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

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FCC STAFF URGES TOUGHNESS ON GE-WBC ANTITRUST: More investigation and a holdup of license renewals for GE & Westinghouse have been recommended to FCC by its attorneys, based on a preliminary study of their antitrust convictions (Vol. 17:7 p8 et seq.).

It's been learned that Commission staff submitted a tough analysis that is now getting members' attention. Citing legislative history, past FCC policy, statements of the presiding judge and the Justice Dept., the memo concludes there's "a strong presumption adverse to the qualifications of GE & Westinghouse to be Commission licensees."

"The numerous violations to which they pleaded guilty," the staff went on, "are of recent vintage, flagrant, and based on persistent unlawful acts over a period of time. The Dept. of Justice has represented that the violations were deliberate and that the defendants' measures of concealment showed a 'full knowledge of the wrongful nature of their deeds.' While this adverse presumption might be overcome by 'countervailing circumstances,' we believe that the Commission is in no position, under the circumstances here, to make any such determination without a further investigation. After such an investigation, the Commission might appropriately determine either that GE and/or Westinghouse remain qualified, or that their renewal applications should be designated for hearing.

"The circumstance that neither the GE nor Westinghouse board of directors is charged with knowledge of, or personal responsibility for, the unlawful conspiracies & acts to which the corporations pleaded guilty, does not remove the question as to character qualifications. Investigation is still pertinent to determine whether any person implicated exercises any control, direct or indirect, over the broadcast operations of these corporations. Moreover, the directors' lack of knowledge of widespread, flagrant, and persistent unlaw-

ful activities within the corporation may raise additional problems of licensee responsibility. A question may fairly be raised as to whether, in such circumstances, they would similarly be unaware of, and fail to remedy, activities in the broadcast field which are contrary to the public interest, such as payola, etc."

In the safety & special services, where GE, Westinghouse and 6 other antitrust defendants hold some 200 licenses, the staff recommended against any holdup or revocation, noting that some facilities may be used in defense-contract activities, etc.

Justice Dept. antitrust chief Lee Loevinger, on another front, took crack at RCA-NBC, urging that FCC should give Philco a hearing on its protest against renewal of NBC's WRCV-TV Philadelphia. Philco has an appeal pending, in the D.C. Court of Appeals, challenging FCC's action throwing out the protest. Last week, in an amicus curiae brief filed with the Court, Loevinger & assistant Richard Solomon (latter ex-FCC) stated:

"It may be argued that since the government had asked, as part of its prayer for relief, that the District Court revoke NBC's license for its Philadelphia stations, and since in the consent decree NBC was merely required to divest itself of its Philadelphia facilities within a fixed period, the [Justice] Department had reached a conclusion that the RCA-NBC offenses were not so serious as to warrant revocation. Any such contention is specious. The Department's interest is in enforcement of the antitrust laws. If it can secure adequate relief by consent without the expense or delay of a trial it does so. Here NBC was required to divest itself of the property allegedly illegally secured and was enjoined from future anti-competitive conduct. The government therefore determined that it would not insist upon going to trial in order to seek the additional relief of court-ordered revocation authorized by Sec. 313 of the Communications Act. Instead, the United States properly left to the Commission the question of the effect of NBC's alleged activities upon its qualifications to hold a station license."

SPOT TV'S 5-YEAR SPURT: Growth of national & regional spot TV, its current size & composition were delineated last week in a TvB-Rorabaugh report covering all spot advertisers having distribution in 2 or more markets. The study showed:

- (1) Gross time expenditures were up more than 50% from \$397,606,000 in 1956 to \$616,701,000 in 1960.
- (2) Largest spot-TV advertiser trebled its budget from \$17,522,450 in 1956 to \$55,084,440 in 1960.
- (3) Average spot-TV advertiser increased its spending by nearly 80%, from \$90,000 to \$162,000.
- (4) Announcements & participations increased 75%, from \$266,970,000 in 1956 to \$466,556,000 in 1960.

Versatility of spot TV was indicated by the different types of brands included in the top 10 spenders over the 5-year period—Maxwell House coffee, Alka Seltzer, Robert Hall, Bulova, Mr. Clean, to name a few. Another plus for spot, according to TvB, is "its ability to promote ideas." More than 35 different associations, councils and promotional bureaus used the medium in 1960, including those in the fields of coffee, tea, savings banks, insurance and motor boats.

FCC WEIGHS DIVERTING N.Y. & L.A. VHFS TO ETV: FCC threw a dilly into complicated projected sale of WNTA-TV (Ch. 13) N.Y. (see p. 8) by starting a "formal inquiry" into ways & means of getting a vhf channel in N.Y. & Los Angeles converted to ETV use. Now 14 stations instead of one will be in a stew. If the Commission finally does slice a channel off in each city, which of the 7 operators in each city will lose out?

There's no telling how FCC will move procedurally. Commission itself doesn't know; that's why it has invited comments (by May 1) "as to the methods by which one of the 7 vhf channels at Los Angeles and at New York could be duly made available for non-commercial, educational broadcasting . . ." There's no telling, either, whether FCC will finally go through with the proposal. Though Commission has legal power to do it, an awful lot of "due process" would go over the dam before it's done—and some Commissioners went along with the move quite reluctantly.

Commission said it was confining move to the 2 cities "in view of the fact that there are no other cities now lacking a vhf non-commercial educational channel assignment where there are sufficient numbers of available vhf assignments to supply this lack while still leaving at least 4 commercial vhf assignments to provide an outlet for each of the 3 national TV networks and at least one competing independent or non-network station. Moreover, in all the other TV markets . . . with at least 4 vhf assignments there is a vhf channel reserved."

Lack of ETV channels in the 2 major markets, FCC said, "is all the more regrettable in view of the abundant resources available in both those cities for ETV programming and the fact that over 13% of the total population resides within the service area of the commercial vhf stations operating in those cities."

Vote was 6-1, Lee dissenting. Though he didn't issue a statement, uhf enthusiast Lee later told us: "This could hurt our New York uhf project. It might injure ETV by holding out false hopes for vhf channels."

Reason N.Y. & Los Angeles, with 7 channels, have no ETV reservations, is simple: All channels were granted commercially before FCC ever started reserving channels.

TV'S DYNAMIC DECADE: "A unique & dynamic media revolution"—that's how NBC-TV terms 1950-59 TV growth as a basic advertising element. Accolade comes in "TV & Modern Marketing," a handsome new booklet presentation now being distributed to the ad world, including corporate "decision makers" (chairmen, directors, presidents, etc.). Some highlights:

(1) TV's share of ad revenue jumped from a mere 6% of national ad dollars in 1950 to 32% in 1959.

(2) Nearly half (48) of the top 100 advertisers spent more than 50% of their total media expenditure in TV in 1959.

(3) The average viewer spends about 200 minutes daily with TV, as compared to the average reader's 38 minutes with magazines, 40 with newspapers.

(4) TV's penetration easily tops magazines. On an average evening, NBC, for example, reaches "more than half" of all families in 2,756 U.S. counties. On a circulation standard of only 10%, Life magazine penetrates only 746 counties and is below 10% penetration in the rest. "A 50% penetration . . . would result in an absolutely blank map for Life but would include 97% of all U.S. TV homes for NBC-TV."

(5) Cost-of-audience rose in print but not in TV during the 1950-1959 period. Magazine CPM was 38% higher by 1959 as costs soared faster than circulation. Similarly, newspaper CPM increased 36%. TV's CPM, on the other hand, dropped to only one-third of the 1950 level by 1959.

(6) TV research has become more finite, print less so in the past decade. At first, national TV sold itself on "total audience" (one minute or more of viewing); today, TV pushes "average audience" for specific shows. Print media, by contrast, have shifted in several cases from straight circulation guarantees to the more-promotional "ad page exposure" (opportunity among all possible readers to glance at a page).

(7) Newspaper "ratings" are scarce, as compared with TV's. "Only a fraction of a newspaper's audience 'notes' a particular ad—and a substantially smaller portion of that audience actually reads the ad," said NBC. Only one out of 5 readers "notes," and one out of 12 "reads" a 1,000-line ad, say the few studies available.

NEW LIGHT ON COMPETITION FOR THE AUDIENCE: Surprise! Magazines & TV don't compete too pointedly for audience, even though they often slug it out in inter-media rivalry for advertising dollars. In a N.Y. preview March 27 of its Nielsen Media Service, the ad industry's biggest research firm, A. C. Nielsen, made that point clear.

Duplication can be as little as 20% of homes between a schedule in leading monthly magazines and a network TV schedule of 4 daytime quarter-hours and 2 nighttime half-hours. According to Nielsen (which worked out the figures for a beauty-product advertiser seeking to reach women), the combination would reach women via TV-only in 11.2 million homes, via print-only in 9 million homes, via print-&-TV in 4.8 million.

If a household is reading a lot of magazines, it isn't watching much TV, Nielsen discovered. And if it's a household of TV fans, it isn't reading magazines. Nielsen believes its NMS studies will be important in "the choice of media combinations to achieve specific sales objectives in terms of reaching certain kinds of homes & people . . . to select media with complementary audience characteristics."

Nielsen now checks 12 publications (magazines & weekly newspaper supplements) for its NMS studies. They are prepared for both buyers (agencies, advertisers) and sellers (magazine, supplements, reps, etc.). The publications: American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, This Week, SatEvePost and True Story. TV data are drawn from a special NMS panel which employs the Audience & Recordimeter diaries and recording devices used by Nielsen in local TV measurements.

VIEWING HITS RECORD HIGH: The average U.S. TV home viewed for 6 hours, 8 minutes per day during February, breaking the previous record of 6 hours, 7 minutes set in February 1958.

During average February day, continues the A. C. Nielsen data (as released by TvB), U.S. home hours of viewing totaled 287,966,000—up 11% over the 259,675,000 of February 1958 (an increase due mostly to the growth of total TV homes).

Biggest jump was in the daytime, when all time periods showed increases over February 1960. Day-time peak, Monday-Friday, came between 5 & 6 p.m., when 39.4% of TV sets were in use.

Prime evening time peak—67.9%—was between 8 & 9 p.m.

DAMNED IF YOU DO OR DON'T: Much-heralded Senate "watchdog" expose of political hanky-panky by TV & radio in 1960 campaign (Vol. 17:13 p15) produced no sensations whatever last week, but did confirm what many broadcasters had learned to their sorrow: When it comes to equal time, chances are you can't win, no matter how you play it.

Dilemmas of broadcasters under Communications Act's Sec. 315—rather than misbehavior alleged in the 40-odd complaints picked for probing by Commerce Freedom of Communications Subcommittee—were pointed up in 3 days of hearing. Stations involved came out of the ordeal virtually unscathed. And so did FCC, which was in the middle between complainants & Subcommittee. If "watchdog" Chmn. Yarborough (D-Tex.) and Subcommittee counsel Creekmore Fath built up any case, it was that Congress can't write black-&-white equal-time legislation—and Commission can't provide sure-fire enforcement.

Star witness in proceedings was FCC staffer Joseph N. Nelson, who was on stand from start to finish in a virtuoso performance which Yarborough repeatedly applauded. Nelson, chief of Renewal & Transfer Div., was designated on short notice by the Commission to give all background facts on cases and answer all questions. He never faltered in solo testimony, which covered not only complaints but the legislative history of Sec. 315 which Senators hadn't heard before.

Equal-time gambles by stations and how they paid off at hearings were illustrated by these examples:

WKRG-TV Mobile played it safe in 1960 campaign by refusing to sell any time to Ala. primary candidates for U.S. Senate. Station thereby avoided airing anti-Semitic views of retired Admiral John P. Crommelin, who squawked long & loud that he'd been denied his rights. Nelson explained to Subcommittee that FCC can't force licensees to sell political time initially to anyone. Subcommittee members didn't defend Crommelin's views. But they did wonder whether any broadcaster is qualified—on his own—to determine who should be heard or not heard.

Radio WMCA N.Y. made daring play by coming out editorially for John F. Kennedy for President—first station to do so. WMCA put all its cards on table, assiduously sought out Republican spokesman for counter-statement, put Henry Cabot Lodge on air, even ran newspaper ad calling on public to listen to Lodge. But GOP National Chmn. Thruston B. Morton protested. Newspaper ad plugging Lodge wasn't as forceful as earlier ads announcing WMCA's pro-Kennedy sentiments, Morton told Subcommittee, complaining it all amounted to "clever political propaganda." Nelson pointed out Communications Act gave FCC no control over newspaper copy.

Radio KBMY Billings ran editorials during the Mont. campaign suggesting that Clyde T. Ellis, gen. mgr., National Rural Electric Cooperative Assn., was out to spread public-power propaganda against free enterprise. Outraged by this "smear & villification," Ellis indignantly rejected invitations by the station to be interviewed or to make his own taped reply. Instead, he demanded (copies to Subcommittee) that FCC either (1) take editorials off air, or (2) take KBMY off air. Nelson suggested mildly that Communications Act forbids censorship by FCC.

KXGO-TV Fargo ran documentaries on state-operated N.D. hospitals whose administration had been criticized by state Sen. Charles L. Murphy, Democratic candidate for attorney general. Documentaries didn't mention Murphy by name, but he was given time to answer, then was refused further time to elaborate. Murphy lost election, accused KXGO-TV Pres. John W. Boler of unfairness. One point at issue in the case was Boler's tardiness in answering inquiry from Subcommittee counsel Fath. Boler explained to Subcommittee he had been out shooting pheasant at time.

WBZ-TV Boston staged foreign-policy debate between Sens. Bridges (R-N.H.) & Cannon (D-Nev.) on American Forum of the Air. Dartmouth Prof. Herbert Hill, running against Bridges in N.H., asked & got free

time to match debate appearance by Bridges. Then Bridges was given free time to answer Hill. Just before election, Hill got back on WBZ-TV again to rebut Bridges. Hill lost but Bridges protested to Subcommittee that WBZ-TV's equal-time grants were carried too far in Hill's favor, that initial debate had nothing to do with state politics, anyway. And Subcommittee member Scott (R-Pa.), who used to be GOP national chmn., said he understood Sec. 315 exemptions for news programs applied to debates, too. Nelson put him straight.

Hearings settled no questions in equal-time cases, most of which had been reported before. One question was left dangling, as it has been for years: When is a speech by the President non-political? Issue was raised heatedly by Cal. Democratic Chmn. Roger Kent. He detailed circumstances of pro-Republican speech by President Eisenhower in San Francisco last October, when area TV & radio stations refused equal time for Democrats to answer, after White House tagged it as non-political. Nelson said substance of speech—not person making it—is FCC's equal-time criterion. Subcommittee offered no new litmus-paper test for political content.

All unsettled equal-time complaints were left in FCC's pending files to be brought up again by Commission at stations' renewal time. Sens. Yarborough & McGee (D-Wyo.) said it might be helpful if Congress would give Commission authority to enforce equal-time rules through a cease-&-desist order instead of citing them against stations at renewal time—after elections are over. Nelson said he favored this personally. Nelson also agreed that it would be helpful if stations were required to keep files of all broadcast editorials. Most of all, however, he agreed with Subcommittee suggestions that FCC needs more money to expand Nelson's review unit, which handles all renewal applications as well as all equal-time complaints. His staff totals 7.

HOW THE NEW SHOWS FARED: CBS-TV's new shows won a clear rating edge in the 1960-'61 season now drawing toward its summer finale. The Nielsen AA rating of the 14 new nighttime shows on CBS from first report for October 1960 through 2nd report for February 1961, was a 19.3. For 17 new ABC-TV shows, AA figure was 16.8 (giving CBS a 15% advantage; but this figure does not take into account ABC's shorter nighttime lineup of stations). For 12 new NBC-TV shows, the average was 15.7 (CBS was 23% higher).

Trend to network program control makes these figures more significant than usual. During the 1960-'61 season, networks were in the driver's seat in terms of programming decisions, largely because of new get-tough policies set up in the wake of the 1959-'60 quiz scandals. The new-program rating levels are therefore a fairly good index of how well the 3 networks did in anticipating viewer preferences this season.

CBS holds 6 out of top 10 places when the 43 new shows (5 of which have been axed since season's start) are ranked according to average audience (see p. 6). Only one new NBC show (Tall Man) and 3 new ABC shows (My 3 Sons, The Flintstones, Surfside 6) made the grade to the top 10. New CBS shows also rated highest in every basic program category—except Westerns, where CBS's sole new entry, Gun-slinger, drew only 22nd place on the list of 43.

STATIONS GIRD FOR ASCAP NEGOTIATIONS: Telecasters believe upcoming dickering for new ASCAP music contract, to succeed the pact expiring Dec. 31, is a do-or-die effort—probably the last opportunity to come up with a better deal.

Negotiating committee for stations (networks have separate deal) is under Hamilton Shea, WSVA-TV Harrisonburg, Va., who points out that in 1960 ASCAP's entire income was \$32 million—and TV paid \$18 million of it. "The industry is mature now," he said last week, "and this is the big time at bat. If we miss now, we may be stuck with a pattern that's scarcely ideal."

Stations are well aware of importance of negotiations, he said, reporting that he recently asked operators for their ideas—"and I heard at length from about two-thirds of them."

Each station pays ASCAP at rate of 2.05% of its "net receipts from sponsors after deductions" plus, each month, highest quarter-hour card rate. TV didn't pay before 1949. First contract, in 1953, provided for 2.25%. In 1954, fee went down to 2.05%, was continued in 1957 contract.

Committee is going all-out, hiring top-flight legal talent (Ralstone Irvine and Joseph McDonald) and making, according to Shea, "the most thoroughgoing & intense study ever made."

If stations & ASCAP can't agree on new contract, under provisions of an ASCAP consent decree, the issue will be turned over for adjudication to N.Y. Federal District Court Judge Sylvester Ryan.

Programming

More about

HOW THE NEW SHOWS RATED: Here's the list of the 43 nighttime shows (see p. 5) new to network TV this season. They're ranked in order of average audience (Nielsen) for that part of the season rated from Oct. 1960 through Feb. 1961. NBC had 17 of the new shows, CBS 14, ABC 12. No show from the rank of 18th place down to 43rd will reappear next season—except for 2 *The Americans* (24th & 15 AA) and *The Roaring 20s* (30th & 13.2 AA). All but 4 of the top 17 will be back: *The Tom Ewell Show* (9th & 21.4 AA), *Bringing Up Buddy* (12th & 19.6 AA), *National Velvet* (14th & 18.5 AA) and *Stagecoach West* (15th & 18.3 AA).

Rank	Program	Category	Network	Avg. Aud. Rating
1.	<i>The Andy Griffith Show</i>	comedy	CBS	26.6
2.	<i>Candid Camera</i>	aud. partic.	CBS	26.4
3.	<i>My 3 Sons</i>	comedy	ABC	25.3
4.	<i>The Flintstones</i>	comedy	ABC	23.3
5.	<i>Checkmate</i>	mystery drama	CBS	22.9
6.	<i>Pete & Gladys</i>	comedy	CBS	21.9
7.	<i>Route 66</i>	adventure	CBS	21.5
7.	<i>Tall Man</i>	Western	NBC	21.5
9.	<i>The Tom Ewell Show</i>	comedy	CBS	21.4
10.	<i>Surfside 6</i>	mystery drama	ABC	20.6
11.	<i>Outlaws</i>	Western	NBC	20.5
12.	<i>Bringing Up Buddy</i>	comedy	CBS	19.6
12.	<i>Thriller</i>	suspense drama	NBC	19.6
14.	<i>National Velvet</i>	comedy	NBC	18.5
15.	<i>Stagecoach West</i>	Western	ABC	18.3
16.	<i>Bugs Bunny</i>	children's	ABC	17.9
17.	<i>Sing Along with Mitch</i>	pop. music	NBC	17.2
18.	<i>The Law & Mr. Jones</i>	mystery drama	ABC	16.7
19.	<i>The Islanders</i>	adventure	ABC	16.6
20.	<i>The Tab Hunter Show</i>	comedy	NBC	16.5
21.	<i>Guestward Ho!</i>	comedy	ABC	15.9
22.	<i>Gunslinger</i>	Western	CBS	15.7
23.	<i>My Sister Eileen</i>	comedy	CBS	15.4
24.	<i>The Americans</i>	adventure	NBC	15.0
25.	<i>Westinghouse Playhouse</i> (Nanette Fabray)	comedy	NBC	14.6
26.	<i>The Garland Touch</i>	adventure	CBS	14.4
26.	<i>Klondike</i>	adventure	NBC	14.4
26.	<i>Malibu Run (Aquanuts)</i>	adventure	CBS	14.4
29.	<i>Michael Shayne</i>	mystery drama	NBC	14.2
30.	<i>The Roaring 20s</i>	mystery drama	ABC	13.2
31.	<i>Harrigan & Son</i>	comedy	ABC	13.0
32.	<i>Angel</i>	comedy	CBS	12.9
33.	<i>The Jackie Gleason Show</i>	comedy-variety	CBS	12.7
34.	<i>Peter Loves Mary</i>	comedy	NBC	12.5
34.	<i>The Westerner</i>	Western	NBC	12.5
36.	<i>Dan Raven</i>	mystery drama	NBC	11.4
36.	<i>Happy*</i>	comedy	NBC	11.4
36.	<i>Witness</i>	general drama	CBS	11.4
39.	<i>Barbara Stanwyck</i>	general drama	NBC	11.2
40.	<i>Dante</i>	mystery drama	NBC	11.1
41.	<i>Hong Kong</i>	adventure	ABC	11.0
42.	<i>Winston Churchill— The Valiant Years</i>	documentary	ABC	10.9
43.	<i>Jackpot Bowling</i>	sports	NBC	10.7

*Note: *Happy* was introduced as a summer replacement in 1960 and re-introduced in the winter after the cancellation of *Dan Raven*. The audience data for *Happy* refer to telecasts since re-introduction.

No CBS Policy Switch: CBS's acceptance of an "outside" public-affairs show—David Wolper's pictorial special, "The Golden Age of Hollywood"—does not imply a policy reversal, insisted CBS News Pres. Richard Salant last week. "There have always been gray areas in public-affairs programming open to outside-network competition," he said. CBS would still turn down a controversial project like Wolper's "Race for Space" missile documentary, Salant insisted. Salant's no-policy-shift pronouncement is actually a re-statement of the position expressed to us in February 1960 (Vol. 16:8 p11) by then-CBS News creative projects head Irving Gitlin (now with NBC-TV). At that time, Gitlin told us CBS's closed-door policy applied only to "reportage, not entertainment." Discussing "Race for Space," then making its futile rounds of the networks, he said CBS would only go outside for "feature material" in what he termed "the fringe area."

FALL LINEUPS GROW FIRMER: Since we last reported on network fall line-ups (Vol. 17:11 p2), some not-so-firm shows have been bounced, several holes have been plugged, and a few shows have changed titles or time periods. The table on the opposite page has been revised from Vol. 17:11 p3 to show further changes in tentative network schedules as of late last week.

Several program series are hovering with no landing area yet assigned. ABC, for example, has an option on Steve Allen's services and may showcase him at the last minute with a 60-min. weekly series, possibly across from high-rated *Wagon Train* on NBC-TV. ABC has also given a production green light to Don Feddersen's *Tramp Ship* (a sort of motorized *Adventures in Paradise*) this spring, and is still looking for a likely berth for the 60-min. adventure show. And there's a possibility that *Asphalt Jungle* may not be back this fall on Sunday nights.

NBC has more prime time still open than any other network, but plenty of program prospects. There are at least three 60-min. shows on which NBC is virtually committed for fall—although none has been scheduled. They are: *Las Vegas Beat* (a Goodson-Todman co-production with NBC), *The House on Rue Riviera* (a foreign-intrigue type from 20th Century-Fox) and *Portofino* (a somewhat-similar package that is NBC's own). Also being whipped up as a last-minute NBC contender: a situation comedy based on "Some Like it Hot" (see p. 8).

CBS has virtually abandoned plans to use 3 shows, for which pilots were scheduled earlier this season (Vol. 17:3 p9), in its fall schedule. The trio: *Hurricane Island* (60 min.), *The Dragon & St. George* (60) and *High Time* (30). Still unscheduled at CBS is *Suspense* (CBS-TV), a 30-min. mystery anthology based on a CBS Radio series.

Thanks to a guaranteed-in-advance sponsorship from General Mills (which has persuaded Campbell Soup Co. to come in as a co-sponsor), CBS has now set *Father of the Bride* for Friday (see table), and has quietly dropped a plan to move *Route 66* to a 9-10 p.m. spot to combat *77 Sunset Strip*. There's also some CBS talk of expanding Rod Serling's *Twilight Zone* to a full hour on Fridays (10-11 p.m.), and moving presently-scheduled *The Defenders* to a Sat. 8:30-9:30 p.m. slot, replacing *Checkmate*, which may be dropped.

