER** Performance in orbit of satellite Echo I in week following its Aug. 12 launching (Vol. 16:33 p14) proved little about worldwide TV transmission which communications visionaries hadn't already deemed feasible.

But achievement of around-earth TV was brought several theoretical steps closer, at least, by successful across-U.S. radio-&-telephone tests by govt. & Bell Telephone Labs of passive balloon 1,000 miles up.

"Chances of worldwide TV certainly are improved," Harry Fine of FCC's technical research div. told us. "Echo I apparently means that technically you should be able to transmit TV signals for long distances."

Over-ocean-&-around-continent TV won't come tomorrow or next day, however—as all hands agreed in FCC's 890-mc-&-up allocations proceeding last month (Vol. 16:29 p4). For one thing, it probably would take a sphere at twice Echo's altitude—an electronically-equipped active one at that—to provide intercontinental TV relay. For another, TV signals require equivalent of 500-900 voice channels. And something like 50 satellites instead of one would be needed to bring world together via space communications.

When will worldwide TV come? There are no confident answers to that. Bell Telephone Labs' Dr. John Robinson Pierce, who probably had as much to do with Echo I's development as anybody, said he had no space-TV timetable. But he figured that maybe it would take 2 more years, barring "a sort of stunt in a shorter time."

There's also this space-TV question: What practicality has worldwide TV after it is attained? We raised that question 8 months ago, speculating on what U.S. networks—for instance—might do if they could bring foreign events live into American living-rooms (Vol. 16:7 p 3). With world time differentials, would it make good prime-time night TV programming here to show—for example—9 a.m. street traffic in Tokyo or earlier-yet changes in factory shifts in Moscow? Except for the extra-special, once-in-a-lifetime event, the need for simultaneous world-wide viewing has little program-scheduling reality in a world, one half of which is asleep while the other half is awake. Even in our own relatively modest 4-time-zoned sector, the tape has emerged mightier than the remote.

Note: Never at loss for real or fancied accomplishments to match anything U.S. does, Russians have come up with terrestrial TV idea which transcends potentials of Echo I. They propose to mount solar-powered transmitter on jeep, shoot it to moon, operate it from earth via radio controls. Nothing too difficult about this for Soviet scientists to work out, said Maj. Gen. Georgi Pokrovsky, writing in "Russian Journal of Astronomy." Translation was made here by Commerce Dept. (For more on Echo I, see p. 16.)

**PRIME-TIME'S SUMMER SHIFT:** There's an important difference between what are considered the best marginal segments of prime time in summer & winter. But it's not reflected in network rate structures which rate all time between 6-11 p.m. as "Class A." Summertime late-night TV, lacking daylight distraction, barbecue suppers, etc., tends to remain more stable in viewership than early-evening TV. But in winter, early-evening TV (7-8 p.m.) attracts more viewers than late periods (10-11 p.m.). In summer it's just the opposite.

We asked A. C. Nielsen for figures to illustrate this "prime-time shift." Nielsen-charted pattern: In Nov., the 7-8 p.m. period draws 59.0% of homes on all-evening basis; the 10-11 p.m. segment pulls 51.9%. Early-evening TV holds approximately same lead as the winter season progresses. In Feb., for instance "early" score is 62.5; "late" score is 55.8.

But then the shift begins. Rival periods become equal in late spring. In April, early period is down to 56.0 (and dropping fast) as against 53.2 for the late period. In May, the early period stands at 40.9 as against 50.7 for the late. In July, early-evening segment is down to 32.1, late period hasn't fallen below 43.9.

Shift re-occurs again in early fall. In Oct. the early period is back up to 52.0 while the late period is down to 49.6. The figures verify the fairly common assumption that an advertiser whose network show is aired between 7-8 p.m. in the winter stands a generally better chance of drawing a large audience than he does in the same slot in summertime. In late-night TV, the reverse is true.

**POST-1948 DEALS GROW HOT:** Networks may rival stations as customers for some of best post-1948 movies now headed for TV distribution (Vol. 16:29 p7 et seq.). Network thinking, primarily at NBC-TV, is to pay premium price for small group of real blockbusters, package them as series of specials, and avoid any "library buys" in which clinkers are packaged with a few top movies.

NBC is talking deals with at least 3 major firms right now—20th Century-Fox, Walt Disney's Buena Vista Distributing Co., and Columbia Pictures-owned Screen Gems. Network is chiefly interested in recent big-name color properties ("Bell, Book & Candle," "20,000 Leagues Under the Sea," etc.). Conversations are at a high level between NBC-TV vp for programs & talent David Levy and top movie executives.

Local-level post-1948 deals are also percolating. NTA is releasing (eff. Aug. 22) an 81-title package of 20th Century-Fox pictures in syndication, making 552 20th-Fox movies now handled by NTA. New package contains 27 post-1948 films ("All About Eve," "Pinky," etc.) and 54 pre-1948. Price, from NTA to 20th-Fox: "Over \$4 million." Reportedly, NTA is close to a deal with the CBS-TV o&o's for a station-group package buy, and is said to be holding discussions with RKO General. UAA will soon have another post-1948 package from UA in syndication, Flamingo Films is selling a 52-title group of foreign-made post-1948s, and Screen Gems expects to have at least one post-1948 package from Columbia Pictures on the syndication market before fall.

Color TV assumes important role in both network & station plans for new movies. NBC's explorations of what's available in way of few choice post-1948s center almost entirely on big-budget color films, we hear.

CBS, also interested in post-1948s as occasional specials, is also talking of color deals on a long-range basis. And in N. Y., WOR-TV vp & gen. mgr. Robert J. Leder announced late last week that the station's "Million Dollar Movie" showcase would go on a colorcast schedule for the first time in early Oct. The RKO General station is currently installing RCA color-transmission equipment, and expects to have "a minimum of 144 hours of color broadcasts for first 13-wk. cycle of 'Million Dollar Movie' this fall." WOR-TV is currently scouting available post-1948 packages for choice in-color properties, station sources told us. Color, incidentally, is one of last strongholds of the theatrical movie industry.

Interesting sidelight to post-1948 selling has occurred in Britain, where Film Industry Defense Organisation (FIDO) has been woofing up a loud protest by unions & theater operators against showing of movies on TV. FIDO notwithstanding, Associated-Rediffusion (London-area program contractor) next month will begin showing a package of post-1948 British films at the rate of one a fortnight (many, incidentally, have long since been available in the U.S.). And BBC-TV, which has a number of old movies in its vaults, is now expected to program them in nighttime slots more regularly this fall.

## Congress

### More about

**SEC. 315 VOTE IS SET:** Speaker Rayburn (D-Tex.) promised last week that a Senate-approved measure (S. J. Res. 207) lifting equal-time broadcast requirements for Presidential tickets this year (Vol. 16:33 p3) would be called up Aug. 22 for a House vote in a fast 1-2-3 procedure.

Rayburn put the suspension of the Communications Act's Sec. 315 at the top of his legislative agenda for the tail-end of the Congressional session. Under a push-it-through plan bypassing usual House legislative processes, he said, the Senate resolution will go directly to the floor with: (1) No amendments permitted. (2) Debate strictly limited. (3) A  $\frac{2}{3}$  vote required for passage.

The schedule for S. J. Res. 207 was announced by Rayburn at his first press conference following return of the House Aug. 15 from its political-convention recess. It went through motions of meeting last week, but put off transaction of any real business for a week, making Aug. 22 its earliest legislative day.

There was some muttering meanwhile against the equal-time resolution by members of the House Commerce Committee, but floor debate was expected to be perfunctory, and House concurrence seemed as sure as anything did on campaign-charged Capitol Hill.

Rep. Bennett (R-Mich.), ranking minority member, came out of an informal closed caucus of the Committee to report he had "some doubts about the advisability of taking unprecedented action of this kind—leaving it to the discretion of broadcasters whom they give free time to."

"I want to be sure we give a fair break to small new parties," said Rep. Mack (D-Ill.), 2nd ranking majority Committee member. He said the Senate resolution—permitting networks to put Republican & Democratic candidates on the air while ignoring others—should set no precedent which would discourage development of minority political groups.

Network-critic Bennett said he was undecided on whether he would take the floor Aug. 22 in opposition to the measure. Mack said he would support it despite his misgivings. The resolution was to be floor-managed by Commerce Chmn. Harris (D-Ark.), who said he had called the Committee caucus only for the purpose of "kicking around & talking about" S. J. Res. 207.

Definite plans & schedules for TV debate-&-interview appearances by the major candidates were held up pending a go-ahead from the House. But negotiators from the

staffs of Vice President Nixon & Sen. Kennedy (D-Mass.) were busy in Washington last week trying to draw up agreements on ground rules & dates.

Also busy last week was the Senate Commerce Freedom of Communications Subcommittee headed by Sen. Yarborough (D-Tex.). The equal-time "watchdog" unit, set up to see how the broadcasters behave themselves during the election campaign, put its staff machinery in working order at 2 closed planning sessions.

\* \* \*

Underlining the need for suspension of Sec. 315, (without reference to it, however) the latest (Aug. 22) *Newsweek* presents research on some of America's stranger Presidential candidates in the current campaign—aside from the traditional splinter-party standard-bearers: (1) Gabriel Green, who says he was advised to run for President by an envoy from Alpha Centauri, a star which is 4.4 light years from earth. He wants "all 'dirty money' to be taken out of circulation and everybody given a credit card." (2) Pig farmer Henry B. Krajewski of Secaucus, N.J., whose platform is "no piggy deals in Washington." (3) Rev. Homer A. Tomlinson who "has already declared himself king of more than 80 countries." (4) Beatnik William Lloyd Smith who "would abolish the govt." (5) Mrs. Agnes Waters who declares "I can save America in 5 minutes" and accuses Lewis Strauss of "financing the Bolshevik Revolution."

TV-network coverage of the political conventions was "outstanding," but what viewers saw may have "led millions of Americans to question the entire nominating & electing procedure as it now operates," according to Sen. Mansfield (D-Mont.). He proposed that the "seriously inadequate" national convention system be replaced by national Presidential primaries. On the other hand, Sen. Clark (D-Pa.) suggested that if viewers didn't like the conventions, it may have been the fault of TV commentators who shut off proceedings "in order to make invidious & cynical comments about the performances at both conventions by various public servants." As a terrible example of "cynical comments," Clark cited a post-convention radio broadcast by CBS newsmen George Herman, who had said proceedings in Los Angeles & Chicago provided an "Alice in Wonderland" looking-glass for subsequent "jabberwocky" on the Senate floor. New Democratic National Chmn. Sen. Jackson (D-Wash.) reported meanwhile that he intended to set up a joint network-party committee after the Nov. 8 election to start planning for the 1964 Democratic convention. TV-covered convention proceedings need some streamlining, Jackson said.

**Kintner-Bicks Holdup:** Bottled-up nominations by President Eisenhower of FTC Chmn. Earl W. Kintner for another term (Vol. 16:27 p2) and of trust-busting Robert Bicks as Asst. Attorney General (Vol. 16:29 p3) should be uncorked promptly, Sen. Proxmire (D-Wis.) told the Senate. Deploring "the tragic probability" that the name of neither Republican would reach a confirmation vote, Proxmire called on fellow Democrats to push the nominations to the floor. "Both of these men have been vigorous champions of free & honest competition," Proxmire said. "Both have done dramatically successful jobs. Both are vehemently opposed by monopolistic big business." Both nominations have been stalled—Kintner's in the Senate Commerce Committee, Bicks' in the Senate Judiciary Committee—by Democrats who want to hold the posts open for Democrats in the event their party wins the White House.

Proxmire's confirmation plea was seconded by Sens. Javits (R-N.Y.), Keating (R-N.Y.) and Bush (R-Conn.). Javits pointed out that it was "damaging to the capability" of Kintner & Bicks to leave their appointments dangling.

The criticism didn't move the Commerce Committee to action on Kintner. But a Judiciary Subcommittee gave Bicks another hearing—at which the anti-trust chief was accused of doublecrossing defendants in a hand-tool-&-shovel pricing case. Columbus attorney Robert H. Hoffman testified that it was understood the defendants wouldn't get prison terms if they pleaded no-defense, but that they were jailed anyway.

TV is tricky, members of Congress are being warned by news & public affairs dir. Dick Richmond of ABC affiliate WMAL-TV Washington. Conducting a series of briefing sessions for candidates who want to look good on TV, he offers these tips: (1) "Pounding the fist & shouting to balconies was fine for Sen. Claghorn, but it's for laughs on TV." (2) Watch the eyes. They look shifty if there's too much glancing around. (3) Clean the nails. Closeups can be revealing. (4) Fumble words now & then to indicate thoughtful groping for right ones. (5) Wear conservative suits. (6) Try sitting on the edge of a chair. That gives an air of alertness. . . . In N.Y. last week, a WABC-TV team conducted a similar class for 50 politicians.

Stricter TV-radio controls by Congress & FCC have been urged by Americans for Democratic Action in a letter to Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). ADA submitted its opinions for inclusion in the record of Pastore's hearing on broadcasting-reform legislation (Vol. 16:33 p1). They called for: (1) Prohibition of "joint ownership of TV, newspaper & radio facilities." (2) Network licensing. (3) An end to station license "trafficking." (4) A "phased shift of all TV" to uhf.

TV coverage of segregation in the South by some network shows has been one-sided, according to House Commerce Committee Chmn. Harris (D-Ark.). Declining to specify shows, he told the Ark. Bcstrs. Assn. in Little Rock Aug. 13: "I think under the spirit & letter of the law they should give both sides [of the integration story] fairly & objectively." The issue was raised in a Q-&-A session following a speech by Harris on the outlook for broadcasters in Congress (Vol. 16:33 p3).

House Un-American Activities Committee will start hearings Aug. 23 on a bill (HR-12852) by Chmn. Walter (D-Pa.) prohibiting FCC to grant radio operator's licenses to persons who refuse to answer questions about Communist activities (Vol. 16:27 p6).

AFM-proposed probes of uses of canned foreign music in U.S. TV film tracks may be activated in Congress next year. That's the No. 1 legislative objective of AFM Pres. Herman Kenin, at least. He said that "first & foremost" on the musician union's agenda is enactment of a law—such as proposed in bills (HR-11658 & 11043) by Reps. Holt (R-Cal.) & Pelly (R-Wash.) this session (Vol. 16:16 p8)—to control "robot music." Kenin looked for Senate support from Chmn. Pastore (D-R.I.) of the Commerce Communications Subcommittee. Pastore brushed off an AFM plea that anti-payola legislation (S-1898) be amended to require broadcasters to identify foreign-taped music (Vol. 16:33 p1). But Pastore indicated he was ready to back "an independent hearing" for a long-pending proposal (S. Res. 126) by Sen. Morse (D-Ore.) for an investigation of the effects of canned music on employment of American musicians (Vol. 16:8 p6).

Full-dress probe of OCDM has been threatened by Rep. Rodino (D-N.J.). He said he's been "absolutely confounded" by operations of the agency under dir. Leo A. Hoegh. For one thing, Rodino complained, he can get no "satisfactory" answers to questions as to whether a proposed East-West freeway would provide highway protection against nuclear blast & fallout.

TV-radio station exemptions for overtime provisions of the Fair Labor Standards Act, as proposed by NAB (Vol. 16:27 p6), survived protracted Senate debate on other sections of new minimum-wage legislation. Smaller stations in general are freed of overtime-pay requirements in the \$1.25-pay-floor bill finally approved Aug. 18 by the Senate and sent to the House for a probable conference.

## Networks

Second AB-PT foreign buy this month is that company's minority-interest participation in the formation of a new TV network in Lebanon—Television du Liban et du Proche-Orient. The move, announced by ABC international div. vp Donald W. Coyle, follows by only a week AB-PT's purchase of an interest in a 3-station Venezuelan network (Vol. 16:33 p9). The new Lebanese network has been granted licenses for 4 TV channels which will enable it "to cover the entire country and its 2 million people," said AB-PT. TLPO expects to begin initial telecasting operations at its key-station hq in Beirut in 6-to-9 months. AB-PT's deal calls for ABC-TV to provide programming, engineering and other assistance, and to act as the new network's sales rep in areas outside Lebanon.

Salute to network broadcasting, from its start in 1926, to the present, will be presented in "a panoramic history of network radio & TV"—a 2-hour entertainment special on NBC-TV for the 1961-62 season. Radio recordings, stills, newsreel footage, film & tape, will be integrated into a show, originating from a theater with a live audience, supervised by Richard Linkroum, NBC special program vp.

## NETWORK SALES ACTIVITY

### ABC-TV

American Football League telecasts, Western regional participation.  
Renault Dealers Assn., Northern & Southern Cal. (Kudner)  
Competition Motors Inc. (Doyle Dane Bern.)

**NO 'ECHO' FROM THE NETWORKS:** Don't tune your TV set to "Echo I"—you'll be wasting your time. There's lots of public interest in the 100-ft. space balloon (in N.Y. last week, you could get Echo I's next sighting, as well as the current correct time, just by dialing ME 7-1212), but there won't be any network TV shows bounced off it—or so the networks told us.

Plans have been considered, however. ABC-TV Pres. Oliver Treyz, who knows a good publicity idea when he sees one, backstopped a contact between ABC and the National Aeronautics & Space Administration as far back as last Jan. ABC had in mind a one-cushion TV shot—Mt. Wilson, Cal. to Empire State Bldg., N.Y. via space balloon.

What punctured this balloon idea was a simple matter of cost. ABC was told that special "steerable antennas" would have to be set up to transmit & receive, meanwhile tracking the balloon accurately in orbit, for a one-shot telecast of any length. Sure, said ABC; what'll they cost? Reply: Oh, about \$500,000. And that was the end of that.

Saluting the balloon (via AT&T cables) is something else again. Just about everyone's been doing that. First off the mark Aug. 15 was NBC-TV with a 30-min., 9:30 p.m. special (including Bell System as sponsor) titled "Project Echo." It was the result of considerable advance planning between NBC and Bell officials. The show included films of Project Echo preparation and even a filmed interview with Bell Labs' research dir. Dr. John R. Pierce.

CBS-TV and ABC-TV covered in network newscasts. Non-network stations were in the act, too. WPIX N.Y. telecast a 15-min. filmed documentary (not the same as NBC's footage) about Echo I (Aug. 18) obtained from Bell (which didn't, however, sponsor it).

\* \* \*

Collins Radio bounced the first live 2-way message off satellite Echo I, beating Bell Labs to the balloon by several hours. On Echo's 10th journey across the continent, at 1:07 a.m. Aug. 13, Collins engineer Donald Molander, at the Cedar Rapids hq, bounced a "1-2-3-4" voice test to the company's Alpha Corp. subsidiary in Dallas. Simultaneously, Alpha engineers Ollie Metzgar & William Atterbury duplicated the test from Dallas. Reported Molander: "It was a readable message, not quite as good as a telephone." Bell Labs' 2-way message bounce from coast to coast came on Echo's 12th passage. . . . Collins Radio came back into the picture Aug. 19 by bouncing an AP Wirephoto of President Eisenhower off the 1,000-mile-high balloon. At Dallas, Alpha Corp. received the signal, fed it into a Wirephoto receiving unit. The picture transmission required less than 5 min.

\* \* \*

On Thursday, Discoverer XIV was successfully placed into polar orbit equipped with gear that included special instruments to radio back pictures of terrain over which the satellite is passing.

\* \* \*

A TV & radio system is accompanying, observing and reporting back on the 2 dogs sent into orbit in a new Soviet spaceship reported launched by them Aug. 19. Preliminary data indicated the systems were working normally.

\* \* \*

Traffic system for satellites to avoid jams in "near space" was urged last week by Westinghouse radar engineer Peter R. Dax in an address to the International As-

tronautical Congress. Asserting that space traffic will increase markedly in the next 10-to-50 years, Dax added: "It would be dangerous to suppose otherwise, and it can only be assumed that the traffic pattern will follow that of aircraft, the automobile or any other invention that has introduced 'a new era.'" He suggested a world-wide satellite tracking & cataloging system, embracing 7 computer-feeding radar installations around the earth, to keep inventory of equipment in orbit and to detect new satellites.

\* \* \*

New type of communications satellite—a globe-girdling belt comprising billions of tiny metal antennas—is slated for test by the Air Force, reports Aug. 15 *N.Y. Times*, adding: "The antennas are to be half as thick as human hair. Their length—a matter of inches—will depend on the radio frequency to be used. An effort will be made to bounce messages over the horizon—in straight-line segments from ground to metallic belt to ground—in much the same fashion as messages transmitted by way of the 100-ft. Project Echo balloon."

\* \* \*

High-resolution scanning antenna for experimental studies of the ionosphere has been developed by the National Bureau of Standards at its Boulder, Colo. research station. It scans a 42-degree azimuthal arc, can determine immediately the direction of signals received from forward scatter transmission. The antenna has no electrical or mechanical moving parts.

## Technology

The first report, supposedly, of a proven frequency-specific effect of radio waves on human chemistry was presented at the 4th Annual Tri-Service Microwave Conference at NYU Medical Center last week. Lt. Col. Sven A. Bach of the Army Medical Research Lab in Ft. Knox, Ky. reported on producing "a profound molecular change" in human gamma globulin with specific wave lengths of radio waves in the high frequency to the vhf range.

Radio-detonated capsules, designed to distribute medication at precise points in patients' digestive tracts, have been developed by Smith, Kline & French Labs, Philadelphia. As described at the 107th convention of the American Pharmaceutical Assn. in Washington, the X-ray-observed drug-filled capsules containing tiny coiled mechanisms are exploded harmlessly in the body by radio waves. Aspirin experiments with dogs have been successful.

Low-temperature lamp for TV & film studios which reportedly emits 33% less heat with only a 5% sacrifice in brightness, compared with conventional lamps, has been announced by Japan's Toshiba Electric Co. The new Toshiba lamp, named "Cool Beam," uses a mirror designed to absorb heat-generating infra-red rays.

Underwater TV camera capable of transmitting pictures from 360-ft. depths has been developed by the Naval Ordnance Lab in Washington. It's been used in mine-recovery work off Fort Lauderdale, Fla. The Atomic Energy Commission has used a similar TV device to inspect radioactive waste deposits in waters off Boston.

Underwater TV cameras capable of use in inspecting dams & spillways are wanted by the Tenn. Valley Authority. It will take bids at Knoxville until Aug. 30 for equipment to be used by skindiving cameramen.

## Stations

**PAYOLA 'PROOF' SUBMITTED:** A peek at FTC payola evidence was provided last week. Such evidence has been rarely disclosed publicly by the police agency in its 100-odd-case campaign to halt illegal TV-radio record promotion practices.

At one of a few hearings sought by record manufacturers & distributors to challenge payola charges, Schwartz Bros. Inc. of Washington (Vol. 16:33 p10) demanded to know precisely what FTC had against the firm.

In answer, FTC attorney Harold A. Kennedy submitted 57 document exhibits to hearing examiner J. Earl Cox, taken, he said, from the files of the wholesale record company. Schwartz Bros. vp James Schwartz conceded in a stipulation that the documents were authentic, but denied they indicated any improper dealings with disc jockeys. Among the FTC exhibits:

Item—A bill for a \$62.17 case of whiskey alleged to have been given to Dick Covington, ex-radio WITH Baltimore jockey. (Covington said later: "I do remember receiving 6 bottles at one time [but] I don't see how anybody could construe this as payola.")

Item—A notation indicating a \$50 cash payment to Bill Johnson of radio WUST Bethesda, Md. (Johnson said later: "The only time [Schwartz] has ever given anything it has been out of gratitude & friendship at Christmas.")

Item—A ledger entry showing that \$11.50 worth of records went to Stan Karas, ex-radio WARL Arlington, Va. jockey. (Karas said later: "I never once considered the records my own personal property, and to the best of my knowledge they are still at WARL.")

Item—An account indicating an \$11.50 payment to "the union," not otherwise identified at the hearing.

After 2½ hours of the hearing—at which examiner Cox said he wasn't yet ready to accept all 57 varieties of exhibits as evidence—it was recessed until Sept. 27.

Meanwhile FTC issued a final order confirming an initial payola decision by Cox against Dolores Enterprises Inc., N.Y. record manufacturer (Vol. 16:28 p7). FTC, instructing the firm to stop payola payments to jockeys, pointed out that it had neither filed an answer to FTC's March 18 complaint nor appeared for a scheduled June 2 hearing.

Chicago Tribune Co.'s WGN-TV (Ch. 9) has bought KDAL-TV (Ch. 3) & KDAL Duluth, Minn.-Superior, Wis. for \$3.3 million from the Red River Bestg. Co., owned & operated by the estate of Dalton LeMasurier. The purchase, subject to FCC approval, "represents the first of several such acquisitions we have in mind," commented J. Howard Wood, *Chicago Tribune* publisher and pres. of the Tribune Co. and WGN Inc. The new owners also announced that both stations will continue as CBS affiliates. Brokers for the purchase: Blackburn & Co.

**Control of KTVE (Ch. 10)** El Dorado, Ark.-Monroe, La. by Veterans Bestg. Co. (WVET-TV Rochester, N.Y.) is sought in an FCC application. WVET-TV owns 48% of the station, purchased from new owner William H. Simons in July for \$65,000. The proposed transaction would result in formation of a new corporation, with WVET-TV owning 80.6% and Simons 19.4%. Total price paid by WVET-TV for the 80.6% interest would be \$282,000, including the \$65,000. The death of Simon's wife—ex-FCC Comr. Frieda B. Hennock—in June (Vol. 16:26 p16) prompted the sale,

NAB engineering committee members for 1960-61, appointed by the policy committee headed by Clair R. McCollough, are: Broadcast Engineering Conference—Chmn. Virgil D. Duncan (WRAL-TV Raleigh), J.D. Bloom (WWL-TV New Orleans), Warren L. Braun (WSVA-TV & WSVA Harrisonburg, Va.), Raymond F. Guy (NBC), Leslie S. Learned (MBS), Merrill Lindsay (WSOY Decatur, Ill.), Frank Marx (ABC), James D. Parker (CBS), J. S. Petrik (KETV Omaha), B. E. Windle (WCLT Newark, O.) • Engineering Advisory—Chmn. Braun, Learned, Marx, Parker, and Andrew L. Hammerschmidt (NBC), George P. Hixenbaugh (WMT-TV & WMT Cedar Rapids-Waterloo, Ia.), Thomas E. Howard (WBTW & WBT Charlotte, N.C.), Russell Pope (KHSL-TV Chico, Cal.), Wilson Raney (WREC-TV & WREC Memphis), Robert M. Silliman (Assn. of Federal Communications Consulting Engineers), Rudy N. Starnes (KDUB-TV & KDUB Lubbock, Tex.).