Peace (at last) on *Untouchables Front*: Differences between the 2 groups which have objected strongly to Italian nomenclature in *The Untouchables* seem to have been smoothed over. The Italian-American Democratic Organizations of N.Y. (which wanted to boycott the products of the show's sponsors—Vol. 17:12 p7), and the National Italian-American League to Combat Defamation (which arranged a truce with producer Desi Arnaz providing that he eliminate fictional Italian hoodlums from prohibition-era dramas) met last week and resolved their intramural disagreement. As things now stand: (1) There'll be no organized boycott. (2) Desilu will soft-pedal the show's Mafia angles, play up Italian-American culture. (3) L&M will still leave *The Untouchables* this fall, but will remain on the show this summer. (4) Major Italian-American groups won't attack it again for a while.

AP Membership Increases: In its annual report, Associated Press said 2,122 U.S. TV-radio stations were AP subscribers at the end of 1960—a net increase of 80 for the year. It added that 6 national TV & radio networks in foreign countries became subscribers during the year.

Tentative Network Program Lineups for Fall

		7:30	8:00	8:30	9:00	9:30	10:00	10:30
SUNDAY	ABC	THE HUNTERS (20th-Fox)		LAWMAN (Warner Bros.)	BUS STOP (20th-Fox)		LAS VEGAS FILE (Warner Bros.)	
	CBS	DENNIS THE MENACE (Screen Gems)	ED SULLIVAN SHOW (CBS-Sullivan)		GE THEATER (Revue)	JACK BENNY (J&M)	CANDID CAMERA (Funt-Banner-CBS)	WHAT'S MY LINE? (CBS-Goodson-Todman)
	NBC	WALT DISNEY SHOW (Disney)		CAR 54, WHERE ARE YOU? (Nat Hiken)	BONANZA (NBC)		DU PONT SHOW OF WEEK (NBC & Outside Sources)	
MONDAY	ABC	THE CHEYENNE SHOW (Warner Bros.)		THE RIFLEMAN (Four Star)	SURFSIDE 6 (Warner Bros.)		ADVENTURES IN PARADISE (20th-Fox)	
	CBS	TO TELL THE TRUTH (Goodson-Todman)	PETE AND GLADYS (CBS)	WINDOW ON MAIN ST. (Temopic Ent.)	DANNY THOMAS SHOW (Marterto)	ANDY GRIFFITH SHOW (Marterto)	HENNESEY (Hennesey Co.)	I'VE GOT A SECRET (Goodson-Todman)
	NBC	THE AMERICANS (NBC)		PRICE IS RIGHT (Goodson-Todman)	87TH PRECINCT (Hubbell Robinson)		THRILLER (Hubbell Robinson)	
TUESDAY	ABC	BUGS BUNNY (Warner Bros.)	BACHELOR FATHER (Revue)	CALVIN & THE COLONEL (Connolly-Mosher)	THE NEW BREED (QM-Selmur)		ALCOA DRAMA (Revue) alt. weeks CLOSEUP! (ABC) alt. weeks	
	CBS	DILLON OF DODGE Gunsmoke Rpts. (CBS)	DOUBLE TROUBLE (Marterto)	DOBIE GILLIS (20th-Fox)	ICHABOD (Revue)	RED SKELTON SHOW (CBS-Skelton)	GARRY MOORE SHOW (CBS-Redwing)	
	NBC	LARAMIE (Revue)		ALFRED HITCHCOCK (Shamley)	DICK POWELL SHOW (Four Star)		CAIN'S 100 (MGM)	
WEDNESDAY	ABC	THE FORCE (Warner Bros.)		TOP CAT (Hanna-Barbera-Screen Gems)	HAWAIIAN EYE (Warner Bros.)		NAKED CITY (Screen Gems)	
	CBS	ALVIN & CHIPMUNKS (Format Films)	FATHER KNOWS BEST Reruns (Temopic-Screen Gems)	BEACHFRONT (CBS)		MOTHER IS A FRESHMAN (Four Star)	U.S. STEEL-ARMSTRONG (Theater Guild-Talent Assoc.)	
	NBC	WAGON TRAIN (Revue)		JOEY BISHOP SHOW (Marterto)	PERRY COMO SHOW (Roncom)		BOB NEHWART SHOW (Revue)	DAVID BRINKLEY'S JOURNAL (NBC)
THURSDAY	ABC	ROOM FOR ONE MORE (Warner Bros.)	DONNA REED SHOW (Owen-Screen Gems)	REAL McCOYS (Brennan-Westgate-Marterto)	MY THREE SONS (Don Fedderson)	MARGIE	THE UNTOUCHABLES (Desilu)	
	CBS	FRONTIER CIRCUS (Revue)		BOB CUMMINGS (Cummings-Revue)	TBA		CBS REPORTS-FACE NATION (CBS)	
	NBC	OUTLAWS (NBC)		DR. KILDARE (MGM)		ERNIE FORD (Beth-Ford)	SING ALONG WITH MITCH (Marandel Ent.)	
FRIDAY	ABC	OZZIE & HARRIET (Stage 5)	THE CHIMPS (Screen Gems)	THE FLINTSTONES (Hanna-Barbera-Screen Gems)	77 SUNSET STRIP (Warner Bros.)		THE CORRUPTERS (Four Star)	
	CBS	RAWHIDE (CBS)		ROUTE 66 (Screen Gems)		FATHER OF THE BRIDE (MGM)	THE DEFENDERS (CBS-Plautus)	
	NBC	Untitled circus variety show (NBC)		LAS VEGAS BEAT (Goodson-Todman-NBC)		DINAH SHORE-BELL TELEPHONE (Shore-Henry Jaffe)	FRANK McGEE SHOW (NBC)	
SATURDAY	ABC	ROARING 20s (Warner Bros.)		LEAVE IT TO BEAVER (Gomalco)	LAWRENCE WELK (ABC-Ed Sobel)		SAT. NIGHT FIGHTS (ABC)	
	CBS	PERRY MASON (CBS-Paisano)		CHECKMATE (Jamco)	HAVE GUN, WILL TRAVEL (CBS)		GUNSMOKE (CBS-Arness)	
	NBC	WELLS FARGO (Overland Prod.)		TALL MAN (Revue)	FEATURE MOVIES (20th-Fox)			

NASA Man-shoot Coverage: Preparations for news coverage of the first man-in-space Project Mercury shot are under way at NASA, which says that the attempt is "tentatively scheduled for this spring." NASA reports that Cape Canaveral can accommodate only 350 newsmen and asks that each station or publication send only one man. Managers are requested to give the name of their proposed newsmen in a letter to the NASA public-information director, 1520 H St. NW, Washington. Pool coverage by networks & film "will be made available as quickly as possible for common use at the Cape press site." All 3 networks are poised to go into news orbit with live coverage of the historic event expected this month (Vol. 17:8 p5). Each network will contribute one-third of the personnel & equipment to be used by a TV pool, which will be coordinated by NBC's Roy Neal & directed by James Kitchell. Live TV cameras & mobile units will be at the launch pad, aboard Navy destroyers and on Grand Bahama Island.

NBC's New Fall Comedy: Billy Wilder's 1959 award-winning exercise in transvestite humor, "Some Like It Hot," is the latest movie property to inspire a potential TV series—and a new gimmick for using high-priced guest stars. Jack Lemmon & Tony Curtis, who played the movie roles of a pair of Chicago jazzmen who don flapper costumes and join Sweet Sue's All-Girl Band ("All my girls are virtuosos"), will be seen in the opening episode. This time, no mere doo-wacka-doo costume change is involved. Still on the run from Chicago mobsters, Lemmon & Curtis visit a plastic surgeon—and emerge looking just like singer Vic Damone and actor-comedian Dick Patterson. By odd coincidence, Messrs. Damone & Patterson have been signed to play the Lemmon-Curtis running parts in the series, which NBC programs-&-talent vp David Levy announced recently was "in production as a prime-time presentation" for fall. No time slot, premiere date, or sponsor is set. The series will be produced by Mirisch Video in association with Ziv-UA at Goldwyn studios.

Civil War Buffs Rebuffed: Turned down by networks in their efforts to get TV series about the Civil War during this centennial commemoration, Hollywood buffs are now seeking President Kennedy's aid on the problem. Speaking before the Academy of Television Arts & Sciences in Hollywood, panelists said they have requested an appointment with the chief executive to seek his aid. Speakers included Marion Hargrove and Mort R. Lewis, members of the advisory council of the National Civil War Centennial Commission, and George Giroux, vp of the Civil War Round Table of Southern California. Lewis blamed the dearth of Civil War series on lack of familiarity with the subject on the part of network programmers, fears that there isn't adequate interest and that such shows are controversial.

TV Brings New-trial Demand: Re-enactment by WBAL-TV Baltimore of jury proceedings which ended in conviction of Melvin Davis Rees Jr. on kidnap-murder charges (Vol. 17:13 p13) has brought a defense demand for a new trial. Judge Roszel C. Thomsen set April 6 arguments on a 6-point motion by lawyers for Rees who claimed that statements made by 9 jurors who participated in the hour-long TV show proved that the defendant's trial rights had been violated. Judge Thomsen already had postponed sentencing Rees as a result of the WBAL-TV program.

Ziv-UA's "Malibu Run" Jumps Rating: The CBS-TV show has almost doubled its Arbitron rating (to a present level of 14.9) and has jumped its audience-share level to 25% in the past month. Ziv-UA attributes the success to its new title (formerly *Aquanauts*) and new star Ron Ely.

Film & Tape

PARAMOUNT'S 5-POINT TV DRIVE: Don't be too surprised if it should be announced at this week's (April 3) NTA stockholder meeting that David Susskind, in a financial liaison with Paramount Pictures, is the high bidder for WNTA-TV N.Y. From a source close to the movie firm, we learned last week that Paramount considers itself "very close" to the somewhat roundabout acquisition of the Ch. 13 independent outlet.

Paramount, frozen out (so far) from network schedules in the 1961-'62 season, is nevertheless determined to make a big TV impact this year. Among Paramount's near-future TV projects:

1. It is mapping acquisition of a major interest in David Susskind's production firm, Talent Associates, Susskind's services to go with the package. Paramount hopes to use him in the development of pay-TV taped specials for Telemeter, as well as to produce live, film & tape packages.

2. There'll be a consolidation of & tighter lines of administration for Paramount's TV activities—packaging of telefilm properties, operation of independent KTLA Los Angeles, tape production, pay-TV activities, etc.

3. Paramount is, somewhat belatedly, planning to acquire independent TV stations in major markets. It considers WNTA-TV N.Y. a choice plum, and is willing to go to considerable financial lengths to acquire it—including the signing of a deal with NTA to distribute part of Paramount's hitherto-uncommitted backlog of post-1948 movies. (Several distributors, including MCA, have pitched heavily for this prize, but Paramount has held its movies in reserve. Their value as a lever in a deal for WNTA-TV is enormous, with movie backlogs becoming scarcer.)

Theatrical Cartoons as TV Pilots

4. Paramount is aware of the current trend toward nighttime adult-appeal cartoon shows (*The Flintstones*, *Top Cat*, etc.). Just as Four Star has showcased pilot films in its *June Allyson Show* and *Zane Grey Theater*, so Paramount now plans to showcase potential TV cartoon series through its theatrical cartoon releases. Paramount has a large & active N.Y. animation studio (Paramount-Famous Studios), and has recently moved into the TV orbit with a co-production deal with King Features. Cartoons will now be planned with a deliberate eye on TV. If successful in theatrical release, they'll be offered to agencies, advertisers and networks as pre-tested pilots for TV series.

5. Although the TV rights to nearly all of its pre-1948 movies passed to MCA as part of the distribution deal in which MCA licenses the library for TV showing, Paramount still holds rights in a number of pre-1948 and most of its post-1948 films. These are now being scanned by Paramount executives—in light of MGM-TV's current sales success with *Dr. Kildare*, *National Velvet* and *Asphalt Jungle*—to see which properties might make TV series.

(For news of Paramount's Lawrence tube color-TV receiver activities, see p. 18.)

There's more to Paramount's hankering for WNTA-TV than meets the eye. Paramount-owned Telemeter is now in the show-production business, stockpiling tapes for its Toronto pay-TV operation and as a production backlog for future U.S. operations. On April 2, Telemeter taped a performance of Carol Channing's revue, "Show Girl," at a N.Y. theater while feeding the show via leased lines to Toronto. Having no production facilities in N.Y., Telemeter had to hire Theater Network TV's cameras & crews to handle the remote. Owning WNTA-TV in N.Y. would

give Paramount considerable technical personnel & facilities (both studio & remote) upon which to draw for Telemeter pay-TV operations. And, in the event that an on-the-air form of pay TV became a reality, Paramount would then own outlets in the 2 cities of N.Y. & L.A. (KTLA).

None of this is likely to make Paramount's rivals for WNTA-TV particularly happy. FCC has already been prodded into an investigation of the limited opportunities for ETV channels in N.Y. and Los Angeles (see p. 2). In N.Y., John F. White, pres. of the National ETV & Radio Center (which has raised some \$5.5 million in hopes of buying WNTA-TV), expressed his "gratification" with the pending FCC probe, said he felt ETV interests were indeed entitled to "competitive" consideration. N.J. state Sen. Wayne DuMont Jr. (R-Warren County) entered the bidding act with a group of New Jersey businessmen. Previously, ex-NTA Chmn. Ely A. Landau had stated his intention of bidding for the outlet.

Las Vegas Series 'Too Violent': Las Vegas, site of two 60-min. series projected by Warner Bros. and Goodson-Todman Productions, wants nothing to do with either. In fact, most of the resort town's hotel owners have objected to them on the grounds that they are "too violent," and that the WB presentation glorified crime and would be bad for their city. City & county law enforcement officials have withdrawn their promise to help WB in its *Las Vegas File* venture. The Goodson-Todman pilot is entitled *Las Vegas Beat*.

Typical of the reaction is that of Riviera Hotel Pres. Ben Goffstein, who told us: "I am opposed to these series on the grounds that while we recognize we have crime, as does every city, I don't think we should advertise it. There's too much violence on TV already, and if TV doesn't watch out it's going to be legislated on this.

"I object to 2 hours of TV a week in which all that people will see of Las Vegas is crime. We are not a sin city. If that's all the writers can create, TV is in bad shape. The 17-min. Warners presentation had an extortion case & murder. There are 5 murders in the G-T pilot—that's more than we have here all year, not counting crimes of passion.

"We are not trying to censor, but we have a damn nice little town and we want to keep it that way. Nine to 10 million people come here every year, and we don't want them to get the wrong idea of what our town is like. It took years to build a city from what was just desert, and we don't want this effort destroyed just because some studios want to sell series."

TV & Movie Co-existence at Warner's: Telefilm and feature production at Warner Bros. will not try to overshadow each other, and both will be geared to existing audience demand. So said newly-appointed Warner production vp William T. Orr March 29. Making his first appearance at a news conference in N.Y., Orr declared that feature production would not be outranked by TV—a profitable area for WB with some 10 network shows set for fall (Vol. 17:11 p2). He noted, however, that the public "is not being lured from their TV sets today to see pictures in any large numbers." (WB, which in past years has produced up to 60 features annually, has a 1961-'62 feature production schedule under 20.) A sidelight of Orr's conference: We "will consider" U.S. pay-TV production if such a system is adopted.

NT&T IN FERMENT: National Theatres & TV Inc. and Republic Corp. are discussing a possible merger, we've learned from unimpeachable sources. NT&T executives and Republic Pres. Victor M. Carter are conducting the discussions, which haven't yet reached the stage in which they can be called "negotiations," we are told. It's all been hush-hush, and was not mentioned at the NT&T news conference held last week to reply to charges made by dissident stockholders waging a proxy fight against NT&T.

* * *

The 2 minority stockholders who are waging the proxy battle in preparation for NT&T's April 11 annual meeting in Hollywood are Leonard Davis & Phillip L. Handsman. In notifying SEC of their proxy-fight intentions, they cited losses by the company, which last year reduced its holdings in NTA to 38% (Vol. 16:41 p20), and described NT&T's over-all financial situation as "shocking." Profits have dropped from \$21 million to \$8 million in 2 years, they charged. Cash dividends were discontinued and over \$15 million in theater properties had been sold since 1958 to cover NTA losses.

Answering such charges in a letter to stockholders, NT&T cited the small number of shares owned by Davis and Handsman, charged Davis with using NTA as "a vehicle for personal ambitions." The letter also cited managerial steps taken to strengthen the company. Previously, in an SEC registration statement (File 2-17768),

Suit Threatened Over WNTA-TV Sale

Davis also attacked current plans of NTA, threatening to sue if its broadcasting properties, WNTA-TV, AM & FM, are sold (see p8) without $\frac{2}{3}$ approval of NTA stockholders. He planned to attend this week's (April 3) NTA annual meeting in N.Y. to state his case. Although NTA's proxy statement did not mention a vote on the disposition of the N.Y. stations, some word is expected to emerge from the proceedings. On the April 3 NTA agenda is a proposal to pay a \$4-million debt to NT&T in stock rather than in cash.

Last week Davis held a news conference in Los Angeles' Statler Hilton Hotel, and NT&T conducted a similar meeting in the same hotel after the Davis session.

Davis called for a probe of "self-dealing transactions" between NT&T and its directors & officers—transactions, he added, that indicate that NT&T "is run as a private club for the benefit of certain of its officers & directors."

NT&T Pres. Eugene V. Klein, buttressed by vp-treas. Alan May, secy. Laurence A. Peters and dir. Graham L. Sterling, termed this "character assassination," and said the company said it would make an offer at the April 11 meeting, giving holders of its 5½% sinking fund subordinated debentures (due 1974) the right to exchange each \$100 principal amount of the debentures for \$80 of its 7% series due 1976, plus 20 stock purchase warrants.

NT&T's management scrupulously reports its transactions.

Davis again objected to sale by NTA (in which NT&T owns 38% of the stock) of its 3 N.Y. stations, saying such a sale would not be in the best interests of the stockholders. He threatened court action to stop such a sale. (He owns 10,500 shares of NTA, 1,500 shares of NT&T.) To this Klein retorted: "We don't agree with Davis who thinks the N.Y. station is worth \$20 million. We think it's to the best interests of the company to sell it at the proper price."

Klein termed as "incorrect" Davis's charge that NT&T

has sold \$15 million in theater properties because of the aid it's given NTA. Theaters with a net book value of \$4,134,000, which had been showing an operating loss, were sold for \$5,448,000, he said.

To Davis's criticism that NT&T isn't being run by theater men, Klein replied: "Management feels that the head of our company should be a man with extensive business experience. Our theater div. is headed by a veteran theater man, Spencer Leve. We intend to have many varied interests."

Klein agreed with Davis's statement that NT&T had funneled \$14 million into NTA. NTA's troubles stem from the emergence of ABC-TV as a major network in 1958, he said. "When that happened, the market for NTA's type of product [syndicated films & old movies] shrank." ABC's entry reduced the available time for product, and every TV distributor has suffered from the same problem, Klein said.

Davis said NTA might get into the pay-TV field, at its N.Y. board meeting. Home Entertainment Inc., a new pay-TV company in which NTA director Martin Leeds has a 25% interest, may be aligned with NTA, he added. A demonstration of the system is planned by NTA in Hollywood Wednesday, April 5. Klein said he knew nothing of this situation, that it was being handled by NTA.

Klein accused Davis of being motivated by a desire to be a TV producer—"he thinks it's fun, it's glamorous." Davis had denied such motivation, but Klein said he had the letters to prove it. "I must question his motives. Is he looking to do anything progressive in NT&T, or is he looking for glory & glamor? He has no previous experience in theaters, TV, radio or in any public corporation," said Klein vehemently.

Klein said within the last 6 months NTA stock was distributed to NT&T shareholders and represented a 90¢ per share dividend; in the past fiscal year dividends included a first quarter cash distribution of 12½¢ per share and two 2% stock dividends with current market values totaling 40¢. (This was in reply to a Davis claim that NTA had stopped paying dividends.)

Klein said that although Davis criticizes NT&T for having funneled so much money into NTA, he himself proposed recently that it invest another \$1 million in NTA. NT&T has \$11 million in cash and short term govt. securities. It had a \$114,000 loss for the first 1961 fiscal quarter and a profit of \$360,000 in January, the first month of the second quarter, Klein said.

NT&T's board on March 20 had voted unanimously to oppose Davis's efforts, the executive stated.

Negotiations are now on for the sale of NT&T's Cinemiracle process, but identity of the potential buyer was not disclosed.

20th-Fox & 7 Arts Sign Feature Deal: By refusing to license all its post-1948 pictures to any one distributor or purchaser, 20th Century-Fox has been able to make a variety of deals. Last week, it made another—this time with 7 Arts Productions, the firm set up last year by Eliot Hyman and Louis Chesler primarily to distribute post-1948 Warner Bros. pictures. Seven Arts will now have world TV distribution rights to 88 features in the 20th-Fox backlog. Purchase price, according to 20th-Fox: \$6.4 million. Pictures include: "The Man in the Gray Flannel Suit," "D-Day, the 6th of June," "Don't Bother to Knock." 20th-Fox has already assigned a group of post-1948 (circa 1950-'53) pictures to NTA, and has sold a hand-picked group of 30 features ("How to Marry a Millionaire," "Titanic," etc.) to NBC-TV for Saturday-night exposure.

HOLLYWOOD ROUNDUP

Seven Arts & Stark Merge: Corporations owned by Eliot Hyman, pres. of 7 Arts Productions, and Ray Stark of World Enterprises were merged last week in what was termed a "multimillion dollar" transaction involving an exchange of stock. The merged firms will operate under the name of 7 Arts Productions. Terms of the deal call for WE assets to be absorbed by 7 Arts, and Stark to become executive in charge of movie operations. Stark said the company is now transferring its Canadian registration to the U.S., so that stock may be offered to the public. It's planned to file with SEC for permission to sell stock. Stark and Hyman were formerly partners, and split 3 years ago, each to set up his own operation.

Television Artists & Producers Corp. and Snowball Inc., cartoon producers, have signed a deal for Snowball to produce 156 color cartoons based on characters created by Robert Clampett. TAPC will finance the series which begins on ABC-TV in Jan. 1962, with Mattel Toys sponsoring. Production budget for the series is \$2 million. Bruce Eells is TAPC president.

Revue Studio's anthology series for Alcoa on ABC-TV next season will be a mixture of 14 half-hour & 14 hour shows . . . Warner Bros. TV has signed 23 writers to multiple writing contracts. The studio is so busy with TV & movie production that it has expanded its music dept. by signing 4 new composer-conductors: Howard Jackson, Frank Perkins, Heinz Roemheld, Milton Franklin.

NBC-TV producer David (Bonanza) Dortort has finished the 60-min. color pilot of *Sam Hill*, starring Claude Akins & Edgar Buchanan. Dortort described it to us as a "dramatic, action, folklore pilot, not a Western," and said it would be showcased on *Bonanza*. He resumes production of *Bonanza* for next season May 12 at Paramount.

Writers Guild of America West TV residuals totaled \$2,250,000 in 1960, as compared with \$343,000 only 3 years previously. Several years ago the Guild handled fewer than 100 residual checks a month; today about 700 are mailed to writers every 30 days.

Warner Bros. has completed production on *Lawman* for this season, soon will begin work on next season's product. Coles Trapnell produces the series which stars John Russell, Peter Brown and Peggie Castle.

CBS-TV is considering expanding *Twilight Zone*, the Rod Serling-produced series, to 60-min. next season. Producer-writer Serling told us he might agree "if CBS makes certain concessions."

People: Art Wallace, having finished production of 20th Century-Fox TV's *Hong Kong*, has been assigned as a producer on *Adventures in Paradise* . . . Don Estey has joined Jack Denove Productions as a vp & producer in charge of the firm's industrial & training film division . . . John Ireland, Hillard Elkins and Hugh French have acquired TV rights to *The African Queen*, once a Humphrey Bogart-Katharine Hepburn movie. They plan to film a pilot for the 1962-63 season . . . William Robson, ex-Paramount TV, is named story editor of *The Bob Cummings Show* . . . British film executive Paul Rotha is named European representative for the Los Angeles County-Hollywood Motion Picture & TV Museum . . . Writers Guild of America West has named Daniel S. Mark as staff administrator.

NEW YORK ROUNDUP

Screen Gems is placing rerun episodes of *The Web* into syndication, after scoring an unusual sale for its somewhat unusual film package. The series consists of only 13 episodes, but was bought by WNBC-TV N.Y. and scheduled in network-option time at mid-season to replace NBC's *Jackpot Bowling* (Mon. 10:30-11 p.m.). This is one instance when a traditionally-troublesome short package proved an asset. WNBC-TV was able to retrieve the 10:30 p.m. period from the network for the period between *Jackpot Bowling's* demise and the fall reinstatement of *Thriller*. Produced by SG in 1957 as the summer replacement for NBC's *Loretta Young Show*, *The Web* also served as the 1958 summer replacement for *The Lincup*, under the title of *Undercurrent*.

Screen Gems has scored 8 new sales, in addition to its deal with the 5 CBS o&o's, for its post-1948 Columbia library, bringing the market total to 13. New sales include WTIC-TV Hartford, WOAI-TV San Antonio, WSYR-TV Syracuse. SG also announced the addition of "On the Waterfront" to the feature library, for release "on a delayed basis," to the 13 stations. Earliest telecast is expected in 1963.

MGM & New Orleans film processor Kalvar Corp. are forming an "equally owned" company to develop & market Kalvar photographic products in the TV, film and consumer fields. Kalvar is developing & processing film under a process by which heat is applied to the film to develop the image. Investment in the new company is said to be less than \$1 million. Pending its own hq on the West Coast, the new firm will have its work processed at the MGM studios and at the Kalvar plant.

General Artists' TV arm, GAC-TV, has set up a N.Y. dept., headed by Sam Sharber, to book TV-commercial talent. Recent GAC-TV activities include the ABC-TV Pat Boone special, CBS-TV's Ringling Bros., Barnum & Bailey Circus telecast April 20, Revlon's Bobby Darin special, a WNTA-TV N.Y. daytimer featuring Buff Cobb debuting April 10.

Ziv-UA reported last week that its fastest-growing sponsor group is banks & banking services, which now spends "over \$2 million annually on first-runs alone." This represents a 100% increase since 1957, according to Ziv-UA, which saluted "the emergence of banking from behind its conservative facade to become one of the most modern, competitive entities in the business field."

Trans-Lux plans a new, "unique" TV division—a resident film-buying service for out-of-town outlets—to be headed by Robert Weisberg, ex-gen. mgr. & chief buyer of TV Stations Inc. It's understood the venture will include other areas of station service, but details won't be announced for another month.

Magnum TV International, S.A. has acquired Latin American & South American rights to *Rocky & His Friends*, currently on ABC-TV. The General Mills-owned show, dubbed into Spanish & Portuguese, will be sponsored by 2 or 3 international firms, "soon to be announced."

TV Personalities' animated series, *Dick Tracy*, has an "angel." General Foods, for Post Cereals, is guaranteeing to stations that it'll buy spots in the 5-min. shows in all major markets. The 130-episode series has been sold in 15 markets to date, is due to start in June.

The FCC

Ground Rules for U.S.-Canadian Allocations: To ease the problems of determining in advance mutually acceptable new TV allocations within 250 miles of the border, U.S. & Canada have issued a document titled "Work Arrangement for Allocations of Vhf Television Broadcast Stations under the Canadian-U.S.A. Television Agreement of 1952."

Up to now, representatives of the 2 govts. have had to negotiate each new assignment in a cumbersome fashion. The new arrangement clears the underbrush in advance for quick approval.

The complete document, available from FCC, includes 3 appendices spelling out special situations. Appendix I covers "agreed parameters for special cases which require treatment as exceptions to the terms of the working arrangement," affecting: Rochester, N.Y. Ch. 13; Pembina, N.D., Ch. 12; Ottawa, Ont. Ch. 13; Courtenay, B.C., Ch. 9; Nelson, B.C., Ch. 9.

Appendix II covers "specific station assignments which have been restricted to an extent greater than required by the terms of the working arrangement and which may utilize parameters consistent with the working arrangement." These are: Lake Placid, N.Y., Ch. 5; Utica, N.Y., Ch. 2; Pembina, N.D., Ch. 12; Cornwall, Ont., Ch. 8.

Appendix III reads: "Additional assignments consistent with the provisions of the working arrangement and which are therefore mutually acceptable as supplements to Tables A and B of the TV agreement of 1952." The following assignments are affected (full power allowed unless otherwise indicated): Alpena, Mich., Ch. 6; Grand Rapids, Mich., Ch. 13 & 11; Bangor, Me., Ch. 7 (100 kw, 500 ft.); Syracuse, N.Y., Ch. 9 (100 kw, 1,000 ft.), Ch. 5; delete Ch. 8; Cadillac, Mich., Ch. 7 & 9; Traverse City, Mich., Ch. 9; Rochester, N.Y., Ch. 8, delete Ch. 5; Hamilton, Ont., Ch. 11; Sudbury, Ont., Ch. 13; Carlyle, Sask., Ch. 7 (100 kw, 500 ft.); Harrison Brook, Que., Ch. 7 (63.1 kw, 500 ft.); St. John, N.B., delete Ch. 6; Bon Accord, N.B., Ch. 6; St. Anne de la Pocatiere, Que., delete Ch. 6; Chicoutimi, Que., Ch. 6; Pivot, Alta., Ch. 4 (63.1 kw, 500 ft.); North Baltheferd, Sask., Ch. 4 (63.1 kw, 500 ft.), delete Ch. 3; Stranraer, Sask., Ch. 3.

FCC Calls for More uhf Bids: The job of selecting 5,000 typical uhf receiver locations in N.Y. for FCC's experimental project is out for bids, with a closing date of April 27. Contractors will have to select locations and get permission from occupants for the installation of sets & taking of measurements. Some 500 locations are to be selected monthly, starting about Aug. 1. The Commission also extended from April 5 to April 17 the deadline for bids from those proposing to install the sets.

Fast Move on Hearings: Two important FCC hearings have been scheduled quickly, following Commission action designating the cases for hearing. The hearing on the order shifting KERO-TV Bakersfield from Ch. 10 to 23 (Vol. 17:13 p6) is to start May 1 with examiner David Kraushaar. The promise-vs.-performance hearing in Pasco, Wash. for radio KORD (Vol. 17:13 p2) is to begin June 5 with examiner Herbert Sharfman.

FCC Allocations Actions: (1) Finalized substitution of Ch. 52 for Ch. 44 in Vincennes; Ch. 44 for Ch. 52 in Princeton; Ch. 81 for Ch. 60 in Washington—all Ind. (2) Denied a request to allocate Ch. 2 for commercial use in Hamilton, Ala. by deleting it from ETV assignment in State College, Miss. and Nashville.

FCC's Promise-vs.-Performance Hearing: Since radio KORD Pasco, Wash. has been called on the carpet by the FCC in an important 4-3 vote for failing to program as it said it would in its application (Vol. 17:13 p2), it is worth noting precisely the issues the Commission intends to explore in the hearing to be held in Pasco:

"(1) To determine whether, in light of the substantial variance between applicant's programming representations in its application for a construction permit and its programming operations during the past license period, the Commission can rely upon the applicant's present programming representations.

"(2) To determine whether, during the past license period, the applicant has provided opportunities for local self-expression consistent with operation in the public interest.

"(3) To determine, in light of the concentration & number of spot & other announcements broadcast during the past license period, whether applicant's program service was interrupted in a manner & to a degree so as to cause a deterioration in said service contrary to public interest.

"(4) To determine whether the applicant's past & proposed over-all program service was & is designed to meet the needs & interests of the community it serves."

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Maverick vs. Herd: One of 70-odd Texas candidates for Vice President Johnson's Senate seat—Democrat Maury Maverick Jr.—wants to be seen as well as heard above the others when he buys TV time. His campaign mgr. J. C. Zeke Zbrank fired off a protest to FCC when sound but no pictures came through on a paid Maverick appearance on KDUB-TV Lubbock. Reviewing the case while the Senate's equal-time "watchdog" Subcommittee was exploring other political complaints (see p. 4), the Commission agreed unanimously that the KDUB-TV mishap (failure of AT&T visual signals) was "beyond its control." Replacement time offered by the station to Maverick should satisfy requirements of the Communications Act's Sec. 315, FCC said. In another equal-time complaint, N.J. state Sen. Wayne Dumont Jr., running for the GOP nomination for gov., told FCC that WNTA-TV Newark-N.Y. (which he & others in a home-state group want to buy) refused to put him on the air to match an *Open End* appearance by a rival, ex-Labor Secy. James P. Mitchell. Also protesting Mitchell's *Open End* exposure was independent candidate Weldon R. Sheets, who seeks the Democratic nomination. The show's producer David Susskind argued that Mitchell talked about "recession & unemployment," not politics.

Scrambled ETV for Medicos: Educational WJCT Jacksonville has asked FCC for permission to scramble medical programs—notably surgery—for the use of physicians, *et al.* Receivers would be equipped with inexpensive & simple decoders. The station said the purpose of the scrambling is to avoid exposing the public to gory details.

FCC Grants: CP for Ch. 21, Hanford, Cal., has been issued to Gann TV Enterprises. The Commission also authorized WITI-TV (Ch. 6) Milwaukee to move 9 miles to the south and to increase height from 980 to 1,000 ft.

Allocations Changes Requested: Add Ch. 5 to Houston, by Lester Kamin; add Ch. 13 to Worcester, Mass., by WWOR (Ch. 14).

Medford Grant Proposed: Initial decision recommending CP for Ch. 10 to KMED Medford Ore. has been issued by FCC examiner H. Gifford Irion.

Auxiliary Services

HOW APPEAL AFFECTS PAY-TV SCHEDULE: Now that theater interests have appealed FCC's decision authorizing RKO General's Hartford Phonevision Co. to conduct a 3-year pay-TV experiment (Vol. 17:9 p1), the big question is: Will the pay-TV proponent go ahead or wait for the court's decision?

An RKO spokesman said only that plans haven't changed, but that the effects of the appeal must be weighed—and a decision will be made within a couple of weeks.

FCC lawyers are wondering, too. Said one: "The chances of RKO's losing in the courts are about a billion to one. But they've got stockholders to think about before they spend \$10 million."

A court decision before next November is most unlikely. Only under "emergency" procedures could the court hear argument and issue a ruling before it quits hearing cases for the summer. It's most likely that the case will be heard in September and a decision produced in November. Should the pay-TV experimenters choose to wait for a decision, they would then not start tollcasting until about 6 months thereafter.

The appellants charge that: (1) FCC doesn't have legal authority to authorize pay TV. (2) Hartford Phonevision plans don't meet FCC requirements. (3) FCC's conditions on the test won't give it "meaningful" information. (4) Contractual relationships between Hartford Phonevision, Zenith & Teco would hamper Hartford Phonevision's exercise of its responsibilities as licensee of WHCT. (5) The test isn't in the public interest.

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TNT Offers Closed-Circuit Color: Using new Norelco compatible color projectors, Theatre Network TV will offer closed-circuit colorcasts in 50 major U.S. markets, Pres. Nathan L. Halpern announced last week. The new projectors, manufactured by Philips of Eindhoven, the Netherlands, are capable of projecting an image of 200 sq. ft. (about 12 x 16 ft.), according to Halpern. They'll form the "backbone" of "TNT Colorvision" network, he said, adding that a "fleet" of them is being manufactured for TNT by Philips. The number of projectors was not specified. The new Norelco unit uses 3 Schmidt optical barrels with 5-in. tubes. Its transportable, may be operated remotely.

Arson & Uhf Translators: Zane W. Robinson, secy. of Phillips County TV Assn. Inc., grantee for Ch. 75 for that Montana county, writes to us: "Our first machine, UST-10BC Adler, was put on air Feb. 25, 1961 on a test license. It operated 2 days and was destroyed by arson. Due to numerous factions hostile to county-wide TV, the local authorities have at this writing been unable to apprehend the culprits. The signals from the test were most gratifying, being received at 80 miles snow free. Here at Malta, Mont., we received 2,000 microvolts at 45 miles. We are now rebuilding with non-inflammable materials."

Hawaii Plans Telemeter Link: A syndicate of Hawaiian industrialists is negotiating with Telemeter to bring the pay-TV system to the Hawaiian Islands. It's planned to have both English & Japanese movies simultaneously on the 3-track system for maximum coverage of the area, according to Edward Dukoff, spokesman for the group. Other members of the syndicate include Francis Brown, Robert Young, Richard Smart and Carl Hansen. Dukoff said operations could start within a year after installation of lines & equipment.

Advertising

Code Subscribers Cautioned: The beer season is at hand, what with spring being here & summer approaching, and it's no time for TV stations to relax & let brewery sponsors pull any fast ones, NAB's TV Code Review Board said last week.

The Board's *Bulletin* warned all Code subscribers to take a close look at new beer commercials which may not violate Code language by showing actual drinking of the beverage—but which do subvert the Code's spirit by "implied" sequences.

"No instance of the actual on-camera consumption of the product has been brought to the Board's attention recently," the *Bulletin* reported. "However, the use of special photographic techniques which show first a full glass of beer and then an empty one seems on the increase."

The Board also noted some disturbing trends in 3 other Code categories—wines, drugs and contests—and cautioned subscribers against transgressions.

On wines: Commercials shouldn't make "covert appeals to younger people."

On drugs: Commercials for weight-reducing products shouldn't (1) imply specific results for all users "over a given period of time," (2) promise "quick & easy" results and unqualified appetite-satisfaction at the same time, or (3) encourage "self-diagnosis" without benefit of medical advice.

On contests: A "minor rash" of improper self-promotion by stations developed on the West Coast last fall and has been spreading into the Midwest. The Code forbids subscribers to "buy" the TV audience by requiring it to listen and/or view in hope of reward." But some stations have been handing out prizes to viewers who—in response to random telephone calls—are able to identify something on a show.

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New Reps: WHP-TV Harrisburg, Pa. to Blair Television Associates March 1 from Bolling • KXAB-TV Aberdeen, S.D. to Jack Masla March 1 from Weed • KDAL-TV Duluth, Minn. to Petry April 1 from Avery Knodel • WSVA-TV Harrisonburg, Va. to Venard, Rintoul & McConnell March 6 from H-R Television • WAVE-TV Louisville to Katz June 4 from NBC Spot Sales • WTOP-TV Washington, D.C., WJXT Jacksonville, Fla. and WBTV Charlotte, N.C. to Television Advertising Representatives June 25 from CBS Spot Sales.

Rokeach Solves an Image Problem: How do you re-establish a "kosher public image?" This was the problem facing the new management of I. Rokeach & Sons, producers of food products for the Jewish market. In trying to broaden its consumer market, Rokeach had begun to lose a lot of its old-line trade in kosher foods. Marketing dir. Robert Grayson and ad agency Smith/Greenland decided to try a concentrated TV campaign on WNTA-TV N.Y. to reacquaint the city's large Jewish market with the Rokeach name in the pre-Passover week. A special *Passover Festival*—7 hour-long programs featuring Theodore Bikel, Sam Levine, Zero Mostel, Sam Jaffe and other Jewish personalities—was aired March 26-26, 7:30-8:30 p.m. Yiddish stage actress Molly Picon was signed to do all the commercials. Describing the public response as "fantastic," Grayson said many people bought Rokeach products "just because they liked the commercials & wanted to say thanks."

Net TV Up 9% in Jan.: The 1961 national ad volume got off to a good start despite the business slowdown, *Printers' Ink's* latest index shows. January advertising was 5% ahead of the year earlier month, and 1% better than the Dec. 1960 volume. (However, the January over Jan.-1960 gain more accurately reflects an increase in media costs than in ad volume, because the magazine estimates it costs an average 5% more to duplicate a '60 schedule in '61.

Major percentage-gainer in January over Jan.-1960 business was outdoor—up 12%. Increases also were posted by network TV (9%), magazine (7%), newspapers (1%). The poorest showing was recorded by network radio—down 14% from the year-ago month.

Outdoor, with a 12% gain, also paced the improvement in Jan.-1961 over Dec.-1960 business. Magazines improved 8%; network TV & radio were up 6% each. Only newspapers (down 2%) & business papers (down 3%) among the major media failed to improve or match their preceding month's volume.

Medium	Index		% Change from		1960 year Average
	Jan. 1961	Jan. 1960	1 month ago	1 year ago	
General Index	234	223	+ 1	+ 5	235
Total Magazines	194	181	+ 8	+ 7	188
Weekly	216	193	+11	+12	210
Women's	151	142	+ 5	+ 6	140
General Monthly	241	225	+ 4	+ 7	231
Farm	78	125	- 6	-38	97
Newspapers	206	204	- 2	+ 1	210
Network Television	479	441	+ 6	+ 9	462
Network Radio	18	21	+ 6	-14	23
Business Papers	227	233	- 3	- 3	246
Outdoor	163	146	+12	+12	160

No Jackie Look-alikes: Don't plan TV commercials for fall in which actresses or models are pretty, wide-eyed brunettes with a more-than-passing resemblance to Mrs. John F. Kennedy. The "Jackie Look" which has become widespread in ad photos & artwork since the election (and which has suddenly spurted the fees of several Jackie-esque brunette models) is now under the scrutiny of the Better Business Bureau. Reason: BBB was recently reminded by Theodore C. Sorensen, special counsel to President Kennedy, that likenesses of the First Lady and the President may be used for ad purposes (special charities, etc.) only with official permission. A subsequent BBB bulletin called on admen to "co-operate in the scrupulous observance" of this White House custom.

Those "beautiful 4-color" ads inserted by defense contractors in magazines & newspapers are paid for by taxpayers, and it's time to stop the "abuse," Sen. Cannon (D-Nev.) told the National Rocket Club in Washington. Participating in a panel discussion of the market outlook for missile & space enterprises, he said an estimated \$500 million spent annually by govt. contractors for advertising "could well jeopardize our entire defense program." Taxpayers "would be highly displeased" if they knew the bill was charged to them, Cannon said.

Advertising Seeks Public Confidence: The 4As will launch a 1961 campaign to bolster public confidence in "the integrity of advertising, and spread understanding of its vital role in the economy." The project was recommended by 4A public relations counsel Hill & Knowlton, after a 4-month public-opinion analysis. Details of the campaign will be presented to 4A members at their annual meeting April 20 in White Sulphur Springs.

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Ad People: Harry E. Sandford elected a Doherty, Clifford, Steers & Shenfield vp . . . Howard Shank resigns as vp-creative dir., Grey Advertising . . . Richard Turnbull named senior vp, 4A.

Networks

No Executive Axings at NBC: Two NBC-TV vps are leaving that network—personnel dir. B. Lowell Jacobsen and talent-relations chief Burton H. Hanft—but it isn't part of NBC-TV's annual close look at departmental budgets & excess personnel, according to the network. "Top NBC management," said a network source, "is solidly entrenched." Such executives as exec. vp Walter Scott, sales vp Don Durgin, programs & talent vp David Levy *et al.* have recently had their contracts renewed, we were told. NBC vp Jacobsen is joining Pepsi-Cola as dir. of industrial relations. Vp Hanft's plans aren't known. In its lower echelons, however, NBC is conducting a nation-wide economy survey, and personnel cutbacks have already begun at its Los Angeles studios. Network sources tell us they expect the heaviest cutbacks will be in the program dept. At the West Coast studio, the seasonal exodus is well under way. Only 2 live shows—*It Could Be You* and *Truth or Consequences*—are expected to remain during the summer, and number of program & technical personnel have already been given their notices. More than 40 technicians were discharged last month. Summer sales have been slow, and NBC-TV executives don't anticipate any other live shows this summer.

ABC's Low CPM: Thanks to the competitive rating levels of its nighttime program structure, and the lowest network price structure, ABC-TV is scoring some high marks this season on one of advertising's most popular yardsticks: CPM. The network's average-evening cost-per-thousand, according to the latest ABC calculations based on Nielsen data, is now \$3.39. This, ABC told us recently is "8% better than CBS and 22% more efficient than NBC." (Scores for the latter: \$3.67 and \$4.12).

Altogether, ABC has 15 evening shows (23 half-hour periods) with CPMs of under \$3.00. ABC's score represents "more programs & more half-hour time periods than the other 2 networks combined," said the network. Programs able to deliver a thousand viewing homes for \$3 or less on ABC include a wide variety; among them are *Lawrence Welk*, *The Untouchables*, *77 Sunset Strip*, *My 3 Sons*, *Lawman*, and *Flintstones*.

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Affiliation-switching to ABC-TV pays off in terms of boosted nighttime audience shares in major cities, ABC-TV told us recently. The network cited the affiliation changeover in Boston. There WNAC-TV (formerly CBS-TV) became an ABC-TV affiliate at the end of 1960. In Dec. 1960, its ARB average metropolitan-area audience share at night (7:30-11 p.m.) was 31.5. For Jan.-Feb. 1961 period, the share jumped to 36.0. WHDH-TV Boston (formerly ABC-TV) became a CBS-TV affiliate at the time of the WNAC-TV switch. WHDH-TV's Dec. 1960 share was 38.2. In the Jan.-Feb. period, it dropped to 32.8. WBZ-TV Boston, remaining with NBC-TV, took a slight drop in share between the 2 periods. Whether this feather in ABC's rating cap was instrumental in clinching the switch of Taft-owned WKRC-TV Cincinnati from CBS-TV to ABC-TV (Vol. 17:9-10) was something ABC didn't say.

Canadian Network Hearing: The application of Canadian Network Television Pres. Spencer W. Caldwell to operate Canada's 2nd national TV network (Vol. 17:13 p12) will be heard by the BBG in Ottawa April 13.

CBC Showcases Graphic Arts: N.Y. admen will get a close-up view of TV artwork done by the Canadian Bestg. Corp. April 5-26 at Gallery 303, 130 West 46 St. TV program titles, credits, illustrations, promotional slides, animations, posters, booklets, and topsheets will be displayed. "Graphic arts design in TV is a major part of the image projected to the public," said CBS graphic arts dir. David Mackay. "Because design runs through all network activities, a poor image could easily develop through slackness in any one of its graphic arts facets."

Old Wine in New Bottle: Are you old enough to remember an NBC radio drama series in the early 1930s called *Roses & Drums*? Well, the sponsor—Union Central Life Insurance Co.—will return to NBC this fall after a 25-year hiatus, with telebiographies of Grant & Lee.

NETWORK SALES ACTIVITY

ABC-TV

The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. April & May respectively.
Johnson & Johnson (Young & Rubicam)
Miles California (Wade)

Hawaiian Eye, Wed. 9-10 p.m.; **Silents Please**, Thu. 10:30-11 p.m.; **Leave It to Beaver**, Sat. 8:30-9 p.m.; **Hong Kong**, Wed. 7:30-8:30 p.m.; **Guestward Ho!** Thu. 7:30-8 p.m., part. eff. April, May 25, May 26, May 24 & June 22.
Miles California (Wade)

CBS-TV

To Tell the Truth, Mon. 7:30-8 p.m., part. eff. immediately.
R. J. Reynolds (William Esty)

Daytime programming, Mon.-Sat., part. eff. June & Sept. 11 respectively.
Johnson & Johnson (Young & Rubicam)
Hollywood Brands (Grubb)

The Twentieth Century, Sun. 6-6:30 p.m., sponsorship, fall.
Prudential Insurance (Reach, McClinton)

Carnegie Hall Salutes Jack Benny, Wed. Sept. 27, 10-11 p.m., co-sponsorship.
Sara Lee (Cunningham & Walsh)

The Eagle Stirred (dramatic oratorio), Sun. April 9, 10-11 p.m., commissioned by CBS News.

NBC-TV

Thriller, Tue. 9-10 p.m., part. eff. April 4.
Helene Curtis (McCann-Erickson)

Bonanza, Sat. 7:30-8:30 p.m., part. eff. April 8.
Procter & Gamble (Benton & Bowles)

Daytime programming, Mon.-Fri., part. eff. April.
Sperry and Hutchinson (SSC&B)

All-Star baseball games, July 11 & 31, World Series baseball games, co-sponsorship.
Chrysler (Leo Burnett)
Gillette Safety Razor (Maxon)

Rosebowl Game, **Blue-Gray game**, co-sponsorship.
Chrysler (Leo Burnett)

Sing Along with Mitch, Thu. 10-11 p.m., part. eff. fall.
General Motors (McCann-Erickson)
P. Ballantine & Sons (William Esty)
R. J. Reynolds Tobacco (William Esty)

8 feature films, one per month, full sponsorship eff. May.
American Gas (Lennen & Newell)

Dr. Kildare, Thu. 8:30-9:30 p.m.; **Thriller**, Mon. 10-11 p.m., participations eff. fall, 1961.
Glenbrook Labs div. of Sterling Drugs (Dancer-Fitzgerald-Sample)
Liggett & Myers (D-F-S)

Stations

NAB Convention Shaping Up: Still hoping that President Kennedy will address its May 7-10 Washington convention to cap the agenda, NAB is firming up its program. We've learned that the latest big feature, which may be finalized soon, will be a panel discussion by NAB Pres. Collins and the network chiefs—Goldenson, Sarnoff, Stanton, *et al.*

The TV sessions will include presentations by TvB, TIO and Code representatives—possibly also an address by a Cabinet member.