**KNDO (Ch. 23)** Yakima, Wash. is being sold by owner Ralph Tronsrud to Columbia Empire Bestg. Corp. in an assets-for-stock agreement. Buyers, headed by Tronsrud's son-in-law & station mgr. Hugh Davis, obtain stock and will lease land & facilities from Tronsrud for \$1,820 per month for 2 years and \$1,072 per month for an additional year. They also have an option to buy the equipment within 3 years for approximately \$15,000. Meanwhile, the buyers filed an application for Ch. 25 in Richland, Wash. which they intend to operate as a semi-satellite of the Yakima station.

Four FM concert network stations, owned by T. Mitchell Hastings, are reportedly being sought for purchase by the N.Y. *Daily News* (WPIX N.Y.). Hastings-owned stations in the hookup are WNCN N.Y., WBCN Boston, WHCN Hartford and WXCN Providence. Other concert network outlets include WDAS Philadelphia, WBVA Woodbridge, Va. and WNTW Mt. Washington, N.H.

**TV & radio awards handbook**, listing 102 prizes & citations given in the broadcasting field, has been compiled by NAB research mgr. R. M. Allerton for distribution to members. All phases of broadcasting—announcing, acting, advertising, education, editing, engineering, programming, producing, public service, scriptwriting, sportscasting—are covered in the 42-page booklet.

**WTVW** Evansville, Ind., reports sales-promotion dir. John A. MacGregor, is giving away 5,000 orchids, 20,000 Chinese fortune cookies, free stagecoach & steam-train rides, and has set up various window displays around town to supplement its 4-week saturation on-air campaign promoting the debut of its fall program season and its 4th anniversary of telecasting.

Copies of TASO reports, including the original document and supplemental analysis-&-theory and TV directional antenna test reports, may be ordered now by broadcasters at \$10 each from Dr. George Town, 104 Marston Hall, Iowa State, U., Ames, Ia. Checks should be made payable to the Television Allocations Study Organization.

"Saturday Review" will inaugurate a monthly communications supplement with its Oct. 8 issue. The new section will appear the 2nd week of each month thereafter, and will cover TV-radio, the press, advertising and public relations. The supplement will be edited by former N.Y. *Herald Tribune* staffer Richard L. Tobin.

**WFIL-TV & WFIL** Philadelphia are seeking purchase of 3½ acres on the east bank of the Schuylkill River for a new \$2-million hq.

## Advertising

**Code in the Chest:** N.Y. Code Office dir. Stockton Helffrich last week, in a follow up to a recent report of NAB's Review Board subcommittee (Vol. 16:30 p2), resumed his NBC practice of directing witty, albeit prolix, "external memos" to the TV trade. In this first, he aired (among others) these thoughts on bra-&-girdle TV commercials:

"Hardly anywhere is the dichotomy in specific areas of subjective opinion more apparent, instant, and lively than in the neighborhood of what some have dubbed the American bosom fetish. Undergarments for the enhancement, containment, simple coverage and/or comfort of the female secondary sex characteristics are displayed in department store windows coast to coast, in all print media and, for some time now, on television. Yet only to my knowledge in the latter, a medium with audience locale and sex & age considerations peculiar to it, has controversy on TV treatment—let alone suitable, *i.e.*, acceptable treatment—ever sporadically flared up."

Helffrich also reported that in NYCO's (N.Y. Code Office) few months of existence, his office had: (1) Created "tighter liaison" with network ad copy clearance editors on such matters as depilatory commercials. (2) Been in contact with groups like 4-As, TIO, TvB, etc. (3) Worked with individual broadcasters desiring opinions on program proposals.

NAB's N.Y. TV Code office, now operating temporarily at 380 Madison Ave. (Vol. 16:32 p10), will have permanent quarters in suite 2110 of the Time & Life Bldg., 1271 Ave. of Americas (6th Ave.). The move into the new location—2 blocks from Madison Ave.'s ad agency center & within easy reach of the 3 TV networks' hq—will be completed by the end of Sept. Warren H. Braren, from Ted Bates, has been appointed asst. to Helffrich. Before he went into agency work, Braren had network experience in production & supervision of such shows as *Captain Kangaroo*, *Laramie*, *Perry Mason*, *Rawhide*.

Ratings down, homes up—that's been the trend for some time among top-rated national winners. Example, from A. C. Nielsen Co.: In Jan. 1955, the No. 1 show was *I Love Lucy*, with a 49.2 AA rating. In Jan. 1960, the top show was *Wagon Train*, with a 41.8 rating. However, the *Lucy* rating represented 15,547,000 homes (316,000 per rating point) as against 18,894,000 homes (452,000 per rating point) for *Wagon Train*. That's a gain of 43%, says Nielsen, in terms of what a national AA rating point delivers these days vs. what you got for it 5 years ago.

ANA's latest report on newspaper circulation & rate trends for the years 1946-60 (all over-50,000 dailies & Sundays) reports: Circulations are up 11.1% for dailies, 13.2% for Sundays. Rates (5,000 lines) have increased 84% for dailies, 62.9% for Sundays. And rates per million circulation have increased 66% for dailies, 44.3% for Sundays.

New TV "image" for cranberries will be fostered this fall by the National Cranberry Assn. to combat any lingering consumer memories of last fall's weed-killer cancer scare. The NCA plans a 60-min., one-shot network special sometime between late October & Christmas on behalf of its Ocean Spray cranberry products, backstopped by print media. Agency: BBDO.

Two stories regarding cooperative-advertising developments may be found on p. 10 column 1 & p. 15, col. 1 of this issue.

**1960—\$12-Billion Year:** Elaborating on its just-under-\$12-billion prediction for all U.S. advertising expenditures in 1960 (Vol. 16:33 p7), *Printers' Ink* last week released the full media breakdown for 1960 as compared with the final estimate of 1959 expenditures.

Final figures for last year, said the trade magazine, turned up better than the first estimates. This year's expected \$11.9-billion total—\$800 million better than 1959—represents a 7% increase (8% national, 6% local). The breakdown follows:

ESTIMATE OF 1960 ADVERTISING VOLUME  
(BASED ON FIRST-QUARTER ACTIVITY)

Medium	Expected 1960 Total Ad Volume (\$ millions)	1959 Final Estimate (\$ millions)	1960 vs. 1959 % Change
Newspapers (national) .....	\$ 900.0	\$ 826.2	+ 9%
Magazines .....	985.0	866.2	+14
Television (network and spot) .....	1,360.0	1,245.0	+ 9
Radio (network and spot) .....	250.0	248.0	+ 1
Business Papers .....	610.0	569.3	+ 7
Outdoor (national) .....	135.0	130.4	+ 4
Other Investments by National Advertisers .....	2,990.0	2,828.4	+ 6
Estimated Total Investments by National Advertisers .....	7,230.0	6,713.5	+ 8
Estimated Total Investments by Local Advertisers .....	4,680.0	4,403.8	+ 6
<b>Grand Total .....</b>	<b>\$11,910.0</b>	<b>\$11,117.3</b>	<b>7</b>

**They're 'Announcement Carriers':** Objecting to the term "spot carriers" to describe magazine-concept network shows which are sold in participation slices, vp & dir. of research & promotion Daniel Denenholz of rep Katz Agency last week sounded off for a better terminology.

"Spot broadcasting," he said, "by accepted definition, is the use of non-network radio or TV. It is the spotting, or placing, of advertising in selected markets, on selected stations in those markets. In short, 'spot' is the name of a distinct advertising medium. It does not define the type or time duration of an advertising message. Accordingly, I submit that the correct phrase should be 'network participation programs' or 'network announcement carriers.'"

Meanwhile magazine-concept buying is quietly becoming a solidly-entrenched reality among the 3 networks—at least, so far as sponsorship of individual fall programs is concerned. A typical lineup last week was announced by NBC-TV for *Laramie*, a 60-min. sage-&-sixgun series produced by Revue in co-production with the network. Altogether, *Laramie's* corral contains 9 advertisers, almost any one of which a few seasons ago was big enough to support a major TV series all by itself.

The list: Dow Chemical Company (Saran wrap)—MacManus, John and Adams. Pittsburgh Plate Glass Co.—BBDO. Simoniz Company—Dancer-Fitzgerald-Sample. National Carbon Co. (Prestone)—J. M. Mathes. The Nestle Company Inc.—William Esty. Colgate-Palmolive Co. (Colgate)—Ted Bates. *Reader's Digest*—J. Walter Thompson. Pan American Coffee Co.—BBDO. Ford div. of Ford Motor Co.—J. Walter Thompson.

Too little time in TV commercials to spell out just what is meant by a "guarantee" for a product gives advertisers no excuse to deceive the public, warns FTC Chmn. Earl W. Kintner. In a special statement in response to protests by sponsors that they can't work everything into a 10-sec. spot, Kintner said—in effect—that that's tough. Commercials which claim simply that products are "Guaranteed!"—when they aren't—just give FTC invitation to bring "adversary action" against the sponsors, Kintner said.

## The FCC

**BOSTON & MIAMI REVOLTS GROW:** Protests by the wounded & bruised parties involved in FCC's sock-it-to-them decisions in the Boston Ch. 5 & Miami Ch. 10 "influence" cases (Vol. 16:29 p1 et seq.) reached a shrill pitch last week. No end of filings, counter-filings and litigation was in sight.

Following up petitions to the Commission & U.S. Court of Appeals by National Airlines' WPST-TV Miami to halt the loss of its Ch. 10 grant (Vol. 16:33 p5), the *Boston Herald-Traveler's* WHDH-TV moved in to protect its threatened Ch. 5 grant.

Lawyers for WHDH-TV challenged FCC's July 14 order which vacated the 1957 award. They said the order should be withdrawn, that FCC should reconsider it on the basis of earlier recommendations by special examiner Horace Stern. He had chided WHDH-TV principals for using back-door approaches to the Commission, but said the grant shouldn't be disturbed.

WHDH-TV also protested FCC's plan for a new competitive hearing for Boston Ch. 5 at which the *Herald-Traveler* could start all over again—along with its old competitors, Mass. Bay Telecasters, Greater Boston TV and Allen B. DuMont Labs.

This new-hearing proposal violated instructions by the Court of Appeals in its remand of the case to the Commission, WHDH-TV said, arguing that FCC is court-bound "to maintain the status quo until further order [by the] court."

Lawyers for Mass. Bay Telecasters indicated they are getting back into the Boston Ch. 5 fray, too. They planned an FCC filing to oppose the WHDH-TV maneuvering. There was no immediate word from Greater Boston or DuMont Labs. A 5th interested party—the *Boston Globe*—was reported undecided about doing anything.

There were these developments on the Miami Ch. 10 front meanwhile:

(1) L. B. Wilson Inc., the happy winner (by default) of Ch. 10 under FCC's decision that National Airlines' Public Service TV & 3 other original contestants were unfit, filed specifications with FCC for immediate operation under special temporary authorization (STA).

(2) Public Service TV promptly sent a letter to FCC admonishing it to pay no heed to the L. B. Wilson STA application. Wilson's request must be held up pending disposal of WPST-TV's Commission-&-Court protests, Public Service said.

(3) Elzey Roberts, former operator of radio KXOX St. Louis, who tried to get the Miami grant in 1958, was heard from again. Demanding that FCC reconsider its Ch. 10 ukase favoring L. B. Wilson, Roberts said he wanted to go after the grant once more. His petition asked that Ch. 10 be declared vacant & available to all comers, but that WPST-TV be permitted to carry on meanwhile.

(4) The Assn. of Maximum Service Telecasters filed opposition to L. B. Wilson's STA application, contending the proposed Ch. 10 antenna fails to meet minimum mileage separation requirements.

FCC political-quiz help is offered all stations by NAB in a worksheet designed for use with Commission's new questionnaire on broadcasters' election campaign behavior this year (Vol. 16:33 p5). Copies of the worksheet and an accompanying memorandum have been sent to TV & radio outlets—NAB members & non-members alike—by NAB,

City of Fresno's petition for FCC reconsideration of the Fresno deintermixture case (Vol. 16:33 p5) has been opposed by Triangle's KFRE-TV. It said the petition presents no new arguments and is at best "a mere restatement [which is] couched in descriptive terms designed to substantiate petitioners' contention" and should be thrown out. KFRE-TV also called attention to the fact that it has committed itself to pay out \$375,000 to switch from Ch. 12 to Ch. 30—for which the FCC approved specifications Aug. 12—and has already expended a substantial amount in order to meet the requirements of FCC's order. Also filing opposition was the Assn. of Maximum Service Telecasters, which protested the request for shorter mileage separations in the Fresno area. KJEO (Ch. 47) Fresno urged FCC to take "speedy and unequivocal action" on the petition and have done with the whole affair.

Never-say-die WVET-TV Rochester (Veterans Bcstg. Co.) has filed a 25-page petition (with a 44-page appendix) with FCC asking reconsideration of its grant of Albany Ch. 10 to WTEN (Capital Cities). Seeking reopening of the much-contested case, which has been marked by charges that the award involved FCC favoritism to WTEN's Congressional stockholders (Vol. 16:30 p8), Veterans contended that Commission: (1) Denied many valid exceptions noted in the proceedings by WVET-TV. (2) Failed to give careful evaluation to proposals. (3) Avoided its responsibility to make a decision on comparative merits. (4) Obscured its decision for WTEN in technicalities.

Augmented Conelrad plan for insuring continuity of emergency broadcast service in the event of an enemy attack on the U.S. has been adopted by FCC. As worked out by Commission's National Industry Advisory Committee, the plan sets up a priority system for network & local transmission of war bulletins: (1) Presidential messages. (2) Local programming. (3) State & regional programming. (4) National programming & news originating from Cabinet officers, OCDM, an emergency all-media news pool, etc. Authentication procedures for the broadcasts will be provided by NIAC. Copies of the plan are being mailed by FCC to all stations & networks.

Tall-tower application of WHAS-TV Louisville should be turned down, FCC examiner Charles J. Frederick said in an initial decision agreeing with the Broadcast Bureau (Vol. 16:19 p7). He concluded that the proposed 1,856-ft. structure with its increased coverage would damage Lexington's 2 uhf outlets. Frederick also found that erection of the tower "would create a serious menace to air navigation," bringing a "very real possibility of the loss of human life." The WHAS-TV application was similarly disapproved in 1958 by the Washington Air Space Panel (Vol. 14:7 p8).

Ex-FCC Comr. Richard A. Mack, whose Miami Ch. 10 conspiracy retrial was postponed last winter while he underwent psychiatric observation (Vol. 16:18 p14), has been sued for a \$556.30 hospital bill. The mental institute at Miami's Jackson Memorial Hospital claimed he owed the money for treatment from Jan. 28 to Feb. 23. The 2nd trial of Mack & Thurman A. Whiteside on charges that they plotted to rig the Miami grant for WPST-TV is set now for Oct. 4 in U.S. District Court, Washington.

Revised schedule of FCC staff field meetings with booster operators (Vol. 16:33 p8) contains the following changes: Aug. 24, Denver in lieu of Pueblo. Sept. 1, Salt Lake City at 9 a.m. and Redmond, Ore., 1 p.m. Sept. 2, Pocatello, Ida., 11 a.m., and Grand Junction, Colo., 1 p.m. No meeting will be held Sept. 3.

## Film & Tape

**UNTAPPED FILM MARKET:** TV syndicators & stations are overlooking a multi-million-dollar source of film revenue because most know little about the mechanics of manufacturer-dealer cooperative advertising. So asserted Lester Krugman in N.Y. last week. The ex-NTA vp for advertising has just opened an agency specializing in co-op advertising. "Something like 15% of all TV advertising today comes from co-op ad deals, which is far from being what it might be," he added.

A completely legitimate but relatively untried deal, Krugman explained, might shape up on these lines: A syndicator could take a new show around to a national advertiser, such as an auto or major appliance manufacturer. The manufacturer could sign for the show, then offer it to dealers or dealer groups with his customary (usually 50-50) split on local-level costs. Even the manufacturer's ad agency, and probably station reps, could be brought in for a slice, since commissionable media are involved.

Many co-op ad deals are just sitting around, waiting to be picked up by local stations and/or alert syndication salesmen, according to Krugman. One example he related: An alert TV salesman for a station in a major Southern seaport discovered that an outboard-motor dealer he knew had a co-op budget available, but never used it because "it's too small to do anything with." The TV salesman hustled around, talked to a dozen other nearby dealers in the same outboard line, and got them to agree to pool their funds in exchange for rotating TV dealer mentions. Then, he approached the manufacturer, got a green light for his project—and wound up with a dealer-group film-program sale.

Krugman, whose cooperative-advertising specialist firm is making its hq at 554 Fifth Ave., believes his "chief problem is providing adequate proof-of-performance information to clients" and that "print media are far ahead of TV in developing co-op deals." He hopes to correct much of this situation in TV, and to provide more exchange of successful-campaign information among advertisers.

Bob Hope's far-sighted demand, in the mid-1940s, that the rights to a quartet of Paramount-produced comedies should revert to him in 1960, is about to pay the comedian a nice TV dividend. Cal. National Productions last week announced it had acquired from Hope the TV distribution rights to 2 of the films—"Road to Rio" and "My Favorite Brunette," starring Hope, Dorothy Lamour and Bing Crosby. Still in the Hope chest are "The Great Lover" and "Lemon Drop Kid." CNP's 2-picture package was promptly snapped up by the 5 CBS-TV o&o's. WCBS-TV N.Y. had, some time ago, bought similar Hope comedies ("My Favorite Blonde," "Road to Morocco," etc.) in the MCA-distributed pre-1948 Paramount library—and wasn't about to let rival WNBC-TV N.Y. get its hands on them, despite its NBC family link to CNP. The package, CNP's first feature group, is now being syndicated to other markets. Paramount gets nothing in the deal. Wailed a Paramount N.Y. executive we queried on this point last week: "So, who was thinking about TV in 1945?"

Paramount & Columbia will consolidate their Canadian sales & distribution operations Oct. 1, to form a joint Toronto-based company for "greater efficiency & better service" to Canadian theater exhibitors.

## NEW YORK ROUNDUP

TV-film anti-trust ruling against the govt. in the Columbia Pictures-Universal Pictures case, handed down in July in N.Y.'s U.S. District Court (Vol. 16:28 p12), may be appealed to the Supreme Court by the Justice Dept. "An appeal is under consideration, but no decision has been made on it," a Justice Dept. source told us. In the District Court decision, Judge William B. Herlands dismissed the govt.'s complaints that an exclusive agreement by Columbia's Screen Gems for TV distribution of 600-odd pre-1948 Universal movies violated the Sherman and Clayton Acts. If an appeal is carried to the Supreme Court, the Justice Dept. will try again to prove that: (1) The Columbia-Universal deal constituted a conspiracy in restraint of trade. (2) Acquisition by Screen Gems of the Universal movies was an unlawful acquisition of another company's assets which tended to lessen competition in the industry.

Creative Telefilms & Artists Inc., newly-formed distributor of Warner Bros. post-1948 features for TV, is being sued in N.Y. Federal District Court by the American Federation of Musicians, which contends that AFM members are entitled to share in the proceeds of TV licensing (Vol. 16:33 p6). Warners has leased over 100 films to CT&A, now name-changing to 7 Arts Corp., for \$11 million & an equal share of the profits. AFM stated in its complaint that, under the terms of its contract with producers, the films may not be shown on TV without the consent of the union. AFM Pres. Herman Kenin said "there has been a callous disregard on the part of WB" to work out an agreement with the union. He threatened similar court action if other film corporations pursue the same policy.

CBS Films' *The Brothers Brannigan* has been bought by WCBS-TV N.Y. This puts the series in 90 markets . . . ITC reported last week that public utilities are leading the list of syndication advertisers on *Best of the Post*. Most recent sale was to Pacific Gas for 7 Cal. markets.

Ziv-UA's syndicated sales are reported 18% ahead of the company's sales totals at this time last year. Excluding sales of reruns through Ziv's Economee div, Ziv has scored 1,080 single market sales since Jan. The latest is to McKenzie's Pastry Shoppes, New Orleans (WWL-TV), the 24th food advertiser to buy the series.

Two major Canadian film producers have joined forces to develop a large combined film-tape operation in Toronto. Toronto International Film Studios Ltd. (N.A. Taylor) has acquired a substantial interest in Meridian Films Ltd., and the 2 firms plan a \$2-million video-tape center and expansion of Toronto International's Studio City from its present 2 sound stages to 6. Meridian currently operates Canada's only independent video-tape studio.

Program Sales Inc., newly formed production company headed by Ray Junkin (Vol. 16:31 p15), has announced production-distribution contract for 130 episodes of *Portraits & Profiles*, a 5-min. show featuring sportscaster Bill Stern. PSI is currently launching sales on another 5-min. syndication entry, *Newsbreak*.

People: Russ Raycroft has been named special consultant for Official Films . . . W. P. Laffey has joined Tele-screen Advertising div. of Screen Gems in charge of service and control . . . Michael Nebbie has joined Elliot, Unger & Elliot as dir. of photography.

## HOLLYWOOD ROUNDUP

"Clandestine recordings" of work of TV & radio performers would be forbidden by a new international copyright agreement drafted at a 16-country UNESCO conference at the Hague. "The most important principle of the draft convention is the idea that performers have a right to protection, especially those who work in TV & the phonograph recording industry," according to the U.S. National Commission for UNESCO. "The draft convention would prevent the use, without his consent or without payment of fees or royalties, of reproductions of a performer's work." The U.S. was represented at the Hague conference by Register of Copyrights Arthur Fischer & Deputy Asst. Labor Secy. Henry Wiens. The Hague convention will be sent to a 1961 conference of govts. for approval.

Cal. National Productions is launching a new Western series "planned as a novel departure from standard Western fare," called *The Lawless West—the Legend & the Men*. CNP is concentrating on authentic dramatic treatment in which the West's most famous characters, such as Wyatt Earp, Wild Bill Hickok, Doc Holliday and Billy the Kid, are examined through their history-making deeds. "We aren't trying to debunk fictionalized Westerns . . . We hope our accent on authenticity will serve rather to add new dimensions to these themes that are entrenched entertainment classics," said CNP. (For more on the new Western trend, see Vol. 16:32 p11.)

SAG-AFTRA "positive cooperative plan," alternative to proposed merger of the unions (rejected in a mail referendum by more than 82% of SAG members), got underway last week, via a series of joint committee meetings in N.Y., Chicago and Los Angeles. The meetings are going into AFTRA network negotiations and SAG TV-film-commercial contracts, as well as live & tape commercials and tape programs. The unions plan to meet again next month "in a mutually agreeable place."

NTA has realigned its sales operation into 2 main divisions, with hq in N.Y. & Beverly Hills. Heading up the Eastern div. will be vp E. Jonny Graff, and vp Berne Tabakin will take charge of the Western. Concurrent sales meetings in both cities were scheduled for last weekend.

20th Century-Fox shareholders will vote Oct. 17 on the proposed sale to Webb & Knapp, Inc. of the film concern's 267-acre tract in Los Angeles. TCF directors have approved the proposal.

Revue Studios began construction recently on 2 additional stages . . . Allied Artists has renamed its TV operation Informational Films Division, in place of Informational & Commercial Films Division, to eliminate the idea that it's involved in the production of commercials. The div. produces educational & industrial films and TV specials . . . Walt Disney Studios has begun production on a 2-part show, *Pop Warner Football*, for the *Walt Disney Presents* series next season . . . MGM-TV is expanding the pilot of its 60-min. *Asphalt Jungle* for showing in theaters abroad.

CBS Films Inc. program vp Robert Lewine is in Hollywood, seeking new TV properties . . . Max Factor has bought *The Tab Hunter Show*, which begins on NBC-TV in Sept., for viewing in Japan . . . Elbrook Productions has been formed by writer Peter R. Brooke and agent Hillard Elkins. It plans *The Big Wheel* as its first series.

**ACTORS DOMINATE FILM PRODUCTION:** Actors, given little chance to do more than act in movies, have assumed a role of transcending importance in TV film production. Some own their series, others own telefilm production companies, and in general they compose an important segment of Hollywood's production field.

The pioneers in this trend are that most successful triumvirate of Dick Powell, David Niven and Charles Boyer (who in 1951 formed Four Star Productions, now Four Star Television); Lucille Ball & Desi Arnaz (who started Desilu Productions the same year); and Jack Webb (whose Mark VII firm, which while now is virtually dormant, was once one of the leading companies).

Other current actor-producers: Danny Thomas owns Marterto Productions; James Arness, Arness & Co.; Ozzie Nelson, Stage 5 Productions; Robert Young & Eugene Rodney own the company which produced their successful *Father Knows Best*. Betty Hutton, too, owned her production company last season.

An ex-actor, William T. Orr, is vp & exec. producer of Warner Bros. TV. An ex-actress, Gail Patrick Jackson, is exec. producer of Paisano Productions, which produces *Perry Mason*. Loretta Young owns Toreto Productions. Edmund O'Brien is partnered with producer Jack Chertok in *Johnny Midnight*.

Unlike the movies, which trained executives for years before making them producers, TV film has drawn on a variety of fields for its executives, with actors dominant. Revue Studios, for example, is guided by an ex-agent, Alan Miller. MCA, which owns Revue, is headed by express agent Lew Wasserman. Desilu's exec. vp Martin Leeds was a practicing attorney. Four Star's production vp Tom McDermott is an ex-adman. And Pres. Peter Lavathes of 20th-Fox Television is also from Madison Ave.