These are in addition to the major maiden address by FCC Chmn. Minow and the traditional FCC panel session.

The engineering conference has corralled 2 top-flight luncheon speakers—Dr. Edward Teller, "father" of the hydrogen bomb, May 10, and Maj. Gen. J. B. Medaris, former chief of the Army's ballistic missiles & space program (now Lionel Corp. pres.), May 9. A 3rd major scientific figure is considering an invitation to speak.

The engineering conference will include papers on VOA facilities, communications between engineering superiors and their assistants, FCC renewal inspections, transistorized studio equipment, color TV via black-&-white film, transistorized video amplifiers, audio system of WFAA Dallas, 8-mm magnetic sound equipment for TV, Ampex TV tape, destruction by fire of WWTW Cadillac, Mich., vhf translators, AT&T satellite work, AM remote control.

Storer's "Standards Dept.": "To cope more efficiently with the multitude of standards & complex regulatory considerations facing the broadcasting industry," Storer Bestg. Co. announced last week it has established a Dept. of Broadcast Standards. Headed by vp Ewald Kockritz, former national program dir. for TV, the new dept. will serve Storer's TV & radio operations in consolidating "matters relating to program provisions of the FCC rules & the Storer Program Manual . . . operating quality control and reviewing such matters as Storer's continuing survey of community needs & program interests in each market." The new dept. will also be responsible for station procedures for clearance of program content & ad copy, and will set up new procedures for handling suggestions & complaints, according to operations exec. vp Stanton P. Kettler.

Kansas Broadcasters May Get Tax Break: The Kansas House last week recommended passage of Senate Bill 201 which would grant TV & radio stations certain exemptions from the state sales tax. Final House action on the bill is expected April 5. The bill would exempt (1) sales & purchases of electricity used for operating TV-radio transmitters, (2) all rentals of transcription libraries, record & tape services, syndicated movies, film and tape programs used by TV-radio stations. The House action reversed the decision of the Assessment & Taxation Committee, which had deleted the TV-radio provisions from the bill.

New 35-kw high-band vhf transmitter was introduced recently by RCA. The TT-35 retains the basic design of RCA's 25-kw transmitters, RCA said, and makes possible low-cost conversion to higher power by stations using the 25-kw units. The transmitter uses air-cooled triodes similar to the type 5762 tubes, with air-cooled linear broad-band amplifiers used for the visual carrier and air-cooled Class-C amplifiers for the aural carrier.

TIO Reviews Its Record: TIO is now distributing to its supporters a pamphlet outlining many of its accomplishments from its establishment in Oct. 1959 through 1960.

Broadcasting's Time Contributions: Broadcasters & their advertisers gave major support to 76 Advertising Council campaigns in 1960, reported Edwin W. Ebel at a March 29 RTES meeting. The Advertising Council vp (who is also ad vp of General Foods) said the campaigns included such drives as "Register, Contribute and Vote," "Stop Accidents," the Red Cross drive and Radio Free Europe. His new message was a request for support of the Council's new "Confidence in a Growing America" campaign. Advertising must "lift the public thinking out of the doldrums and change its buying mood," Ebel said, adding that broadcasting must report the positive facts about the economy. This year's Ad Council promotion was outlined at the same meeting by Robert M. Gray, promotion mgr. of Esso Standard div. of Humble Oil and volunteer co-ordinator of the project. Gray showed samples of promotion kits sent last week to TV & radio stations, networks and advertisers which included film spots designed to inspire confidence in the U.S. economy, and plugging the Council's free booklet, *The Promise of America*.

Canadian TV Applications: BBG has on its agenda for the April 11 meeting Ch. 10 at Flin Flon, Man. by CBC, and Ch. 4 at Ste. Annes Monts, Que. by T.V. Transgas-pesienne Inc. In addition, the following 5 applications for satellites will be considered: Ch. 9 at Carrot Creek and Ch. 12 at Edson, Alta. by CFRN-TV Edmonton. Ch. 7 at The Pas, Man. by CBC. Ch. 3 at Stranraer, Sask. by CFQC-TV Saskatoon. Ch. 3 at Kindersley, Sask. by CJFB-TV Swift Current, Sask. Also on the agenda are requests for boosts to 100 kw by CKRN-TV Rouyn, P. Q. and to 10.66 kw by CFAFT Moncton, N.B.

Brown Seeks Honolulu Channel: Kenyon Brown, exec. of NAFI Corp.'s best div., heads a group which will file an application with FCC for Ch. 13 in Honolulu. The station would be independent. Brown, formerly owner of an interest in KCOP Los Angeles, currently owns radios KSON San Diego, KITO San Bernardino, KANS Kansas City, KGLC Miami, Okla., and part of KFOX Long Beach.

Cal. Stations Sold: Imperial Bestg. System Inc. (partly owned by Sherrill Corwin) has sold Cal. radios KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe for a total of \$450,000. Buyers are Tom E. Foster, Tolbert Foster, Edgar B. Dyche, John Blake and Edgar B. Younger. Together, the Fosters own 30% of KGUN-TV Tucson, Dyche 11%. Blackburn & Co. was the broker.

WONE Dayton Sold: Radio WONE & WIFE (FM) Dayton, O., plus CP for WONE-TV (Ch. 22), have been bought for "in excess of \$2 million" by the Brush-Moore newspapers through brokers Blackburn & Co. Selling principals Ronald B. Woodyard and Lauren M. Berry will remain on the board of directors. Woodyard will also serve as a consultant.

Payola Ban Signed: Alpha Distributing Co. (John Holonka & Harry Apostoleris), N.Y. record firm, has agreed to an FTC order prohibiting undercover payola to TV & radio disc jockeys. FTC's complaint against the firm was filed Jan. 6, 1960 (Vol. 16:2 p7), the Commission later affirming an agreement reached between Holonka & Apostoleris and hearing examiner Edgar A. Buttle.

Sales Approved: FCC has authorized the transfer of WSAZ-TV & WSAZ Huntington, W.Va. to WJR, the Goodwill Station Inc. (\$5,471,862 for 89%) and KVOS-TV Bellingham, Wash. to the owners of WTVJ Miami (\$3 million) (Vol. 17:6 p12 & 16:48 p6), Comr. Bartley dissented on the latter.

Congress

Harris To Send Complaints To NAB: For the first time in the long & often-tortuous history of Congressional relations with broadcasters, the House Commerce Committee has established formal—& friendly—liaison with NAB in a joint effort to improve the industry's product.

Copies of all complaints about TV & radio programs which are received by the House Committee will be referred by Chmn. Harris (D-Ark.) to NAB Pres. LeRoy Collins. In the past, such complaints have been sent along in routine by Harris to FCC, but not to NAB.

The initiative in the new House-NAB setup was taken by Harris, who had publicly applauded Collins for "candor & courage" in his rousing February speech to NAB's Board (Vol. 17:9 p8) on broadcasting's failures. Collins again brought cheers from Harris with his RTES speech last month, when the NAB pres. pleaded for less violence & more "blue-ribbon" programming on the air (Vol. 17:12).

Announcing the liaison arrangement in a March 27 *Congressional Record* statement, Harris pledged "support" to Collins for his "important proposals looking to the elimination of excessive violence on TV programs and the increase of outstanding drama, fine music, public information & educational programs during prime evening hours."

To Collins, Harris wrote that he'd always held that "the licensee and not the govt. must assume the primary responsibility for improved programming." He said he agreed with Collins that NAB "can greatly assist in bringing this about—be it through the formulation of improved codes of good conduct or through other methods such as the plan which you suggested."

"Gratefully" accepting the offer from Harris of copies of complaints, Collins added a suggestion: Why not forward copies of "favorable comments" about programs to NAB, too? They'd help NAB make "the necessary assessments for carrying out our program," Collins said. Harris agreed, but observed wryly: "Constituents usually are more ready to reach for the pen to express dissatisfaction with some occurrence than they are to convey their pleasure over a job well done."

TV Fight Licenses Proposed: Promoters of boxing bouts on closed-circuit TV—such as TelePrompTer in the Patterson-Johansson championship fight in March (Vol. 17:11 p14)—would have to get govt. licenses under terms of an anti-rackets bill (S-1474) by Sen. Kefauver (D-Tenn.). A companion bill (HR-6070) was introduced by Rep. Ryan (D-N.Y.). Carrying out his promise of last year—when he said Senate hearings proved the need for federal regulation of boxing (Vol. 16:51 p8)—Kefauver proposed setting up a "czar"-like National Boxing Commissioner in the Justice Dept. "Professional boxers, managers, promoters and matchmakers" would be subjected to licensing supervision by the "czar." And Kefauver emphasized that closed-circuit operators, who "wield immense power" in the fight business, would be covered: "Testimony before the [Judiciary Antitrust & Monopoly] Subcommittee disclosed that a new type of boxing promoter—the closed-circuit TV magnate—has arisen in recent years. The purses of Floyd Patterson & Ingemar Johansson in their heavyweight championship bouts were mainly derived from the closed-circuit TV revenue." In arguing for closed-circuit licensing, Kefauver also told the Senate—mistakenly—that TV networks are licensed & regulated now by the government.

Agency 'Czar' Decried: Sen. Carroll (D-Colo.) has told the White House that he & his Senate Judiciary Administrative Practice & Procedure Subcommittee want no part of any Presidentially-appointed "czar" to ride herd on FCC & other regulatory agencies.

Emerging from a 30-minute conference with President Kennedy, Carroll reported he had submitted a preview of a Subcommittee report which: (1) Opposes recommendations by the President's agency-advisor James M. Landis that the White House exercise tighter policy control of the agencies. (2) Recommends stiff penalties against influence peddling.

Meanwhile, Senate & House minority leaders—Sen. Dirksen (R-Ill.) & Rep. Halleck (R-Ind.)—issued a joint statement charging that President Kennedy's request to the agencies for monthly reports on their activities (Vol. 17:13 p15) constituted improper efforts to influence them.

They said the President's memorandum to agency chiefs was in "direct violation of the spirit & letter of the laws by which these bodies were created," since they are "answerable to the Congress only." Demanding that Mr. Kennedy withdraw his request, Dirksen & Halleck maintained that the agencies "always have been, and they should continue to be, above White House domination."

The Senate Subcommittee's objections to any White House agency "czar" echo criticism voiced by Carroll when Landis submitted his recommendations to Mr. Kennedy in January (Vol. 17:1 p1). Carroll said, however, that the 21-page report—not yet cleared by the full Judiciary Committee—does call for tighter White House policing power over the agencies. It recommends legislation giving the President authority to suspend or fire commissioners who violate proposed codes of ethics.

Subcommittee member Dirksen—probably joined by Judiciary Committee members Keating (R-N.Y.) & Hruska (R-Neb.)—is expected to submit a supplementary report. He has objected to proposed anti-influence legislation which would prevent members of Congress from making off-the-record approaches to agencies for constituents.

The Subcommittee report also recommends: (1) Uniform 10-year terms for agency members. (2) No general overhaul of the Administrative Procedure Act. (3) Establishment of a Conference on Administrative Procedure as a continuing body. (4) Creation of a White House Office of Administration & Reorganization to help Congress—but not a White House "czar"—to oversee agencies.

In another development on the White House-agency front last week, the House completed Congressional action on Senate-approved legislation to revive & extend (to June 1, 1963) the President's authority to reorganize federal commissions & boards (Vol. 17:13 p15). Unless his plans are vetoed by either Senate or House, Mr. Kennedy will now be able to revamp agency functions—but not to eliminate existing functions or create new ones.

Kefauver Plans Probe: The "full picture" of identical bidding by such manufacturers of electrical equipment as GE & Westinghouse (Vol. 17:13 p6) is promised by Chmn. Kefauver (D-Tenn.) of the Senate Judiciary Antitrust & Monopoly Subcommittee. Announcing hearings April 13-14 on practices within the industry, he said his staff has uncovered more information than that disclosed in court.

TV Attacked Again: Most TV programming is so bad now that it's doubtful "whether we'll be able to prevent the Soviet Union from burying us as they have announced [they will]," Rep. McDowell (D-Del.) told the House.

"Harvest of Embarrassment": Congressional furor over "Harvest of Shame" and BBC's rerun of the CBS-TV documentary on migratory farm workers (Vol. 17:13 p4) died down last week after the White House acknowledged it had been concerned about possible misinterpretations of the film by foreign viewers. President Kennedy's press secy. Pierre Salinger told reporters he had telephoned CBS News Pres. Richard S. Salant to try to make sure that BBC identified "Harvest of Shame" as a commercially-produced film—not an official U.S. govt. documentary. Salant assured him that such an announcement was included in BBC's March 21 showing of the film. Salinger's intervention with the network official followed failure of the documentary's narrator—Edward R. Murrow, now USIA dir.—to persuade BBC to cancel the showing altogether. Reviewing the incident later at an assembly of USIA employes in Washington, Murrow conceded his conduct had been "foolish & futile," as the *Washington Post* said it had been. Salinger also reported that he had been given assurances by Salant that from now on in, CBS wouldn't offer "Harvest of Shame" to foreign networks, but that offers to buy it for reruns abroad would be reviewed by the network as they came in.

ETV Action Delayed: The fate of Senate-approved federal-aid-to-ETV legislation in the House (Vol. 17:13 p2) was kept in cliff-hanger status last week by the House Commerce Communications Subcommittee. Chmn. Moulder (D-Mo.) stood by, waiting for a call from HEW Secy. Ribicoff before ordering the Subcommittee's hearing record closed—or the proceedings reopened. But no word came. Ribicoff had been expected to file a statement opposing proposals for govt. ETV grants—or to ask for resumption of the House hearings so that he could testify in person. It was assumed Ribicoff would tell Moulder what he told Senate Commerce Committee Chmn. Magnuson (D-Wash.)—that the Kennedy administration disapproves the legislation. But Moulder postponed any Subcommittee vote pending official word. Meanwhile, AFL-CIO legislative lobbyist Andrew J. Biemiller filed a blistering statement with the Subcommittee calling for fast enactment of the \$51-million ETV program as a much-needed antidote to commercial programming which he said was loaded with "gunslingers, private eyes and soap operas."

Avery Reassigned: Rep. Avery (R-Kan.), veteran member of the House Commerce Committee and its Communications Subcommittee (Vol. 17:11 p12), has been shifted by the Republican leadership to a choice spot on the powerful Rules Committee. He has been replaced on the Commerce Committee by freshman Rep. Dominick (R-Colo.). The Communications Subcommittee vacancy left by Avery wasn't filled immediately.

Name Shortened: The name of the Senate Committee on Interstate & Foreign Commerce will be just plain Committee on Commerce if Chmn. Magnuson (D-Wash.) has his way (and he will). He introduced a resolution (S. Res. 117) cutting out the extra words in the official name.

Obituary

Mike Donovan, 48, doorman at CBS N.Y. hq (485 Madison Ave.) died March 29 in N.Y. at Knickerbocker Hospital of hepatitis. Donovan was virtually one of the tourist sights on Madison Ave., bandying Irish-style quips with top CBS executives, employes, visiting TV stars. He was occasional guest on CBS TV-radio shows and at news conferences, but preferred his fresh-air job to an inside-the-building post or a job as a performer.

Television Digest

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Personals: Thomas K. Fisher, ex-vp & gen. attorney, CBS-TV, appointed vp-gen. counsel, CBS Inc., in consolidation of divisional & corporate legal staffs . . . Wally McGough, ex-WKRC-TV Cincinnati, named to new post of dir. of station operations, ABC International Div.

Lewis Shollenberger, formerly CBS Washington Associate dir. of public affairs, joins ABC News as dir. of special events & news operations, ABC News Washington bureau . . . Richard Geismar & Robert Dreyer appointed vps of renamed Metropolitan Bestg., now MetroMedia Inc. . . . William C. Gillogly, formerly sales dir. ABC-TV Central Div., named sales vp, Chicago office, succeeding James W. Beach, resigned . . . William L. Clark has resigned as ABC Films Western div. vp to join Peter M. Robeck & Co. . . . George H. Fuchs promoted to personnel vp, NBC.

Charles H. Barris named ABC-TV daytime programming mgr. . . . Theodore H. Walworth Jr., ex-WRCV-TV Philadelphia, named gen. mgr., WNBC-TV & WNBC N.Y., succeeding William N. Davidson who has been assigned to special projects for NBC . . . James A. Jurist, CNP business affairs dir., named to same post at NBC News.

Glenn Huston, ex-WEAU-TV Eau Claire, Wis., named program dir., KNTV San Jose, Cal. . . . Paul E. Yoakum named operations dir., WBNS-TV Columbus, Ohio, succeeding Arthur D. Vittur, now ad dir., Midwest Volkswagen.

Jay M. Wright, ex-KSL-TV & KSL Salt Lake City, named engineering dir., Crown stations (KING-TV & KING Seattle, KGW-TV & KGW Portland, Ore., KREM-TV & KREM Spokane), succeeding James L. Middlebrooks, resigned . . . Edward Koprivner named chief engineer, WTVN-TV Columbus, Ohio, succeeding Raymond Owen, who takes same position at WKRC-TV Cincinnati . . . Philip D. Marella named local sales mgr., WIIC Pittsburgh . . . Avery Gibson, H-R Television vp, elected to research advisory committee, TvB . . . William R. McAndrew, NBC exec. vp for news, has won Villanova U.'s St. Augustine Award for distinction in communications journalism.

Les Lindvig named sales mgr., KOOL-TV Phoenix . . . Franklin Sisson, ex-WOOD-TV Grand Rapids local sales mgr., named station mgr., radio WWJ Detroit . . . Albert J. Lubin, ex-USIA PR dir., joins Small Business Administration as asst. administrator . . . FCC Comr. Frederick Ford speaks at meeting of Kansas Assn. of Radio Bestrs. in Topeka April 15.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

RENEWED SEARCH FOR SINGLE-GUN COLOR: Suddenly—it's 1955. Or at least, it seems to be, judging from the frantic color activity in the labs and the color talk & plans by set makers & merchandisers—reminiscent of the color fever of 5 & 6 years ago.

There's renewed & accelerated activity in efforts to find new, simplified & cheaper approach to color. The familiar names & systems are back with us again. GE again is working on its post-acceleration tube color system (Vol. 17:13 p19). Philco is understood to be reviving work on its "Apple" single-gun tube & set. Paramount again is actively refining & reworking its single-gun Lawrence tube & set.

Every indication is that all or most major TV manufacturers will be on market with a color set—all using the RCA shadow-mask approach—by next winter. Even those which want to hold out for something different are feeling pressure from dealers & distributors for color sets. Among the next to declare their intentions may be GE, Sylvania & Philco. The latter holds its stockholders meeting Thursday, and question seems certain to be brought up.

As to new-tube research, we reported on GE last week. There are reports that Philco is working again on its Apple system, last heard from in 1956 (Vol. 12:12 p1)—but if Philco does offer color within the next year, it presumably will have to go along with the crowd and offer an RCA-type shadow-mask tube.

Paramount's Lawrence tube will be back in the news before year is out—but it's still far from production stage. Its development is now being conducted by Paramount subsidiary Autometric Corp., which is understood to be making developmental receivers at the rate of several a week. Paramount vp Paul Raibourn told us that the Lawrence tube set "could be commercialized right now," but that work is continuing to bring price down closer to black-&-white prices.

There's renewed talk about imported color sets now. Delmonico International (Thompson-Starrett Co.), the only successful U.S. importer of Japanese TV, is getting excited again about the prospects of bringing in Japanese color sets. "With the advent of the new Japanese one-piece chassis," exec. vp Herbert Kabat told us last week, "prospects & possibilities of our having color before the end of the year are extremely good." Delmonico would import color chassis made by Victor Co. of Japan, insert U.S.-made color tubes. He said he believes Delmonico can become "a big color supplier" and that Japanese color sets can be sold here "at a good price." (For details on other aspects of Delmonico's TV import operation, see p. 20.)

Summing up some of the latest developments in color: "GE's post-acceleration tube . . . won't reach production stage this year . . . [Philco's Apple system] is very interesting, shows promise, isn't ready . . . Nothing radically new this year—that seems to be the prospect—only 3-gun shadow-mask tubes. RCA currently is only manufacturer producing color tubes in quantity . . ."

The quotes above are from our issue of March 24, 1956 (Vol. 12:12). Is it any wonder that today's tune sounds vaguely familiar? But this time, it looks as if it may be for real.

HOFFMAN'S 'SOUL-SEARCHING EXPERIENCE': "TV pricing today is ridiculous, allowing little profit except to the volume maker & retailer. Despite the rising costs in labor, materials, taxes and so on, our prices are lower today than they were 10 years ago . . . There's another profit factor—in 1950 the industry made 7 million sets, as against only 5.4 million last year. That's a home-grown situation—we can't blame it on foreign competition, because there never was any of any consequence in TV."

With this swan-song by Pres. H. Leslie Hoffman, outlining the dilemma of the small TV maker, Hoffman Electronics formally acknowledged that it was quitting the TV & hi-fi business—a casualty of intense competition & the cost squeeze. Since it started TV production in 1948, the West Coast manufacturer had produced about a million sets. Treas. Carroll B. Underwood revealed that its 1960 production totaled 50,000 TVs.

Discussing his company's "searing & soul-searching experience" of deciding to quit the field in which it first built its reputation for quality, Hoffman disclosed the firm's consumer-products business had returned no profit in the last 3 years—although 1960 TV sales alone accounted for 20% of the company's total volume.

Hoffman will continue in the radio field, enlarging its line and going into more extensive national distribution. Some radios will be imported, but such home-manufactured specialties as Hoffman's solar-powered portables presumably will be made in the Los Angeles plant. The company also plans to go into the tape-recorder business, probably on an import basis.

Hoffman's TV-stereo manufacturing facilities in Los Angeles are being converted to military, industrial & semiconductor production, and employment there will be increased about 10% from the 100 persons now at work (out of Hoffman's 3,600 total), the company announced. "There is a greater & more profitable future for our stockholders & our employes in military electronics work, the fast-expanding semiconductor markets and the application of electronic developments for industrial customers," said Hoffman. "The changing character of our company is shown by the fact that our indicated sales volume for 1961, with no significant amount of consumer-product sales in it, will exceed the corporate volume of any year."

There'll be no dumps of Hoffman sets, vp Ray Cox predicted. TV production stopped several months ago, and "our current TV & stereo inventories have been narrowed to a relatively insignificant amount which will be distributed through regular channels."

STEREO RUMORS DISTURB FCC: Gyration of Crosby-Teletronics stock in recent weeks (based on unfounded rumors that FCC plans to select its stereo system) have been troubling FCC, and the agency is considering issuing a public notice to the effect that no system has been chosen yet.

It's understood that FCC staff informed the Commissioners that Crosby stock jumped from \$3 to as high as \$9 on the rumors, and that they are besieged by queries from brokers, investors, etc. The Commission has been thinking of making an announcement—perhaps this week—using language such as following:

"During the past 6 months, the FCC has received approximately 2,500 inquiries . . . Most of these letters have urged the adoption of a wide-band system of stereophonic transmission (one of 8 systems under consideration). Much of this correspondence appears to be geared to promotional campaigns & articles which have from time to time appeared in audio hobbyist magazines endorsing the same system."

Then, the Commission is considering saying, it wants "to correct apparent misinformation being circulated" by noting 3 things:

- (1) No FM stations are transmitting stereo (except for a few AM-FM stereo experiments).
- (2) FCC is studying 5 volumes of comments and 3,200 NSRC field measurements—and this takes time.
- (3) "While the matter is under active consideration and every effort is being made to expedite a decision, the Commission wishes to state unequivocally that not even a tentative decision has as yet been reached, and further, that when a decision is reached, prompt public announcement will be made."

TV-RADIO PRODUCTION: EIA statistics for week ended March 24 (12th week of 1961):

	March 18-24	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	98,865	95,479	104,233	1,214,548	1,457,115
Total radio	290,853	285,464	343,023	3,328,330	4,164,015
auto radio	75,964	80,313	126,041	1,011,152	1,759,394

Fight Imports With Productivity: That's H. Leslie Hoffman's answer to the "principal problem" facing the electronics industry. In a talk last week in Palm Springs, Cal., the president of Hoffman Electronics—which has just left the TV-stereo business (see p. 18)—warned: "We in the electronics industry are going to have to raise our productivity very sharply if we hope to vie with the Japanese. Japan today has 25% more transistor capacity than we have in the U.S." He pointed out that tough foreign competition has practically eliminated American manufacture of stainless steel dinnerware & sewing machines, and warned that this could happen in some electronics fields.