Don Feddersen, who heads his own production company, was once a TV station manager. Screen Gems' Coast operation is headed by an ex-CBS Coast vp, William Dozier, and another SG executive—vp Harry Ackerman—is also an ex-CBS-TV Coast vp.

Writers who head their production companies include Rod Serling, Cayuga Productions; Blake Edwards, Spartan Productions; Ivan Tors, Ziv TV-United Artists TV producer who has his own unit; Joe Connelly & Bill Mosher.

Among today's producers are ex-actor Sheldon Leonard (Danny Thomas); ex-press agent Howie Horwitz (*77 Sunset Strip*); and a parade of writers—Nat Perrin (*Death Valley Days*), Sam Peckinpah (*The Westerner*), Aaron Spelling (*Dick Powell's Zane Grey Theater*), Everett Freeman (*Bachelor Father*), Sam Rolfe (*Hotel de Paree*), Charles Warren (*Rawhide*), Seeleg Lester (*Perry Mason*), Stanley Niss (*Hawaiian Eye*).

BBC-TV will join with ABC-TV in the production of the Sun-night (10:30-11 p.m.) series planned around Sir Winston Churchill's memoirs. The series is budgeted at \$1.5 million, and is due to start on NBC Nov. 27. In return for a production investment & research cooperation, BBC will have TV exhibition rights in Britain & a share of the show's revenues. Actual producer of the series in the U.S. is Screen Gems.

UAA has announced a new package of post-1948 features for TV distribution, called *Boxoffice 26*. Titles include "The Barefoot Contessa," "King & Four Queens," "Bandido," "St. Joan," and "The Monte Carlo Story."

## Programming

CBS radio is clearing out its block of veteran soap operas (*Ma Perkins*, *Young Dr. Malone*, etc.) to make room for music-&-feature formats this fall. Daytime personality shows (*Arthur Godfrey*, *Art Linkletter*, et al.) will be retained. The plan has been green-lighted by CBS radio affiliates. ABC radio, meanwhile, has invited N.Y. admen to an Aug. 22nd preview of *Flair*, which the network describes as "a plan rather than a program." *Flair*, once the title of a short-lived Cowles magazines, will center on various name personalities (Theodore Bikel, Toots Shor, Dick Van Dyke, among others) as well as subjects that will range "from baby care, gourmet cookery, beauty & fashions to physical fitness, Hollywood and table manners. NBC eliminated most radio entertainment features (apart from *Monitor*) in favor of music, news & comment more than a year ago.

ABC-TV is dropping Dick Clark's 7:30-8 p.m. Sat.-night show, effective Sept. 10, although Clark's *American Bandstand* show in late afternoons is remaining. Reason: A new 60-min. Warner Bros.-produced property, *The Roaring 20's*, will occupy the 7:30-8:30 p.m. segment, starting Oct. 15. ABC tried to clear the 7-7:30 p.m. period for Clark, but couldn't produce a full lineup in station-option time and couldn't find another Clark berth at night. Beechnut-Life Savers Inc. billings for the Sat.-night Clark show, via Young & Rubicam, amounting to some \$2 million annually, are however being transferred to the daytime Clark show, so there are no losses for ABC in the deal.

Analysis of one week's programming for Los Angeles's 7 TV stations, as listed in *TV Guide*, has been completed by the Rev. James A. Brown, S.J. for a USC seminar. Despite the common impression, Rev. Brown found that only 8½% of the 3,307 station quarter-hour periods during the week (April 30-May 6) were Westerns. Comedy & variety-comedy actually surpassed Westerns with a 13.8% figure. Crime-action took 20.7%. The categories of news reports, special events, public issues, public institutional, general information & information-instruction totaled to 14.8%. Religion got 1%. Music & variety-music ran 6.1%. Children's programs totaled 5.9%.

Network show for doctors is planned by Medical News Inc., N.Y. as a 15-min. Sun.-afternoon series starting Oct. 30 on NBC-TV under sponsorship of Ciba Pharmaceutical Products Inc. At the moment, the network is trying to clear a time period for the series, which will be produced by the editorial staff & medical consultants of *Medical News*, a biweekly newspaper for physicians published under Ciba auspices. The show has been TV-tested in 4 cities (Dallas, Kansas City, Miami and Birmingham).

### Index of U.S. Home TV Usage

TV viewing per home increased slightly from June 1959 to June 1960—8 mins. per home, per day. This audience data chart was prepared for us by A. C. Nielsen Co.

	Day (10 a.m.-5 p.m.)	Night (7-11 p.m.)	Daily Avg. Hrs. Per Home, Per Day
June 1960	17.3 (7,820,000)	47.4 (21,425,000)	4 hrs., 19 mins.
June 1959	16.5 (7,343,000)	47.0 (20,915,000)	4 hrs., 11 mins.
May 1960	17.8 (8,046,000)	51.3 (23,188,000)	4 hrs., 36 mins.

Final NBC-TV Nielsen score for the Democratic convention brought just about the same victory margin as reported earlier by Arbitron (Vol. 16:30 p5). The Nielsen score: NBC—14.4 average audience, 6.5 million homes reached, 41.4% share of audience. CBS—10.7 rating, 4.8 million homes, 30.6% share. ABC—4.2 rating, 1.9 million homes, 12.2% share. Arbitron's relative ratings ran 1.37 to 1 in NBC's favor; Nielsen's, 1.35 to 1. Nielsen also reported that the Democratic convention was seen by "the biggest reported audience in TV history" during the week of July 11. A total of 38.7 million U.S. homes (86% of all TV homes) look in on the proceedings for 6 minutes or more. And the average time spent per viewing home was 9 hrs., 38 mins. During any average minute of the 3-network coverage, 13.2 million homes (29.3% of TV homes) were watching. Daily audiences ranged from a Wed. July 13, 1960 peak of 32.7 million homes to a low of 25.6 million on the closing day (July 15). Previously, Sindlinger & Co. had reported "up to 135% larger TV audiences" for the conventions, compared with 1956 (Vol. 16:33 p6).

Campaign service: KOLO-TV & KOLO Reno are devoting 3½ hours of prime time throughout this week to a program series, *Of Primary Interest*, introducing Washoe County, Nev. candidates for local & statewide office before the primary elections . . . WTIC-TV & WTIC Hartford are offering free time between Labor Day & Election Day for six 30-min. debates between major party candidates for the House of Representatives . . . WNHC-TV New Haven has asked both major Presidential candidates to supply the station with 5,000 copies of each party's platform. They will be sent to requesting viewers as part of the station's 8-month, "Study-Think-and-Vote" coverage of this election.

Live drama on ABC? Yes, indeed. In a surprise move last week, ABC-TV program vp Tom Moore announced that ABC's heavily-film programming next fall would be augmented by a quartet of 90-min. original drama specials, all in a serious vein & featuring feminine stars, to be produced by Fred Coe & directed by Arthur Penn. Two will be taped in London, and one will star Vivien Leigh. William Morris Agency represented Coe (who used to produce *Philco-Goodyear Playhouse* on NBC-TV) and Penn.

"Celebrities for Nixon" will recruit TV-movies-sports figures for campaign work—including personal appearances & broadcast performances—in behalf of the Republican Presidential ticket. Work of the "Celebrities" committee, headed by Hollywood producer Mervyn Le Roy & actress Helen Hayes, was officially launched at a press conference in the Vice President's Senate Office Building staff offices. Le Roy & actor George Murphy, active in GOP politics in Cal., said they expected to enlist some of the biggest names in show business for the Republican pool.

Deal to sell General Artists Corp., 3rd-largest talent agency (representing Perry Como in TV, among others), is reportedly in the works between GAC Pres. Lawrence Kanaga and Philadelphia industrialist Herbert Siegel. Siegel is chmn of the Seeburg jukebox concern. Principal owner of GAC is Mrs. Thomas G. Rockwell, widow of the talent agency's founder. Price is said to be "around \$1,750,000." GAC sources late last week admitted to us that "a deal was being discussed," but refused to say if it had been completed.

Radio WABC N.Y. is dropping 7 hours of paid religious broadcasts and will substitute 90 mins. of free time for the 4 largest organized religious groups in the N.Y. area. The station will continue to carry the ABC radio network's full religious schedule.

## Television Digest

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**Personals:** Robert J. McAndrews, KBIG Los Angeles vp, appointed 1960-61 NAB radio public relations committee chmn. . . . Carlo Anneke named local sales mgr., KTLA Los Angeles, succeeding Bob Jones, resigned . . . Adm. Maurice E. Curts named Pentagon telecommunications policy dir. . . . Donley F. Feddersen, ex-WTTW Chicago, named NET TV programming dir. . . . David J. Blackstead named operations mgr. of KXJB-TV Valley City & KXGO-TV Fargo, N.D.; James R. McGuire appointed commercial mgr.; William D. Brouse, promotion & merchandising mgr.

### Obituary

Bond P. Geddes, 78, 1927-50 exec. vp & secy. of the Radio Mfrs. Assn. (now EIA), died Aug. 16 in Georgetown Hospital, Washington. Following his retirement in 1950, he worked as an industry consultant, but had been inactive in recent years. In his 23 years with RMA, he watched the industry grow from crystal-set days into the electronics age. Prior to joining RMA he was a Washington newsman in a career stretching back to 1911 & President Taft. At one time he was UP bureau mgr., later joining the AP, for which he was Capitol staff chief.

Dr. Charles Edward Kenneth Mees, 78, retired Eastman Kodak vp, died Aug. 15 at his home in Honolulu. Mees, considered an outstanding pioneer in modern photography, developed the infrared photographic plate. At his retirement in 1954 after 42 years with Eastman Kodak, he received the Franklin Institute's highest award, the Franklin Medal, for his contributions to the science of photography.

Col. A. G. Simpson, 67, World War II chief of the Army Signal Corps communications & liaison office, died Aug. 12 at his home in Clearwater, Fla. While U.S. forest service chief radio engineer before the war, he developed a portable radio transmitter-receiver, a forerunner of the Army's walkie-talkie.

Walter E. Carlson, 59, former member of the Tasty Yeast Jesters, radio trio popular in the 1920s, died Aug. 17 at his home in Bloomfield, Conn. At his death, Carlson was a salesman & artist for radio WHAY, New Britain, and was formerly with radio WJZ, N.Y.

Edward (Ted) Pope, 37, CBC TV producer, died in a sports-car wreck during a race at Harewood Acres, Toronto, August 13. He is survived by his wife, son and daughter.

## Foreign

BBC-TV has distributed a hard-bound book promoting its new \$45-million London TV center to networks, the press, station groups, agencies etc. The center covers 13½ acres and is designed for the production of 1,500 hours of programming each year. Contents of the book include articles about BBC by dir.-gen. Hugh Carleton Greene and TV dir. Gerald Beadle, photo views of the building, and technical aspects of the plant & studios. BBC, which has plans to bid for the live programs export market in the U.S., is using the new publication, in part, as a promotion piece to potential program buyers.

Iraq's govt.-owned TV station (Ch. 8, 1-kw ERP), which has been accepting commercials since Feb., forwards us its rate card, indicating rates ranging from \$16.80 for a 10-sec. ID to \$224 for a 3-min. live commercial. Among the ground rules for advertising on the Baghdad station: "(1) Advertisements are telecast respectively as received with no priority. (2) A non-advertisement film with a one-min. sponsor advertisement costs only the rate for a one-min. advertisement. (3) No advertisements concerning drugs or alcoholic beverages are accepted." As of Aug. 1, there were an estimated 70,000 TV sets in the republic.

Russia projects TV production of 3,325,000 units by 1965 according to the *Wall St. Journal* in an analysis of USSR's increasing consumer goods output. The 1965 projection compares with 1959's production of 1,300,000 TVs, 84,100 in 1953, 11,900 in 1950. Notes the *Journal*: "During 1959, Soviet consumer goods output rose 10.3% but retail sales were up only 7.2%. The result, familiar to any capitalist, was a rise in inventory, estimated by the Soviets at 11%."

Revenue of Britain's program contractors jumped 29% to \$17,948,966 in April, compared with April 1959. Pacing the 12 contractors was A-R London, with time billings of \$3,785,096—up 16% from April-1959's \$3,255,960 volume, reports TV Press Agency. Percentage gains were scored by the 10 contractors who were operating last April. The gains ranged from Southern's 3% to Tyne Tees's 51%.

Future of British TV-radio broadcasting will be charted by a special committee of inquiry established recently by the Postmaster General. The study panel will explore a broad range of new broadcast services—including pay TV, closed-circuit, a 3rd channel—and recommend which services should be provided by tax-supported BBC and ad-supported ITA. The committee is headed by industrialist Sir Harry Pilkington.

## Educational Television

KQED (Ch. 9) San Francisco and KVIE (Ch. 6) Sacramento are forming the Cal. Community TV Network, and plan to include other non-commercial, community-owned stations as they come into being in that state. (A Fresno station is currently being planned.) A 2-way microwave relay unit on Mt. Diablo will link the stations. The project, due to be completed by mid-October, is financed by the Ford Foundation for Adult Education.

"Key Audiovisual Personnel," a 1959-60 compilation by the U.S. Office of Education of sources of educational TV-radio-film-phono materials, is available for 25¢ per copy from the Govt. Printing Office, Washington. The directory lists 787 public & private agencies, 1,062 individuals.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**UPGRADING TV PRODUCT—THE PAYOFF:** Emphasis on TV quality, furniture styling, new screen sizes is now showing up in sales figures. On basis of statistics available to date, we can now predict that 1960 will see:

(1) Highest average TV set price since 1953, probably around \$150 at the factory—up smartly from last year's \$144.

(2) Highest proportion of console TV sales since 1953.

(3) Highest proportion of TV-phono combination sales since 1953.

(4) Portables & table models comprising less than 50% of TV sales for first time since 1953.

There's also good chance that dollar volume of factory TV sales will be best since 1955, even though unit sales are extremely unlikely to match 1956's 7.4 million.

• • • •

Average factory price of a TV set for first 5 months of this year was \$138.01, nearly \$5 better than the \$133.05 registered for same 1959 period. Since average unit price of TV goes up in last half of year, figure of around \$150 is not unreasonable (last year's average unit price was \$141 for full year). For comparison, here's recap of average TV set unit factory price for each full year from 1947 through 1959:

1947	\$280	1950	\$180	1953	\$170	1956	\$127
1948	\$235	1951	\$177	1954	\$140	1957	\$130
1949	\$193	1952	\$172	1955	\$138	1958	\$136
						1959	\$141

Consoles & combinations already are having their best year since 1953—spang in the middle of the portable season. For first 6 months of 1960, consoles & combos accounted for 46% of retail TV sales, compared with less than 36% just a year ago. Here's how cabinet types stack up at retail counters for first half of this year vs. same year-ago period in terms of percentage of total:

	Table & Portable	Console	TV-Phono Comb.
1960.....	54.0%	33.4%	2.4%
1959.....	64.2%	42.9%	3.1%

Here are numerical figures for first-half 1960 retail sales (year-ago comparisons in parentheses): Total, 2,657,527 (2,263,957); table & portable, 1,433,885 (1,453,231); console, 1,141,082 (756,622); combo, 82,560 (54,104).

Percentage breakdown of consumer TV purchases by cabinet type for full years 1953-1959:

	Table & Portable	Console	TV-Phono Comb.
1953.....	46%	51%	3%
1954.....	55%	43%	2%
1955.....	57%	41%	2%
1956.....	64%	35%	1%
1957.....	60%	38%	2%
1958.....	56%	41%	3%
1959.....	57%	40%	3%

Traditionally heavier console sales in fall should push 1960 percentage close to 1953's mark—giving hefty boost to TV dollar sales. But this year, 2 added factors will be acting to spur 2nd-half sales prices still higher: (1) Intensified selling campaign for combos, sparked by heavy increase in offered sets. (2) Accelerating emphasis on 19- & 23-in. sets, more expensive than their 17- & 21-in. counterparts.

At least 60% of factory TV set sales in June were in the 2 new sizes. Exact percentage is hard to pin down. EIA is collecting some figures on the new sizes for first time (formerly 19s & 21s were lumped together in "19-21-in." group). Its definitions still aren't explicit in some categories, but here's percentage breakdown of total factory sales in June, by tube size & cabinet style:

Table models & portables—23-in. & larger, 6.2%; 21-in., 9%; 19-in., 21%; 17-in. & smaller, 21%.

Consoles—23-in. & larger, 32%; smaller than 23-in., 8%.

Combinations—all sizes, 3%.

Proportion of 19- & 23-in. sets will increase as manufacturers use up inventories of old-size tubes & associated components. Tube & glass makers report production of 17- & 21-in. sizes for new-set use dwindling to vanishing point.

**PHONOS SPIN STRONG MIDYEAR GAINS:** It was a good first half for phonos, official EIA retail & factory figures for Jan.-June show. Sparked by increasing interest in stereo, consumers purchased more than 330,000 more phonos than they did in Jan.-June 1959. Result: a 21.5% sales gain for retailers. Over-the-counter sales of stereo phonos soared 86.5% during first half, swallowing up a 43.7% decline in sales of monaural units.

Factory sales of phonos also increased 21% over first-half 1959. Noteworthy, too, is 33% gain in dollar sales, reflecting increased proportion of higher-priced stereo. Other noteworthy cullings from EIA:

Average factory price of phonos increased to \$96.60 from \$90.57 in first-half 1959.

Total dollar sales at factory increased to \$174,172,000 from \$131,397,000.

June figures show an upturn from traditional spring decline, with stereo retail sales up some 26,000 units, monaural 5,100.

Here are EIA's factory & retail figures, month by month, for first-half 1960, with 1959 comparisons:

PHONO FACTORY SALES						PHONO RETAIL SALES							
Month	1960			1959			Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total		Mono	Stereo	Total	Mono	Stereo	Total
January	118,400	341,329	459,729	184,147	177,336	361,483	January	150,688	368,964	519,652	281,429	159,214	390,643
February	90,854	324,666	415,520	164,873	188,750	353,623	February	100,268	347,860	448,128	171,127	156,477	327,604
March	63,264	242,523	305,787	119,075	168,117	287,192	March	61,249	249,497	310,746	139,577	140,075	279,652
April	30,606	142,409	173,015	47,153	125,111	172,264	April	41,147	152,141	193,288	94,226	118,197	212,423
May	36,793	144,474	181,267	33,356	89,827	123,183	May	39,734	139,378	179,112	70,228	82,765	152,993
June	69,293	198,407	267,700	44,976	152,900	197,876	June	44,925	165,339	210,264	66,979	100,982	167,961
<b>TOTAL</b>	<b>409,210</b>	<b>1,393,808</b>	<b>1,803,018</b>	<b>593,580</b>	<b>902,041</b>	<b>1,495,621</b>	<b>TOTAL</b>	<b>438,011</b>	<b>1,423,179</b>	<b>1,861,190</b>	<b>773,566</b>	<b>757,710</b>	<b>1,531,276</b>

**TV-RADIO PRODUCTION:** EIA statistics for week ended Aug. 12 (32nd week of 1960):

	Aug. 5-12	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	89,430	116,682	149,314	3,436,778	3,401,910
Total radio	243,351	261,430	261,210	9,912,196	8,383,035
auto radio	82,720	88,166	69,288	3,821,217	3,263,398

FTC has broad powers to halt "knowing inducement" by dealers to obtain discriminatory advertising allowances from suppliers, the 5-man policing commission decided in a 4-1 policy vote. Acting in an unfair-practice case involving supermarket operator Grand Union Co., the FTC majority said the Robinson-Patman Act doesn't specifically outlaw such dealer inducements, but that the practice "clearly violates the spirit of the statute." Dissenting, Comr. Edward T. Tait said FTC should stick strictly to Robinson-Patman language, that he's "in vigorous disagreement with an approach to the law which has too much sail & too little anchor, or too much supplement & too little bolster." (For more on co-op promotion, see p. 10.)

RCA's associated company in Argentina, RCA Victor Argentina S.A.I.C., has been licensed by American Bosch Arma to produce & sell its automotive windshield-wiper motors & assemblies in that country, effective Jan. 1961.

Westinghouse credit-card system for service technicians is being established to facilitate their purchases of TV-radio-phono parts. K. H. Brown, hq service mgr. of Westinghouse TV-radio div., said the credit cards will eliminate a major complaint of technicians: "Having their money tied up to fulfill the manufacturers' warranty obligations." The cards also will enable new customers to obtain parts from Westinghouse distributors without credit-clearance delays.

Zenith's first strike ended Aug. 13 after a 4-day walk-out by 6,000 production workers at 4 Chicago plants (Vol. 16:33 p12). The new agreement with the Independent Radionic Workers of America provides wage increases of 6-to-9¢ an hour (depending on job classification), retroactive to July 18. Zenith's current contract with the union, which runs through June 30, 1962, was reopened 6 weeks ago for consideration of wages.

**Admiral Vs. Japan:** Admiral's Pres. Ross D. Siragusa stepped up his "Buy American" campaign last week by charging some merchandisers of Japanese radios with attempts to hide behind the U.S. flag and "delude the American public with highly questionable marketing practices." In a background memo on the Japanese electronics invasion, sent to members of Congress and other "interested Americans," Siragusa noted that one Tokyo firm is producing an "Americana" brand transistor radio, that an ad on Japanese radios in a U.S. trade publication is built around "a larger than half-page photographic illustration of the Mount Rushmore National Monument."

"The tidal wave of Japanese electronic products continues to flood U.S. markets," the Admiral white paper warned. "First-quarter statistics from the U.S. Dept. of Commerce indicate that electronic exports from Japan to this country were nearly double the level of last year. In some categories, first-quarter shipments were nearly as great as those during the entire year 1959.

"What are American manufacturers doing to combat the heavy Japanese electronic imports? Most of them have taken the line of least resistance and are buying components or complete Japanese radios for marketing under their own brand names (Motorola, Emerson, Bulova, GE)."

Warning that the stepped-up Japanese imports "cannot continue for long without inflicting serious & permanent damage on American suppliers," the Admiral memo concludes with the hope that "the administration in Washington will make an immediate re-appraisal of trade policies with Japan, especially in the area of electronics."

Commenting on a U.S. "invasion in the next few months" by Japanese TVs, Siragusa said he doubted they would encounter anywhere near the success enjoyed by Nippon radios. "Americans realize TV is a complex electronic instrument," he said. "When the consumer buys a TV set he wants to be certain he can get it repaired & obtain replacement parts should they be required."

\* \* \*

Japanese electronic output shot up 53% to \$282.1 million in the first quarter this year, compared with the similar 1959 period, the Commerce Dept.'s Business & Defense Services Administration reported. Data supplied by the American embassy in Tokyo showed that Japan's production during Jan.-March 1960 was running at a seasonally-adjusted annual rate of \$1.4 billion vs. \$936 million during 1959. First-quarter electronic output was topped by semiconductors, up 67%, followed by electron tubes, up 63%. A 37% decline in TV-broadcast gear was noted, however.

\* \* \* \*

Five Japanese broadcasters have purchased 12 of GE's low-light-level image-orthicon camera tubes for use in colorcasting which is slated to get underway next month. The purchasers: Radio Tokyo (3 tubes), Station NTV (3), Japan Bcstg. Co. (4), Tokai TV (1), Chubu Nippon (1). GE said the orders were received shortly after Japan's Radiowave Control Board gave the green light to full-scale colorcasting, starting in September.

\* \* \* \*

Hitachi New York Ltd. became the first Japanese firm to obtain a contract to supply electricity-generating equipment for a Federal power project. It was selected by the Interior Dept. last week to supply 2 turbines for \$664,860 on the basis of a bid which, in competition with U.S. suppliers, had more than the 6% differential required by the "Buy American" Act.

**RCA Still Shifting:** RCA's consumer-products operation underwent more changes last week—one geographic, others in personnel.

Sales Corp. Pres. Jack S. Beldon resigned that post and now awaits re-assignment within the RCA organization. His action comes less than 6 weeks after exec. vp P. J. Casella had been relieved of his consumer-products responsibilities for re-assignment within RCA (Vol. 16:28).

Group exec. vp W. Walter (Wally) Watts, who absorbed Casella's consumer-products duties, now takes on added responsibilities by succeeding Casella and Beldon as Sales Corp. chmn. & pres. respectively.

Delbert L. Mills, ex-ITT Federal div. pres. who joined RCA in January as home-instruments operations vp (Vol. 15:49 p19), will absorb Beldon's marketing duties in his new post as Sales Corp. operating vp. Mills also retains his home-instrument responsibilities, as div. vp-gen. mgr.

On the geographic front, RCA announced last week that it would shift the hq & production activities of its Cambridge, Ohio radio-phono plant to its Indianapolis, Ind. facility. The announcement followed on the heels of word that RCA's TV-radio-phono hq was slated for transfer to Indianapolis from Cherry Hill, N.J. (Vol. 16:33 p12). The Cambridge plant will continue its parts-production activities, will add new products later.

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**Herold In Chapter XI Action:** Herold Radio & Electronics, organized 10 years ago as Herold Radio & TV Corp., last week filed in U.S. District Court in N.Y. a petition under Chapter XI of the Federal Bankruptcy Act. The petition, to effect a settlement with creditors, estimates the Yonkers, N.Y. firm's liabilities at \$6,853,000, assets at \$6,312,000. Vp-controller Shepherd Freedland said the assets include no cash, comprise accounts receivable, inventory, equipment. Herold will continue operations, he said.

Freedland asserted that Herold has been piling up losses from operations despite increased sales of its radios, phonos, tape recorders. For its 1960 fiscal year ended Feb. 29, there was a "substantial loss" on sales of \$8.2 million. The losses have continued in the current fiscal year, on \$2.7 million sales in the 4 months to June 30. Freedland attributed Herold's financial straits to last winter's sales-slowness steel strike, a jurisdictional labor dispute which affected employe efficiency, and unexpected expenses in consolidating its activities last year in a new Bronx, N.Y. plant (Vol. 15:38 p23).