New RCA 19-in. Portables: "New Vista" tuner is featured in 3 sets introduced last week, list prices beginning at \$169.95—\$30 below RCA's previous lowest-priced 19-in. portable. The low-end Trimette has built-in handle & telescoping antenna. Two step-up models carry no suggested list price, top-end portable having 2 speakers, front tuning.

Tube Case Closed: Liberty Electronics Inc., Union, N.J., and FTC have agreed to terms of a consent order prohibiting the firm from misrepresenting that rebuilt TV picture tubes containing used parts are new. The company had been accused by FTC of advertising rebuilt tubes as "fully guaranteed new" and "brand new."

TV IMPORTS SELLING WELL: After 6 months of importing TV sets from Japan, Delmonico International div. of Thompson-Starrett Co. is convinced there's a market for sets from abroad and is confident that its 1961 sales will average 1,000 sets a week—giving it about 1% of the TV market.

Delmonico's success so far has been on the basis of only one TV model—a 19-in. portable, which has retailed as high as \$159 and as low as \$128, possibly even lower. A new, lower-priced UL-approved 19-in. portable, 2 TV-radio-stereo combinations, a battery-operated TV set and a color set (see p. 18) feature in its plans for 1961.

Delmonico's first-quarter sales were 45% ahead of the year-ago period, exec. vp Herbert Kabat told us. TV makes up the difference.

Last week, Delmonico opened its Los Angeles plant & depot, now imports sets direct from Japan to L.A. for the Western market. As it does in its Corona, N.Y. plant, it installs U.S.-made tubes in the TV chassis made by Victor Co. of Japan.

First shipments of TV-AM-FM-stereo combinations left Japan March 25, Kabat told us, and "they'll be leaving every few days from now on." The 19-in. 6-speaker combination will list at \$299, and a step-up 23-in. set will carry no suggested list.

Production of the new, lower-priced 19-in. chassis will start May 1 in Japan, and first deliveries are expected in late May or early June. Since it will be UL-approved (U.S.-made wire & some other components are shipped to Japan for assembly), it can be sold in any city in the U.S.—and can be listed in mail-order catalogs. Kabat's silent about the latter prospect, but it seems to be a possibility since Sears Roebuck bought 4,000 of his non-UL-approved sets for sale in some of its retail outlets last winter (Vol. 16:50 p18). He declined to speculate on the list price of the new portable, but said it would serve as a promotional item in major markets, the current 19-in. serving as a step-up.

Delmonico again is thinking of importing 8-in. battery-operated TV sets, and believes current production may be of good enough quality. "We brought in a quantity last fall," said Kabat, "but they had battery & sync problems." New samples are on the way now. "If they meet our standards we will bring in a sizable amount." He hopes to sell them for "a little less" than the \$300 which has been mentioned for the competitive Sony set.

He conceded that transistor TV constitutes a specialty market. "We don't anticipate a tremendous business in them. Our growth prospects are more in vacuum-tube TV, and particularly in combinations & color."

Australia Likes 23-in.: That's becoming the popular screen size down under, we're told by T. H. Mudie, plant mgr. of Anodeon TV picture tubes (Electronic Industries Ltd.), Melbourne. Mudie is now in the U.S. inspecting equipment & techniques here. His firm, affiliated with TV manufacturing Radio Corp. Pty. Ltd., is currently producing Corning-type laminated tubes as well as non-laminated ones, he says. He informs us that TV sets-in-use in Australia now have passed the 1-million mark. As in the U.S., however, business is not as good as it might be. This is the result of both "natural & un-natural causes," he adds. A long, hot, dry summer season has adversely affected TV set sales, he says, and new govt. credit restrictions have cut down installment purchasing. With the cool-weather selling season now approaching, he sees evidence that sales may be "beginning to move" in the Australian TV industry.

'The Incredible Electrical Conspiracy': April *Fortune* begins a 2-part analysis of "the biggest criminal case in the history of the Sherman Act," which resulted in anti-trust convictions of 29 companies and the fining & imprisonment of top executives (Vol. 17:7 p18). To find answers to "pressing questions about the electrical cartel," the magazine notes, "*Fortune* has gone far beyond the court records: months were spent talking with big companies & small ones, with marketing men, economists, corporation presidents, Justice Dept. attorneys, Judge J. Cullen Ganey, and the defendants themselves.

"The story falls into two parts. Part 1 delves into what happened inside one conspiracy & one company—GE. Part 2, to be presented in the May issue, will recount how the govt. broke the case."

GE reported last week that its 15 executives sentenced in the antitrust case have left the company. "The resignations most recently made public," GE said, "were brought about by recognition that this was the only course serving the best interests of the persons involved & the company." A 16th GE executive, William H. Schiek, who is awaiting sentencing and says he'll resign thereafter, says he's already received his resignation notice: "Our resignations were all typed up and handed to us" to sign.

Westinghouse Pres. Mark W. Cresap Jr. & company attorneys have been touring the company in the last 2 months to address management meetings on compliance with antitrust laws. Since Feb. 1, 32 such meetings have been held throughout the country, attended by "more than 2,775 employes at high levels of management & marketing responsibility," the company said.

Westinghouse last week also announced that William R. Tincher, ex-associate dir. of the FTC's Bureau of Litigation, has been appointed to the company's new antitrust section, established in February "to assist employes in the strict observation of the antitrust laws." (For broadcasting implications of the antitrust convictions, see p. 1.)

* * *

GE Fights IUE Punishment: GE told its stockholders via proxy statement recently that it is opposing 4 IUE proposals calling for additional punishment of GE executives involved in the recent price-fixing indictments (Vol. 17:10 p19). Stockholders will vote April 26 on the proposals to fire the violators, sue them for damages, recapitalize incentive compensations. GE said the proposals "could seriously injure the future welfare" of the company.

Consumers are Confident: They believe that general business conditions & their own financial situation will improve in the next 12 months—but they're still cautious about making any major purchases. These are among the conclusions reached by the Survey Research Center of the U. of Michigan in its 16th annual Survey of Consumer Finances, based on nearly 2,000 interviews last January. The number believing that "things will be better" within a year was 51% of the total replies—a record high for this question since it was first asked in 1954. The survey also reports that optimism about family finances has grown noticeably since November, and "is more widespread now than at any stage of the 1958 recession." But buying plans are down. In the "furniture & major household appliances" category, for example, buying intentions are below levels of both a year ago and 2 years ago." The survey concludes that while consumers aren't in a mood to increase their spending, "optimistic expectations and satisfaction with prices & market conditions suggest [that] consumers may be receptive to favorable stimuli."

Mergers & Acquisitions: Hewlett-Packard and Sanborn Co. of Waltham, Mass. "will soon begin discussions to determine whether an agreement can be reached on the terms of a combination of the 2 companies." Sanborn manufactures industrial & medical electronic equipment. Palo Alto, Cal.-based Hewlett-Packard produces electronic test & measuring equipment. Other merger news last week:

Amphenol-Borg Electronics will acquire FXR Inc. but at a lower ratio of stock exchange in the wake of the latter's 1960 loss of \$399,000. Under new terms approved by directors of both concerns last week, Amphenol-Borg will exchange .45 of a share of common for each of the 192,599 shares of FXR owned by that company's officers & directors. Other FXR stockholders will receive one-half share of A-B for each FXR held. The original terms, agreed upon prior to FXR's loss announcement, provided for an exchange of .55 of a share of A-B for each FXR (Vol. 17:9 p16). The new plan will be voted upon by stockholders of both firms at May 23 meetings.

Loral Electronics has been discussing the acquisition of **Liquidometer Corp.** for about 5 months, Loral Pres. Leon Alpert reported last week, adding: "We have not reached any agreement but it's conceivable that we may." Liquidometer, of N.Y.C., manufactures equipment for the measurement & control of liquids.

Electronic Specialty and **D. S. Kennedy & Co.** received stockholder approval last week of their proposal to merge (Vol. 17:11 p19). Electronic Specialty will be the surviving company in an exchange of 4 shares of Electronic Specialty common for each 5 shares of Kennedy.

Paramount Pictures' subsidiary **Autometric Corp.** is "stalled" in its negotiations to purchase **Vocaline Corp. of America** (Vol. 17:12 p18), according to a top Paramount official. Autometric, he said, is currently negotiating to acquire another firm, presumably in the electronics field.

Ling-Temco Electronics and **Chance Vought** decided last week to supplant the suits each had filed against the other (Vol. 17:6 p16) with a plan to merge. The boards of the 2 concerns have approved the amalgamation in principle, will submit the proposal to their stockholders in late-June meetings. Ling-Temco would be the surviving company, but with a new corporate name. Under present terms, Ling-Temco Chmn. **Robert McCulloch** would be chmn. & chief exec. officer of the new concern. Its president would be **Chance Vought Pres. G. K. Johnson**. Ling-Temco Pres. **James J. Ling** is slated to become chmn. of the exec. committee. **Chance Vought Chmn. F. O. Detweiler** would not remain with the merged company.

Lionel Corp. and **American Bosch Arma** confirmed last week that they had been talking merger, but report that discussions have been broken off without plans to resume.

Packard Bell Seeks Eastern Plant: Expansion-minded Packard Bell Electronics is "looking for an East Coast production & service facility, primarily for our computer & industrial products line, as well as a research & development center," Pres. **Robert S. Bell** reports, adding: "We've been looking for an electronics plant from Boston to Virginia, but so far the prices have not been reasonable." Not involved in the planned Eastern facility, he says, is the consumer-products div., which currently is expanding distribution of its products throughout the East & Midwest (Vol. 17:9 p15).

You Can't Take It With You: The ultimate in pilfer-proof transistor-radio displays is now being offered to dealers by **Channel Master**. It has a built-in burglar alarm.

Trade Personals: **John Ryan**, ex-Philco Distributors Inc., appointed to new post of sales mgr., Magnavox Radio-TV Div. . . . **George R. Simkowski** promoted from Webcor ad mgr. to new post of mktg. mgr., Webcor Sales Co. **Edward C. Stern** named Webcor/Dormeyer ad & sales promotion mgr.; he had been Dormeyer ad mgr. when Webcor acquired the firm.

Sydney L. Capell, radio-TV-electronics div. mgr., Zenith of Canada, and **Roy W. Pratt**, hearing-aid div. mgr., named vps . . . **Harlan B. Foulke**, vp of Arvin Industries, named also secy., succeeding **Gordon T. Ritter**, resigned. **T. Earl Robinson**, Arvin treas., named also vp for legal & contractual matters . . . **John T. Benjamin** named asst. vp, ITT . . . **Robert P. Meehan** named systems & procedures mgr., General Dynamics/Electronics.

J. Penn Rutherford, ex-Raytheon & GE, named exec. vp, International Resistance Co. . . . **Douglas D. Milne**, ex-Motorola, named to head RCA microwave-product planning & promotion . . . **Robert J. Reigel** promoted from distributor sales mgr. to mktg. mgr., Cornell-Dubilier tantalum capacitors & semiconductors . . . **M. B. McDavitt** elected a Bell Labs vp . . . **A. C. DeNapoli**, ex-Motorola, appointed engineering & mfg. vp, Massa div., Cohu Electronics . . . **John J. Brennan Jr.**, Electronics Corp. of America vp, elected treas. and a director . . . **Roy Raymond** promoted to General Dynamics/Electronics national sales mgr. for Stromberg-Carlson hi-fi components . . . **A. F. Parker** named mgr. of export sales, Philco data-processing systems . . . **George A. Franco**, mgr. of General Dynamics/Electronics Radio Communication Lab, wins the company's annual \$2,000 Award for Science & Technology.

William F. Kaiser named PR & ad dir., Daystrom . . . **Edward J. Gerrity Jr.** promoted from news-services dir., ITT to area PR dir. for North America. **Edward R. Wallace**, ex-AP & NBC, named news services mgr., ITT. **Thomas C. Flynn** promoted from ITT div. PR representative to technical publicity mgr. **Murray D. Kirkwood** named employer-information & editorial-services mgr. . . . **Daniel L. Bauch** named GPL ad mgr.

Add New-line Showings: Packard Bell TVs will be shown to dealers late in June in Los Angeles. Westinghouse will unveil TV, radio & stereo lines at the Music Show in Chicago beginning July 16. This information should be added to last week's new-line calendar (Vol. 17:13 p20).

Obituary

Powel Crosley Jr., 74, who once headed the world's largest manufacturer of radios, and owned the country's most powerful radio station, died of a heart attack March 28 at his Cincinnati home. A self-made man, he organized Crosley Radio Corp. to build \$20 radios at a time when factory-produced sets still cost more than \$100. His Harko Jr., a crystal set, was followed by the vacuum-tube Harko Sr. and the Crosley Model X. By 1922, Crosley Radio had become the world's largest radio manufacturer. He established radio WLW Cincinnati in 1921, and it eventually reached a power of 500 kw. Later FCC ordered the station to reduce its power to 50 kw. Crosley expanded his activities into refrigerators & other appliances, sold his interests to Aviation Corp. (Avco) and turned to the manufacture of the Crosley automobile—which was unsuccessful. A baseball enthusiast, he had been owner of the Cincinnati Reds since 1936. He is survived by a sister, a brother, 5 grandchildren & 6 great-grandchildren.

PHONO SALES SLUMPED IN JAN.: Retail phono sales were back in their listless groove in January after a record December (Vol. 17:8 p16). EIA figures released last week showed phono sales to consumers nearly 28% below those of Jan. 1960, with decreases registered in both stereo & monophonic categories. The industry was watching inventories carefully, though, and factory level sales dipped even more than those at retail—almost 37% below the year-ago figure.

Here are EIA's factory & retail phono sales figures for Jan. 1961, with comparable figures for Jan. & Dec. '60:

	Factory Sales			Retail Sales		
	Mono	Stereo	Total	Mono	Stereo	Total
Jan. 1960	118,400	341,329	459,729	150,688	368,964	519,652
Dec. 1960	123,991	295,075	520,792	234,705	672,018	907,723
Jan. 1961	80,366	211,383	291,749	105,753	271,124	376,877

Magnavox Sues IUE: Charging breach of contract, Magnavox recently filed a \$579,300 suit against IUE Local 748 for the walkout which began Feb. 7 at its Jefferson City, Tenn. cabinet plant (Vol. 17:9 p18). The action, filed in Greeneville, Tenn. federal court, also requests damages of \$12,000 for each day of the walkout. The strike developed out of a dispute over the reinstatement of an absent-on-sick-leave union steward. Magnavox reported more than half of the plant's 1,400 workers were back.

Amphenol-Borg Settles Suit: Piracy-of-trade-secrets suit filed last January by Amphenol-Borg Electronics against 4 former employes & Matrix Science Corp., Burbank Cal., has been settled out of court. The suit, which sought damages & an injunction, alleged that Matrix & the former employes had copied Amphenol-Borg trade secrets.

GE Thermoelectric Appliance: GE has developed a thermoelectric, no-moving-parts water cooler for offices, will key production to "market test results." Westinghouse previously announced similar water cooler (Vol. 17:31 p21).

Obituary

Knox McIlwain, 63, distinguished engineer, inventor and TV pioneer, died March 30 in an auto crash in Glen Lock, near Philadelphia. A witness said that McIlwain's car, in which he was alone, swerved suddenly off the road and hit a railroad abutment. He had been mgr. of the Burroughs Corp. Great Valley lab near Paoli, Pa. A native of Philadelphia, he obtained degrees from Princeton U. and the U. of Pennsylvania, worked for the Bell Telephone Co. 1921-24, taught at the Moore School of Electrical Engineering 1924-42, then became chief consulting engineer for Hazeltine Electronics. He joined Burroughs a few years ago. McIlwain held more than 50 patents, wrote many books & articles and participated in numerous industry activities. One of his greatest contributions was his work with the National TV System Committee in formulating color TV standards later approved by FCC. He is survived by his wife, son and 3 daughters.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Daystrom	—	(no action taken)	
Dominion Electrohome	—	\$0.10 May 31	May 15
Lynch (Symphonic) ...	Stk.	3% Jun. 23	Jun. 1
Movielab Film Labs A .	Q	.10 May 1	Apr. 25
A. C. Nielsen	Q	.12½ May 1	Apr. 10
Packard Bell Elec.....	Q	(no action taken)	
Philips Lamp	—	* Apr. 5	—
Warner Bros.	Q	.30 May 5	Apr. 15

* Cash dividend equal to 10% of par value and a 5% stock dividend.

Finance

Admiral Met Heavy Seas In '60: "An extremely disappointing year," was the way Pres. Ross D. Siragusa summed up Admiral's 1960 in the annual report last week. It was a record year in reverse. For the first time in its history, Admiral wound up with a net operating loss—\$1,743,371, after a tax credit of \$1,282,000. This contrasts sharply to 1959's net profit of \$4,108,450 (see financial table). The total loss for 1960 added up to \$2,493,371 with the inclusion of \$750,000 in special charges. Sales also were down—to \$187,865,196 from \$199,605,609 in 1959.

"Sales & earnings were adversely affected by the general economy & by the competitive conditions within the appliance & electronics industry," Siragusa said. He also noted "abnormally high costs & charges stemming from extraordinary development problems on govt. contracts and from the commercial electronics divisions, together with unprofitable appliance manufacturing and marketing operations."

Siragusa commented on the instability of the 1960 TV market, but noted increasing public interest in color & in TV-radio-phonos combinations. Total Admiral radio sales in 1960 "were substantially higher" than 1959's volume. However, "because of price instability & heavier imports of transistor radios from countries with low wage scales, Admiral transistor radio sales were held to approximately the same level as last year."

The Admiral president's outlook for 1961 is hopeful: "Since the appliance industry was one of the first to feel the effects of the recession we believe it will be an early beneficiary of the recovery which should begin in the 2nd quarter. Continued improvement is expected in 2nd half."

Muntz TV Inc., free since last November of court supervision in its Chapter X reorganization, proposes to offer 575,989 common stock shares in exchange for \$2,303,957 in non-interest-bearing promissory notes issued under its reorganization plan. An SEC registration statement (File 2-17803) listed the exchange rate as \$4 per share.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 30, 1961

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. Note: Some quotations were not available last week because of Good Friday.

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	24½	26½	Lel Inc.	8½	10
Aerovox	9	10	Magnetics Inc.	11¾	13½
Allied Radio	23¾	25¾	Maxson Electronics	28	30½
Baird Atomic	24½	26½	Meredith Pub.	44	48½
Control Data Corp.	99	104	Metropolitan Bcstg.	21½	23¾
Cook Elec.	14¼	15¾	Milgo Electronics	28	30¾
Craig Systems	17¾	19¾	Narda Microwave	7¾	8¾
Dictaphone	35½	38	Nuclear of Chicago	44	47¾
Eastern Ind.	21	22½	Pacific Mercury	7	8½
Elco Corp.	13¾	15¾	Phillips Lamp	165½	171½
Electro Voice	12¾	14¾	Radiation Inc.	27½	29½
Electronic Associates	37½	40½	Sanders Associates	56½	60½
Eric Resistor	17¾	18¾	Silicon Transistor	9	10
Excuteone	18¼	19¾	Speer Carbon	23½	25¾
Farrington Mfg.	17¾	19¼	Sprague Electric	63½	66½
FXR	26½	29¾	Taft Bcstg.	17¼	18¾
General Devices	19	21½	Taylor Instrument	44¾	48
G-L Electronics	8½	9¾	Telechrome	15½	16¾
High Voltage Eng.	221	233	Telecomputing	7½	7¾
Infrared Industries	24	26¼	Time Inc.	99	104
Interstate Engineering	26	27¾	Tracerlab	13	14¾
Itek	59½	63½	United Artists	6¼	7
Jerrold	8¼	9½	Vitro	20¾	22¾
Lab for Electronics	63½	67	Wometco Ent.	16½	18

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. 22	1960—year to Dec. 31	\$187,865,196	\$ (3,025,371) ¹	\$ (2,493,371) ¹⁰	—	2,407,136
	1959—year to Dec. 31	199,605,609	8,198,450	4,108,450	\$1.71	2,405,471
Columbia Pictures	1960—27 wks. to Dec. 31	—	—	1,095,000 ²	.71 ⁴	1,391,602
	1959—26 wks. to Dec. 26	—	—	1,193,000 ²	.78 ⁴	1,270,350
Dynamics Corp. of America	1960—year to Dec. 31	48,676,897	3,833,144	1,853,512	.50 ⁵	2,787,027
	1959—year to Dec. 31	37,606,308	2,576,745	1,447,128	.36 ⁵	2,756,683
General Tire & Rubber Story on p. 24	1961—qtr. to Feb. 28	171,902,958	—	5,304,453	.94 ⁵	5,336,791
	1960—qtr. to Feb. 28	167,518,280	—	6,448,523	1.16 ⁵	5,311,562
Magnavox	1960—year to Dec. 31	124,879,052 ³	—	6,533,052 ⁸	2.76	2,360,000
	1959—year to Dec. 31	107,758,670	—	4,679,458	1.99	2,360,000
Muntz TV	1961—6 mo. to Feb. 28	5,198,401	—	404,936	.34	—
	1960—6 mo. to Feb. 28	5,939,772	—	638,899	.55	—
Muter Co.	1960—year to Dec. 31	11,853,827	246,683	131,633	.15	880,461
	1959—year to Dec. 31	13,796,022	869,022	410,960	.47 ⁶	839,523
National Union Electric	1960—year to Dec. 31	36,089,922	—	817,490	.14	5,747,479
	1959 ⁷	—	—	—	—	—
Newark Electronics	1961—6 mo. to Feb. 28	6,691,521	—	133,211	.21	650,000
	1960—6 mo. to Feb. 28	5,664,538	—	87,776	.22	400,000
A. C. Nielsen	1961—6 mo. to Feb. 28	17,321,758	—	1,211,588	.70	—
	1960—6 mo. to Feb. 28	15,007,038	—	1,090,029	.64	—
Oak Mfg.	1960—year to Dec. 31	17,642,295	1,513,612	351,310	.54	647,794
	1959—year to Dec. 31	18,442,747	2,051,685	991,685	1.51	655,894
Reeves Bcstg. & Development	1960—year to Dec. 31	2,393,865	—	328,284	.23	1,408,893
	1959—year to Dec. 31	1,929,321	—	208,702	.15	1,408,893
Screen Gems	1960—27 wks. to Dec. 31	—	—	970,000	.43	—
	1959—26 wks. to Dec. 31	—	—	647,000	.29	—
Time Inc.	1960—year to Dec. 31	287,121,000 ⁸	16,903,000	9,303,000	4.75	1,957,029
	1959—year to Dec. 31	271,373,000	15,838,000	9,004,000	4.60	1,955,779
Times-Mirror	1960—year to Dec. 31	112,560,118	10,297,322	4,617,628	1.15	4,019,209
	1959—year to Dec. 31	97,672,928	10,642,957	4,800,196	1.33 ⁹	3,593,940 ⁹
Webcor	1960—6 mo. to Dec. 31	16,697,000	—	91,000	.10	940,737
	1959—6 mo. to Dec. 31	17,879,000	—	302,000	.46	650,737

Notes: ¹Before \$1,282,000 tax credit. ²Includes profit of \$1,617,000 (71¢ a share) on sale of land. ³Includes profit of \$202,000 (15¢) on sale of land. ⁴After preferred dividends & based on shares outstanding Dec. 31, 1960. ⁵After preferred dividends. ⁶Adjusted for Jan.-1960 5% stock

dividend. ⁷Comparison unavailable because of a merger & acquisitions. ⁸Record. ⁹Adjusted to reflect Jan.-1960 4% stock dividend & April-1960 3-for-1 split. ¹⁰Loss includes \$750,000 in special charges.

Microwave Holdings Offered: AB-PT & Western Union, which together own about half of Microwave Associates, plan to reduce their interests to one-quarter each through public sale of 240,000 of 483,744 common stock shares they hold. In its SEC registration statement on the secondary offering (File 2-17801), Microwave said it would be handled by Lehman Bros., Kuhn, Loeb & Co. at the market price at sale time. The market value, at recent American Stock Exchange quotations: about \$12.5 million. AB-PT, which holds 241,872 shares now (24.2%), said its "minority investment in the company has grown disproportionately large." Holding a like number of shares now, Western Union said it wants to use proceeds from the sale to help finance its construction program. In another SEC filing (File 2-17757), Microwave said it is setting aside 130,000 shares for its stock option plan for officers & key employees.

Arrow Electronics Inc., Mineola, N.Y. distributor of TV, radio and hi-fi components, is offering 165,000 common stock shares for public sale at \$5 per share through Arnold Malkan & Co., which will buy additional shares at \$2 each. Part of the proceeds will be used to acquire new sales outlets, Arrow said in an SEC registration (File 2-17861).