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Special EIA committee meets in N.Y. this week (Aug. 26) to establish a position on the Labor Department's proposed minimum wages for the electron-tube and related products industry. The proposed rates, announced by Labor Secy. James P. Mitchell last week: \$1.42 per hour for electron tubes (excluding TV picture tubes), \$1.35 for solid-state semiconductor devices. EIA's Walsh-Healey committee on tubes & semiconductors, chaired by Tung-Sol vp E. J. Danneberg, will consider both the acceptability of the proposed rates and Secy. Mitchell's "determination of prevailing minimum wages on a nation-wide basis" instead of regionally. Commented Danneberg: The national determination "is further evidence that the Secretary is continuing to pursue nation-wide wage policies which create serious economic hardship among manufacturers in economically depressed areas."

Stanford Research Institute's N.Y. office (Patrick M. Dowling, mgr.) has moved to 270 Park Ave., N.Y. 17.

**National Video Booming:** Chicago-based TV picture-tube producer National Video Corp. anticipates a "banner year" for its 1961 fiscal ending May 31, Pres. Asher J. Cole informed the N.Y. Society of Security Analysts last week. Profits for the first 2 months of fiscal 1961 (June & July) are nearly 600% ahead of the year-ago pace—to about \$200,000 from approximately \$30,000. In fiscal 1960, Cole said, earnings climbed to "between \$1.83-&-1.85 a share" on sales of more than \$17 million, compared with \$1.65 a share on sales of \$14.8 million in the preceding year.

National Video, which makes & sells TV picture tubes to such major set manufacturers as Admiral, Motorola and Trav-Ler, is unable to keep pace with demand, Cole asserted. June's production of 93,000 kinescopes was "many more than ever before," he said, and the July output of 85,000 tubes compares with the normal output of 35-to-40,000. August orders already are 30,000 tubes ahead of the company's monthly production capacity of 110,000 units. Cole said that National Video last year produced nearly one million kinescopes, or about 16% of the industry's total 6½-million output. The company is planning a \$350,000 expansion program which will increase production capacity 10-to-15% by year's end, add warehouse space. Other Cole observations:

More than 80% of the cathode-ray guns used in National Video tubes are produced at its Puerto Rico plant, which employs about 130.

The company enjoys tax-free rights in Puerto Rico which will expire Feb. 1963. "However," Cole noted, "we are looking over other spots where tax exemptions are possible, and we probably will move out of Puerto Rico before the exemption there runs out."

Color TV will "require a new invention" to reduce the cost of the picture tube, he said, before there can be an "important market for color sets."

Factory sales of transistors during the first half gained 67% over the Jan.-June 1959 volume, buoyed by a 1.3-million gain in unit sales in June 1960 over the preceding month. Here are EIA's official figures on transistor unit & dollar sales month-by-month in the first half, with 1959 comparisons:

	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
April .....	9,891,236	23,198,576	5,906,736	16,864,049
May .....	9,046,237	24,714,580	6,358,097	19,007,293
June .....	10,392,412	27,341,733	6,934,213	18,031,593
<b>TOTAL .....</b>	<b>60,485,683</b>	<b>\$152,932,961</b>	<b>36,098,026</b>	<b>\$99,813,775</b>

Corning Electronic Components, moving into the low-cost resistor market, is preparing for volume production of ½-watt & one-watt film types at its Bradford, Pa. plant. Corning expects to hit peak production in less than 2 months, will market the devices at prices "in direct competition with composition resistors." The company estimates that 2 billion resistors with a dollar volume of \$50 million (about 25% of all resistor sales) are sold annually in the low-cost market, for uses ranging from TV & radio sets to missile-tracking systems.

Wescon highlights will be telecast in 5 cities known as centers of the electronics industry. Sponsored by International Resistance Corp., the 15-min. pickups from the Western Electronics Show & Conference in Los Angeles Aug. 23-26 will be aired by KTLA L.A., WPIX N.Y., WRCV-TV Philadelphia, WHDH-TV Boston and KPLR-TV St. Louis.

**Magnavox's Big Picture:** Magnavox held a N.Y. showing last week of its 1961 TV-radio-phono line. It had been broadened with drop-ins since its appearance in July at the Music Industry Show in Chicago (Vol. 16:29 p15). Among the new TVs: 2 basic 27-in. models and a 27-in. stereo theater—further evidence of Pres. Frank Freimann's big-picture plans.

Backing his conviction that the public wants larger screen sizes, Freimann declared: "We had steadfastly put our promotional efforts into the bigger pictures. Magnavox has been the leader in big picture TV for the past few years. Last year we sold more than one-third of all 24-in. sets sold by the whole industry. Now we have introduced a new 27-in. model with 400 sq. in. of picture—about 130 in. more than the widely publicized 23-in. tube." The Magnavox TVs also include 19-, 21-, 23-, and 24-in. models.

The 3 new 27-in. TVs: Model 410 console (\$359.50; remote version, \$399.50), which replaces the \$375 model shown in Chicago. Model 406 lowboy console with FM (\$399.50; remote version, \$449.50). Model 415 stereo theater (\$795).

**Trade Personals:** Seymour Mintz, formerly CBS-Columbia pres. and CBS Inc. vp, and Admiral Corp. mktg. vp, named to new post of vp-gen. sales mgr., Capehart . . . A. R. Gale named vp for Ampex's foreign mktg. & mfg. subsidiaries . . . Edwin W. Lasher, ex-Packard Bell & Electronica Mexicana, S.A., named consumer-products mktg. & mfg. dir., Motorola Overseas Corp.

Dean C. Bradford promoted from dir., ITT electron-tube lab, to mgr., ITT components div. Roanoke, Va. plant . . . Kenneth E. Glover, ex-Sanders Associates & GE, named to new post of new-business development mgr., Raytheon commercial apparatus & systems div.

Ralph T. Doshier Jr. appointed mgr., automation-products dept., Texas Instruments' geosciences & instrumentation div.'s instrumentation group . . . Caesar Frank Fiore, ITT asst. to the vp & mktg. & commercial development dir., appointed asst. dir. for mobilization planning, communications-industries div., Business & Defense Services Admin., U.S. Dept. of Commerce, on a temporary assignment.

Fred H. Nolke, ex-General Telephone & Electronics, joins Northrop's Page Communications Engineers as asst. telecommunication dir. Robert I. Barry Jr., from Defense Dept., named asst. construction & installation documentation dir. . . Richard Kneipper, ex-Herold Radio Steelman-Roland div., appointed to new post of field sales mgr., Pentron Electronics Corp. . . Eugene A. Horvath, ex-Bendix, named controller, Electronic Communications Inc.

John Spitzer, ex-Sperry Rand Corp., named ad & sales promotion supervisor, Sylvania semiconductor div. . . Edward E. Booher, McGraw-Hill Book Co. pres., and Roland T. Carr, Washington banker, named dirs. of Washington's Capitol Radio Engineering Institute . . . Robert F. Hurleigh, MBS pres., awarded VFW's Gold Medal of Merit for outstanding contribution to communications.

J. M. Clifford, NBC's administration exec. vp, joins parent RCA Sept. 1 as staff vp, West Coast personnel, reporting to RCA personnel vp E. M. Tuft . . . David Z. Birnham named pres. of Telechrome affiliate Universal Transistor Products Corp. Other officers: vp George A. Bernstein, secy.-treas. Morris H. Sherman. Named dirs.: Birnham, Sherman, J. Raymond Popkin-Clurman, among others . . . Emmett B. Dunn, RCA Victor custom records mgr., named RCA budgets & planning dir.

## Finance

**Philco Profits Fall:** Despite a 7.2% sales gain during the first half, Philco reports a 19% profit decline to \$1.9 million from the \$2.4 million of Jan.-June 1959 (see financial table). The decline quickened in the June quarter. Sales climbed to \$92.5 million from \$85.8 million in April-June 1959, but earnings skidded 61% to \$316,000 from \$787,000.

"Sales & earnings for the 2nd quarter & the first half reflected the mixed trends which have characterized the general business picture thus far in 1960," noted Pres. James M. Skinner Jr. "The softness which developed in the appliance field early in the year has persisted, while sizable increases have continued in our government & industrial group. The serious & unexpected industry-wide decline in appliance volume, particularly refrigerators & laundry equipment, had its effect on the sales & earnings of the consumer-products div."

Assessing the 2nd half optimistically, Skinner said Philco's 1961 TVs, radios, phonos and laundry equipment have "met with the most excellent reception by distributors & dealers. It is confidently expected that 2nd-half results in this division will show substantial improvement."

Transistor sales more than doubled during the first half, Philco reported, and volume increased 50% at its Western Development Labs in Palo Alto, Cal.

**Jerrold Electronics** anticipates that sales & revenues in its 1961 fiscal year will "about equal" the \$8,416,750 reported for fiscal 1960, ended Feb. 29. Addressing the Philadelphia Securities Assn., Pres. Milton J. Shapp declined to forecast fiscal-1961 profits, but noted that the recent sale of Jerrold's 9 CATV systems (Vol. 16:33 p8) would swell net income by at least \$2 million. He said proceeds from the sale will be used to acquire new CATV systems & small electronics firms. Commenting on the sale of the CATV systems—which last year brought in 62% of Jerrold's profit—Shapp noted: "We had an opportunity to make a large profit on the deal." He said the systems had been "pretty well [tax-] depreciated" when sold.

**Avnet Electronics**, Westbury, N.Y. producer of components, special tubes and other electronic products, has placed on the market, via Hemphill, Noyes & Co. and associates, \$2 million of 5½% convertible subordinated debentures due 1975. The debentures are priced at 100%, will yield 5.50% accrued interest. The proceeds will be used by Avnet to retire approximately \$600,000 in short-term loans and for expansion & general corporate purposes. The underwriters also are offering 150,000 shares of Avnet common stock (at \$17 a share) on behalf of selling stockholders. The company will not receive any of the proceeds.

**TI Hits High:** Texas Instruments rang the bell with record sales & earnings in both the first half & 2nd quarter (see financial table). Despite some market softening & pared-down estimates, it still expects volume & profit highs for the full year.

"A somewhat weaker condition of the general economy has increased competitive pressures in several of the company's marketing areas," Chmn. J. E. Jonsson & Pres. P. E. Haggerty notified stockholders. "These pressures, coinciding with the loss of production during our own & our customers' vacation periods in the 3rd quarter, probably will hold 3rd-quarter sales billed and net earnings to levels moderately lower than the record first & 2nd quarters. A strong 4th quarter is anticipated, however, and the year as a whole, while not up to previous forecasts, should be excellent, with sales billed between \$235-240 million and net earnings between \$16.5-17.3 million."

In 1959, TI had record earnings of \$14.1 million on a sales high of \$193.2 million. Earlier this year, the company had estimated 1960 earnings of \$17.8-18.8 million on sales of \$240-250 million.

**Electronics Capital Corp.**, San Diego, the nation's first publicly-held (and largest) small-business investment company, reports for its first full year of operation (the fiscal year ended June 30) total income of \$892,580 and net earnings of \$145,334. Its total assets of \$16,950,670 at fiscal year's end included \$3,410,000 in subordinated convertible debentures, \$13,064,454 in govt. securities and \$116,786 in cash. The firm's investment portfolio now contains 10 companies, with commitments totaling \$6.3 million. Companies in which Electronics Capital now holds convertible debentures: Potter Instrument Co., General Electrodynamics, Vega Electronics, Cain & Co., Electronic Energy Conversion Corp., Duncan Electronics, Electro Radiation, Ultronic Inc., Remanco Inc., Craig Corp.

Reports & comments available: Zenith, comments, Bache & Co., 36 Wall St., N.Y. 5 • Paramount Pictures, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Belock Instruments, comments, Cooley & Co., 100 Pearl St., Hartford 4, Conn. • AT&T, comments, Bruns, Nordeman & Co., 52 Wall St., N.Y. 5 • General Dynamics, review, John H. Lewis & Co., 63 Wall St., N.Y. 5 • *Solid-State Electronic Computers*, pamphlet report on 12 firms in field, Harris, Upham & Co., 120 Broadway, N.Y. 5.

Meredith Publishing Co. (WHEN-TV & WHEN Syracuse, WOW-TV & WOW Omaha, KPHO-TV & KPHO Phoenix, KCMO-TV & KCMO Kansas City, Mo., radio KRMG Tulsa, *Better Homes & Gardens, Successful Farming*) registered strong revenue & profit gains in its 1960 fiscal year ended June 30 (see financial table). Meredith's broadcasting interests produced \$11,563,275 of the total \$59,407,814 revenue, compared with \$10,771,057 of fiscal 1959's total \$51,817,401.

More reports & comments: Magnavox and General Instrument, comments, Goodbody & Co., 115 Broadway, N.Y. 6 • ITT, study, Oliphant & Co., 61 Broadway, N.Y. 6 • Metropolitan Bcstg., study, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Speer Carbon, analysis, Reynolds & Co., 120 Broadway, N.Y. 5 • AB-PT and Burroughs, discussions, Laidlow & Co., 25 Broad St., N.Y. 4 • MCA, analysis, Herzig, Farber & McKenna, 39 Broadway, N.Y. 6 • Amphenol-Borg, profile in Aug. 17 *Financial World*, review in *Investor's Reader*, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AT&T	Q	\$0.82½	Oct. 10	Sep. 9
Cons. Electronic Ind. ..	Q	.25	Oct. 3	Sep. 15
Walt Disney	Q	.10	Oct. 1	Sep. 16
Famous Players Canada	Q	.37½	Sep. 9	Aug. 24
Federal Pacific Elec. ..	Q	.20	Sep. 15	Sep. 1
Globe-Union	Q	.25	Sep. 10	Sep. 2
Hazeltine	Q	.20	Sep. 15	Sep. 1
Meredith Publishing ...	Q	.45	Sep. 9	Aug. 26
Paramount Pictures ...	Q	.50	Sep. 23	Sep. 6
Time Inc.	Q	.75	Sep. 12	Aug. 26
Wometco "A"	Q	.17½	Sep. 15	Sep. 1
Wometco "B"	Q	.06½	Sep. 15	Sep. 1

## 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
American Bosch Arma	1960—6 mo. to June 30	\$65,686,052	—	\$1,008,822	\$0.51 <sup>1</sup>	1,885,254
	1959—6 mo. to June 30	64,356,724	—	2,422,380	1.26 <sup>1</sup>	1,876,414
Babcock Radia Engineering	1960—year to May 31	6,539,945	—	399,870	.73	548,276
	1959—year to May 31	2,594,742	—	178,595	.40	448,276
Beckman Instruments	1960—year to June 30	54,257,282	\$6,282,915	3,092,915 <sup>2</sup>	2.24	1,380,123
	1959—year to June 30	44,872,768	3,486,689	1,771,689	1.30	1,363,094
Bendix	1960—9 mo. to June 30	606,009,118	35,827,009	17,359,408	3.23 <sup>3</sup>	5,367,801
	1959—9 mo. to June 30	504,553,048	38,451,283	17,745,590	3.31 <sup>3</sup>	5,099,137
	1960—qtr. to June 30	206,972,416	—	5,682,715	1.06 <sup>3</sup>	5,367,801
	1959—qtr. to June 30	181,062,617	—	6,818,788	1.27 <sup>3</sup>	5,099,137
British Industries	1960—6 mo. to June 30	2,904,767	—	156,025	.43	—
	1959—6 mo. to June 30	3,804,849	—	248,008	.68	—
Buckeye Corp.	1960—year to April 30	17,767,911	(1,207,671)	(940,978) <sup>14</sup>	—	1,023,252
	1959—year to April 30	11,877,401	414,052	190,052	.27 <sup>1</sup>	638,299
Clarastat Mfg.	1960—6 mo. to June 30	4,489,652	—	197,600	.45	437,868
	1959—6 mo. to June 30	4,325,759	—	118,585	.28	417,993
Cohu Electronics	1960—6 mo. to June 30	3,211,945	—	13,632	.01	1,414,441
	1959—6 mo. to June 30	4,432,803	—	535,103	.53	1,005,971
Electronic Associates	1960—year to June 30	17,808,000	—	935,000	1.29	722,665
	1959—year to June 30	10,728,000	—	350,000	.50	701,362
	1960—6 mo. to June 30	6,485,000	—	435,000	.60	722,665
	1959—6 mo. to June 30	3,159,000	—	303,000	.43	701,362
General Transistar	1960—5 mo. to May 31	5,365,958	591,402	317,402	.36	889,964
	1959—5 mo. to May 31	3,832,432	532,002	258,485	.30	870,574
International Resistance	1960—25 wks. to June 26	10,701,409	—	1,045,972	.75	—
	1959—25 wks. to June 26	9,673,118	—	927,601	.67	—
Meredith Publishing Story on p. 18	1960—year to June 30	59,407,814	8,688,030	4,421,030	3.34	1,321,876
	1959—year to June 30	51,817,401	8,561,770	4,255,770	3.28	1,298,975
National Union Electric Corp.	1960—6 mo. to June 30	16,490,622	791,727	417,727	.07 <sup>4</sup>	5,747,579
	1959—6 mo. to June 30	15,878,198	626,704	446,704	.08 <sup>4</sup>	5,747,579
Paramount Pictures	1960—6 mo. to June 30	—	—	3,732,000 <sup>6</sup>	1.06 <sup>5</sup>	1,673,231
	1959—6 mo. to June 30	—	—	5,260,000 <sup>7</sup>	1.45 <sup>5</sup>	1,714,116
	1960—qtr. to June 30	—	—	2,033,000 <sup>8</sup>	.50 <sup>5</sup>	1,673,231
	1959—qtr. to June 30	—	—	1,615,000 <sup>8</sup>	.69 <sup>5</sup>	1,714,116
Philca Story on p. 18	1960—6 mo. to June 30	194,280,000	4,094,000	1,931,000	.43 <sup>1</sup>	4,090,207
	1959—6 mo. to June 30	181,345,000	5,169,000	2,386,000	.54 <sup>1</sup>	4,069,629
	1960—qtr. to June 30	92,499,000	680,000	316,000	.06 <sup>1</sup>	4,090,207
	1959—qtr. to June 30	85,787,000	1,778,000	797,000	.17 <sup>1</sup>	4,069,629
Reeves Saundcraft	1960—6 mo. to June 30	2,894,000	39,000	19,000 <sup>9</sup>	.01	3,030,990
	1959—6 mo. to June 30	2,498,000	(41,000) <sup>10</sup>	(21,000) <sup>11</sup>	—	2,867,325
Sonotone	1960—6 mo. to June 30	11,133,000	—	302,693	.25 <sup>1</sup>	—
	1959—6 mo. to June 30	11,674,000	—	480,250	.41 <sup>1</sup>	—
Technicolor	1960—28 wks. to July 9	15,017,332	627,783	258,243	.14	2,036,235
	1959—28 wks. to July 11	14,125,578	(153,225)	(74,569) <sup>12</sup>	—	2,031,570
Texas Instruments Story on p. 18	1960—6 mo. to June 30	116,051,000 <sup>13</sup>	16,352,000	7,921,000 <sup>13</sup>	2.00 <sup>1</sup>	3,923,687
	1959—6 mo. to June 30	94,199,000	13,554,000	6,305,000	1.62	3,894,388
	1960—qtr. to June 30	59,853,000 <sup>13</sup>	7,862,000	3,991,000 <sup>13</sup>	1.01 <sup>1</sup>	3,923,687
	1959—qtr. to June 30	51,468,000	7,109,000	3,322,000	.86	3,894,388

Notes: <sup>1</sup> After preferred dividends. <sup>2</sup> Includes non-recurring net gain of \$446,751 (32¢ a share) from April-1960 sale of Shockley Transistor Corp. <sup>3</sup> Based on 5,367,801 shares outstanding June 30, 1960. <sup>4</sup> Based on 5,747,579 shares outstanding June 30, 1960. <sup>5</sup> Based on net income from operations. <sup>6</sup> Includes installments on sale of pre-1948 film library: \$1,201,000 (72¢) for qtr., \$1,955,000 (\$1.17) for 6 mo. <sup>7</sup> Includes \$2,767,000 (\$1.62) profit on Jan.-1959 sale of investments in Metropolitan Bestg. <sup>8</sup> Includes \$440,000 (25¢) profit on sale of foreign investments. <sup>9</sup> Does not include special credit of \$972,000 (31¢) reflecting gain on sales of investments. <sup>10</sup> Before \$20,000 tax credit. <sup>11</sup> Does not include special credit of \$75,000 (2¢) reflecting gain on settlement of fire claim. <sup>12</sup> After \$78,656 tax credit. <sup>13</sup> Record. <sup>14</sup> After \$266,693 tax credit.

DuMont Emerson Corp., Emerson's sales & marketing subsidiary, has contracted with 106-year-old commercial factoring firm James Talcott Inc. to provide inventory financing for nearly 10,000 DuMont and Emerson dealers, and sales financing for approximately 200 regional distributors. The new financing plan marks the first time Talcott has agreed to finance the distribution of non-income-producing goods at the wholesale level.

Radio Shack Corp., Boston distributor of electronic products (including Japanese imports) ranging from industrial components to ham radio equipment, plans a public stock offering of 200,000 common shares, price undisclosed. An SEC registration application (File 2-16917) lists Granbery, Marache & Co. as principal underwriters. Of the 200,000 shares, 150,000 would be offered by the company, 50,000 by present holders.

## Officers-&Directors stock transactions as reported to SEC for July:

Admiral. Joseph E. Dempsey bought 3,100 through Dempsey & Co., held 3,100 in Dempsey & Co., none personally.

Allied Artists. Roger W. Harlock bought 100, held 19,600. Albert Zugsmith bought 7,600, held 160,700.

Ampex. John Jipp exercised option to buy 500, sold 800, held 700 following 3-for-1 stock split Feb. 1.

Amphenol-Borg. G. Marshall Borg sold 800, held 666 personally, 2,666 in trust, 43,000 in estate. Harold R. Egenes sold 300, held 500. Carl J. Seifert sold 500, held 500.

Audio Devices. Joseph K. McComon sold 600, held 13,206.

Avco. A. B. Newton sold 2,000, held 5,666. Henry J. Oechler sold 4,100, held 1,000. Curry W. Stoup exd. option to buy 2,650, held 9,730.

Avnet Electronics. Lester Avnet sold 100, held 169,907. Arnold Weinstein exercised option to buy 400, held 614.

Belock Instrument. Harry D. Belock sold 6,000, held 225,545. Jack J. Fischer sold 2,000, held 33,771. Donald C. Walton sold 1,000, held 18,171 personally, 1,743 for wife.

Cinerama. Nicolas Reisini bought 4,800 through Robin International Inc., held 7,300 in Robin International Inc., 350,000 personally.

Clarostat. George J. Mucher sold 900, held 10,294. Arthur Richenthal sold 1,500, held 3,650 pers., 300 for wife, 100 for C. J. Goldstein.

Collins Radio. Lester E. Besemer exercised option to buy 780, sold 2,400, held 1,360 personally, 353 in trust. J. G. Flynn Jr. sold 800, held 706. C. J. Lynch transferred 169 from trust, held 7,054 personally, none in trust. L. M. Schoon exercised option to buy 260, held 520. Sveinn J. Storm exercised option to buy 300, sold 700, held 1,042.

Columbia Pictures. Louis J. Barbane sold 3,900 through Fico Corp. in which he & 10 others have interests, held 117,862 in Fico Corp., none personally. Lacy W. Kastner sold 586, held none. Abraham Schneider bought 500, held 16,022.

Consolidated Electronics Industries. Arthur W. Haydon exercised option to buy 12,500, held 12,625. Arie Vernes bought 125, held 3,825.

Corning Glass. Rollin Van Hadley sold 500, held none. John F. G. Hicks sold 250, held 4,000.

Electronic Specialty. James A. Marsh sold 500, held 5,134.

Electronics Capital. David Salik bought 200, held 15,756.

Electronics Corp. Harlow F. Avery sold 5,000, held 85,000. Lawrence D. Sibley bought 2,000, held 2,000.

GE. F. J. Borch sold 1,400, held 9,319. George L. Haller sold 600, held 100. Clarence H. Linder bought 6,890, held 16,900. Samuel Littlejohn sold 1,729, held 4,211. H. A. MacKinnon exercised option to buy 2,500, held 9,827. George F. Metcalf sold 400, held 2,537 personally, 242 in profit sharing plan. Jack S. Parker sold 2,000, held 5,100. Harold F. Smiddy exercised option to buy 1,875, held 13,125. Glenn B. Warren received 150 in incentive compensation, sold 1,000, held 9,481.

General Instrument. Monte Cohen exercised option to buy 12,000, held 12,718. S. W. Gross exercised option to buy 10,000, held 10,500. Louis Scadron exercised option to buy 5,850, held 8,378.

General Precision Equipment. G. C. Whitaker sold 1,000 from trusts, held 24,062 in trusts, 5,926 personally.

General Telephone & Electronics. Carl D. Brorein sold 1,200, held 123. Ralph D. Heusel sold 100, held 2,200. Don G. Mitchell exchanged 1,000 for Walden Inc. shares, sold 1,000 in private transaction, held 5,500 in Walden Inc., 15,223 personally. R. Parker Sullivan sold 300, held 3,975.

Globe-Union. Ralph W. Conway exercised option to buy 300, held 2,400. Harold M. Sauer exercised option to buy 200, held 654 personally, 1,970 for wife. Remington H. Warner exercised option to buy 100, held 560 personally, 280 for wife.

Hazeltime. Philip F. LaFollette sold 500, held 500. Wilfred M. McFarland sold 1,000, held 534. Henry Reeve sold 400, held 20,000.

Hoffman Electronics. Bruce L. Birchard exercised option to buy 100, held 2,000. M. E. Paradise exercised option to buy 5,000, held 5,133.