Wrather Corp., Jack Wrather's Beverly Hills organization whose diversified interests run from Stephens Power & Sail Boats to 22.15% of Transcontinent TV Corp., plans some Disneyland Hotel additions. It has registered 350,000 common stock shares with SEC (File 2-17838) in a public offering by Lee Higginson Corp. to raise money for the hotel projects. They include \$500,000 for construction of convention facilities and installing a cocktail lounge at the Disneyland monorail station. Wrather also said \$1.4 million of the stock-sale proceeds would be used to pay off Wrather Hotel Inc. debts to stockholders.

Packard Bell Electronics expects that fiscal-1961's 2nd quarter (ended March 31) will produce a net loss about equal to the \$365,969 deficit recorded in the initial quarter (Vol. 17:5 p20). Pres. Robert S. Bell also said that sales in the 2nd quarter will trail slightly the \$8.7-million volume of the preceding quarter and result in a total of about \$16 million for the half. He attributed the first-half loss to a slack market for Packard Bell's TVs & radios, high write-offs on a new computer, a gap in the deliveries of military goods. Bell said that sales of all divisions are now trending upward, but it's still too early to forecast full 1961 results.

Reports & Comments Available: Arvin Industries, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Lab for Electronics, report, Boenning & Co., 1529 Walnut St., Philadelphia 2 • Stanley Warner, report, A. M. Kidder & Co., One Wall St., N.Y. 5 • Siegler, discussion, Van Ralstyne, Noel & Co., 52 Wall St., N.Y. 5 • Beckman Instruments, prospectus, Lehman Brothers, One William St., N.Y. 4 • Renwell Electronics, prospectus, William, David & Motti, 50 Broadway, N.Y. 4 • General Instrument, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Transitron, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4.

RKO General, TV-radio subsidiary of General Tire & Rubber, reported a profit decline in fiscal 1961's first quarter (ended Feb. 28) to \$1,881,002 from \$2,416,917 in the year-earlier period (see financial table). The decrease resulted from a provision for income taxes. None was required in the 1960 quarter because of a loss carry-forward. The company anticipates that "net income of RKO General will probably not continue at the same high first-quarter rate for the entire fiscal year, due to seasonal variations and because only a portion of the first quarter's income of 1961 required a tax provision."

Metropolitan Bcstg. Changes Name: MetroMedia Inc. was approved as the new name for Metropolitan Bcstg. Corp. by stockholders at the March 28 annual meeting. Chmn.-Pres. John W. Kluge explained that the former name no longer describes the nature of the company because broadcasting now represents only about half of the company's over-all business. Metropolitan expanded into the outdoor ad field a year ago through the acquisition of Foster & Kleiser (Vol. 16:32 p16). Stockholders also voted to increase the authorized shares to 3.6 million from 2.5.

General Precision Equipment Corp., now embroiled in a court action against any takeover by 19.27% owner Martin Co. (Vol. 17:9 p19), plans a new stock issue of 150,000 common shares on an all-or-none public sale basis through First Boston Corp. and Tucker, Anthony & R. L. Day. An SEC registration statement (File 2-17816) said the price would be based on market quotations at sale time. Proceeds would be used to repay \$5-million short-term borrowings. Of General Precision's 1,131,539 outstanding shares, 8.94% are held by management officials as a group.

Motorola plans public sale of \$30 million of debentures due 1986 through Halsey, Stuart & Co. and Goldman, Sachs & Co., \$20 million of the proceeds to be advanced to Motorola Finance Co. to retire part of current bank loans, the balance to be used by Motorola itself for retirement of 4¾% bank loans. Motorola advised SEC (File 2-17807) that the interest rate, offering price & underwriting terms of the debenture offering would be supplied in an amended registration statement.

A. C. Nielsen Acquisition: Automated Preference Testing, Chicago developer & producer of opinion-gathering mechanisms, will be acquired July 31 by A. C. Nielsen for a sum still subject to an audit of APT's assets. The Chicago concern has developed a system for obtaining customer reactions to new products, packaging and marketing techniques via self-contained, consumer-operated recording machines installed in supermarkets, other outlets.

Telectro Suspension Extended: SEC has ordered an additional 10-day suspension—to April 5—in trading of Telectro Industries Corp. common stock, pending clarification of the company's financial status (Vol. 17:12 p20).

Technology

Space Combine Proposed: AT&T & other U.S. industrial giants seeking to be first in space with a satellite-communication system (Vol. 17:13 p7) should get together on plans for a single operation, FCC suggested in starting a new inquiry into its administrative & regulatory problems.

Asking for comments from all interested parties by May 1 (with 49 copies of each filing), the Commission said it needed answers to such questions as these in the assumption that "authorization of a single or limited number of satellite systems will best serve the public interest":

What's the best participation plan? Should makers of satellite & launching equipment participate? What would be the financial & operational arrangements for ownership & use of the system? Does FCC need more legal authority to implement any plan? Would a space combine run afoul of existing antitrust laws?

FCC added: "In instituting this proceeding, the Commission wishes to make it perfectly clear that it is mindful of the scope & complexity of the international problems inherent in the field of space communications. It is recognized that international cooperation & agreement on frequency allocations & other essential matters are required if a truly useful & efficient satellite communication system is to be realized."

ABC Adds Fi to AM: ABC Radio last week unveiled the "Dynamic Equalizer," a studio device that gives the effect of improving the frequency response & tone of small AM radios in the home. As explained & demonstrated by John Preston, dir. of engineering facilities, and Emil Vincent, chief audio-facilities engineer, the Equalizer automatically samples the program material, determines the frequency content and applies correction, emphasizing high and/or low frequencies to transmit a balanced signal. The Equalizer has 3 separate amplifiers—for high, middle & low frequencies—resulting in an essentially flat response from 50 to 5,000 cycles, regardless of the nature of the input material. As demonstrated, using phono records & radio programs, output of a small plastic table radio appeared to be significantly improved in tone on musical material, and speech became more intelligible. Radio WABC N.Y. will use the Equalizer for a test period.

Electronic court reporting is "feasible & practical," dir. Warren Olney III of the Administrative Office of U.S. Courts decided after a trip to Alaska to see how the system is working there. Soundsciber equipment was installed in Alaska's federal courts last year when they had trouble finding enough stenographers & stenotypists to keep transcripts of proceedings. "When the service provided by conventional shorthand reporters is inadequate, overly expensive or otherwise unsatisfactory, electronic sound recording is a practical alternative, Olney reported.

Satellite Site Chosen: Andover, Me. will be the location of AT&T's \$7-million ground station for its upcoming satellite communications tests. Construction begins May 3.

Foreign

French Networks Struck: Employees of the state-run French TV & radio networks were called out on an Easter weekend strike by the executive committee of the Broadcast Workers' Union following govt. refusal to grant wage demands. Network program scheduling was limited to recorded music plus 3 daily news bulletins for the 3 days.

WEEKLY **Television Digest**

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

WITH THIS ISSUE: First-Quarter 1961 Index to Television Digest Newsletters
The Television Network & American Society—an address by Robert W. Sarnoff.

SUMMARY-INDEX OF WEEK'S NEWS

Auxiliary Services

NTA's PAY-TV SYSTEM unveiled. Negotiations on with prospective franchisers in New Orleans, Hawaii, Mississippi, and Midwest (p. 3).
NAB BACKS FCC's CATV BILL, seeking Commission regulation "in minority of cases" where CATV-station conflicts arise (p. 4).
ADMAN ROASTS PAY TV in Pittsburgh address. F&S&R senior vp Arthur Duram charges flatly that pay TV is a "myth," that it can serve up little that's new . . . and only at high cost (p. 3).

Programming

LATE NIGHT SHOWS mapped by ABC and WBC. ABC to try news, possibly movies. WBC to try Paar-like variety formats (p. 6).
ABC SAYS ITS NEW SHOWS this season have sometimes gotten off to slow starts because of time squeeze in 2-channel markets, but have gained faster than those of CBS, NBC (p. 7).

Film & Tape

NTA REPORTS LOSS of over \$7 million for the fiscal year, but hopes for brighter future in "specialized programming" and pay TV. There's still no sale of WNTA-TV N.Y. (p. 9).

Stations

NAB's GOV. COLLINS 'encouraged . . . hopeful,' as he reviews first 3 months. Aims for "concerted" action by networks, stations, sponsors (p. 2).

Networks

ABC's LATEST LATIN DEAL is with Difusion Contemporanea, due to start telecasting on Ch. 11 in Buenos Aires in June (p. 8).

Consumer Electronics

ELDRIDGE JOHNSON'S estate totaled \$34 million, accounting last week discloses. Founder of Victor Talking Machine Co. sold his firm to RCA for \$40 million in 1926 (p. 17).
WESTINGHOUSE STOCKHOLDERS defeat proposal to oust top management for its role in recent antitrust conspiracy (p. 18).
RETAIL TV SALES picked up in February from January but still ran behind a year ago, EIA reports. Radio pushed ahead of Feb.-1960 sales by some 55,000 sets (p. 17).
PHILCO DROPS INTO RED in 1961's first quarter as it feels effects of recession & severe winter weather (p. 18).
BEST HOPE FOR UHF receivers is coaxial transistor mixer, FCC-sponsored report finds, but in near future the crystal mixer will continue to find acceptance (p. 16).

Advertising

LANDIS UNWRAPS NEW WEAPON against "exorbitant" TV commercials, proposes law empowering FTC to ban advertising as soon as monitors regard it as suspect (p. 1).

FCC

FCC PROGRAM FORM ATTACKED by Philco which doubts broadcasters' "candor," asserts NBC's WRCV-TV Philadelphia is an example (p. 5).

Other Departments

FOREIGN (p. 4). **CONGRESS** (p. 5). **ETV** (p. 11). **STATIONS** (p. 12). **TECHNOLOGY** (p. 13). **ADVERTISING** (p. 14). **PERSONALS** (p. 15). **FINANCE** (p. 19).

LANDIS UNWRAPS NEW WEAPON: President Kennedy's regulatory-agency advisor James M. Landis, who had kept himself under wraps after mounting a 30,000-word assault on govt. commissions & boards in January (Vol. 17:1 pl et seq.), wheeled out a big anti-TV gun last week.

Suspect TV commercials should be banned from the air by FTC ukase as soon as that police agency's monitors think advertised claims may be false or misleading, Landis told antitrust section of D.C. Bar Assn. He said Congress should pass new legislation giving FTC power to issue orders prohibiting commercials even before FTC completes formal investigations of truth or falsity of claims.

Fast & peremptory bans are "needed to deal with exorbitant & untrue claims that flash across our TV screens & dot our newspapers," Landis said at session with lawyers in FTC meeting room. As things stand, he went on, it sometimes takes years for FTC to decide whether or not it should do something to tone down commercials. Landis said FTC sanctions are "extremely weak" and need broadening.

FTC spends too much time on fact-finding in advertising cases now, Landis maintained. He said procedures should be streamlined so that when cases get into hearings, FTC can cut down on number of pro-&-con witnesses testifying on meanings of particular ads.

Legal precedents for interim stop-orders against commercials can be found at ICC & CAB, which are

empowered to suspend proposed increases in rail, bus and air fares, Landis argued. And he urged that FTC draw up specific before-the-fact rules to tell advertisers just how far they can go before running into trouble.

Landis didn't say he had President Kennedy's endorsement for his new proposals, and indications were that he was speaking—as usual—only for himself. White House has not yet followed through on his initial agency recommendations with message to Congress calling for any new laws. And so far President has been non-committal on his own views about what should be done to improve efficiency of agencies, including FCC.

NAB'S GOV. COLLINS 'HOPEFUL': "I'm very encouraged," said NAB Pres. LeRoy Collins last week, as he reviewed for us his first quarter in office. "The great majority of broadcasters," he added, "have reacted highly favorably to what I've said & done."

Gov. Collins has 2 more major speeches on tap for near future, to round out basic premises he outlined in 2 previous speeches to NAB board and RTES (Vol. 17:3 p3 & 17:12 p2). First will come at 4A meeting April 22 at White Sulphur Springs, V. Va.; 2nd during NAB convention May 7-10.

"We want the cooperation of all entities directly associated with broadcasting," Gov. Collins said. "We must bring the advertisers in. They need quality programming. They're deeply dependent on quality.

"My NAB convention speech will be my first opportunity to talk to the whole membership. It will leave no question where I stand & what I believe are broadcasting's proper mission & responsibilities. I hope I can convey the feeling in my heart & spirit that I'm a broadcaster—not here to make a personal impression.

"We need a unified industry. We need the networks, affiliates and sponsors to work in concert on the objectives with which they agree—what I have called 'blue ribbon programming,' elimination of violence-for-the-sake-of-violence, and so on. I'm hopeful about it. I believe it's an indication of strength & responsibility to recognize our weaknesses and make an open dedication of effort to correct them."

As for relations with govt., Gov. Collins said: "I start with the premise that broadcasters are deeply concerned with the public interest and that there is adequate ground for accommodation with FCC & Congress. At times, FCC & we may clash—but we have no predisposition to oppose FCC. When necessary, we'll fight, and they'll know they've been in a fight."

Asked about his activity in the Peace Corps, for which he's a national advisor (see p. 15), and other national affairs, Gov. Collins said: "I have a tremendous interest in govt. & a tremendous interest in this administration. If called upon, I will do anything to be helpful that isn't inconsistent with my work here. Such activities are natural for me. I've been in public life too long to be otherwise. I wouldn't have taken this job for 3 times the salary if I didn't think I could make a contribution to the industry & to the country."

He spoke at length & with great warmth of the growth of educational facilities in Florida during his tenure as governor—e.g., establishment of 16 two-year junior colleges, close to students' homes and inexpensive to attend—and he noted with pleasure that the state's ETV system is one of the nation's most extensive.

THE CASE FOR THE NETWORK: You are receiving with this issue a special supplement setting forth the talk by NBC Chmn. Robert W. Sarnoff last week to the Annenberg School of Communications at the U. of Pennsylvania in Philadelphia.

This supplement should be useful addition to your files not only for the historical information on the evolution of the networks, both in TV & radio, but for its delineation of the network's place & function in American society.

In an era of industry defensiveness about programming, another section of the address comes as a neat & too infrequently-mentioned reversal of the tired charge of "mediocrity" in programming. Pointing to the volume of cultural & informational material supplied to the mass audience, Sarnoff concludes:

"Some observers would have us believe that the general effect of TV on our society is to lower our taste, blunt our sensibilities, sap our intellect. But all the evidence is quite the contrary. In the decade since the U.S. began to feel the impact of television as a national medium, our population has gone up 20%. But the publication of books has gone up more than 100%; publication of juvenile books is up about 200%; library circulation is up 50%; the number of museums has grown by nearly 80%; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50%; college enrollment is up 46%. Now, I do not suggest that TV is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow."

Auxiliary Services

NTA'S PAY-TV SYSTEM UNVEILED: NTA, after introducing its pay-TV system (Vol. 17:14 p19) in Hollywood last week, immediately began negotiations with a number of prospective franchise-holders. The system is available under a license agreement signed by NTA with developer Home Entertainment Co. Inc.

NTA Pres.-Chmn. Oliver A. Unger and NTA director Martin Leeds, who is president of HE, were in discussions with potential franchisers representing New Orleans, Mississippi, CATV groups, Midwest Video and Edward Dukoff, who heads a Hawaiian syndicate which has been discussing pay TV with Telemeter (Vol. 17:14 p12).

In charge of the demonstration were Leeds, Unger and H. W. Sargent, electronics engineer who developed the system. Unger hailed the system as the "beginning of a new era in our industry," and predicted pay TV would be a national institution before long—with several pay-TV systems "sharing the burden & the costs."

HE, like Paramount's Telemeter, uses closed-circuit wire transmission, but Leeds contended that it is simpler & more economical than any toll-TV setup yet seen, costing less to manufacture, install and maintain.

The system operates with a low-cost (\$600) master control center, a coaxial cable which can be carried by existing telephone poles, and a home installation by which users are charged for programs. Unlike Telemeter, which has a coin-in-the-slot installation on the TV set, the HE unit has a meter outside the house which records charges on a card which is to be collected monthly.

Program costs are registered when a customer punches a button on a channel selector, which sends an impulse to the master-control box to indicate what programs are wanted. There are 2 programming channels, a "preview" channel, and a fourth channel for control purposes.

A simple control unit is plugged into a wall jack in the subscriber's home, and there are no connections or alterations made on his TV set. The channel selector is wired into the home like a telephone installation. A punch card in the meter box records the amount of entertainment used.

Subscriber Pays Only for Programs Viewed

The system does not deprive the viewer of seeing free TV if he wishes. The cost to franchise holders licensed by NTA will be approximately \$40 for each of their subscribers, but the cost to subscribers will be only for the entertainment viewed. However, Leeds said there would probably be a minimal charge of about \$1 a month to the subscriber, to insure the franchise-holder that use is being made of the system. There is to be no charge for repeats.

Program costs will vary from 10¢ for cartoons to \$1.50 for promised first-run movies or Broadway plays. Baseball games were also promised.

Leeds estimated that when the system had one million subscribers it would be in financial position to bid for Broadway shows & championship fights. First-run movies are available now, as are most other events, said the ex-Desilu productions vp.

Unger said NTA plans to begin operations modestly, probably in smaller communities, and utilizing CATV systems. All programming is to be in color. NTA will be exclusive distributor and will furnish some of the programming, Unger added.

Leeds said the system could go into operation, "in 3 months," that negotiations are now being concluded with several manufacturers, and that no one company will be

given the entire contract to produce necessary equipment.

NTA does not plan to float a public stock issue in connection with the system; financing will be undertaken by each franchise holder. The franchise holder or telephone company will install the cable system, depending on the local situation. Leeds contended phone cable costs would not be exorbitant, saying this had been borne out in Telemeter's Canadian test.

CATV systems are ready-made for the HE system because the coaxial cable used on CATV is compatible with the NTA system cable requirements, according to NTA. Both systems use the same bandwidth; other systems are not compatible because they require cable of greater bandwidth acceptance, the company said.

A family with 2 sets, could be tuned into the same pay-TV program, but only a single charge would be made.

The demonstration at the Glen Glenn Sound Studios in Hollywood on Wednesday was followed by others during the week. There'll be more this week (April 10 & 11).

Among those at the first demonstration were a representative from Telemeter, Matthew J. ("Matty") Fox of Tolvision Inc., KTTV Los Angeles Pres. Richard Moore, KCOP Los Angeles vp & gen. mgr. Alvin Flanagan, producers Don Sharpe and Warren Lewis, and NT&T Pres. Eugene Klein.

Other NTA activity last week included election of officers. Unger was re-named pres.; Ted Cott, vp for o&o stations; Berne Tabakin, sales vp; E. Jonny Graff, East Coast sales vp; Peter Rodgers, West Coast sales vp; Leonard S. Gruenberg, sales development vp; Justin M. Golenbock, secy. At the April 3 meeting, Messrs. Unger, Tabakin, Golenbock and Graff were named to the NTA board. Also elected: M. N. Leeds, S. P. Norton and D. J. Melamed.

'WHO NEEDS PAY TV?' ASKS ADMAN: Pay TV got a clobbering last week from a well-known N.Y. agencyman, senior vp Arthur E. Duram of Fuller & Smith & Ross. Addressing a luncheon meeting of the Pittsburgh Radio-TV Club, adman Duram lined up his pay-as-you-look target and let fly with some choice Madison Ave. buckshot:

On big-name stars: "My relatively honest count is some 14 men & 12 women who would be worth a buck in the home slot machine just to have them show up. But these people, tax-wise and energy-wise, would never make more than 2 shows a year, even for pay TV. The result—one hour per week of new & valid attractions."

On pay-TV sports, special events: "Under pay TV you will get to see the 2 annual heavyweight championship fights which are now blacked out, and you will see the professional football games . . . then stop counting."

On top-grade TV writers for pay-TV shows: "Does he write any better at a quarter of a million fee than he does at \$12,500? Of course he doesn't. There are few fine writers in all of America, and the businessmen from Zenith do not automatically create more simply by raising the fee. Do you think that any fee would force a Tennessee Williams or a Lillian Hellman to write material fit for the whole family?"

On the "grand illusion" of pay TV: "The great hoax that the pay-TV boys would work on us is the illusion of untouched entertainment worlds. [But] it still has to appear on the same old 24-in. TV screen. Regardless of who provides our programs, the idea is still to see the offerings in your home, where the taboos of moral issues & censorship must remain strict."

On pay-TV's history & development: "Then & now the intention was to make a financial success and not to solve any particular programming problem. With so many people willing & so many uninformed enthusiasts talking about [pay TV] as though it were a good thing—why is it still fighting for its life in experimental markets?"

On "mature" programming in pay TV: "Intellectuals project their own tastes, values and yearnings on the masses who unfortunately do not share them. They can't bring themselves to accept the fact that when audiences pick their favorite entertainment, they again and again pick the frivolous over the serious, the trivial over the important. When you couple this fact with the cost of producing . . . you realize that our 'intellectual' segments just never are going to get catered to. Minority groups are served best by . . . interesting shows outside of prime evening time. There is not a vast reservoir of talent & material ready to silence the critics & entertain the public."

On pay TV's meaning to advertisers: "There is no legitimate basis on which print media compares in any way to TV. If [free TV] is taken away from us, in whole or in part, on the flimsy excuse of making a handful of people rich, I'd hate to be the one who explains [it] to my clients."

Etobicoke Gets Broadway (for \$1.50): Playing to an invitation-only theater audience in N.Y., and to a Telemeter pay-TV audience in suburban Toronto, Carol Channing stepped downstage to the footlights of the Eugene O'Neill Theatre April 2 to make a little curtain speech. The occasion, she said, was "history-making." She'd just completed the first on-stage telecast of a current Broadway success, "Show Girl," to a paying home TV audience. The production was handled for Telemeter by Theatre Network TV Inc. The show was the regular performance, there were no cameras onstage, lighting was a bit brighter than theatrical levels, and concessions for TV were limited to such things as a blue tux shirt for supporting star Jules Munshin (although a couple of mildly-blue numbers remained in the show, TV or no TV). Results so far in Etobicoke, according to Telemeter: "We're waiting until our experience with several different types of entertainment enable us to make estimates on a comparative basis."

Govt. Network Planned: All federal civilian agencies in 50 states, Puerto Rico and the Virgin Islands will be serviced by a unified Federal Tele-communications System under 3-year plans developed by the General Services Administration and Office of Civil & Defense Mobilization. Inter-connected with existing commercial & military systems, FTS will include voice, teletypewriter, data and facsimile communications. GSA administrator John L. Moore & OCDM Dir. Frank B. Ellis said FTS "will incorporate engineering features of great value in a national emergency."

Pentagon TV Readied: Installation by Foto-Video Electronics Inc. of a closed-circuit color-TV system at Air Force hq in the Pentagon, where 5 weapons-board panel rooms & 7 conference rooms will be linked, is nearing completion. Foto-Video will maintain equipment in initial operation of the system.

Station-CATV Conflict Ends: The protest of KXLJ-TV Helena, Mont. against the grant of a microwave to Capital City TV Inc. to serve a CATV system in Helena has been dismissed by FCC after the settlement of their differences by the contestants.

Vhf Booster CPs Granted: Ch. 10 & 12, Baker, Mont., to Baker TV Booster Inc.

NAB BACKS FCC'S CATV BILL: "To clarify the NAB position," NAB Pres. LeRoy Collins has announced support of FCC's proposed CATV regulation bill S-1044 (Vol. 17:8 p10).

In letters to FCC Chmn. Minow and Commerce Committee Chairmen Sen. Magnuson (D-Wash.) & Rep. Harris (D-Ark.), Collins stated:

"NAB does not advocate government regulation merely for the sake of regulation. But, as broadcasters committed not only by law but by conviction to serve the public interest, we recognize there are instances when that public interest—which must be the overriding consideration of us all—requires the protection of governmental regulation soundly predicated . . .

"The majority of CATV systems provides a valuable service to the public, bringing TV signals to certain areas where, because of geographic or economic realities, free-TV reception is not available. In these cases no serious incompatibility exists between the free-TV broadcasters, the CATV operator and the public interest.

"In a minority of cases, however, the interests of CATV operators and of free-TV broadcasters seriously collide. And we are convinced that this collision actually operates without warrant to deprive certain areas of local free-TV service. It is in these instances where we regard it essential that the FCC be given statutory authority to determine the extent of necessary CATV regulation . . . It is the position of the NAB that the legislation proposed by the FCC will not create an undue burden on the development & operation of CATV systems."

Foreign

Sweden's American Radio 'Pirate': Anchored 4 miles outside Sweden's territorial waters, an American owned & equipped floating radio station is beaming music & commercials into Stockholm, in defiance of the country's edict against both TV & radio advertising. In retaliation for the bootleg broadcasts, which began March 8, Sweden has barred the ship, the *Bonjour*, from its ports except in dire emergency.

The *Bonjour* is registered to Nord Establishments, a Liechtenstein company which Robert F. Thompson of Dallas says he owns. The ship is equipped with \$300,000 of radio broadcast & studio equipment installed by Visual Electronics Corp. of New York City. Visual export mgr. Bert Kupperman said last week that the vessel carries two 10-kw transmitters and a combiner, to permit 20-kw operation during daytime broadcasts and 10-kw at night. He reports that the radio "pirate" has been deluged with more advertising than it can handle, the majority of it from West German auto & radio manufacturers.

The floating station broadcasts on 606 kilocycles in the 495-meter medium-wave band. Its programs & commercials are taped in weekly batches on 14-in. reels in a Stockholm studio. The reels are delivered to the ship & transmitted from a machine that can operate for 9 hours unattended.

Such has been the success of the Stockholm pirate station that Nord Establishments reportedly is planning similar radio ships for operation off Goteborg and Nice.

British TV Writers' School: Britain's commercial TV, running into a shortage of TV-trained writers, has formed its own training school, backed by 3 ITV companies (ABC, A-R, and ATV).

The FCC

FCC PROGRAM FORM ATTACKED: Philco found little to commend in FCC's proposed changes in its program forms (Vol. 17:9 p2), and it used its comments last week as another forum to attack NBC, whose Ch. 3 Philadelphia (WRCV-TV) it seeks. (See below.)

Basically, Philco believes that the Commission's proposal to allow stations to give a "narrative" statement of their program proposals is an invitation to obfuscation.

Philco said it very much doubts that "broadcasters have a compulsion to candor which heretofore has been detected by neither the public nor the Commission." It proceeded to analyze some of WRCV-TV's public-service programs, as described in the station's 1960 renewal application, and noted that some of them were presented between midnight & 8 a.m. but that the time of telecast wasn't mentioned in the application.

Philco offered several suggestions which it said would give FCC a better basis on which to judge a station's performance—including more definite description of programs.

■

FCC vs. Justice Dept. on Philco Protest: FCC is sticking by its guns in the much-litigated case in which Philco seeks a hearing to air monopoly charges against RCA-NBC. Philco, which is seeking to wrest away NBC's Ch. 3 (WRCV-TV) Philadelphia, had protested the station's renewal. FCC threw out the protest without giving Philco a hearing, saying the protest didn't fill the requirements of former Sec. 309(c) of the Communications Act. Philco is appealing the Commission action.

The Justice Dept. recently agreed with Philco, filing an *amicus curiae* brief in the Court of Appeals (Vol. 17:14 p2). Last week, FCC responded to the brief, asserting again that Philco's allegations against RCA-NBC weren't sufficient to warrant a hearing. Justice had argued that the then-pending antitrust litigation against RCA-NBC—which ended with a *nolo contendere* plea requiring NBC to dispose of WRCV-TV—was enough to warrant an FCC hearing. Said FCC last week:

"A consent decree would add nothing to allegations otherwise insufficient. It does not in any sense resolve the issues in the antitrust case and, in the absence of adequate allegations by a protestant of conduct warranting a hearing, does not itself call the qualifications of a licensee into question. As the Department's own memorandum indicates, a consent decree is merely the end result of a bargaining among the parties, government & private . . .

"The Dept. of Justice, we believe, has primarily directed itself to broader questions than those before this Court, questions which need not be resolved here."

The Commission made it clear that it wasn't indifferent to antitrust matters, saying: "In deciding that the Philco protest was inadequate, the Commission, of course, did not rule or decide that it would in no context consider 'anti-trust' questions concerning NBC."

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Vhf Translator CPs: Ch. 4, Lovell, Wyo., to Lovell Byron Cowley TV • Ch. 11, Clay Center, Kan., to City of Clay Center (temporary authority) • Ch. 12, Worland, Wyo., to Farmers TV Assn. (temporary authority).

FCC Allocations Actions: (1) Denied petition to substitute Ch. 4 for Ch. 13 in Flagstaff, Ariz.; (2) proposed addition of Ch. 34 to Blythe, Cal.; (3) added Ch. 15 to Madison, Wis., substituting Ch. 76 for Ch. 15 in Richland Center.

Congress

Contest For Consumers: Sens. Neuberger (D-Ore.) & Javits (R-N.Y.) are competing for the title of No. 1 Congressional champion of the consuming public. Mrs. Neuberger has a head start with 14 co-sponsors of a resolution (S. Res. 115) setting up a select committee on consumer interests. She told the Senate it would explore such "major problems" of buyers as that posed by FTC's case against TV commercials for analgesic preparations (Vol. 17:12 p8). Javits, with only 4 other Senators lined up on his side, submitted a rival measure (S. Res. 119) establishing a select committee on consumers. Meanwhile, there was talk—but so far no action—at the White House about setting up a cabinet-level consumers dept. in the govt. Outlining administration plans in an April 7 message to the Council on Consumer Information, President Kennedy said only that such agencies as FTC are taking "appropriate action" to protect consumers.

ETV Report Postponed: HEW Secy. Abraham Ribicoff asked House Commerce Communications Subcommittee Chmn. Moulder (D-Mo.) for more time last week to draft an administration statement which is expected to criticize a half-dozen pending, aid-to-ETV proposals (Vol. 17:14 p17). Ribicoff said in a letter to Moulder—who kept his hearing record open—that he hadn't had time yet to complete his study of the House measures. They are similar to a Senate-passed bill (S-205) by Sen. Magnuson (D-Wash.) which Ribicoff opposed. Moulder also was awaiting word from Commerce Committee Chmn. Harris (D-Ark.) & ranking minority member Rep. Bennett (R-Mich.) on their choice of a Communications Subcommittee replacement for Rep. Avery (R-Kan.), who was reassigned to the Rules Committee.

Alford Heads Ad Unit: Rep. Alford (D-Ark.) is the new chmn. of the Advertising Subcommittee of the House Small Business Committee headed by Rep. Patman (D-Tex.). Replacing Rep. Brown (D-Mo.), who was defeated for re-election, Alford will have jurisdiction in any inquiries into broadcast time-selling practices affecting smaller advertisers. Back in 1959 Brown promised a "pains-taking & factual" investigation into TV & radio advertising (Vol. 15:12 p4), but the proposed hearings never got started, and Alford has no plans yet to pick up where Brown left off. Other members of his Subcommittee (full name: Subcommittee No. 6 on Advertising & Growth Opportunities for Small Business) are Reps. Evins (D-Tenn.), Roosevelt (D-Cal.), Avery (R-Kan.), Robison (R-N.Y.).

Moss Gets Into Act: Chmn. Moss (D-Cal.) of the House Govt. Operations Information Subcommittee which investigates govt. censorship practices, has injected himself into the *Untouchables* controversy (Vol. 17:14 p6). In a letter to Federal Prisons Dir. James V. Bennett, he asked for an official justification of Bennett's threats to oppose renewals of FCC licenses of stations which carried Al Capone episodes on ABC-TV's bang-bang show (Vol. 17:3 p 14 *et seq.*). Moss (who also is a member of the Commerce Communications and Regulatory Agencies Subcommittees) announced no plans for any hearings on the *Untouchables* case, but said he wanted to look over the record.

Lee Speech Reprinted: The text of FCC Comr. Lee's March 7 speech to the N.Y. State Bcstrs. Assn., calling on Albany legislators to activate uhf ETV CPs (Vol. 17:11 p7), was inserted in the April 3 *Congressional Record* by Sen. Schoepfel (R-Kan.).

Programming

ABC & WBC MAP LATE-NIGHTERS: With prime-time availabilities in short supply, TV programmers are tuning their attention to what used to be dismissed as "marginal" time. Due to be widely discussed in the near future among station operators and TV admen are after-hours show plans of ABC-TV at the network level and Westinghouse Bestg. Co. in the syndication field. Actually, they are closely related.

Plans at ABC-TV to invade late-night networking moved ahead last week with the announcement of *ABC Final Report*, an 11-11:12 p.m. Monday-through-Friday news series with "a new format & approach to TV news-reporting." A 3-minute local weather report will round out the quarter-hour segment.

The show, developed by John Madigan (ABC News dir.) & William McSherry (National TV News editor), will debut in N.Y. & Washington under Sun Oil sponsorship next week (April 17), but will be expanded to the full network in the fall. The show's premiere will follow the completion of the Oscar Awards telecast.

The series will borrow more from NBC-TV's relaxed, Huntley-Brinkley newscast techniques than from the more formal style once practiced by CBS-TV. There'll be "use of living-room language conversational approach" for news delivery, commentary, seminar discussions, and visual techniques (split-screen, rear-screen projection, newsfilm, animated charts, etc.).

ABC has had late-night programming in the blueprint stage for some time. Among plans considered: (1) Reruns of 60-min. film shows from Warner Bros. and other suppliers. (2) A low-budget, live variety show something like Jack Paar's. Of the 2 plans, the former is closer to reality.

WBC Syndication Plans

On the syndication front, Westinghouse Bestg. Co. is tackling the late-night program problem from another angle. Most non-NBC stations combat that network's *Jack Paar Show* with feature films in late-night slots. Last week, WBC Productions—the station firm's recently-formed production offshoot—was busily pitching another formula: A syndicated video-taped pair of programs called *PM-East* and *PM-West*. Running time for the pair is 90 min. nightly, as long as the average feature movie.

The East show will be taped in N.Y. and will feature Mike Wallace as host with Canadian telepersonality Joyce Davidson as a regular. The West portion, featuring *San Francisco Chronicle* columnist Terrence O'Flaherty as host and "hungry i" proprietor Enrico Banducci as talent coordinator, will be taped at WBC-owned KPIX San Francisco. Both shows will have special feature segments, guest stars, and will act as "a stage for performers of professional but unexposed talent," according to WBC exec. producer Ben Park.

The shows will replace current late-night shows on the 5 WBC stations (2 of which, incidentally, are affiliated with NBC and carry the Paar show). Tapes, or film transfers, will be offered for syndication in non-Westinghouse markets following a 2-week show tryout in Boston starting May 22. In N.Y. the most-likely outlet is Metro-Media's WNEW-TV. Elsewhere, ABC affiliates are a likely customer group; most are lightly-stocked on feature films (at the urging of ABC-TV) and ABC will soon be providing its late-night newscast that would provide a good lead-in to the WBC series.

Networks Set Sports Specials: There was a sudden flurry of activity on the TV sports front last week as ABC-TV announced a new sports feature & NBC concluded negotiations for an old one.

An "exclusive" 20-part series of amateur & professional world sports events will be a Saturday-afternoon fixture on ABC-TV, April 29-Sept. 9. Titled *ABC's World of Sports*, the network hopes it will be at least a partial solution to the summer-season programming problem of heavy schedules of film reruns. Events will include: France's Le Mans car race, Moscow's U.S.-Russian track & field championships, the British open golf championship, the Japanese All-Star baseball game, and Jack Kramer's tennis tournament from Mexico City.

"Virtually all events will be produced live or on tape and presented the day of the event or as soon after as possible," said ABC programming vp Thomas W. Moore. Slated to follow ABC's major league baseball games (5-7 p.m. in the East), the events run from 90-min. to 2½ hours each. ABC has already sold nearly half of the series to R. J. Reynolds and General Mills, and anticipates no problem in disposing of the rest of the time. Lauding the series as "a step toward global TV" (see p. 12), Moore said a 140-station line-up would reach 92% of U.S. TV homes. Jim McKay will host the series and each week a sports expert will appear, "including such people as Stirling Moss, Arnold Palmer, Bill Veeck and Jack Kramer."

With an eye toward the fall of both 1961 & 1962, NBC again copped one of the sports world's most coveted events—the National Football League championship game. The network outbid CBS, Sports Network Inc. and TelePrompTer, for TV-radio rights. An NBC event since 1955, the new 2-year contract price of \$615,002 per game is triple what the network had been paying the League. TelePrompTer's bid is thought to be the first pay-TV effort at optioning the championship game.

TV Plea Fails: Convicted kidnaper-slayer Melvin Davis Rees Jr. has lost his argument in federal court that reenactment of jury deliberations by WBAL-TV Baltimore was grounds for a new trial (Vol. 17:14 p8). Judge Roszel C. Thomsen sentenced the jazz musician to life imprisonment April 6 after denying defense pleas that the guilty verdict be upset because the one-hour TV show indicated that the jury had debated issues not introduced at the trial. Rees was accused of killing at least 5 persons, but was tried only for the deaths of a woman & her daughter.

Texas Debate Proposed: Free time for a 30- or 60-min. run-off election debate has been offered to Texas Senatorial candidates William A. Blakley (D) & John Tower (R) by the 4-station West Tex. TV Network. Pres. W. D. (Dub) Rogers, whose KDUB-TV Lubbock was involved in a paid-time hassle with losing Democratic candidate Maury Maverick Jr. (Vol. 17:14 p12), said Blakley & Tower could set their ground rules, so long as they appear in person.

77 Upset: *Way Out*, CBS-TV's new dramatic series replacing *The Jackie Gleason Show* (Fri. 9:30 p.m.), outstripped the last half of ABC-TV's formidable *77 Sunset Strip* in Arbitron competition at its March 31 premiere. Scores were 19.7 for the new show over *Sunset Strip's* 18.1. The series deals with tales of the macabre, unusual and supernatural, and is hosted by Roald Dahl.

U.S. Steel is 8th-Season Sponsor: TV's oldest continuing 60-min. dramatic series, *The U.S. Steel Hour*, will be back again this fall (Vol. 17:14 p7) for its 6th year on CBS. It debuted on ABC-TV in October 1953.

HOW NEW SHOWS RATED (Cont.): Top honors in the Nielsen sweepstakes may go to CBS-TV when average-audience levels of the 43 shows new to network TV this season are calculated for October 1960 through February 1961—but they only tell part of the story, according to ABC-TV. The situation, ABC-TV officials told us last week in N.Y., is something like a horse race that's being judged by the average speed of the horses around the whole track rather than the entries' positions as they whip across the finish line. ABC's view of what's going on behind "average audience levels for the season" (Vol. 17:14 p5) includes these points:

(1) Taking only the October-December 1960 period (roughly, the start of the season), CBS's new shows were ahead of ABC's by 9% (18.3 AA vs. 16.7 AA). ABC's new shows, in turn, were 13% ahead of NBC's entries (16.7 AA vs. 14.8).

(2) Jumping ahead to the January-March 1961 period, Nielsen figures show that CBS was still in the lead and even gained somewhat (to 19.1 AA), but ABC moved up (to an 18.4 AA) and whittled CBS's advantage to 4% NBC's new shows fell behind, improving ABC to a 28% rating advantage (18.4 AA vs. 14.4 AA).

(3) The slow-start, strong-finish situation is caused, said ABC, by several factors, chiefly: (a) ABC-TV has "pioneered" with network use of some unusual program types, such as animated-cartoon situation comedy, and thus the network "requires more time for its new programs to catch on." (b) Station managers in 2-station markets "initially balk at off-beat new ABC series." Hence it's "difficult for ABC's new shows to jump off to as quick a start as CBS's on a full national basis."

(4) A good example of this last problem, said ABC, was *The Flintstones*. Last October, it had a line-up of 128 stations (92.1% coverage), a Nielsen AA of 18.2 and an audience share of 31.8. As its popularity grew, so did its line-up—and ratings. In March 1961, the station line-up had grown to 170, coverage had increased to 96.0%, rating had hopped to 27.3 and share to 43.3

(5) In the 50 Nielsen-measured cities where there's equal-facility competition among the networks, and no slugfests for prime time availabilities on split-affiliation outlets, ABC has been strong since last fall. "Over the full season to date—October through March—ABC's new shows led CBS by 12% and NBC by 38%," said ABC.

Day Attacks TV-radio News: Pressure from Washington, Madison Ave. and broadcasters themselves is "sabotaging" TV-radio news, charged John F. Day, ex-CBS news vp who resigned Feb. 4 after a news-dept. shakeup (Vol. 17:6 p11). In a WBAI-FM N.Y. broadcast, Day accused the govt. last week of "making demands upon or criticisms of broadcasting that it would never think of directing at newspapers or magazines." Sponsors & agencies have "a more subtle influence," he said. "They can & do complain that a news program is too heavy, dealing too much with ideas and not enough with human interest." And, he added, "there is a never-remitting pressure to have newsmen endorse the product, deliver the commercials or use lead-ins or introductions." The most serious offenders are TV-radio industry leaders, Day said. "The drive of so many station & network owners to squeeze out the very last penny of profit, the concept of TV-radio as show business and the desire to avoid controversy are the foremost reasons why broadcasting has not realized its potential.

Latest Fall-Schedule Information: Although about 9 out of 10 regularly-scheduled fall shows are now locked in with network time periods and/or sponsors, some changes have been made in the 1961-'62 schedules since our last report (Vol. 17:14 p6). Admen who have pinned up their "Tentative Network Program Lineups for Fall" chart should therefore make the following changes on it:

ABC-TV: The 20th-Fox 60-min. show scheduled for Sun. 7:30-8:30 p.m., *The Hunters*, has been ditched, reportedly because of network worries about possible African controversy (see p. 10). No show is firmly scheduled, although another 20th-Fox show, *Follow the Sun* (not yet piloted), is being discussed. Also scratched (because of opposition from Nevada hotelmen & civic officials—see p. 10), is Warner Bros.' *Las Vegas File*, Sun. 10.11 p.m. In its place will go *Adventures in Paradise*, shifting from the Mon. 10-11 p.m. slot. What fills the Monday opening thus created isn't certain. Possibility: Warner Bros.' *Solitaire*. Warner Bros. *Room for One More* has been abandoned, with *Ozzie & Harriet* taking over the Thursday 7.30-8 p.m. time. *The Racers*, an ABC Films package complete with sponsor (Auto-Lite), moves into the Friday 7.30-8 p.m. period.

CBS-TV: *Checkmate*, the Jack Benny-CBS-Revue 60-min. show which has been holding down the Sat. 8:30-9:30 p.m. slot, was included in our chart. Early last week, the word from CBS-TV was that the spot would be filled by Plautus Productions' *The Defenders* and that *Checkmate* was definitely scratched—a real oddity, considering that it was 5th-highest-rated among 43 new shows which debuted last season (Vol. 17:14 p6). Never underestimate MCA-Revue salesmanship, however. By mid-week, *Checkmate* was suddenly given a new lease on fall life, shifting to a Wed. 8:30-9:30 p.m. period, replacing CBS-TV's own package, *Beachfront*. CBS present plan is to fill the Friday 10-11 p.m. slot vacated by the rescheduled *The Defenders* with a back-to-back pair of hair-raisers—Rod Serling's *Twilight Zone* (which apparently will stay in its 30-min. form) and the network's own recent rating success, *Way Out*. The blank spot in the Thursday-night CBS schedule, 9-10 p.m., has been filled with *The Investigators*, a Revue package.

NBC-TV: Of the 3 networks' fall schedules, NBC's seems to be firmest. Only one change is on the horizon at the moment—and even that may not go through. Just as ABC and Warner Bros. have been pressured by Las Vegas innkeepers, so has been NBC and the Goodson-Todman *Las Vegas Beat*, currently blueprinted for Fri. 8:30-9:30 p.m. NBC's official answer last week was "we are still considering" the G-T show. However, also being "considered" by NBC-TV are *Villa Portofino*, an NBC package, and *House on Rue Riviera*—possibly since Mediterranean hotel proprietors are far less likely to gripe.

Hope's High-Budget NBC Specials: A series of 60-min. Bob Hope specials for next season was under discussion last week between NBC-TV and James Saphier, Hope's agent. "There is a great deal of sponsor interest," said an NBC spokesman, pointing to the "record-breaking ratings" won by this season's Hope Buick specials. Rumored price for the Hope shows, of which there'll probably be 6 to 8: about \$350,000 each. In another area, Hope is in negotiation with MCA which has offered him \$1 million for 38 acres he owns next to its Revue studios. He bought the land 18 years ago he told us, for \$16,500 "as a favor to my brother," who was entering the real estate business.

Networks

Ole! Another ABC Latin Deal: The latest TV agreement south of the border, announced last week by Don Coyle, pres. of ABC International TV Inc., is a "business relationship" with Difusion Contemporanea, Buenos Aires.

The Argentine firm, of which Norman Pentreath is pres., hopes to start commercial telecasting on Ch. 11 in Buenos Aires (800,000 TV homes) in June. Under the ABC-Difusion Contemporanea agreement: (1) ABC will provide "financial, programming & administrative assistance" to the station. (2) ABC International will act as sales rep for the station in N.Y. (3) ABC won't hold a minority interest in the station; that's forbidden by Argentine law.

As things now stand, ABC International has business liaison with 12 Latin-American TV outlets in 8 countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua (the 5-station Central American TV network); Venezuela (the 5-station VeneVision network); Ecuador (Primera TV Ecuratoria, S.A.); Argentina.

ABC is not the only network with an eye for Argentine TV deals. NBC Enterprises has "assisted financially" (i.e., loaned money at modest interest) to Compania Argentina de Television—known as CADETE. CBS Stations Div. has an Argentine TV holding, not in a station, but in Proartel, a production concern which provides sales & program services to the Ch. 13 TV outlet in Buenos Aires. With the ABC deal, all 3 U.S. networks are now TV-represented in some manner in Buenos Aires, 8th-largest city in the world.

Network Television Billings

January 1961

(For Dec. report, see TELEVISION DIGEST, Vol. 17:10 p6)

January up 7.1%: Network TV's Jan. 1961 gross time billings totaled \$61.8 million, compared with \$57.7 million in Jan. 1960. TvB's latest compilation shows ABC-TV to be the biggest percentage gainer, with January billings of \$15.9 million—up 19.9% over the same month last year. NBC-TV led in monthly dollar volume with a 9.6% rise to \$23 million. Traditional leader CBS-TV slipped behind NBC as its billings declined 2.3% to \$22.9 million from \$23.5 million a year earlier.

NETWORK TELEVISION

	Jan. 1961	Jan. 1960	% change
ABC	\$15,898,310	\$13,260,010	+19.9
CBS	22,930,402	23,477,358	- 2.3
NBC	23,003,680	20,980,897	+ 9.6
Total	\$61,832,392	\$57,718,265	+ 7.1

Note: 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.

NBC Absorbs Participation Unit: The latest re-alignment of NBC-TV's organizational structure concerns the network's Participating-Programs Unit, which has been responsible for sales & programming of the *Dave Garroway-Today Show* and the *Jack Paar Show*. Mostly, it's a bookkeeping shuffle. The unit's special sales squad will now report to the network's sales dept.; the program staffers will report to the NBC program dept. One result of the move: Participating-programs vp Jerry A. Danzig announced his resignation.

NETWORK SALES ACTIVITY

ABC-TV

- The Roaring Twenties, Sat. 7:30-8:30 p.m., participations eff. April and May respectively.
Johnson & Johnson (Young & Rubicam)
Watchmakers of Switzerland (C&W)
- Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. April.
Colgate Palmolive (Ted Bates)
- Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. April.
General Mills (Dancer-Fitzgerald-Sample)

CBS-TV

- Summer Sports Spectacular, Thu. 7:30-8:30 p.m., co-sponsorship eff. April 27.
Joseph Schlitz Brewing (JWT)
Bristol-Meyers (DCS&S)
- Malibu Run, Wed. 7:30-8:30 p.m., part. eff. June 14.
Warner-Lambert Pharmaceutical (L&F)
- Daytime programming, Mon.-Fri., 10-12 p.m., part. eff. May 15.
S. C. Johnson & Son (FC&B)
- Father of the Bride, Fri. 9:30-10 p.m., co-sponsorship eff. Sept. 29.
General Mills (BBDO)
Campbell Soup (BBDO)
- 1961 Miss America Pageant, Sat. Sept. 9, 9:30-12 p.m.
Philco (BBDO)
Pepsi-Cola (BBDO)
Toni (North)
General Motors (D. P. Brother)

NBC-TV

- Tales of Wells Fargo, Sat. 7:30-8:30 p.m.; Thriller, Mon. 10-11 p.m., part. eff. fall.
American Tobacco (SSC&B).
- Reynolds Aluminum Hour-Dick Powell Mystery Theatre, Tue. 9-10 p.m., co-sponsorship eff. fall.
Reynolds Metal (Lennen & Newell).
- Dr. Kildare, Thu. 8:30-9:30 p.m., part. eff. fall.
Singer Sewing Machine (Young & Rubicam)
Warner-Lambert Pharmaceutical (L&F)
Colgate-Palmolive (Ted Bates)
- Dinah Shore Show, Fri. 9:30-10:30 p.m., co-spon. eff. fall.
American Dairy Association (no agency)
- Circus Show, Fri. 7:30-8:30 p.m.; Your Saturday Night Movie, Sat. 9-11 p.m., part. eff. fall.
Seven-up (J. Walter Thompson)
Noxzema Chemical (SSC&B)
- The Americans, Mon. 7:30-8:30 p.m.; Michael Shayne, Fri. 10-11 p.m.; The Shirley Temple Story Book, Sun. 7-8 p.m., part. eff. May 1.
Walt Disney Productions (no agency)
- Thriller, Tue. 9-10 p.m.; part. eff. May 8 & July 4 resp.
Colgate-Palmolive (Ted Bates)
Pepperidge Farms (OB&M)

One-Day Walkout at CBS: 300 CBS-TV stagehands staged a N.Y. live show of their own when they walked off the job Sunday April 2. The stagehands—members of Local 1, International Alliance of Theatrical Stage Employees—were protesting the CBS dismissal of 3 TV lighting directors—a "necessary personnel cutback," according to the network. CBS supervisory personnel replaced the strikers on Sunday. By Monday, lighting directors & stagehands were back at their posts, "pending the outcome of CBS-IATSE negotiations." By Tuesday the dispute had been resolved "amicably & to the satisfaction of both parties," according to CBS. "The men are all working and everything's in the best of harmony," IATSE told us Wednesday.