Indiana General. A. J. Astrologos sold 2,000, held 2,057. J. H. Bouwmeester sold 1,265, held 11,192 following 2-for-1 stock split June 10. Ivan A. Dickey sold 500, held 1,500. Stephen M. Kellen sold 800, held 11,000 following 2-for-1 stock split June 10. Harold F. Linder sold 1,382 and 1,192 more from Trust A, 950 from Trust B, 1,332 from Trust C, held 4,000 personally, 4,000 in Trust A, none in Trust B, 2,000 in Trust C following 2-for-1 stock split June 10. Robert F. Smith sold 1,060, held 2,500. Christopher L. Snyder sold 971, held 8,200 following 2-for-1 stock split June 10.

IBM. J. J. Kenney exercised option to buy 545, held 2,045. William J. Mair sold 150, held 2,808. H. M. Sibley sold 200, held 1,200. McLain B. Smith sold 100, held 95. Bernard F. Wiegand sold 200, held 671.

International Resistance. Charles Weyl bought 100, held 93,750.

ITT. Herbert I. Miller exercised option to buy 4,000, held 5,042. Paul F. Swantee sold 100, held 3,364. C. D. Webb sold 400, held 2,399.

Lear. James P. Brown sold 200, held 846. Albert C. Keske exercised option to buy 400, held 1,571. Richard M. Mock exercised option to buy 1,500, held 16,310.

Litton Industries. Norman H. Moore sold 3,075, held 27,401. Henry E. Singleton sold 100, held 5,516.

Loew's Theatres. James Bruce bought 650, held 1,000.

Loral Electronics. Leon Alpert sold 16,600, held 112,900. O. Arthur Koteen sold 100, held 195.

Magnavox. Frank Freimann sold 2,500, held 101,467 personally, 61,946 in trust. Richard O'Connor sold 4,977, held 93,954. Gerard M. Ungaro sold 1,000, held 11, 829.

P. R. Mallory. G. A. Godwin bought 1,561, held 6,793 personally, 1,560 in trust.

MGM. John L. Sullivan bought 2,000, held 2,050.

Microwave Associates. Joseph C. Bothwell Jr. bought 120, held 5,900. Lawrence Gould sold 100, held 750. George S. Kariotis sold 1,200, held 2,750. Julian Pathe sold 600, held 1,400.

Minneapolis Honeywell. P. H. Wernicke exercised option to buy 550, held 2,375. Alfred M. Wilson sold 300, held 4,729. John J. Wilson sold 500, held 36,100.

Minnesota Mining & Mfg. Carl E. Barnes disposed of 1,500 acquired through a 3-for-1 stock split, held 30, SEC correcting error in June report (Vol. 16:28 p17). Herbert P. Buetow sold 4,500, held 76,863. Bert S. Cross sold 400, held 38,052. Joseph C. Duke exercised option to buy 4,500, held 101,097. Irwin R. Hanson sold 278, held 2,500 personally, 360 in joint tenancy. William L. McKnight sold 30,000, held 2,742,942. Robert W. Mueller bought 3,000, held 14,022. Clarence B.

Sampair sold 1,500, held 20,970. George W. S. Swenson sold 1,500, held 13,094. Robert L. Westbee sold 2,000, held 14,546. Louis F. Weyand sold 800, held 222,975.

NAFI Corp. John G. Bannister sold 2,000, held 2,333. Kenyon Brown sold 900, held 10,576. Paul V. Shields bought 7,452, sold 12,000, held 14,977 personally, 149,386 in corporation.

National Theatres & TV. William J. Friedman bought 1,000, held 1,000. Jack W. Ostrow sold 300, held 7,503 personally, 74,025 in corps.

Packard-Bell. Neil H. Jacoby sold 100, held 614.

Paramount Pictures. Randolph C. Wood sold 4,000, held 11,100.

Pentron Electronics. Raymond W. Durst sold 3,663, held 1,200. Marshall Peires sold 830, held 9,400. T. Rossman sold 1,334 and 1,719 more from trusts, held 121,000 personally, 10,800 in trusts. Henry H. Strauss sold 3,000, held 47,001.

Philips Electronics. James J. Colt sold 600 through corporations and 100 more for wife, held 43,587 in corporations, 8,727 for wife, 10,839 for daughter, 3,834 personally.

RCA. Meade Brunet sold 100, held 1,015. Frank M. Folsom sold 300, held 10,100. Donald H. Kunsman sold 201, held 3. Arthur L. Malcarney exercised option to buy 500, held 842 personally, 204 jointly with wife. Edward M. Tuft sold 655, held 1,406.

Raytheon. N. B. Krim sold 472, held none. W. E. Stevenson sold 500, held 3,088.

Sangamo Electric. Robert C. Lamphier exercised option to buy 2,000, held 4,060 personally, 187,034 in trust. George E. Sangster sold 200, held none.

Servomechanisms. J. J. Dempsey exd. option to buy 400, held 400. Siegler. John G. Brooks exercised option to buy 4,680, held 35,806.

Texas Instruments. Cecil H. Green sold 200, held 286,010. Mark Shepherd Jr. sold 989, held 1,618. Bryan F. Smith sold 900, held 9,671 personally, 159 in trust. H. J. Wissemann sold 1,000, held 4,922.

Thompson Ramo Wooldridge. H. L. George sold 1,700, held 30,235.

Trans Lux. Harry Brandt bought 100 & 400 more through Brapic Inc., held 161,000 personally, 3,000 in Brapic Inc., 17,000 for wife, 100 in Barvic Theatres Corp., 400 in Bilpam Corp., 200 in Marathon Pictures, 1,400 in Pamela Amusement Co., 35,380 in foundations.

20th Century-Fox. Francis T. Kelly sold 600, held 450.

Varian Associates. James B. DuPrau sold 100, held 48. Clifford V. Heimbacher sold 1,200, held 31,683. Richard M. Leonard sold 600, held 28,357. Sigurd F. Varian sold 1,500 from community property, held 75,748 in community property, none personally. Merle R. Zinser sold 2,000, held 3,673.

Westinghouse. C. H. Bartlett exercised option to buy 1,600, held 2,150. R. D. Blasier sold 1,200, held 1,536. Buford M. Brown exercised option to buy 3,400, held 4,000. Tomlinson Fort sold 600, held 2,018. W. E. Knox bought 486, held 2,200. Leslie E. Lynde sold 2,000, held 3,806. L. B. McCully sold 1,500, held 5,100. A. C. Monteith bought 7,000, held 7,006 personally, 2,000 in trust. Carlisle P. Myers bought 200, held 704. John E. Payne sold 603, held 2,540. Gwilym A. Price exercised option to buy 19,000 held 20,000. A. W. Robertson sold 500, held 500. John W. Simpson sold 741, held 185. Fergis M. Sloan sold 1,000, held 1,452. W. W. Sproul Jr. sold 500, held 2,807.

Zenith. Francis W. Crotty exercised option to buy 420, held 450 personally, 270 for wife as trustee. Hugh Robertson sold 500, held 8,208. Leonard C. Truedell exercised option to buy 1,500, held 1,600. Joseph S. Wright, exercised option to buy 1,500, held 5,280.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS Thursday, Aug. 18, 1960

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	28 1/4	30 5/8	Magnetics Inc.	10 1/2	12 1/4
Aerovox	9 1/2	10 1/2	Maxson (W.L.)	8 3/4	9 1/4
Allied Radio	22	23 1/2	Meredith Pub.	40 1/2	44
Astron Corp.	2 1/2	2 5/8	Metropolitan Bcstg.	19 1/2	21
Baird Atomic	38	40 1/2	Milgo Electronics	22	24 1/2
British Industries	13 1/2	15 1/4	MPO Videotronics	6 3/4	7 1/2
CGS Labs	10	12 1/2	Narda Microwave	6 1/4	7 1/8
Control Data Corp.	38 1/4	40 1/2	Narda Ultrasonic	4 1/4	5
Cook Elec.	15 1/4	16 1/2	National Co.	30 1/4	32 3/4
Craig Systems	18 1/4	19 1/2	Nuclear of Chicago	32 1/2	35 1/4
Dictaphone	39 1/4	42 1/4	Official Films	1 1/2	2 1/4
Digitronics	22	24 1/4	Pacific Automation	8 3/4	9 1/4
Eastern Ind.	13 1/2	14 1/2	Pacific Mercury	8 3/4	9
Eitel-McCullough	27 1/2	29 1/2	Perkin-Elmer	42 1/2	45 1/2
Elco Corp.	20 1/4	22 1/4	Philips Lamp	173 1/2	179 1/4
Electro Instruments	38 1/2	42 1/4	Pyramid Electric	2 1/4	2 5/8
Electro Voice	14	15 1/2	Radiation Inc.	24 1/2	26 3/4
Electronic Associates	28 1/2	30 7/8	Howard W. Sams	47	50 1/2
Erie Resistor	8 1/4	9 1/8	Sanders Associates	47	51 1/2
Executone	28 1/2	31 1/2	Soroban Engineering	25 1/4	27 1/4
Farrington Mfg.	39 1/2	42 1/2	Soundscribe	14 1/2	16 1/4
Fischer & Porter	17 1/2	18 1/2	Speer Carbon	23 1/2	25 1/2
FXR	49 1/2	54	Sprague Electric	55 1/4	59 1/4
General Devices	15 1/2	17 1/4	Taft Bcstg.	13	15 1/4
G-L Electronics	11 1/2	13 1/4	Taylor Instrument	82	88 1/2
Granco Products	5 1/2	6 1/4	Technology Inst.	10	11 1/2
Gross Telecasting	18 1/4	20 1/2	Telechrome	13	14 1/2
Haydu	1/8	3/16	Telecomputing	8 1/4	9
Hewlett-Packard	80 1/4	84 1/4	Telemeter	15	16 1/2
High Voltage Eng.	137	149	Time Inc.	65	68 1/2
Infrared Industries	23	25 1/2	Tracerlab	11 1/2	12 1/2
Interstate Engineering	27 1/2	29 1/2	United Artists	6 1/2	7 1/2
Itek	69	73 1/4	United Control	25 1/4	27 1/4
Jerrold	9 1/2	10 1/4	Universal Trans.	1 1/2	2 1/4
Lab for Electronics	49	52 1/2	Vitro	14 1/2	15 1/2
LeI Inc.	5 1/2	6 1/2	Vocaline	3 1/4	4 1/4
LFE Inc.	11 1/2	14 1/4	Wells-Gardner	17	18 1/2
Ling Altec Electr.	24 1/2	26 1/4	Wometco Ent.	13	14
Magna Theater	2 1/4	3-3/16			

# WEEKLY **Television Digest**

August 29, 1960

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### Congress

**PAYOLA & SEC. 315 BILLS PASSED**, Senate beating down attempt to toughen TV-radio reforms, President signing Nixon-Kennedy equal-time suspension (pp. 1, 3 & 4).

**LEE FEARS RED SABOTAGE** of broadcasting in national emergencies, urges enactment of Walter bill to bar FCC radio operator's licenses for communists (p. 5).

### Film & Tape

**90-MIN. FILMS NEXT?** Hollywood TV film companies developing near movie-length series for 1961 season (pp. 2 & 6).

**FOREIGN-QUOTA FILM FIGHT** is shaping up, with the TV Program Export Assn.'s Pres. John McCarthy traveling abroad to talk a firm line with foreign buyers (p. 2).

### FCC

**MIAMI CH. 10 REPRIEVE** granted by Comr. Lee to National Airlines' WPST-TV in "influence" case. He sets Sept. 30 as new date for surrender of CP (p. 5).

### Advertising

**BEECH-NUT'S BIG BUY** on NBC-TV includes 18 shows (half at night). NBC has scooped up much of the food firm's Dick Clark ABC-TV Sat-night billings, plus \$4 million in new budget money (p. 9).

### Consumer Electronics

**TV PRICES** may go up in wake of increases announced last week by Sylvania and Hoffman; our roundup indicates industry is studying situation (p. 11).

**TOP TV BRANDS-IN-USE** in 21 markets shown in 1960 Consolidated Consumer Analysis; RCA retains status as most widely used brand in 20 markets (p. 11).

**OLYMPIC FORMS** sales subsidiary to consolidate all marketing activities (p. 12).

**WATTS COOKING?** GE starts mass production of heat-to-electricity converter that produces one watt of power from heat applied at 1,100° C; available in October at \$300-to-\$350 (p. 12).

**DROP-IN PARADE** begins as RCA adds 16 new TVs, others introduce new models to fill out lines (p. 13).

**COLOR TV IN JAPAN** picks up as 9 manufacturers turn out color sets; current prices range from approximately \$1,100-to-\$1,400; \$400 price tag foreseen by 1964 (p. 14).

### Finance

**MERGERS & ACQUISITIONS** show stepped-up tempo; 6 reported this week (p. 15).

### Other Departments

**AUXILIARY** (p. 6). **PROGRAMMING** (p. 8). **NETWORKS** (p. 9). **STATIONS** (p. 10). **PERSONALS** (p. 15).

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**PAYOLA & SEC. 315 BILLS PASSED:** TV & radio were given votes of censure & confidence in Congress last week. The Senate approved the modified—but still sweeping—version of the industry-reform bill previously voted by the House (see p. 3). And the House approved—and President Eisenhower signed—the Senate resolution lifting the equal-time yoke from broadcasters for Presidential campaign (see p. 4).

Broadcasters could congratulate themselves on both votes. Anti-payola reform measure represented legislative monument to more than 2 years of headlined House exposes of TV & radio evils—and it was much less monstrous than some members of Congress wanted to make it. Suspension of Communications Act's Sec. 315 for Presidential tickets represented acknowledgment by usually-suspicious Congress that broadcasters may be trusted to be politically fair on air.

Congress will do nothing more for or against industry this session. It's too late for anything else in 86th Congress. But it's never too late for industry's critics on Capitol Hill to talk about what they're planning to do—and next session will bring fresh legislative threats.

Industry's behavior under new laws in coming months will do much to determine what 87th Congress will do. Senate & House Commerce Committees and FCC will be keeping wary watch on how broadcasters conform to the new restrictions in payola bill and how they handle their new freedom from Sec. 315. Their warning to TV & radio is: "Watch your step."

Biggest immediate test of industry—and networks in particular—will be in upcoming "Great Debate" series of TV appearances by Presidential candidates. If networks bring it off successfully—with no recriminations from Republicans or Democrats—they will achieve political miracle on air. And broadcasting medium may well be on way toward freedom-of-press equality with newspapers.

Ground rules, formats & schedules for non-equal-time performances by Vice President Nixon & Sen. Kennedy hadn't been set at last week's end. And Nixon's Aug. 25 bit on NBC-TV's "Jack Paar Show" scarcely counted as sample of what country can expect. Teams of Washington negotiators—led by Treasury Under Secy. Fred C. Scribner Jr. for Nixon and J. Leonard Reinsch (from Cox stations) for Kennedy—held series of indecisive huddles. They will meet again this week, hope to be ready then with agreement for prime-time negotiations in N. Y. with networks, whose agreement must be obtained in turn.

General Nixon-Kennedy agreement on these TV format points was reported, however: (1) At least 3 & perhaps 5 joint appearances. (2) Debates between 2 candidates interspersed with news interviews at which both would be questioned. (3) Topics—such as foreign relations, domestic economy, civil rights—roughed out in advance. (4) No prepared speeches. (5) Simulcasts on all networks.

**90-MIN. FILMS NEXT?** Several Hollywood production companies and at least one network—NBC-TV—are quietly working on 90-min. weekly film series for the 1961-62 season. Extra-long length involves many problems aside from obvious one of budget, but nonetheless a highly-placed network source told us flatly: "You can bet at least one or 2 such series will be on TV in 1961." (For more details, see p. 6.)

**FOREIGN QUOTA FILM FIGHT:** Watch for stiffer U.S. resistance to arbitrary, out-of-line telefilm pricing overseas and a govt.-level campaign against quotas that virtually freeze U.S. telefilms off foreign TV screens. Indication that U.S. producers (to whom foreign market can sometimes mean difference between profit & loss in TV) have just about had it came to us this month in discussion with John McCarthy, recently named pres. of the TV Program Export Assn., telefilm's first overseas lobby group.

McCarthy lists three major problem areas that need correction as soon as possible—Japan, United Kingdom, and major South American TV markets. McCarthy, who's now en route to Japan, has already completed exploratory trip to Britain to discuss that country's quota system with Board of Trade Pres. Reginald Maudling, cabinet minister for information media Dr. Charles Hill, ITV Chmn. Sir Robert Fraser, and others.

Britain discriminates against U.S. telefilms in 2 ways, according to McCarthy: (1) Union-backed quotas (86% British film on ITV, 90% British on BBC-TV), and (2) Preferential prices for British-produced telefilms that are "50-to-100%" above prices paid for comparable American telefilms.

Japanese situation is even worse, McCarthy says. Nippon TV market now constitutes some 5 million homes, has no quota as such, but pays only \$500 per 30-min. telefilm. In both Britain & Japan, commercial broadcasters buy choice U.S. telefilms at rock-bottom prices, reap a fortune (up to 25 times the film purchase price) from TV ad revenue. Situation is not new (Vol. 16:22 p4), has long plagued overseas syndicators.

Get-tough policy may involve economic reprisals, McCarthy indicated. Japan is in sensitive position of drawing attention by invading U.S. electronics market (Vol. 16:34 p16) while giving U.S. telefilm producers a hard time financially. Britain would be vulnerable to a sharp U.S. quota on British import cars fostered by Detroit auto unions, or a limitation on textiles, whisky, or even British TV shows. None of these McCarthy wants. ("Quotas are a Frankenstein monster," he said.) But McCarthy, who used to be U.S. Minister for Economic Affairs in Paris, isn't hesitating to sit down with top foreign govt. officials who are more aware of dangers of reprisal quotas than are the foreign broadcasters who are getting rich on the present situation.

Quotas breed quotas in TV field by imitation. McCarthy told us of a proposed quota in Brazilian TV, where local film unions have demanded a not-more-than-20% level on U.S. telefilm from 7-11 p.m., and a 30% U.S. level at other times. "Supposedly," said McCarthy, "this is to protect domestic telefilm industry, but who are they kidding? There is virtually no such industry there." Latin America, incidentally, will get McCarthy's next lobbying trip.

It's easier than foreign broadcasters think for U.S. firms to fight back. There is the immediate threat of "film sanctions" by the 11 members of TVPEA—the withholding of telefilms, and possibly theatrical films, from difficult markets. William Morris, a TVPEA member, handles British film talent & producers. And so on. Whether such a fight will develop is up to foreign TV buyers.

## Congress

### More about

**SENATE PASSES PAYOLA BILL:** Suppressing a one-man floor revolt by Sen. Proxmire (D-Wis.), the Senate last week approved a softened version of the House-written TV-radio-FCC anti-payola legislation (S-1898) which sets up fines for misbehavior by stations.

The Senate's acceptance of the modified measure meant that it was as good as enacted. The amended bill was quickly returned to the House, where concurrence in the changes was promised by Commerce Committee Chmn. Harris (D-Ark.), principal author of the tougher House provisions. And there was no question that President Eisenhower would sign it.

It took floor cries of "vote, vote," to end the rebellion by broadcasting critic Proxmire, however. The measure, as rewritten by the Senate Commerce Subcommittee headed by Sen. Pastore (D-R.I.), was finally passed Aug. 25 without a change in word or comma. But Proxmire threatened for a time to tie up the Senate—and the bill—with a series of new & harsher amendments.

Lashing out at the industry & FCC, Proxmire argued long & loud that the Senate's bill was much too soft. He proposed: (1) Restoration of House-voted license-suspension penalties against stations, which Pastore's Subcommittee cut out. (2) FCC regulation of networks, which the House had rejected. (3) A "conflict-of-interests" section preventing FCC from favoring Congressional stockholders when Commission weighs qualifications of license applicants—Proxmire's pet subject (Vol. 16:33 p4).

Proxmire's license-suspension amendment was voted down overwhelmingly. He grudgingly withdrew the other 2—but only after he won assurances from Pastore, the measure's floor manager, that network regulation & FCC's alleged favoritism to members of Congress would be explored at the next session.

#### Javits Challenges Forfeiture Penalties

During 2 hours allotted for floor debate, Pastore also ran into criticism that the bill was too rough.

"I was appalled, as were all other Senators, by the disclosures [of quiz-rigging & payola] which have resulted in the bringing of this measure before us," said Sen. Javits (R-N.Y.).

But Javits challenged the measure's provision authorizing FCC to impose \$1,000-per-day forfeitures (up to \$10,000) against licensees for infractions of rules.

"The small radio stations, the small run-of-the-mine stations in the smaller places may have incomes of \$20,000 a year," Javits said. "Hence, a fine of \$1,000 a day could be a crushing burden. And I believe that cruel & inhuman punishments, even for acts which we consider very immoral & against the public interest, are to be avoided."

Pastore replied that he hoped "the Commission would not use that power as an implement of confiscation." And at another point in the debate, he assured the Senate the bill was a "strong but not a punitive bill and was not intended to harass or embarrass the broadcasting industry."

Sen. Engle (D-Cal.), speaking for Hollywood TV film-making constituents, said he was worried that the bill's prohibitions against payola & plugola would hamper legitimate TV-program production.

"I would hope that the Federal Communications Commission would not use the new law in order to harass or to embarrass anybody," Pastore said. He read an Aug. 24 letter from FCC Comr. Lee on implementation:

"It would seem appropriate that, if the bill becomes law, the Commission would in the near future arrange informal conferences with interested parties to discuss what is a reasonable approach to the implementation of this bill. Later, appropriate rulemaking would be undertaken and formal comment would be considered before final rules are adopted."

Engle wanted to know whether TV-film producers would be required from now on to acknowledge publicly that an automobile—for instance—had been furnished free for use in a show.

Pastore had no sure answers. "We cannot, in a law, begin to write in exceptions," he said. "After all, if it is payola for a disc jockey to receive records free and to be paid on the side for plugging a record, it would be just as much payola for an executive of a studio to be given a Cadillac to run around in because every once in awhile, when the studio makes a picture, the car is shown in the picture. Payola is payola."

Robert A. Bicks' chances of winning Senate confirmation as Asst. Attorney General against Democratic stalling tactics (Vol. 16:34 p5) were dimmed further last week by Judiciary Committee Chmn. Eastland (D-Miss.). Testimony in behalf of Bicks was heard by a Judiciary Subcommittee at another hearing for him, but Eastland told reporters he doubted that a vote on the nomination would be reached before Congressional adjournment. For one thing, Eastland said, he had no plans to call the full Committee together for action on confirmation. Support for Bicks came at the hearing from bar leaders, including incoming Pres. Whitney North Seymour of the American Bar Assn., who has been special NAB counsel. He said Bicks had been "assiduous in the performance of his duties" as the Justice Dept.'s anti-trust chief. Republicans in the Senate—particularly Sens. Dirksen (Ill.) & Keating (N.Y.)—meanwhile tried to set fires under the Commerce Committee to get last-minute action on the stalled nomination of FTC Chmn. Earl W. Kintner. But Chmn. Magnuson (D-Wash.), who has kept Kintner's appointment from coming to a Committee vote, continued to appear unmoved.

Faulty legislative language in a continuity-of-agency-service bill, (S-1965) revised by the House Commerce Committee and enacted in July (Vol. 16:29 p7), has forced Chmn. Harris (D-Ark.) to do some end-of-the-session re-write jobs. He introduced—and his Committee quickly approved—2 new bills (HR-13066 & HR-13067) to correct errors in provisions of the amended measure which covers extensions of terms of FPC & SEC members whose time in office runs out before appointments of successors are confirmed. Provisions in the new law covering extensions of expired FCC terms weren't affected.

TV-radio "watchdog" monitoring by the Senate Commerce Freedom of Communications Subcommittee (Vol. 16:34 p4) headed by Sen. Yarborough (D-Tex.) may be stepped up during the election campaign. Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a housekeeping resolution (S. Res. 374) seeking an additional \$150,000 in Senate funds for Yarborough. The money would be spent for field work by staffers investigating complaints that stations are unfair to candidates.

Equal-space bill: Rep. Harmon (D-Ind.), has proposed a law (HR-13145) forcing newspapers to give equal space to all political candidates. This would correct a bad imbalance of political coverage by the Republican-dominated press, he said.

### More about

**SEC. 315 SUSPENDED:** The House went through the motions of searching the broadcasting industry's always-suspect soul last week. It then shouted approval of a Senate-passed measure clearing the legal way to non-equal-time TV & radio debates between 1960 candidates for President & Vice President.

The special legislation was signed into law Aug. 24 by President Eisenhower. He told his press conference that it would allow the networks to perform a fine public service during a political campaign in which costs of presenting issues & personalities have risen sharply.

Questions about broadcasters' political programming integrity were raised on the House floor. But there was no audible dissent when Speaker Rayburn (D-Tex.) called for a quick voice vote Aug. 22 on the measure (S. J. Res. 207), which suspends application of the Communications Act's Sec. 315 to major nominees during this year's campaign.

Proceeding according to Rayburn's suspension-of-rules plan to expedite final passage of the resolution and speed it to President Eisenhower for his enacting signature (Vol. 16:34 p1), the House made Sec. 315 its first order of business at its first post-convention back-to-work session.

Nobody opposed lifting the equal-time requirement so that Republican & Democratic tickets could get free TV network exposure. House Commerce Committee Chmn. Harris (D-Ark.) floor-managed the measure. He pointed out that the parties would save a total of about \$5.5 million which they otherwise might have had to spend to buy time equivalent to the 24 prime hours offered by the 3 networks.

#### Question Broadcasters' Political Integrity

"I realize there is some serious question in the minds of many members with respect to this resolution," said Harris. He argued that it was only "an experiment for this election year," that "a sword of Damocles will be hanging over the heads of the broadcasting industry," that in any event the industry can't hope to have Sec. 315 repealed entirely by the next Congress.

"Let us remove the shackles for this year, give it a trial, and see how it works out," Harris told the House.

Rep. Bennett (R-Mich.), the Committee's ranking minority member, said he was voting for the resolution—but not "with any great amount of enthusiasm." He maintained the equal-time suspension "delegates too much authority to the broadcasting industry to make decisions on broadcasts that will be seen & heard throughout the U.S."

Bennett also took advantage of the occasion to promote his favorite legislative proposal—FCC regulation of the networks. "In my opinion," he said, "passage of this resolution demonstrates that the real power to discriminate is in the networks, and therefore the networks, along with the individual stations, should be held accountable under the Communications Act."

Rep. Moss (D-Cal.) said he was supporting the resolution "most reluctantly & with serious reservations." Moss indicated he wasn't so much worried about how the networks would behave themselves politically as about the "increasingly partisan operation of some broadcasters."

Moss told the House he's been "increasingly concerned over the number of complaints that I have received from persons of both political parties over the abuse of editorializing by licensees." It's reaching proportions of "purely propaganda of the most partisan type," Moss said. He urged that the Commerce Committee have a look next session at editorials as well as candidates' political appearances on the air.

Rep. Springer (R-Ill.) said Sec. 315 will need reappraisal next year "in view of the ever-growing power of TV & radio where exposure of a candidate can be most valuable to the candidate's prospects of success." At the same time he expressed confidence that "the networks are going to do a good job" in this campaign under the Sec. 315 suspension.

Rep. Avery (R-Kan.) said he was bothered by fears "by minority parties & groups that they are going to be disbarred or discriminated against" when the networks put Republican & Democratic candidates on the air. Harris conceded that there may be justification for such fears, but pointed out that under other provisions of Sec. 315, "fairness & balance would still be required of [broadcasters] in their handling of political events & personalities."

For the record, Harris also reported answers he had received from CBS Inc. Pres. Frank Stanton, NBC Pres. Robert E. Kintner, ABC vp John Daly and MBS Pres. Robert F. Hurleigh when they were asked by him about sponsorship plans for appearances by Presidential tickets. Stanton said CBS wouldn't accept sponsors for debates. Kintner said the answer for NBC was up to the candidates themselves. Daly said ABC plans no sponsorship unless the candidates "expressly wish it." Hurleigh said MBS plans "un-sponsored public-service programming."

Harris added that in his "humble judgment, what we intend here is public service to the American people without any sponsorship and I think we should expect all of the networks & the stations to carry out that policy."

CBS's Stanton watched the proceedings from the House gallery, said on leaving the Capitol: "We're pleased & most grateful to the Congress that we are now given the unprecedented opportunity to bring to the American people the candidates & issues of this vital campaign."

Last words on the equal-time issue may not have been spoken in the House or by the networks, however. In Chicago, Lar (America First) Daly, the country's most persistent candidate & equal-time seeker, started buzzing again. Daly said he planned to file a "prime test" case in a U.S. District Court to challenge Congressional action on the Sec. 315 resolution.

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At network hq in N.Y., the news came as a welcome victory. Deep in plans for political programming, the 3 networks would have been out on a limb had the House voted any other way. At CBS it was recalled that as far back as May 1955, Pres. Frank Stanton had urged revision to permit free prime evening time during the 1956 campaign for a "modern-day electronic version of the Lincoln-Douglas debates." Said NBC Chmn. Robert W. Sarnoff: "A test of how well we can fulfill the responsibility of using this long-sought opportunity fairly and effectively . . . I am confident we will meet this challenge." Added ABC vp for news, special events & public-affairs John Daly: "Clears the way for the proposed TV-radio debates . . . TV-radio media eagerly await this opportunity to further expand their service."

\* \* \*

Nixon appearance boosted *The Jack Paar Show* ratings sharply Aug. 26 during the Mid.-12:30 a.m. period, an overnight Arbitron revealed last Friday. During the period of the Vice-President's guest appearance, the 7-city rating was a 16.4 (which, projected nationally, would indicate a 7.5 million-home, 12 million-people audience). In a normal week, the comparable Arbitron rating for the period is a 7.8.

**LEE FEARS RED SABOTAGE:** Properly-equipped foreign agents could easily disrupt the Conelrad national emergency communications system and set up radio beacons to guide enemy planes in time of war, FCC Comr. Lee warned last week.

Endorsing a bill (HR-12852) to prohibit Commission from granting radio operator's licenses to persons who refuse to answer questions about communist connections (Vol. 16:34 p5), Lee said such a law would be a "useful tool" in minimizing sabotage threats.

He was lead-off witness on the measure at 2-day House Un-American Activities Committee hearings at which a half-dozen holders or former holders of radio licenses—including an NBC studio engineer—invoked the 5th Amendment against self-incrimination when they were asked if they were Communist Party members.

Committee Chmn. Walter (D-Pa.), who introduced the bill in June, had said 100 "security risks" now hold FCC permits and that "a number" of suspect applicants were trying to get licenses (Vol. 16:27 p6). But he closed the hearings without developing evidence of broad infiltration of radio by communists.

The Committee was expected to send the measure to the House floor with a recommendation that it be passed, but there was little likelihood of a vote there this session. It would amend the Subversive Activities Control Act of 1950 by tacking on a section which in turn would amend the Communications Act's Sec. 303, covering "general powers of the Commission."

The balky witnesses at the hearings included David J. Gould of West Hempstead, N.Y., who said he held an operator's license some years ago and now was assigned to studio equipment-placement work by NBC in N.Y. He refused to answer the Committee's stock question: "Are you now or have you ever been a member of the Communist Party?"

#### They Took the 5th

Others who took the 5th Amendment—all identified by the Committee as license-holders—were Murray Goldberg, Syracuse; Philip Boothroyd, Sparta, N.J.; Stanley Blumenthal, Brooklyn; Wayne P. Paschal, Issaquah, Wash.; Harold O. Townsend, Bayside, N.Y. Ex-communist Michael Minion, now on the staff of the AFL-CIO's Anti-Communist Communications Workers of America, took the stand to testify that in 1938 Boothroyd had been introduced to him as a party member. Committee staff dir. Richard Arens said Paschal had been identified at a 1954 Un-American Activities hearing as a communist.

In addition to Comr. Lee, witnesses urging enactment of HR-12852 included MBS vp Joseph F. Keating, Air Force Lt. Col. Harry F. Smith and American Cable & Radio Corp. vp Wilson McMakin.

Keating said communists or communist sympathizers could "play havoc" with Conelrad. Smith said panic could be spread by a subversive agent giving false information over the air. McMakin said communist technicians in strategic radio spots could copy govt. codes, disrupt international communications.

Under the Walter bill, FCC would be required to turn down or revoke the operator's license of "any individual" who refuses to answer questions by any federal agency concerning: (1) "The membership of such individual, or any other individual, in the Communist Party." (2) "The activities of such individual, or any other individual, as a member of the Communist Party." (3) "The participation of such individual, or any other individual, in activities conducted by or under the direction of the Communist Party or any member thereof."

## The FCC

**Miami Ch. 10 Reprieve:** National Airlines' WPST-TV Miami has won a 2-week respite from FCC's sentence that it must surrender its Ch. 10 grant Sept. 15.

Acting as a one-man board for the vacationing Commission, Comr. Lee postponed the effective date for setting aside WPST-TV's CP to Sept. 30 "to allow sufficient time for consideration by the full Commission of pleadings filed relating to the proceedings" (Vol. 16:34 p9).

"It is anticipated that other pleadings will be submitted," acting FCC secy. Ben F. Waple said in an understatement in announcing Lee's order. In its July 14 decision, FCC gave Ch. 10 to L. B. Wilson Inc., ruling out other contestants WKAT Inc. and North Dade Video Inc. and National Airlines' subsidiary Public Service TV Inc.

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At the same time Lee set a new deadline of Sept. 27 for filings of briefs in FCC's rough-&-tough Boston Ch. 5 "influence" decision. This had taken the grant from the *Boston Herald-Traveler's* WHDH-TV and given another chance to it and competitors Mass. Bay Telecasters, Greater Boston TV Corp., and Allen B. Du Mont Labs.

The Boston briefs deadline had been Sept. 12. But Lee said the full Commission will need time after it gets back from vacation this week to study pleadings in the Ch. 5 case, too. Lee pointed out that WHDH-TV has moved for a stay of FCC's ruling pending disposal of its petition for reconsideration.

Briefs & memoranda in both "influence" cases continued to pile up at FCC offices meanwhile.

L. B. Wilson filed opposition to Public Service TV's petition for a stay of Commission's Miami ruling. Wilson reported it was working at top speed to try to get going on Ch. 10, but had found it impossible to make a deal to acquire or lease WPST-TV facilities because Public Service claims its physical assets to be worth about 5 times their book value—or \$6 million.

Mass. Bay opposed WHDH-TV's motion for a Boston stay. It said the *Herald-Traveler* station was just trying to rehash everything in the case.

Greater Boston urged FCC to put WHDH-TV under trusteeship pending a final decision in the case. It would be wrong, said Greater Boston, to permit WHDH-TV to "reap the enormous financial benefits flowing from the station and to use the money derived therefrom to press its application to the detriment of other applicants."

In the Miami case, the office of FCC gen. counsel Edgar W. Holtz filed legal opinions opposing North Dade Video's application for a rehearing & reconsideration, and objecting to an attempt by one-time Ch. 10 applicant Elzey Roberts to get back into the contest.

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FCC's deadline for comments on its short-spaced vhf allocation proposal (Vol. 16:27 p12) has been advanced from Sept. 1 to Sept. 30 at the request of the Assn. of Federal Communications Consulting Engineers. The deadline previously had been pushed forward from June 20. The engineers said they want to study TASO reports on directional antennas, and they don't have printed copies yet. Meanwhile the National Grange opposed the Commission's plans. KCEN-TV Temple, Tex. filed supplemental comments opposing the proposal—but saying that if FCC grants waivers of the rules, there should be planning to determine a limited number of markets for waivers.

FCC-proposed legislation expanding Commission's regulatory authority to include common-carrier microwaves & other point-to-point circuits has finally been approved by the House Commerce Committee—one year after the Senate voted for it. The Committee headed by Rep. Harris (D-Ark.) agreed belatedly to send the bill (S-1740) to the House floor for concurrence with Senate action in Aug. 1959 (Vol. 15:34 p4). The measure, amending Sec. 202 of the Communications Act, was one of several legislative odds & ends acted on by the Committee at an executive session convened Aug. 23 by Harris.

FCC's all-uhf Fresno plan won't "serve the public interest," according to Rep. Sisk (D-Cal.). Claiming he spoke for "approximately 1 million TV viewers in the San Joaquin Valley," Sisk wrote Chmn. Ford that the Commission's much-debated deintermixture action (Vol. 16:34 p9) is "concerned only with commercial aspects of the TV operation." He called on FCC to reconsider & vacate its July 7 order, pay attention to "99% of TV viewers" in the area instead of "persons & companies in the TV business," and make Fresno, Bakersfield and San Luis Obispo all vhf. Opposition to reconsideration of the order was filed by ABC.

NBC-RKO swaps (cont.): Petitions by KRON-TV San Francisco for a general FCC hearing on the complex series of NBC-RKO station deals (Vol. 16:27 p7) were opposed last week by NBC, RKO and KTVU San Francisco. They said in replies to the Commission that KRON-TV has no interest in the Boston & Philadelphia phase of the transactions, that charges by KRON-TV that trafficking & pay-offs were involved hadn't been supported by any facts, that such a proceeding would run endlessly. No objections were raised, however, to KRON-TV's request for a hearing on the proposed sale of KTVU to NBC.

USIA's budget for the Voice of America & other overseas informational programs has been reduced by Congress to \$102,557,300 for fiscal 1961. The agency had asked for \$105.8 million for stepped-up operations (Vol. 16:4 p12), but ran into a barrage of Congressional criticism (Vol. 16:26 p11). The Senate had proposed a \$103,557,300 appropriation; the House, \$101,557,300.

Western Union rates for govt. & public telegrams were raised 16.5% & 8.2% respectively Aug. 17, following refusal by FCC Comr. Lee to intervene. Acting for the Commission, Lee rejected a plea by the General Services Administration to suspend the rate raises, holding that Western Union had established its need for additional revenue. An increase of about 8% in press rates went into effect Aug. 26.

Admitted TV-quiz fixer Daniel Enright and his partner Jack Barry, owners of radio WGMA Hollywood, Fla., have sold the station for \$265,000 to Kingsley Murphy Jr. & Carroll E. Crawford, owners of KOTE Fergus Falls, Minn. Enright & Barry, fearing a prolonged & costly FCC hearing into Enright's "character qualifications," which were questioned by FCC last Dec. (Vol. 15:49 p7), decided to sell.

## Auxiliary Services

TelePrompTer Corp. has added another CATV system to its growing string (Vol. 16:26 p4). Latest acquisition is Abar TV Cable Co., Eugene, Ore., which claims nearly 5,000 subscribers in its 5th year of operation. Purchase price: \$384,000 plus an undisclosed number of TelePrompTer stock shares. Blackburn & Co. was the broker in the deal. Said TPT Pres. Irving B. Kahn: "It has a definite place in our plans for development of participation or so-called 'subscription' TV." W. D. Elkins & R. F. Siegenthaler, who originated Abar in 1955, continue to manage the system.

## Film & Tape

### More about

**90-MIN. FILMS COMING:** Hour-&-a-half weekly film series for 1961-62 are being quietly developed at Warner Bros., Paramount and MGM-TV. NBC-TV, too, which had hoped to start one this season, is working up a 90-min. series for next year (it may expand one of its current 60-min. series) and the Mirisch Co. is seeking such a series.

It's logical & easier for the major movie studios to undertake such ventures, because they can release them abroad as theatrical movies, thus recouping a good part if not all of their costs. For the independents, it's a much more hazardous venture.

One executive developing a 90-min. series told us the problem is not only in the budget (he estimates an average 90-min. show will cost \$150,000), but in sponsorship. Said he: "It will be impossible to find one sponsor to back such a series. This means we will have multi-sponsors & a lot of commercials, which, if not wisely handled, will break up story continuity."

**Outlook for Foreign Movies:** With Hollywood's post-1948s now freed for TV circulation, what is likely to happen to film distributors syndicating packages of European-made or other foreign films that had picked up much of the product slack in the feature market? Some film industry sources feel that foreign films, even those dubbed in English, may be relegated to a kind of "art house" status, much as they are in theatrical circuits. But at least one distributor, Flamingo Telefilm Sales—which has just launched a new European-filmed package—disagrees.

The entrance of American post-1948s on the TV scene may enliven the feature market, stimulate sales in general for features, and be good business for us," stated Flamingo sales vp Peter Jaeger. Hollywood-made post-1948s, Jaeger predicted, will cost "at least double per picture the price of foreign film packages," giving foreign product a price advantage. There's even a growing audience taste for foreign movies in cities where people formerly never attended such films in theaters. "In the past few years our films have drawn such high ratings that we were able to build a following for our stars & for European productions which should continue into the future," Jaeger explained.

Another factor adding to Flamingo's present security is the relatively slow pace at which American post-1948s will invade the TV market. "If all major movie firms were to suddenly dump their recent films into the TV market, it would be a different story," Jaeger stated.

Flamingo's newest "imperial" package of 52 post-1948 dubbed films is now in 20 markets.

**AFTRA's New Demands:** When AFTRA begins negotiations for a new contract with the TV & radio networks in mid-September, it will emphasize improvement of working conditions. While the union will seek a 15% wage hike, its primary concern is plugging up what it considers loopholes in the present contract, which expires Nov. 15.

AFTRA sources tell us they want consecutive working days for their actors. Under the present contract, an actor receives a fee for the show & 10 hours of rehearsal, but, while the rehearsals must be within a specified number of days, they are not necessarily consecutive.

## HOLLYWOOD ROUNDUP

William Talman, who used to play District Attorney Hamilton Burger on *Perry Mason*, finds it a "fantastic irony" that he cannot get his old job back despite the fact that he was recently acquitted of the charge made against him by Los Angeles police last March. "The heart & essence of the *Perry Mason* show," he told Joe Hyams, "is that every week someone always ends up falsely accused of murder and is proved innocent of the charges." Talman has been writing TV scripts under another name and trying to get acting assignments again.

NBC-TV program executives are in Hollywood for a look at new pilots as insurance against any soft spots which may develop next season. Program vp David Levy, program administration vp Alan Courtney, talent relations vp David Tebet, and dir. of creative services Ross Donaldson are here, in session with NBC-TV coast program vp Felix Jackson and Hal Kemp, vp of live nighttime programming, Pacific div.

Although U.S. movie attendance in Jan.-July 1960 ran 6.5% behind the same period of 1959, reports Sindlinger, theater gross had already reached the movie industry's peak year (1946). Reason: The average admission price in 1960 is 69¢ (vs. 60¢ in 1959 and 35¢ in 1946). Added Sindlinger: In the last week of July, movie theaters played to more people than at any time in the last 4 years.

Showcase Enterprises has been reactivated by Hal Roach Jr. and Carrol Case, to produce TV series & movies. Roach and Case were partnered in the production of *Rocket Squad & Public Defender* under the Showcase aegis. This marks Roach's first TV venture since his abortive partnership with Alexander Guterman.

Joseph M. Schenck Enterprises and 20th Century-Fox TV will co-produce a series of filmed specials, *The Jules Verne Theater*. There will be a minimum of six 60-min. films, some of which may be expanded for movie theaters.

Warner Bros. TV production hit an all-time high last week with 20 telefilms before the cameras. Warners will have completed 41 films in August—the highest monthly figure since the studio entered TV in 1955.

20th Century-Fox TV in co-production with ABC-TV is planning a new series, *Margie*, based on the 20th-Fox movie which starred Jeanne Crain. It's a teen-ager story.

People: MGM-TV dir. of business affairs Leon Mirell has resigned to join ABC-TV in an administrative position. . . . Jaime del Valle has been named exec. producer of MGM-TV's *The Islanders*. Richard Bare has bowed out as producer . . . Warner Bros. has signed Peter Breck to a TV contract . . . Ex-Markham producer Warren Duff has joined CBS-TV as a staff producer . . . MGM-TV has signed E. Jack Neumann as a staff writer and to develop an action-adventure pilot project . . . Byron Ellerbrock named administrator of the Screen Actors Guild-Producers pension & welfare plans . . . Steve Allen has been named a member of the advisory board of San Fernando State College at Northridge, Cal. . . . Harris Clayton named dir. of business affairs for MGM-TV, West Coast, and asst. to TV production vp Robert M. Weitman . . . Walter Bien has formed his own company to produce industrial films in association with Paramount.

## NEW YORK ROUNDUP

UAA will mark its 3rd TV "local special" of the 1960 season with "Noah's Ark," a silent film written by Darryl F. Zanuck in the late 20s. The oldie was re-released theatrically 2 years ago with new sound track & other modernizations. UAA's previous TV specials: "The Adventures of Mark Twain" and "Olympic Cavalcade." Continuing sales are being scored for UAA's old U-I "Sherlock Holmes" features, 11 new markets having taken the series last week.

General Industry Advisory Committee (GIAC) of FCC's \$2-million N.Y. uhf project (Vol. 16:33 p4) will meet in Washington Sept. 2. Transmitter Industry Advisory Committee (TIAC) met in N.Y.'s Empire State Bldg. Aug. 18 and discussed possible antennas which might be suitable for the project.

WGN-TV-produced syndicated series, *Great Music from Chicago*, received its first airing last week over WNTA-TV, N.Y. The 60-min. taped telecast is one of 26 concerts featuring the Chicago Symphony Orchestra with conductors Fritz Reiner, Sir Thomas Beecham, Andre Kostalanetz, Arthur Fiedler and others.

ITC claimed a syndication-first last week in using a national magazine ad to kick off a campaign for *Best of the Post*. The double-page ad in the *SatEvePost* is the first in a series of *Post* promotion features, estimated to attract "over 13,000,000 readers." In 3 weeks of selling, the TV series has racked up 71 markets.

Jack Paar's *I Kid You Not*, will bring a small fortune to the performer. The book is now being published as a paper-back by Pocket Books Inc. The rights cost a record amount—\$165,000. Paar will split the loot 50-50 with the publisher, an unusually high author's percentage.

ABC Films says it has received "overwhelming" interest in its public-service syndication offering, *John Gunther's High Road*. The ex-ABC-TV documentary series had received "over \$100,000 worth of orders" before it was publicly announced for syndication.

NBC program development dept. is planning a new 60-min. colorcast adventure series, *Panama*, for possible prime-time airing during the 1961-62 season. The show will begin location filming in February. No casting yet.

NTA's *Play of the Week* will produce Samuel Beckett's controversial tragicomedy, "Waiting for Godot," with Burgess Meredith, Zero Mostel and Kurt Kasner taking lead roles. The play will be taped Sept. 2-4.

Felix the Cat Creations Inc., is now completing 3 new animated cartoon pilots—*The Kewpies*, *Don Poco* and *Albert & Cholmondeley*—for showing to networks & ad agencies this fall.

Robert D. Graff has been appointed producer of ABC-TV's new fall Winston Churchill series, replacing Edgar Peterson, resigned.

Cal. National Productions' *R.C.M.P.* has picked up 8 markets to a total of 71.

People: Ben Elrod has been named UAA Western div. mgr. . . . ITC national sales mgr. Charles W. Goit has resigned, with no replacement announced . . . TV writer S. Lee Pogostin has signed to write & co-produce a 60-min. drama pilot for producer Frank Atlass.

**Royalty Plan Committee Ruckus:** Completion of a TV-film fact-finding committee to establish a royalty plan for writers came closer when the council of Writers Guild of America West approved appointment of a permanent, paid representative to such a group. WGAW's council thus met a demand of its negotiating committee, but still refused that committee's recommendation that one of its members, Samuel Newman, be made the representative. The council specifically prohibited any writer from being on the committee. Management has named Alliance of Television Film Producers Pres. Richard Jencks to the committee, but intra-guild politics & strife have delayed its formation. The council, meanwhile, accepted the resignation of WGAW exec. dir. Michael Franklin "with regret," and named a committee to seek a successor. Franklin resigned chiefly because of policy differences with the membership & negotiating committee.

The council's action on the industry committee was followed by circulation of petitions (75 signatures needed) for recall action against WGAW's TV-radio board & officers. Petitioning writers contended that the present board does not reflect the majority membership view as expressed during & after the recent strike, and that the council had ignored a membership recommendation that Newman be named to the industry committee. On another front, the membership of Musicians Guild of America ratified their contract with the Alliance by a 206-12 vote.

Screen Actors Guild membership has voted approval (by a 96% majority) of the new TV-film contract with the Alliance of Television Film Producers and Assn. of Motion Picture Producers. A total of 5,362 actors ratified the contract, while only 207 opposed it. N.Y. members voted 87% for the contract despite a special letter sent by SAG's N.Y. branch council to members terming the contract "unsatisfactory when taken in its entirety."

KRCA Los Angeles has bought 587 movies & TV-film reruns for \$920,000.

## Programming

**Levy Discusses NBC-TV Shows:** NBC-TV program vp David Levy, in Hollywood last week, told us he has bought no new pilots as yet, but is seeking replacements in case some new starters should fail to click. Reiterating NBC's cut to under 100 specials (Vol. 16:10, 21, 28) and its 40-to-60% hike in color programming (Vol. 16:30 p7), Levy also said he saw no evidence of a particular trend next season. "There is a slight decline in Westerns, made up by an increase in action-adventure series. Also there's an increase in situation comedies, mainly at CBS-TV, with some at ABC-TV," he amplified.

Other Levy observations:

Better quality TV doesn't require more money; it needs dedicated people. The ranks of talented people have thinned out.

A 3-hour special to be produced by Jerry Wald is expected to materialize. Economics may cut it to 2 hours.

While producer Dore Schary's contract with NBC-TV to produce Civil War specials has terminated, NBC-TV is still interested in his projects.

NBC-TV moved into prime-time public-service programming via *World Wide 60* long before any pressure from Washington. Same for its new public-service series, *The Nation's Future*.

NBC-TV is negotiating for Henry Jaffe to produce 6-to-8 *Magical Monarch of Mo* specials, which may become a regular series.

**Siegel Acquires GAC:** The deal we reported last week (Vol. 16:34 p12) to acquire control of General Artists Corp. (which ranks only behind MCA and William Morris as a TV-theatrical-film talent agency) was confirmed Aug. 24. GAC now becomes, for a reported \$2 million in stock & cash, a subsidiary of the publicly-held Centlivre Brewing Corp. of Ft. Wayne, Ind. The chairman of Centlivre—which, more than a beer company, is actually a corporate umbrella for interests ranging from Seeburg jukeboxes to flexible packaging materials—is Herbert J. Siegel, 32.

Siegel's announced plans for the unusual Centlivre diversification are broad: "Expansion programs in selected phases of the entertainment field, including the eventuality of pay TV and its specific requirements, and the rapidly growing areas of showmanship for industry, and to make possible a far greater scope of activities on behalf of its major roster of leading creative & performing clients."

GAC, however, will be permitted to go pretty much its own way under its present executives. Pres. Lawrence Kanaga remains, and will continue to make his hq in N.Y. Exec. vp Milt Krasny (he's also pres. of GAC-TV, the agency's subsidiary) also stays and will make his hq in Beverly Hills. The agency, said Siegel, "will be operated with the same policies as heretofore, plus the additional advantages possible with added capital & financial sponsorship." Additionally, there will be stock-option deals in the parent company for present GAC executives. Siegel indicated that there are still no plans for GAC to enter TV production directly, such as MCA's operation with Revue Productions.

In recent TV seasons, GAC has become something of a specialty house in providing big-name musical artists for network shows. These include: Perry Como, Frankie Laine, Julius La Rosa, Pat Boone, Nat King Cole. Having the Como and Boone TV shows under its wing has given GAC a chance to showcase other young artists getting a talent-agency buildup. Representation of bread-&-butter TV shows has been minor, but its sale of TCF-TV's "The Many Loves of Dobie Gillis" (TCF is now repped by William Morris) has been a major success. (For details of other talent agencies in TV, see Vol. 15:42 p3.) Earlier this year, GAC acquired Baum-Newborn Associates (Don Ameche, Richard Boone, Buster Keaton, Janet Blair, Janis Carter, *et al.*) and is now—according to Actor's Equity records—placing more actors in Broadway shows than any other agency. It is also active in packaging industrial shows, concert tours and motion pictures.

Decision on new Oscar awards network contract is expected to be reached at a meeting Monday (Aug. 29) of the board of governors of the Academy of Motion Picture Arts & Sciences. After the Motion Picture Producers Assn. dropped industry sponsorship of the annual event, the Academy had opened it to commercial sponsorship. Initial bids by ABC-TV and NBC-TV were rejected last week on the grounds that their formulas were too complicated, and they were asked to submit new bids with clarification on several points. The Academy said CBS-TV's bid had been lower than the others; it was therefore not invited to re-submit.

Jerry Lewis and NBC-TV ended their contract last week in what was described as an "amicable" parting. Lewis was to have starred in 6 specials next season, none of which has been sold to date. Network sources confided the split was due partly to Lewis being busy with movies, partly to the network's inability to sell his specials. Lewis's ex-partner, Dean Martin, will star in 2 specials on NBC-TV next season.

## Advertising

**Beech-Nut's Big Buy:** Most of the as-yet-unsold time segments in NBC-TV's fall show lineup were swept away last week in a \$7.5 million, 18-show deal between NBC and Beech-Nut Life Savers Corp. NBC is thus picking up much of the budget money turned loose by ABC-TV's decision to drop the Sat. 7:30-8 p.m. *Dick Clark Show* (Vol. 16:34 p12), plus nearly \$4 million in new TV-budget money allocated via Young & Rubicam by the food-confectionery firm. What's left of the former Beech-Nut Clark billings, possibly as much as \$1 million according to ABC, will be shifted to Clark's *American Bandstand* afternoon show.

Beech-Nut billings at NBC, as one sales executive at that network put it happily last week, "are all over the network map." Included in the deal are 9 nighttime shows (8 programs plus participations in the *Jack Paar Show*) and participation segments in 9 daytime shows. The nighttime shows (*Shirley Temple*, *Laramie*, *Dan Raven*, *The Westerner*, etc.) are all one-third-sponsorship buys starting in Oct., and ranging from purchases of 9 to 22 thirds. Daytime shows (*Price Is Right*, *From These Roots*, *Lone Ranger*, etc.) involve a total of 221 quarter-hour segments.

Two interesting elements of the Beech-Nut buy caused cocktail conversation among network & agency sources in N.Y. last week. For one thing, it's generally felt that the food firm's late-in-the-season deal produced a bumper crop of attractively-priced NBC buys, with program (but not time) charges marked down to a minimum. For another, Beech-Nut still believes that the bobby-sox set is a good market, and is reachable by TV dj's (tucked away in the firm's daytime NBC list is a new show, *The NBC Saturday Prom*, similar to the Clark format, to be televised on Sat. afternoons).

Hard-sell auto-mileage claims in TV-radio commercials for U.S.-made compacts are coming under the scrutiny of FTC. It's not that they're phoney; it's just that some of those "up to 30 miles per gallon" claims were scored, it seems, by well-groomed cars in test runs held under what amounted to laboratory conditions. So far, FTC has quietly warned auto manufacturers, who have in turn warned their ad agencies in N.Y. & Detroit. With network continuity depts. acting as watchdogs, the outlook is for a toning-down of mileage figures in auto-sponsored network shows—which this coming season are expected to pass \$80 million in time-&-talent costs (up \$10 million from 1959-60 season).

New reps: KHOU-TV Houston to H-R Television Sept. 16 from CBS Spot Sales • WSJS-TV Winston-Salem to Peters, Griffin, Woodward Sept. 1 from Headley-Reed • WSEE Erie to Devney-O'Connell Aug. 1 from Young • WRDW-TV Augusta to Avery-Knodel July 1 from Branham.

Anti-segregation demonstrators at Glen Echo amusement park on the outskirts of Washington have protested to FTC that TV commercials for the park are "false & misleading" because they don't disclose that Negroes aren't admitted. Lawyers for the pickets sent a copy of their FTC complaint to FCC, suggesting that "this matter is doubtless of interest to your Commission and may be within its present jurisdiction."

**Ad People:** Harry Bressler, ex-Ted Bates, appointed vp & TV copy dir., Leo Burnett. Robert Leonhard and Robert Noel named vps at that agency . . . Lawrence R. McIntosh, ex-Grant, named Young & Rubicam vp.

## Networks

That CBS News shakeup we predicted recently (Vol. 16:32 p8) is now a reality. Last week, CBS circulated a new table-of-organization chart to network executives in which the following changes were noted with no fanfare: General news exec. Sam Zelman succeeds TV news dir. Malcolm Johnson, with Johnson moved over as election-news coordinator. William Crawford succeeds CBS News managing editor James Burke, who now becomes one of several news editors. Ralph Paskman succeeds CBS News assignment mgr. Frank Donghi, who now becomes assignment expeditor reporting to Paskman. Still unchanged: CBS News Pres. Sig Mickelson and vp John Day, although Zelman now reports to Day as No. 3 man.

Canada's Board of Broadcast Governors is slated to hold public meetings this week (Sept. 1 & 2) on conditions & regulations for licensing & operating private TV networks (Vol. 16:28 p7).

### NETWORK SALES ACTIVITY

#### ABC-TV

- The Paul Winchell Show, Sun. 4-4:30 p.m., full sponsorship eff. Dec.  
*Hartz Mountain Products* (G. H. Hartman)
- Robert Taylor in *The Detectives*, Fri. 10-10:30 p.m. full sponsorship eff. Sept.  
*Procter & Gamble* (Benton & Bowles)
- American Bandstand*, Mon.-Fri. 4:30-5 p.m., participations eff. Sept.  
*Lehn & Fink products* (Ted Bates)  
*Hazel Bishop* (Raymond Spector) eff. Aug.
- Bugs Bunny*, Tue. 7:30-8 p.m., alt. half hrs. eff. Oct.  
*General Foods* (Benton & Bowles)
- Hawaiian Eye*, Wed. 9-10 p.m., participations eff. Oct.  
*Whitehall Labs.* (Ted Bates)
- Naked City*, Wed. 10-11 p.m. participations eff. Jan.  
*Ludens* (J. M. Mathes)  
*E. I. Du Pont* (BBDO)
- Adventures in Paradise*, Mon. 9:30-10:30 p.m., participations eff. fall.  
*E. I. Du Pont* (BBDO)  
*Ludens* (J. M. Mathes)
- Daytime programming, Mon.-Fri. participations eff. fall.  
*Adolph's Ltd.* (McCann-Erickson)  
*Hartz Mountain Products* (G. H. Hartman)
- Tournament of Roses*, Sun. Jan. 2, full sponsorship.  
*Quaker Oats* (Lynn Baker)

#### NBC-TV

- Shirley Temple Show*, Sun. 7-8 p.m., co-sponsorship eff. Sept.  
*Radio Corp. of America* (JWT)  
*Beech-Nut Life Savers* (Young & Rubicam)
- The Tall Man*, *The Westerner*, *Laramie*, *Thriller*, *Michael Shayne*, *Outlaws*, *Dan Raven*, all nighttime shows, one-thirds, eff. 1960-61.  
*Beech-Nut Life Savers* (Young & Rubicam)
- Daytime programming, 9 programs, participations eff. 1960-61.  
*Beech-Nut Life Savers* (Young & Rubicam)
- Laramie*, Tue. 7:30-8:30 p.m., thirds eff. fall 1960.  
*R. J. Reynolds* (William Esty)
- Outlaws*, Thu. 7:30-8:30 p.m., *Riverboat*, Mon. 7:30-8:30 p.m., *Dan Raven*, Fri. 7:30-8:30 p.m., one-thirds eff. fall 1960.  
*Brown & Williamson* (Keyes, Madden & Jones)

## Stations

Two major broadcast-publishing concerns, Philadelphia-based Triangle Publications, Inc. and the Times-Mirror Co. of Los Angeles, have announced preliminary agreement to form a Cal. corporation to engage in the graphic arts & related fields. The joint venture appears to be the first of its kind in the broadcast-publishing field. The new firm—to be known as Times Mirror-Triangle Co.—establishes an East Coast-West Coast working relationship for the investment of capital between the companies and includes among its directors Triangle Pres. Walter H. Annenberg and Times-Mirror Pres. Norman Chandler. First action of the new company was acquisition of the California Rotogravure Co. Samuel A. George continues as gen. mgr. of that plant and has also been elected pres. of the Times Mirror-Triangle Co. by the board of directors. Triangle publishes the *Philadelphia Inquirer* and *Daily News*, *Seventeen* magazine, *TV Guide*, TELEVISION DIGEST, owns & operates WFIL-TV & WFIL Philadelphia; WNBF-TV & WNBF Binghamton, N.Y.; WFBG-TV & WFBG Altoona, Pa.; WLYH-TV Lebanon, Pa.; WNHC-TV & WNHC New Haven; KFRE-TV & KFRE Fresno. Times-Mirror Co. publishes the *Los Angeles Times* and *Mirror News*, owns & operates KTTV Los Angeles.

Timebuyer guesses in a "true-false quiz" (staged by Westinghouse Bestg. Co. earlier this month during an all-day outing at New York's Freedomland Amusement Park) presented WBC with a problem. Ten agency men (& women) had perfect scores in a tricky, 11-question quiz about the WBC-TV-radio markets. WBC therefore draw 3 winners from a hat last week for top prizes (transistor radio, clock radio, electric can opener), sent the other 7 electronic hot dog cookers. The lucky 3: Virginia M. Conway, McCann-Erickson buyer; Tim O'Leary, Reach-McClinton buyer; George McCoy, N. W. Ayer buyer. Consolation prize for non-winners: a "Freedomland" record album.

"So what?" was the retort by AFM & AFTRA representatives in Washington to testimony at an FTC payola hearing that record-distributor Schwartz Bros. Inc. had made payments to "the union" (Vol. 16:34 p7). Nothing sinister about such transactions, said AFM's Sam Jack Kaufman & AFTRA's Evelyn Freyman. They explained it was common practice for unions to collect fees from record firms for TV & radio disc-jockey-show appearances by recording artists. The unions merely act as clearing houses for the fees, and no payola is involved, they said.

Public ownership of airwaves was sharply challenged by TIO Dir. Louis Hausman at Syracuse U.'s seminar on broadcasting's responsibilities. Comparing public spectrum ownership—a favorite retreat of many a TV critic—to civil aviation, in which planes don't fly until private enterprise puts them there, Hausman suggested that the basic function of FCC is simply to keep signals "from bumping into each other" and that FCC, as a representative of the public, should keep out of TV programming altogether. Hausman also scored critics who feel that "good" TV programming must be given to viewers whether they want it or not.

NAB convention planning for Washington sessions next May 7-11 will be started Oct. 6 by the broadcast-engineering conference committee. This group, headed by Virgil N. Duncan of WRAL-TV Raleigh, will meet in Washington to review responses to 100 requests of manufacturers, networks and others for engineering agenda suggestions.

New NAB series of 9 spots extolling virtues of FM has been distributed to FM members for promotional use.

## Television Digest

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**Personals:** Donald M. Hine, ex-KNXT Los Angeles, named programming & public-affairs dir. of Transcontinent TV (WGR-TV & WGR Buffalo, WROC-TV & WROC Rochester, KFMB-TV & KFMB San Diego, KERO-TV Bakersfield, WNEP-TV Scranton-Wilkes-Barre, WDAF-TV & WDAF Kansas City).

Arch Robb appointed special programs dir., NBC-TV . . . Richard O'Leary named general sales mgr. of KABC-TV Los Angeles . . . Thomas G. Roderick Jr., asst. gen. counsel of USIA, named general counsel, succeeding Harry T. Carter, resigning Sept. 1 to enter private practice . . . Rudy Behlmer named exec. producer of KCOP Los Angeles live & tape programs.

Benjamin J. Conroy Jr., Uvalde TV Cable Corp., pres.-mgr., elected pres. of new Tex. CATV Assn. . . Philip J. Stomberg retires as Nielsen vp . . . Freddie Field has resigned as MCA-TV vp-dir. to form his own TV, theatrical & business-management organization . . . Tom Chauncey, pres.-gen. mgr., KOOL-TV & KOOL Phoenix, appointed to Ariz. Gov. Paul Fannin's study committee to examine state's narcotics problem . . . Norman Kraeft, farm director of *Chicago Tribune's* WGN-TV & WGN, resigns to join Presidential campaign staff of Sen. Kennedy (D-Mass.) for agricultural PR work.

Robert L. Nelson named sales research mgr., KNXT Los Angeles and CBS-TV Pacific network . . . Anton J. (Tony) Moe, ex-radio KSO Des Moines, named exec. vp of Midcontinent Bestg. Co.'s WKOW-TV & WKOW Madison, Wis.; Frank McGiven, ex-radio WLOL Minneapolis, replaces Moe as KSO gen. mgr. . . David C. Stewart, asst. dir. of Joint Council on Educational TV, named exec. dir. to succeed Ralph Steetle, who resigned to join Ore. state school system (Vol. 16:24 p14).

**Griffing missing:** The Federal Aviation Agency supervised a widening air-&-ground search last week for pay-TV experimenter & CATV operator Henry S. Griffing, missing since Aug. 16. He took off from Teterboro, N.J. in his light plane with his wife & 2 children on a presumed flight to his Oklahoma City home, but was unreported along the route. Head of Vumore Co. (14 CATV systems in 5 states) & Video Independent Theaters Inc. (200 movie houses & 12.5% of KWTU Oklahoma City), Griffing ran the 9-month Bartlesville, Okla. cable-theater project which was dropped in June 1958 (Vol. 14:21 p20).

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TV PRICES GOING UP?** Round of TV price rises may be in offing, in wake of increases hoisted last week by 2 major set-manufacturers—Sylvania and Hoffman. Sylvania's complete 23-in. line, effective Sept. 16, will retail at \$10 more per model, reflecting a 2-to-5% increase at factory. Hoffman will effect an average 3% increase on 4 basic TV models Sept. 1. Sales vp Paul E. Bryant reports that "the change in our price structure affects mostly the middle & lower end of our present line, with little change in the higher end."

General industry reaction was one of mild surprise & thoughtfulness. Spot check we made of 6 manufacturers (Admiral, GE, Motorola, Philco, RCA, Westinghouse) elicited unanimous response, expressed in essence by Westinghouse TV-radio mktg. mgr. Charles J. Urban: "We are studying the situation, but have no plans for price increases at this time."

"Principal reason" for Sylvania's price increase, Home Electronics Corp. Pres. Peter J. Grant told us, is the adoption of reflection-free picture tubes as standard for complete Sylvania line. Sylvania introduced reflection-free kinescopes in April in 19-in. tables and some 23-in. furniture consoles, decided to go full line in view of "tremendous popularity" of reflection-free feature. Grant also noted that price rise was keyed to increasing labor & material costs, asserted it was "a positive step toward restoring TV pricing to an area where dealers & distributors can earn a more reasonable return on investment."

**TOP TV BRANDS-IN-USE IN 21 MARKETS:** Unique comparisons of TV set brands-in-use in 21 different markets have again been made available to us by Consolidated Consumer Analysis, a newspaper ad-promotion survey of consumer buying habits.

CCA surveys cover wide variety of consumer products, from griddle-cake mix to girdles. Results of TV survey in 21 markets, reprinted below, show 13 brands of TV sets with percentage of total households owning them in each of these markets, and ranking of brands according to number owned.

Study covers all sets owned—not just recent purchases. Accordingly, relative sales of various brands last year are reflected only in minor measure. Consumer Analysis surveys are conducted on a sampling basis by local newspapers in the 21 markets. The 1960 survey, made in Jan. by most member newspapers, covered 63,427 households in metropolitan areas containing 4,789,890 households.

Median set saturation in the 21 markets was 96.3% in 1960, up from 94.4% in 1959, 94.5% in 1958.

RCA ranked first in number of sets-in-use in 20 of the 21 sampled areas. Admiral was No. 1 in Chicago. This represented little change from previous surveys. For comparisons of how each manufacturer's percentage has changed in each market in last 4 years, 1960 figures may be contrasted with our Consumer Analysis tabulations in each of these years—1957 (Vol. 13:40 p10), 1958 (Vol. 14:28 p12), 1959 (Vol. 15:26 p16).

More detailed information on brands-in-use in home-electronics field will be found in Consumer Analysis tabulations published by each of the CCA member newspapers. Not only are additional breakdowns on TV supplied for each market surveyed, but some individual-market surveys have similar tabulations, by brands, of hi fi, FM radios, transistor radios.

Milwaukee Journal's tabulations for its own area, for example, have data on both single & multiple TV set owners; data on ownership of stereo-sound systems (8.8% saturation, leading brands: RCA, Magnavox, Motorola, Silvertone, in that order), FM radios (Zenith, RCA, GE, Admiral, Philco are first 5), transistor radios (Zenith, Emerson, GE, RCA, Philco first, although "miscellaneous brands" outpulled them all). Individual area tabulations, valuable to company market researchers, are available on request from member newspapers or their national representatives.

These newspapers participated and have Consumer Analysis studies for their own markets: Chicago Daily News and Sun-Times, Columbus Dispatch and Citizen-Journal, Denver Post, Duluth Herald and News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star and News, Long Beach (Cal.) Independent and

Press-Telegram, Milwaukee Journal, Modesto (Cal.) Bee, Newark News, Omaha World-Herald, Oregon Journal, Phoenix Republic and Gazette, Providence Journal-Bulletin, Sacramento Bee, Salt Lake Tribune and Deseret News, San Jose Mercury and News, Seattle Times, St. Paul Dispatch and Pioneer Press, Wichita Eagle.

## Television Set Ownership in 21 Markets, 1960

(For story, see preceding page.)

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City	% of Owners	Bought new in past 12 months %	RCA Victor		Admiral		GE		Moto-roja		Zenith		Phllco		Silver-tone		Emer-son		Westing-house		Syl-va-nia		Magna-vox		Hoff-man		Pack-ard Bell	
			Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Chicago	96.1	13.5	2.	18.2	1.	20.2	6.	8.5	4.	12.5	3.	14.7	5.	8.8	7.	6.5	11.	2.5	12.	2.4	15.	1.8	8.	4.0	—	—	—	—
Columbus	98.5	25.7	1.	28.1	3.	14.8	6.	8.5	4.	11.0	5.	8.8	2.	18.2	—	—	10.	3.0	8.	4.9	10.	3.0	—	—	—	—	—	—
Denver	96.9	11.7	1.	17.3	2.	11.2	5.	9.3	3.	10.4	4.	9.8	6.	8.0	13.	2.9	9.	4.3	14.	2.8	17.	1.7	14.	2.8	10.	3.4	7.	5.6
Duluth-Superior	96.6	9.6	1.	20.2	3.	9.9	2.	15.5	9.	4.9	6.	7.4	5.	8.0	12.	2.2	4.	8.5	7.	6.7	15.	1.4	13.	1.6	—	—	—	—
Fresno	93.8	13.7	1.	15.9	10.	4.3	5.	9.1	2.	10.6	3.	10.2	4.	9.8	6.	7.2	9.	6.3	12.	3.0	11.	3.7	12.	3.0	6.	7.2	8.	6.7
Honolulu	91.2	21.7	1.	17.7	7.	7.0	3.	11.1	5.	8.2	2.	13.9	6.	7.1	4.	10.8	8.	5.4	11.	2.9	9.	5.0	15.	1.6	14.	1.7	10.	4.5
Indianapolis	95.0	17.8	1.	22.7	2.	16.3	7.	7.9	5.	8.7	4.	9.8	3.	11.5	9.	4.0	11.	2.9	8.	5.8	6.	8.6	12.	2.6	—	—	—	—
Long Beach	96.7	14.7	1.	18.4	2.	11.0	5.	8.6	10.	4.8	5.	8.6	8.	8.2	7.	8.4	12.	2.8	14.	2.2	16.	1.7	9.	7.3	4.	9.9	3.	10.6
Milwaukee	96.8	15.3	1.	27.9	2.	19.0	5.	7.4	4.	9.3	6.	7.0	3.	10.2	7.	4.7	10.	2.7	9.	3.0	11.	2.5	8.	3.5	19.	1.2	—	—
Modesto	89.1	16.5	1.	15.2	9.	4.7	7.	7.1	6.	7.8	3.	11.2	5.	9.5	4.	9.9	10.	4.0	14.	1.7	12.	2.4	13.	1.9	2.	11.3	8.	6.4
Newark	97.8	16.3	1.	30.1	2.	15.7	6.	6.9	10.	4.1	7.	6.8	3.	10.2	11.	3.5	4.	9.2	8.	5.6	12.	3.2	9.	4.8	—	—	—	—
Omaha	98.5	11.2	1.	24.2	6.	8.4	4.	9.7	3.	10.9	5.	9.0	2.	16.1	8.	4.1	7.	5.0	8.	4.1	—	—	10.	3.3	—	—	—	—
Phoenix	95.1	16.3	1.	11.3	2.	9.4	3.	8.8	5.	7.0	4.	7.1	9.	4.6	7.	5.6	6.	6.9	8.	4.7	13.	3.4	12.	3.7	9.	4.6	11.	4.4
Portland, Ore.	93.9	16.4	1.	16.6	3.	10.8	5.	7.8	6.	7.7	2.	11.9	4.	8.0	8.	5.6	13.	2.2	10.	3.6	11.	2.4	13.	2.2	7.	6.5	8.	5.6
Providence	97.2	15.0	1.	13.8	3.	10.7	7.	6.4	5.	8.3	6.	7.4	2.	13.2	12.	2.4	4.	10.6	8.	4.3	10.	3.0	9.	3.5	—	—	—	—
Sacramento	94.9	16.3	1.	19.5	9.	6.3	2.	10.2	8.	6.7	4.	8.4	3.	9.7	7.	6.8	10.	5.2	11.	3.6	16.	1.6	12.	3.3	6.	7.5	5.	8.1
Salt Lake City	96.6	15.0	1.	15.2	4.	10.8	2.	12.3	5.	7.7	6.	6.6	3.	11.2	11.	3.6	15.	2.4	7.	6.1	12.	3.5	10.	4.0	8.	5.6	9.	5.4
San Jose	94.4	18.8	1.	16.2	3.	10.0	8.	6.4	5.	8.8	2.	10.7	4.	9.0	5.	8.8	10.	5.4	12.	3.9	13.	2.1	11.	4.5	9.	6.0	7.	8.7
Seattle	94.9	15.4	1.	19.3	8.	7.8	2.	9.8	6.	8.0	4.	8.4	5.	8.3	6.	8.0	12.	2.8	10.	4.8	11.	4.7	9.	5.0	12.	2.8	3.	8.7
St. Paul	98.1	15.1	1.	23.1	2.	11.9	3.	10.7	4.	10.2	6.	9.2	5.	9.7	—	—	13.	2.5	12.	2.9	—	—	11.	3.1	—	—	—	—
Wichita	96.3	12.3	1.	14.5	2.	12.4	4.	8.7	6.	7.4	3.	12.3	5.	8.6	8.	4.1	19.	1.5	7.	5.0	15.	1.9	10.	4.0	11.	3.6	—	—

### TV-RADIO PRODUCTION: EIA statistics for week ended Aug. 19 (33rd week of 1960):

	Aug. 12-19	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	119,916	89,430	138,758	3,556,694	3,539,584
Total radio	244,600	243,351	274,526	10,156,796	8,657,763
auto radio	76,054	82,720	83,041	3,897,271	3,346,417

**Olympic's Sales Corp.:** The trend to autonomous marketing subsidiaries in the consumer-electronics industry (Vol. 16:5 p19) has enlisted Siegler Corp.'s Olympic Radio & Television div., which established subsidiary Olympic Radio & Television Sales Corp. at its Long Island City, N.Y. hq. Olympic div. Pres. Morris Sobin wears a 2nd hat as chairman of the sales subsidiary. Morton M. Schwartz, Olympic consumer-products sales vp, becomes pres. of Sales Corp.

Olympic also reported last week that first-half sales were above the year-ago level, that 85% of the gains came from consumer products. Noted Sobin: The gains continue "an uninterrupted 5-year growth which has tripled Olympic's consumer sales and catapulted us into a prominent position in the industry." Some of the gains: TV sales, up 19½%; radios, 12½%, TV-radio-stereo combos, 74½%.

New recording tapes, to be distributed by Ampex's United Stereo Tapes subsidiary and independent distributors: Ampex, a premium-brand tape, and Irish 300, a low-priced version of Irish tape. Both are made by Ampex's Orr Industries subsidiary.

**Watts Cooking?** The hot subject of thermionic converters heated up last week with the announcement by GE that it was mass-producing a heat-to-electricity generator that produces one watt of power from heat applied at 1,100° C. The compact device—about the size of a silver dollar, with wires—is expected to reach the market in October, with a price range of \$300-to-350. (An experimental thermionic converter was announced by RCA in July, Vol. 16:29 p17).

GE reported that it's operating with a pilot production line that turns out 60 converters a week. With minor modifications, the line's output capacity can be stepped up to 100 units weekly. GE also reports it is working on larger converters with outputs ranging up to 500 watts, for industrial, consumer and space-project applications. An immediate application of the one-watt converters is seen in space satellites, for the conversion of solar heat to energy—to derive from the sun the power to actuate devices to send messages back to earth.

Sylvania's Waltham Labs has won a \$3.2-million Navy contract for electronic data-processing equipment.

**DROP-IN PARADE BEGINS:** RCA last week signaled the start of the drop-in procession by introducing a bevy of added starters to its 1961 TV-radio offerings. Several other set makers added TVs and/or radios to fill & broaden their lines. More drop-ins are in the offing. Among them: Admiral's entry in the reverb derby.

RCA added 16 new TVs, 11 of which feature the "New Vista" tuner introduced in a single model 3 months ago (Vol. 16:22 p18). The 5 other newcomers: 2 color consoles, a 17-in. portable (The Trouper), a 19-in. portable (The Heather, with a \$199.95 guide price), a 23-in. console which features push-button pre-selection of up to 12 hours of TV.

The nuvistORIZED tuner "already has proved that it has the power to pull in TV signals in areas where TV viewing never before was possible, including outlying areas of the Hawaiian Islands," reports RCA product-planning & development vp James M. Toney. The 11 new TVs with the tuner: two 19-in. portables, one 23-in. table, five 23-in. consoles, three 23-in. TV-stereo combinations.

RCA also introduced a flock of new radios: 5 tables, 5 clocks, an AM-FM table, a gift kit comprising a shirt-pocket transistor radio, earphone, leather case, battery & windup alarm clock. Sales vp R. W. Saxon asserted: "It is entirely possible that the radio industry may top 10-million unit sales this year—highest since 1948. Sales are running nearly 18% ahead of last year, when the industry sold 8,897,500 home sets. Sixty percent of the more than 10 million radios expected to be sold this year will be in the table & clock categories, despite all the attention being given to transistor portables."

RCA also extended its stereo line with the addition of 18 console models, in 6 different series. A novelty of the line is an optional reverb unit, in kit form, for installation in the (2-models-each) Mark 8, Mark 4 and Henredon fine furniture series. The reverb unit is priced at approximately \$50, installation extra.

\* \* \*

#### Other drop-in activity last week:

Zenith introduced an FM-AM clock radio that features "drift-free" tuning, a "dial-it" wake-up alarm control, and a suggested retail of \$89.95. The "Sandman" increases Zenith's FM line of table radios to 8 basic models. Commented Sales Corp. Pres. L. C. Truesdell: "During the first 6 months of 1960, unit sales to dealers of Zenith FM-equipped table & portable sets topped those in the corresponding period in 1959 by over 70%."

Packard Bell added a 9-ounce (with battery), 6-transistor portable (Model 6RT-4) with a \$29.95 price tag. It's shirt-pocket size and features all-topside controls for in-pocket tuning.

Grundig-Majestic dropped in a variety of new TVs, radios and phonos, including: 3 AM/FM/SW radio-phono combos; a 23-in. TV consolette; a lowboy with 23-in. TV, stereo phono and AM/FM/SW radio (remote tuner optional); and a deluxe, \$2,995 combo featuring 24-in. TV, AM/FM/SW radio, stereo, 2-speed tape deck, 6 speakers.

Toshiba has come up with what is described as the world's first 3-way transistor portable-table radio. Richard B. Stollmack, gen. mgr. of distributor Transistor World Corp., says the 7-transistor unit will be ready for distribution in about 10 days. The 2-in-1 unit comprises a shirt-pocket portable & a battery- or AC-operated table. The pocket radio, complete with batteries, earphone and carrying case, will retail for \$39.95. The table-model speaker cabinet, complete with an AC converter, will sell for \$19.95. The speaker cabinet houses its own batteries.

**Electronic Mergers Hit:** A trend toward mergers & acquisitions in the electronics industry was sharply criticized last week by David Packard, pres. of Hewlett-Packard. He told the Western Electronic Show & Convention at Los Angeles that it was a serious problem. A record 35,000 scientists, engineers, electronics executives and students attended the event at the Sports Arena, which contained 987 exhibits of advanced electronic & space-age equipment.

The mergers, said Packard, are spurred by "the attraction of the exorbitant price-to-earnings ratios which the investment community has generated out of their enthusiasm for our performance. There is no evidence which will stand critical examination to indicate our industry is any stronger as a result . . . I have seen many cases where, when the pride of ownership & the opportunity for truly free individual decision were lost, the enterprise which was acquired, lost, rather than gained productive capability."

Packard also urged the industry to resist pressures of governmental control, acknowledging that this is difficult when there is reliance on the government for such a large proportion of business.

Other Packard observations: More effort should be put into improving the U.S. educational system . . . The anticipated influx of Japanese TV sets will be not as severe as the Japanese transistor-radio invasion . . . Russia is not ahead of the U.S. in electronics. Packard was presented with the Western Electronic Medal of Achievement.

Awards of industrial design excellence were presented to 4 manufacturers: Ampex, for its FR-600 magnetic tape recorder; Beckman Instruments, Fullerton, Cal., for its potentiometric recorder and the 210 high-speed data-processing systems; Librascope div. of General Precision, Glendale, Cal., for its RPC 40,000 electronic computing system; and Eitel-McCullough, for the Eimac X762B power triode.

Other awards: The 1960 achievement award of IRE 7th region to space-scientist Dr. Eberhardt Rechin . . . The newly-established \$1,000 De Forest scholarship in the future-engineers competition, to Dwight Jaeger, 17-year-old Los Alamos, N.M. high school senior.

\* \* \*

Electronics companies in the 11 Western states will account for 22% of 1960 U.S. electronic sales—up from 20% a year ago. The forecast is from Western Electronic Manufacturers Assn. Pres. S. H. Bellue, who said Western firms will bill nearly \$2.3 billion of 1960's estimated total \$10.2 billion, compared with \$1.9 billion last year. The figures do not include broadcast, service and distribution revenue. Bellue added that by the end of this year there will be 840 electronic firms in the West, an increase of 70 firms; employment will rise from 155,000 to 167,000. Los Angeles & nearby Orange County account for more than half of the West's total sales. Electronic companies in these 2 counties expect sales approaching \$1.4 billion this year—up 19% over last. Sales by electronic companies in the San Francisco Bay area are expected to reach \$530 million—up 21% over last year.

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Zenith's budget for Sept.-Oct. daily newspaper advertising has been increased to 100% over the year-ago level, reports Sales Corp. Pres. L. C. Truesdell. The expanded ad schedule embraces Zenith's 1961 lines of TVs, radios and stereo phonos.

Standardized electronics terms approved by IRE & other professional organizations are included in *Electronics & Nucleonics Dictionary*, published at \$12 by McGraw-Hill. More than 13,000 terms are defined in the 543-page book.

**Color TV In Japan:** Nine Japanese manufacturers are now turning out color-TV sets for home consumption, reports Tokyo-published *Radio & TV*. Adds the trade magazine: "At present the price of color TV averages between 400,000 & 500,000 yen [about \$1,100-to-1,400], rather high, but manufacturers say that the price [for 21-in. sets] will be lowered to 150,000 yen [around \$400] by 1964, the year of the Tokyo Olympic Games. They presume that by this year color TV will have attained its peak."

The 9 color-TV manufacturers: Mitsubishi, Matsushita, Sanyo, Hayakawa, Yaou, Nippon Electric, Nippon Columbia, Hitachi, Toshiba. "Of these 9," reports the magazine, "only Toshiba has an exclusive factory for color TV. Hitachi, Mitsubishi and NEC, who were outstripped by Toshiba and National [Matsushita] have a keen interest in the new TV. Hitachi and National are intending to invest large funds [for plant expansion] . . . Each company faces severe sales competition."

"Color TV is emphatically fulfilling the prophecy made 6 years ago by RCA Chmn. David Sarnoff that 'the future of TV is in color,'" RCA Pres. John L. Burns asserted last week in the role of guest business-columnist in the *N.Y. Herald Tribune*. He added: "Today [color TV's] vast & varied activities add up to more than a \$100-million-a-year business at retail. Over 60% of this total comes from sales of color receivers. Some 15% is accounted for by broadcast equipment, tubes and parts; another 15% by servicing activities; and the rest by independent local broadcasting . . . Color TV has positioned itself as a \$100-million-plus venture in only half the time it took the American automobile industry, one-quarter the time it took the aircraft industry."

"Color TV shows concrete signs of real mass-market sales this fall," RCA Sales Corp. Chmn.-Pres. W. Walter Watts told distributors in Chicago last week. "RCA's sales are currently running 60% ahead of last year, with weekly increases of more than 100% ahead of 1959 during the past few months." Watts also declared that the company "is more optimistic today about the future of the electronic consumer-products business than we have been since the height of the b&w TV boom in the early 1950s." Some of the optimism-producing factors: color TV, the nuvistorized TV tuner, "excellent position regarding inventories." On the basis of these & other factors, Watts said, "we confidently look forward to 1960 ending up as one of RCA's most successful in home-instrument marketing—both in unit & dollar volume."

Color-TV set was voted 6th most-wanted item on a list of 16 in a Pulse survey which asked 1,000 persons how they would spend an unexpected gift of \$1,000. As reported in *Television Age*, 5.5% would buy a color set with the windfall—although 49.2% of the respondents had never seen a color-TV program. Asked if they had 1960 buying plans for color TV, 95.3% of 508 respondents who had viewed color TV said no. Major reasons: Too expensive (48.2%), not perfected (27.3%), satisfied with b&w (15.1%).

Admiral's manifesto against "the tidal wave of Japanese electronic products" exported to the U.S. (Vol. 16:34 p16) was cited by Rep. Dent (D-Pa.) in a 30-min. Aug. 24 House speech on foreign trade policy. He called for tariff revisions to protect U.S. industries from foreign encroachments which he said were spreading unemployment here:

**Trade Personals:** R. H. Coffin named ad & sales promotion staff vp, RCA, in a consolidation of the institutional and staff ad & sales promotion activities . . . C. Wesley Michaels, ex-GE, named to new post of planning & mkt. research mgr., RCA industrial electronic products . . . Nicholas De Falco named to new post of gen. mgr., Du Mont Labs industrial electronics div.

Raymond T. Leary promoted from gen. sales mgr. to mktg. vp, Cornell-Dubilier . . . William H. Herrman, ex-Hoffman Electronics, named ad & sales promotion mgr., Stromberg-Carlson's electronics div. . . Donald W. Gunn promoted from sales vp, Sylvania electronic tubes, to regional vp, Sylvania Electric Products, headquartering in Burlingame, Cal. William O. Spink succeeds Gunn.

Andrew T. O'Rourke appointed Eitel-McCullough controller . . . Charles L. Hasseman named PR dir., Fischer & Porter . . . Thomas J. Kelly named to new post of international services asst. dir., Raytheon.

Edward R. Wagner, ex-RCA, joins Page Communications Engineers as vp and maintenance & operations dir. . . Robert P. Sumberg and E. Douglas Kenna named vp's Avco Corp. advanced development div. . . R. W. Harbison, Levco service div. gen. mgr., elected a vp . . . Harry G. Bowles named vp & controller and financial planning committee chmn., Burroughs Corp. . . Theodore Bloom named vp-gen. mgr., Olympic of Southern New England . . . K. A. Ray, ex-Caltech, named solar product mgr. of Hoffman Electronic semiconductor div.

Melvin L. Russell, ex-Teleregister, named Adler Electronics military products div. contract administrator . . . John W. Hillegas, ex-Standard Electronics, named Southeast field sales representative.

RCA veteran L. S. Thees, gen. commercial mgr. of the electron-tube div., will be honored by the purchasing-agents div. of the United Jewish Appeal's TV-radio-electronics-industry group. The testimonial, at UJA's Oct. 11 dinner, is to Thees's years of service to the industry & his "deep interest in the welfare of his fellow men."

RCA Chmn. David Sarnoff will be honored by the N.Y. Board of Trade at its 14th annual gold awards dinner Oct. 6.

**New plants & expansions:** RCA broke ground in Palm Beach Gardens, Fla. recently for a \$4-million production plant for electronic data-processing equipment. The 180,000-sq.-ft. facility is expected to be operative by January—and to employ several hundred persons • GE will begin construction next year of a \$3-million lab in Schenectady, N.Y. for the study of advanced manufacturing methods. The lab will be completed in 1961 • GE also announced a \$2,860,000 expansion program for its Owensboro, Ky. receiving-tube plant. The expansion will add 2 buildings (one of 128,500 sq. ft., the other 19,500 sq. ft.), increase engineering equipment • GT&E Labs has established temporary Western hq at 1177 University Drive, Menlo Park, Cal. pending completion of a new research facility on a 75-acre tract in Palo Alto • Bulova Watch has opened a warehouse in Berkeley, Cal. to handle distribution of its radios, stereo phonos, and electric razors to retail jewelers in 7 Western states.

### Obituary

Joseph Sanders, 82, Washington banker who as a youth worked with his uncle Emile Berliner in developing the first disc-record talking machine (subsequently trademarked "His Master's Voice" by Victor), died Aug. 20 in Georgetown Hospital. Surviving are 2 sons, a daughter, 3 sisters.

## Finance

**Mergers & Acquisitions:** Transitron Electronics and Thermo King, Minneapolis maker of refrigeration equipment for trailer trucks, have signed a preliminary merger agreement. Subject to further study, satisfaction of certain conditions, and stockholders approval, Transitron would issue 9 of its common shares in exchange for each 10 of Thermo King. • ITT has acquired the electromagnetic vibration equipment unit of Los Angeles-based L. C. Miller Co. ITT's industrial products div. will produce & market electromagnetic shaker & calibration equipment for testing electronic components & systems • America Corp. (formerly Chesapeake Industries) has acquired Pricemetal Corp. of Belmont, Cal., will operate it as the V.M.P.-Pacific div. of subsidiary Virginia Metal Products Inc. America also announced 2 new firms: Pathé Sound Services Inc. of N.Y., a wholly-owned unit of subsidiary Pathé Labs, and Pathé-DeLuxe of Canada Ltd., a jointly-owned company established in Montreal by Pathé with 20th Century-Fox subsidiary DeLuxe Labs • Philips Electronics and Pharmaceutical Industries Corp. (a 66.7%-owned subsidiary of Consolidated Electronics Industries Corp.) has acquired Columbus Pharmacal Co., Columbus, O. • Minnesota Mining & Mfg. and Warner-Lambert Pharmaceutical have agreed tentatively to merge, subject to further discussions & approvals by directors & stockholders of both companies. Under the proposed merger, one share of Warner-Lambert common would be exchanged for one-half share of 3M common, plus one share of a special Class A voting stock still to be authorized • Electric & Musical Industries has acquired the rights to the Top Rank label from Rank Organization subsidiary Rank Records Ltd. • Itek Corp. and Seeburg have resumed their on-again-off-again merger talks, and announcement of tentative agreement is anticipated shortly after Labor Day.

Lab for Electronics anticipates "the highest earnings & sales in the company's history" in its 1961 fiscal year ending next April 30. Pres. Henry W. Harding reports that volume & profit for the initial quarter are the best for any comparable period. In its 1960 fiscal, Lab for Electronics earned \$1,225,880 (\$2.23 a share) on \$38,526,334 sales. "We are very optimistic about the future," Harding said, noting that the order backlog had jumped to \$40 million on June 30 from \$28.4 million at the close of the fiscal year 2 months earlier. Stockholders will vote Sept. 13 on a proposal to increase the authorized common stock to 1,250,000 from the present 750,000 shares. The added shares, Harding said, would "provide the board with the flexibility to take advantage of opportunities for acquisition requiring prompt & decisive action."

SEC hearing for Re, Re & Sagarese, N.Y. broker-dealer accused of violating securities laws in transactions involving Skiatron Electronics & TV stock (Vol. 16:32 p15), has been postponed in Washington from Sept. 7 to Sept. 19 at the firm's request.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Amphenol-Borg	Q	\$0.35	Sep. 30	Sep. 16
Andrea Radio	New	.12½	Sep. 15	Sep. 1
Arvin Industries	Q	.25	Sep. 30	Sep. 6
Electronics Investment	Q	.25	Sep. 30	Sep. 22
Hoffman Electronics	Q	.15	Sep. 30	Sep. 16
Sprague Electric	Q	.30	Sep. 14	Aug. 31
Textron Inc.	Q	.31¼	Oct. 1	Sep. 15

Ampex earnings dropped sharply in fiscal-1961's first quarter ended July 31, despite an 11% sales gain (see financial table). Pres. George I. Long Jr. forecast improvement in both volume & profit in the current quarter, but indicated that earnings for the half would run behind the year-ago net. He told stockholders that fiscal-1961 sales are expected to top fiscal-1960's \$68,113,000 level, and that earnings will compare favorably with the 55¢ a share earned in the preceding fiscal (Vol. 16:25 p20). Long reported that the proposed merger of Ampex and Telemeter Magnetics, Culver City, Cal. maker of precision electronic components and core-memory products, was still under active study by the boards of both firms. A decision on the merger proposal is anticipated within several weeks. If the directors favor a merger, stockholders will be called to a special meeting to vote on the proposal.

Desilu Productions reports a net loss for its first quarter of fiscal 1961 (see financial table). Pres. Desi Arnaz attributed the loss to a late start in production, caused by the 5-month Screen Writers Guild strike. He anticipates that profits in the 2nd & 3rd quarters will be "greater" than in the year-ago periods. Arnaz said Desilu is exploring acquisition of companies producing & filming TV shows.

Reports & comments available: Transitron, discussion, Laidlaw & Co., 25 Broad St., N.Y. 4 • Corning Glass, report, White, Weld & Co., 20 Broad St., N.Y. 4 • Television-Electronics Fund, booklet-prospectus, Hollowell, Sulzberger, Jenks, Kirkland & Co., Philadelphia National Bank Bldg., Philadelphia 7 • Pacotronics Inc., prospectus, Myron A. Lomasney & Co., 39 Broadway, N.Y. 6 • Motion Picture Industry, profile in Aug. 24 *Financial World*.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Aug. 25, 1960

Electronics TV-Radios-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	28½	30%	Magnetics Inc.	10½	12½
Aerovox	9½	10½	Maxson (W.L.)	10¾	11¾
Allied Radio	22½	24½	Meredith Pub.	40	43½
Astron Corp.	2½	2½	Metropolitan Bcstg.	19½	20¾
Baird Atomic	36	38½	Milgo Electronics	22½	25½
British Industries	13¾	15½	MPO Videotronics	6¾	7¾
CGS Labs	9	11½	Narda Microwave	5¾	6¾
Control Data Corp.	45	48¾	Narda Ultrasonic	3½	4¼
Cook Elec.	16¼	17½	National Co.	32¼	34¾
Craig Systems	18¼	19¾	Nuclear of Chicago	33½	36¾
Dictaphone	41	44	Official Films	2	2¾
Digitronics	23¼	24¾	Pacific Automation	8	9
Eastern Ind.	14¾	15½	Pacific Mercury	4	8¾
Elitel-McCullough	28½	30¾	Perkin-Elmer	44¼	47½
Elco Corp.	18½	20¾	Philips Lamp	178¾	184½
Elco Instruments	37	40¼	Pyramid Electric	2¾	3-1/16
Electro Voice	13	14¾	Radiation Inc.	26	28¼
Electronic Associates	30¼	32¾	Howard W. Sams	49	53¼
Erle Resistor	9½	10	Sanders Associates	57	61½
Executone	32¼	35¾	Silicon Transistor	6¾	7¾
Farrington Mfg.	45½	48¾	Soroban Engineering	25¼	27¼
Fischer & Porter	21	23	Soundscribe	14¼	16
FXR	54	58½	Speer Carbon	23	25½
General Devices	16	17½	Sprague Electric	55¾	59¼
G-L Electronics	10	11½	Taft Bcstg.	14¼	15¾
Granco Products	5¼	5¾	Taylor Instrument	82	88¾
Gross Telecasting	18¼	20½	Technology Inst.	11¼	12¾
Haydu	¼	5/16	Telechrome	14¼	16¼
Hewlett-Packard	83¾	87½	Telecomputing	7¾	8½
High Voltage Eng.	137	148	Telemeter	15¼	17
Infrared Industries	22	24½	Time Inc.	66½	70
International Rect.	24½	26½	Tracerlab	11¾	13½
Interstate Engineering	26½	28½	United Artists	6¾	7¾
Itek	68	72½	United Control	24¾	26¾
Jerrold	8¾	9¾	Universal Trans.	1½	2½
Lab for Electronics	49¼	52¾	Vitro	14¾	15½
Lel Inc.	6	6¾	Vocaline	3½	4
LFE Inc.	11½	14¼	WJR Goodwill Station	9	—
Ling Altec Electr.	26¾	28¾	Wells-Gardner	17¼	18¼
Magna Theater	2¾	3-3/16			

## 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
Ampex Story on p. 15	1960—qtr. to July 31	\$16,400,000	—	\$ 344,000	\$0.05	7,275,920
	1959—qtr. to July 31	14,800,000	—	826,000	.11 <sup>1</sup>	2,209,308
Andrea Radio	1960—6 mo. to June 30	3,718,889	\$ 250,738	131,953	.53 <sup>2</sup>	250,700
	1959—6 mo. to June 30	2,936,777	260,396	136,388	.55 <sup>2</sup>	250,700
Audio Devices	1960—6 mo. to June 30	3,251,954 <sup>9</sup>	283,012	143,012	.17	828,119
	1959—6 mo. to June 30	2,930,414	(40,976)	(14,676) <sup>8</sup>	—	800,820
Consolidated Electronics Industries	1960—6 mo. to June 30	46,487,749	4,311,372	2,009,811	.72	2,810,750
	1959 <sup>4</sup>	—	—	—	—	—
Desilu Productions Story on p. 15	1960—13 wks. to July 30	2,558,778	(428,697)	(201,397) <sup>10</sup>	—	1,155,000
	1959—13 wks. to Aug. 1	3,799,974	432,550	265,050	.23	1,150,000
Esquire Radio & Electronics	1960—6 mo. to June 30	1,706,531	—	36,693	—	—
	1959—6 mo. to June 30	1,396,231	—	(4,401)	—	—
Four Star Television	1960—44 wks. to April 30	13,945,332	—	301,814	.63	480,000
	1959—43 wks. to April 25	7,025,182	—	275,140	.57	480,000
National Video	1960—year to May 31	17,047,104	1,425,169	1,131,869	1.84	616,667
	1959—year to May 31	14,853,531	1,468,996	1,018,996	1.65	616,667
Philips Electronics & Pharmaceutical	1960—6 mo. to June 30	17,385,984	1,497,880	851,896	.43	1,993,275
	1959 <sup>4</sup>	—	—	—	—	—
Sonar Radio	1960—year to June 30	1,115,212	—	137,251	.33	410,940
	1959—year to June 30	806,483	—	57,137	.24	230,940
Victoreen Instrument	1960—6 mo. to June 30	6,093,307	530,963	260,770	.16 <sup>11</sup>	1,594,249
	1959—6 mo. to June 30	3,629,259	475,465	219,465	.14 <sup>11</sup>	1,458,483
Warner Bros.	1960—9 mo. to May 28	66,392,000	9,077,000 <sup>5</sup>	4,577,000	3.05	1,499,900
	1959—9 mo. to May 28	62,084,000	11,899,000 <sup>9</sup>	7,249,000 <sup>7</sup>	4.57 <sup>8</sup>	1,585,196

Notes: <sup>1</sup>Adjusted for Feb.-1960 3-for-1 split. <sup>2</sup>Based on 250,700 shares outstanding June 30, 1960. <sup>3</sup>After \$26,300 tax credit. <sup>4</sup>Comparison invalid because of major consolidations in Oct. 1959. <sup>5</sup>Includes \$430,000 profit on sale of capital assets. <sup>6</sup>Includes \$797,000 profit on sale of capital assets. <sup>7</sup>Does not include special credit of \$6.5 million (\$4.10 a share), representing profit on sale of ranch. <sup>8</sup>Based on net from operations. <sup>9</sup>Record. <sup>10</sup>After \$227,300 tax credit. <sup>11</sup>Based on 1,594,249 shares outstanding June 30, 1960.

Pacific Industries has disposed of 3 of its 7 operating divisions, will now concentrate in fields allied with electronics & scientific instruments, reports Pres. Henry L. McIntyre. Jettisoned are the tannery, ship repair and mining divs., which had a combined net loss of about \$300,000 for the 11 months to July 31 of fiscal 1960. The 4 remaining divs.: General Film Labs, Hollywood processor of motion picture & TV film; Custom-Aire Products, manufacturer of furnaces & wall heaters; Computer Measurement Co., maker of precision-electronic equipment, and Midland Mfg. and Wright Electronics, producers of quartz crystals. McIntyre said their combined quartz production "is the nation's largest for the electronics industry."

NAFI Corp., whose diversified interests run from textiles & boat-building to broadcasting (KPTV Portland, KCOP Los Angeles, radio KXYZ Houston), plans a public offering of \$7.5 million of convertible subordinated debentures due 1980. An SEC registration statement (File 2-16947) listed Shields & Co. and Lehman Bros. as principal underwriters, said the interest rate & price of the debentures would be supplied in an amendment.

Litton Industries, Beverly Hills, Cal. manufacturer of electronic components, equipment and tubes, rolled up a sales gain of nearly 50% to \$185 million in its 1960 fiscal year ended July 31. Chmn.-Pres. Charles B. Thornton, in a preliminary report, said that profits (undisclosed) also gained, commensurate with the sales rise. Final profit figures are expected to become available shortly.

Indiana General Corp. was listed for trading on the N.Y. Stock Exchange last week. Symbol: IGC.

## Technology

Bow-mounted TV cameras helped navigate the atomic submarine Seadragon on its history-making cruise charting a new Northwest Passage from the U.S. East Coast to Alaska. Fixed-position TV has been used by other nuclear-powered subs in Arctic exploits, but the Navy reported that movable cameras aboard the Seadragon provided new help to crew, scientists & technicians in watching the ocean around the sub, the bottom below, the ice above.

IRE professional group will join with the U.S. Committee for the International Scientific Radio Union in Dec. 12-14 technical sessions at the National Bureau of Standards' Boulder (Colo.) Labs. Main subjects for the meeting: Tropospheric & ionospheric radio propagation, radio noise of terrestrial origin, radio waves & circuits. Oct. 10 is the deadline for submission (to Boulder Labs' A. H. Shapley) of titles & 100-to-200-word abstracts of proposed papers.

Experimental "dial control system" developed by Westinghouse permits operation of home electrical appliances via dial telephone anywhere in the country. Consumer products vp Chris J. Witting said Westinghouse has no immediate plans to carry the device beyond its present experimental stage, although it is incorporated in an electronic oven which is now on tour as part of a Westinghouse products display. The system is built around a relay box. When the housewife goes out, she puts the equipment on automatic. From any phone in the U.S., she can call her home number, then dial another code number to connect her with the specific appliance she wishes to control.