Film & Tape

STATE-OF-THE-UNION AT NTA: It's been tough sledding recently for NTA because of current trends in the network & syndication film markets, but things should get better before long. So reported NTA Chmn. Oliver A. Unger April 3 at the firm's annual shareholders' meeting in N.Y., a meeting held on the eve of a Hollywood demonstration of a new pay-TV system proposed by NTA (see p. 3).

Financially, NTA was in the uncomfortable position of having what might have been a profitable income nullified by heavy write-downs of film inventories and annual interest rates of some \$2.5 million on owed money. Result: A loss of more than \$7 million during fiscal 1959-'60 (Vol. 17:8 p20; see financial table for fiscal 1961's first quarter).

Debt-reduction, however, could well be as much as \$6 million on an \$8 million sale of WNTA-TV N.Y., Unger told stockholders. Contrary to expectations, he did not reveal whether any of the several bidders for the Ch. 13 independent (Vol. 17:14 p9) had been successful—although David Susskind & Paramount Pictures, regarded as having an inside track in the bidding, proceeded last week with plans of their own (see next column).

Two NTA shareholders, Leonard Davis & Phillip L. Handsman, who are having a proxy fight with former NTA parent NT&T (Vol. 17:14 p9), extended their battle to the NTA meeting. Davis's attorney, Edward R. Aronow, stated that Davis (who holds 5,000 NTA shares) would demand that NTA secure the approval of two-thirds of its stockholders before selling WNTA-TV, which Davis considers a major asset of the firm. NTA management stated that no such permission would be sought.

Feature 'Glut' Drops Prices

As for the state of the feature markets, Unger reported that NTA had faced a "glut" of bulk-sold feature packages from competitors which had "disrupted the market" and forced prices down. In the telefilm area, things were no better; "expansion of network schedules & the continual flow of reruns have not only depressed the market but utilized the greater part of available time," said Unger. The trend to 60-min. shows on networks also hasn't helped syndication. NTA's best bet for the future in TV program distribution, according to Unger, was in "development of specialized programming aimed at a . . . limited segment," such as the firm's financially successful *The Play of the Week*.

Unger disclosed that NTA has renegotiated its 20th-Fox deal for distributing movies to TV. The new deal provides for a reduction in NTA's \$9,260,000 debt to 20th-Fox and for a return of distribution rights to 20th of 100 movies. Unger told us in Hollywood that this did not portend any cooling off of relations with 20th. "At the moment," he said, "we're taking a deep breath and they are, too. Our relations with 20th are excellent."

Sinatra & Arnaz Feud Over "Untouchables": Frank Sinatra, proud of his Italian ancestry, is the latest to criticize Desilu's *The Untouchables* for its use of Italians as heavies (Vol. 17:12 *et seq.*). The singer took the issue up personally with Desilu Pres. Desi Arnaz in Palm Springs, and the argument became so heated they nearly came to blows, according to associates. As a result, Sinatra is moving his Essex Productions from the Desilu Gower studios. Essex will film its movie "X-15" at the lot, but only because it must contractually, a Sinatra associate said.

Paramount, Susskind in Alliance: There's now an official partnership between Paramount Pictures and the David Susskind-Alfred Levy TV production firm, Talent Associates, confirming negotiations we reported in Vol. 17:14 p9.

Under the deal: (1) Paramount will acquire a 50% interest in TA. (2) The services of Susskind & Levy, exec. vp & pres. respectively of TA, will be devoted "exclusively" to TA. (3) Paramount TV production (film, tape, cartoons) will be integrated with TA production to avoid overlap. (4) TA will be featured in future plans for Telemeter pay-TV productions, and possibly in the area of Paramount features. (5) TA will also feature in the operation of WNTA-TV N.Y.—if Paramount & TA acquire it.

The financial position of TA is "sound," Paramount reported last week, with TA having "cash in excess of \$1 million and with no bank or funded debts outstanding." TA assets include all TV programs & films produced by the company since its inception in 1949. Gross TA income in 1960: "Approximately \$5.5 million." Details of the Paramount buy-in weren't disclosed; Paramount stated only that Susskind & Levy had "received cash & an unspecified number of shares of Paramount Pictures Corp. common stock." It's believed, however, that Paramount paid about \$300,000 in cash and in the area of 12,000 Paramount shares—valued at \$943,500 at the April 6 closing price of \$78.62½ a share on the NYSE. Announcement of the Paramount-TA liaison came jointly April 7 from Paramount Pres. Barney Balaban, and from the TA executives.

612 New Hollywood Post-1948s: There are (or soon will be) exactly 612 post-1948 Hollywood-produced movies in station syndication (new since last fall) from 5 major disetributors. This figure does not include: (1) Over 1,000 post-1948s now in TV circulation produced by Hollywood independents (such as "African Queen," "Moulin Rouge," "High Noon," and nearly 300 B-grade Westerns and action films) not affected by the talent-union TV freeze prior to 1960. (2) Nearly 900 post-1948s as recent as 1959-60 produced by British major studios & independents ("Pursuit of the Graf Spee," "Breaking the Sound Barrier," "Great Expectations," etc.). (3) Over 200 various independently-produced films from foreign sources or U.S. distributors handling foreign films (such as "Riffifi," "Rodan," "La Strada," etc.). These figures, added to the 612, produce a grand total in excess of 3,000 movies available to stations.

Here's the made-in-Hollywood TV-feature roster at a glance:

7 Arts: Has 122 post-1948 Warner Bros. pictures, has released 40, plans to spring 40 more at the forthcoming NAB meeting. Seven Arts has also acquired 88 post-1948s from 20th Century-Fox.

Screen Gems: Is tapping an available-to-TV backlog of 275 post-1948 films made by (or with) Columbia Pictures.

NTA: Has a group of 61 post-1948 films from 20th Century-Fox now in distribution.

MGM-TV: Has played it close to the vest so far, but is planning to spring a post-1948 MGM package of 40 films at the NAB convention. Unlike Paramount, Warner Bros. and 20th Century-Fox, MGM has preferred to syndicate its backlog without the aid of an outside distributor.

United Artists Associated: A pioneer in the field, UA is also planning to unwrap a package of 26 post-1948 UA films at the NAB meeting.

Odds Now Against Las Vegas Series: Last week Warner Bros.' *Las Vegas File* was quietly dropped as a potential fall series by ABC-TV, and NBC-TV was not at all certain it would proceed with Goodson-Todman's *Las Vegas Beat*, for which it financed the pilot. Las Vegas businessmen had complained vociferously (Vol. 17:14 p9) that the projects contained too much violence, and would be bad for their city's reputation.

The Chamber of Commerce wired a protest to NBC-TV terming the *Beat* pilot "brutal" and said if the series became libelous, businessmen would take "appropriate legal action" to stop showings. G-T production vp Harris Katleman denied that the series would picture Las Vegas as a "sin city," as charged by Riviera Hotel Pres. Ben Goffstein. Emphasis was not on crime in the city of Las Vegas, he said. Then attorney Royal E. Blakeman warned the C. of C. against "interference" with G-T's property rights in business and contractual rights & relations.

At NBC-TV, Felix Jackson (West Coast program vp), unperturbed by the conflict, told us that *Las Vegas Beat* was one of 3 series being considered for the 8:30 p.m. Fri. slot next season, and added: "I don't think pressure will be the deciding factor. There is always the possibility we can call the show something else." On the WB-ABC-TV project, an ABC-TV executive commented, "How can you make a Las Vegas series without showing their hotels & casinos?" (Las Vegas hotel owners had said they would deny access to their facilities for any series.)

Ziv-UA Steps Up Syndication: Ziv-UA, which lost all 4 of its network series this season, has sold one for next season, but plans to emphasize syndication, with 7 series planned. Maurice (Babe) Unger, exec. vp in charge of production, told us that Ziv-UA-Mirisch Co.'s *Some Like It Hot* has been sold to NBC-TV for next season. Ziv-UA's stepped-up syndication production will comprise *King of Diamonds*, *Ripcord*, *The Case of the Dangerous Robin*, *Lockup*, *Sea Hunt*, *Crime at Sea* and an untitled documentary. The company has also, with CBS-TV, made a pilot, *Everglades*, for that network, but it is not yet decided whether that show will go network or into syndication. The Ziv network series which were axed were *Klondike*, *Acapulco*, and *The Aquanauts* (later retitled *Malibu Run*). And *Bat Masterson* is not on NBC-TV's fall schedule.

Selmur Into TV Film: ABC-TV has assigned its interests in 2 Quinn Martin-produced series, *The New Breed* and *Sky Fighters*, to its film-&-tape subsidiary, Selmur Productions. As a result QM Productions will turn out the 60-min. *Breed* for next season in association with Selmur. Selmur vp Leon Mirrell will service QM for business affairs. Production on *Breed* begins in early June, and Martin and Mirrell are now shopping for a studio. *Fighters*, a half-hour pilot, hasn't yet been set for '61-'62.

Potentials of video-tape production will be demonstrated before the Society of Technical Writers & Publishers at its annual convention in San Francisco this week (April 13-14). Robert Fierman, sales mgr. of KTTV Los Angeles commercial tape productions, will head a panel discussion. A 20-min. presentation showing uses of tape for TV-commercial production will be shown.

Add Syndication Sales: MCA-TV has sold its off-network, mystery-adventure series, *M-Squad*, to 12 more stations (upping markets to over 40), including: KGW-TV Portland, WOAI-TV San Antonio, WBNS-TV Columbus.

HOLLYWOOD ROUNDUP

ABC-TV Ejects "Hunters": Just recovering from the criticism of its Italian heavies in *The Untouchables* (Vol. 17:12 *et seq.*), ABC-TV has removed 20th Century-Fox-TV's *The Hunters* from its fall schedule for fear that it might offend Negroes. Studio sources told us the Africa-located series might be "too controversial" because of the current political strife on that continent, although it has nothing to do with politics and is a straight action-adventure project. Said a studio spokesman sadly: "Actually, this series would have given work to a lot of Negro actors."

MCA Gets "Hot" Cut: MCA will receive \$500 per episode on the TV series, *Some Like It Hot*, being produced by the Mirisch Co. and Ziv-UA (Vol. 17:14 p8). MCA owns the rights to the title of the original Paramount movie made years ago, and acquired by MCA when it assumed the TV sale of the Paramount pre-1948 backlog. In fact, the Mirisch Co. had to pay MCA for the use of the title for its own movie of the same name, produced in 1959 with Marilyn Monroe, Jack Lemmon and Tony Curtis.

Revue Studios' *Nanette Fabray Show* will continue in production although it is being axed by Westinghouse. Studio sources tell us the sponsor had bought 26 films, but 13 more will be shot so that 39 can be offered for syndication. . . . Television Enterprises Corp. plans 2 series, *Mahalia Jackson Sings*, and a 60-min. adventure show, *Sebastian*. Irving Townsend will produce the Jackson series and Ted Post will produce-direct *Sebastian*.

Screen Extras Guild's annual membership meeting will be held June 9. Ballots in the annual election have been mailed to members, and must be returned by April 30. Fourteen of the candidates for terms on the board were chosen by SEG's nominating committee, and 3 filed independent nominating petitions.

Warner Bros.' production vp William T. Orr will be host-narrator for the initial episode of the studio's *Solitaire* series. . . . *Peter Gunn* in a 60-min. version is being negotiated for next season with the networks by Don Sharpe, partnered with Blake Edwards.

20th Century-Fox TV is preparing production on a new 60-min. adventure series, *Follow the Sun*, tentatively scheduled for ABC-TV next season at 7:30 p.m. Sun. Guy Stockwell has been tested for one of 2 leads, a pair of adventure-bent newspapermen.

Revue Studios is considering construction of a new office building, which would include a commissary.

People: Charles Russell, ex-20th Century-Fox TV producer, is named producer of MGM-TV's *Cain's Hundred* series which stars Mark Richman. . . . David Bloom is appointed gen.-sales mgr. of Hollywood Television Service, Republic Corp. subsidiary. . . . MGM-TV production vp Robert Weitman has returned from a 10-day trip to N.Y. to finalize the sale of *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride*. . . . Samuel A. Peebles has been named producer-story editor of Revue Studios' *Frontier Circus*. . . . William F. Wallace elected president of International Video Tape; Richard M. Rosenbloom, named vp, and Don Patton added as co-ordinator of production sales. . . . Howard Browne has joined 20th Century-Fox TV as exec. story consultant. . . . Perry Lafferty, producer-director, has signed a new 3-year deal with CBS-TV.

NEW YORK ROUNDUP

Trans-Lux has no plans to create a N.Y. film-buying service for small stations, contrary to our earlier report (Vol. 17:14 p11). Just what the planned new T-L operation will be, neither Pres. Richard Brandt nor sales vp Richard Carlton would say last week, other than that it would be "completely apart from [our] other activities." The new Trans-Lux div. will be headed by Robert Weisberg, until recently the mgr. of the buying dept. of TV Stations Inc., a N.Y. firm headed by Herb Jacobs which acts as a centralized film screening-&-purchasing office for 105 member-owner stations. Weisberg's background includes film production, consultation and TV syndication.

Sturm Studios Inc., until now a N.Y. firm specializing in higher-budget, animated & live-action commercials, is undergoing a reorganization-expansion program aimed at making it a strong contender in program production & syndication as well. Harold Hackett, for 19 years TV-radio vp of MCA and more recently chmn. of Official Films, has been named pres. of Sturm Studios. Raymond Junkin, another ex-Official Films executive and recently pres. of Program Sales Inc. was named exec. vice president. William Sturm, who founded the Sturm Studios some 12 years ago, will continue as its commercial creative head in a vp post. Among planned projects: (1) Development of cartoon series for network & syndication sale. (2) Purchase of outside film properties. (3) Establishment of "full syndication sales & service operations." (4) Development of live & film dramas.

Seven Arts has sold its post-1950 Warner Bros. feature-film library in 70 markets to date, with new sales including WDAF-TV Kansas City, WJBK-TV Detroit. It will announce its sales strategy for the 88 newly acquired post-'48 20th Century-Fox features (Vol. 17:14 p10) "after the May 7-10 NAB meeting." Seven Arts has also disclosed that its distribution fee on the 8 films is 40% of gross revenues. It will pay Twentieth 50% of the remaining profits, in addition to the original \$6.4 million paid for 10-year TV rights.

ITC proved again last week there was plenty of residual income in old film shows. *Fury*, on NBC-TV since October 1955 and in syndication as *Brave Stallion* since 1959, has netted \$6.8 million for ITC, vp William P. Andrews disclosed. *Susie*, reruns of Ann Sothern's original TV series, currently in 183 U.S. markets & 37 foreign countries, has racked up almost \$4 million since 1956 when, as *Private Secretary*, it left the CBS-TV lineup.

Screen Gems-Hanna-Barbera cartoon character Fred Flintstone began a "public appearance" tour last week. Fred, a life-size, moving-talking statue made by the Silvestri Art Mfg. Co., appeared on 3 WBKB Chicago shows, then moved on to WITI-TV Milwaukee. More than 50 other ABC-TV affiliates have requested the Fred promotion for their stations, SG said.

Bill Ward, ITC production chief, will produce the 13 episode, 60-min. *Jo Stafford Show* at the recently-completed Elstree Studios in England. ITC hopes to sell the show as a series of specials to a U.S. network.

People: Kirk Torney, ex-managing dir. of CBS Ltd., has been named 7 Arts dir. of station representative sales . . . Norman B. Katz, TV industries dir. & vp of international operations, left last week for a month's tour of South & Central America, to market RKO feature films.

Educational Television

IERT Convenes This Month: The 31st Institute for Education by Radio-Television will be held April 26-29 at the Deshler-Hilton Hotel, Columbus, Ohio. Program highlights: April 26—Luncheon of the American Council of Better Broadcasts, addressed by TIO Dir. Louis Hausman; keynote dinner, addressed by 20th Century Fund Dir. August Heckscher. April 28—NAEB-IERT luncheon, addressed by RCA Pres. John L. Burns; reports on Hagerstown & airborne-ETV projects; Institute Awards dinner, announcement of TV & radio winners. Registration & program information are available from I. Keith Tyler, IERT, 154 N. Oval Drive, Columbus 10.

U. of Texas Produces Science Films: A series of 6 half-hour color films on U.S. archeological research, produced by the U. of Texas TV-radio dept. and supported by a \$90,700 grant from the National Science Foundation, will go into production this summer. It is scheduled to be completed in 1963 and will be available without charge to educational & commercial U.S. TV stations as NET has gained TV distribution rights in exchange for a \$5,653 grant to underwrite production costs. Secondary schools & colleges may rent or buy the films.

TV Internship Program: Northwestern U. has teamed with Chicago's WNBQ, WGN-TV and educational WTTW on a summer TV course that will feature internship of 30-40 hours weekly at the stations. Students will rotate through programming & production operations, meet regularly for discussions with stations' administrative personnel. For additional information on the internship program and other TV, radio and film courses & workshops in the summer session, write the Dept. of Radio, TV and Film, School of Speech, Northwestern U., Evanston, Ill.

TV Driver Training: N.Y. driver-education courses will be televised on WPIX N.Y. (the Regents Educational TV Project) beginning next September. The 30-hour course, presented twice daily at 12:30 & 2:30 p.m., will take the place of classroom instruction in 700 high schools in the state, and will be supplemented by 14 hours of actual driving instruction to be provided by the schools. The State Education Dept. and Dept. of Motor Vehicles are developing the program.

Wilmington ETV Backed: Del. Gov. Elbert N. Carvel has joined forces with educational WHYY-TV (Ch. 35) Philadelphia in its efforts to win FCC assignment of Wilmington Ch. 12 for ETV use in Del., Pa., and N.J. He's asking the state legislature to petition President Kennedy & Congress to intervene in the case, in which MetroMedia Inc. (formerly Metropolitan Bestg. Corp.) & Rollins are commercial applicants for Ch. 12 (Vol. 17:13 p6).

ETV Convention Televised: Fla. Education Assn.'s recent convention in Jacksonville was telecast live to a 5-county audience. The telecast was handled by educational WJCT Jacksonville, one of the state's 5 ETV stations. Some of the cameras and other gear required for the remote pickup of major convention sessions were furnished by Jacksonville's commercial TV stations.

NAEB Directory Out: A new roster of the National Assn. of Educational Bestrs., listing 168 active TV & radio member stations, 116 associate members and 650 individual members, has been published. Copies at \$2 each are available from NAEB hq, 119 Gregory Hall, Urbana, Ill.

Stations

Engineering Conference Lineup: NAB's speaker list for broadcast engineering conference sessions (Vol. 17:14 p15) at the 39th annual convention May 7-10 in Washington: May 8, a.m.—Opening remarks, NAB Pres. LeRoy Collins & conference Chmn. Virgil Duncan (WRAL-TV Raleigh-Durham).

May 8, luncheon—Henry Loomis (VOA). May 8, p.m.—“The Technical System of the Voice of America,” George Jacobs (VOA). “Semi-Conductor High Voltage Power Supplies for Transmitters,” Robert Morris (ABC). “Problems Involved in Communicating Operational & Maintenance Information to & from the Technical Staff,” George Hixenbaugh (WMT-TV Cedar Rapids-Waterloo). “FCC Broadcast Station Renewal Inspections,” George S. Turner (FCC). “The Effect of Transistorization on Broadcast Studio Equipment Design,” John Wentworth (RCA).

May 9, a.m. (TV)—“Use of Color Field Redundancy for the Simplification of Color TV Transmission Systems,” William L. Hughes (Ia. State U.). “Progress Report on Automation at NBC,” Richard H. Edmondson (RCA). “An Economical 20-Milli-Microsecond Pulser, and a Transistorized Distribution Amplifier,” Ben Wolfe (WJZ-TV Baltimore). “Design & Installation of a Large Station Audio System,” A. C. Angus (GE) & D. E. Easterwood (WFAA-TV Dallas). “The Application of 8-mm Magnetic Sound Equipment in TV,” Kenneth LiDonnici (Fairchild). “Time Base Stability in Video Tape Recorders,” L. W. Weiland (Ampex). May 9, a.m. (radio)—“The Effect of SWR on Cross-Modulation of FM Multiplexed Signals,” A. H. Bott (RCA). “Power Dividers for Directional Systems,” P. S. Bush (Gates). “FM Antenna Problems,” John Caraway (Collins). “Interesting Aspects of Acoustical Design & Practical Improvements in Studio Characteristics,” Warren L. Braun (WSVA Harrisonburg, Va.). “Practical FM Broadcast Engineering Service,” Bernard Wise (Industrial Transmitters & Antennas).

May 9, luncheon—Maj. Gen. J. B. Medaris (Lionel). May 9, p.m.—Equipment exhibit inspections.

May 10, a.m.—Joint meeting with management & ownership delegates.

May 10, luncheon—Dr. Edward Teller (U. of Cal.). May 10, p.m.—“A Computer Control System for Program Switching,” Adrian B. Ettlinger (CBS). “How to Burn a Fireproof TV Station Bldg.,” Gene Ellerman (WWTW Cadillac, Mich.). “Vhf Translators,” Bernard Nadler (Adler). “Global Satellite Communications,” Jean Felker (AT&T). “Experience in Remote Control Operation of AM Plants,” Ogden L. Prestholdt (CBS).

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Sarnoff Asks “Satellite TV”: The United Nations should start considering plans for programming a satellite TV channel to reach viewers globally with telecasts of Security Council & Assembly deliberations. So urged RCA Chmn. Brig. Gen. David Sarnoff before a U. of Detroit convocation April 5. Said the RCA chmn.: “Global TV as a channel for freedom will be shackled (as jammed radio broadcasts are) unless we begin to plan now some radically new approaches for its use.” Satellite-beamed telecasts of UN sessions, summit meetings and international conferences of world figures offer “a bright new promise for moving the world closer to civilized harmony,” he added. “In the tradition of dictatorships, the Soviet government's primary fear is the effect on its own people if the truth were permitted to reach them.”

Payola Drive Ending: FTC's anti-payola campaign, which got off with a bang in Dec. 1959, then subsided after 100-odd record manufacturers & distributors had been cited for illegal promotion payments to TV & radio disc jockeys (Vol. 15:49 p12 *et seq.*), is just about over. FTC hearing examiner Abner Lipscomb is expected to endorse recommendations by FTC attorneys that the Commission abandon further proceedings in the cases, in which more than 90 record firms have signed consent orders. The staff lawyers argued that FTC litigation is no longer needed to stop payola practices, since they are banned under criminal penalties by the FCC-administered Harris-Pastore Act enacted last September. If the full Commission approves—and FTC sources told us that it probably would—the agency's payola books will be regarded as closed and any further legal action will be up to FCC and the Justice Dept. No FCC payola cases have been started since the Communications Acts amendments went into effect.

Radio Board Winners: These broadcasters have been elected to NAB's Radio Board by mail balloting from a field of 27 nominees to fill 13 vacancies in 2-year terms starting May 10: District 1—Carleton D. Brown (WTVL Waterville, Me.). District 3—John S. Booth (WCHA Chambersburg, Pa.). District 5—James L. Howe (WIRA Fort Pierce, Fla.). District 7—Hugh O. Potter (WOMI Owensboro, Ky.). District 9—George T. Frechette (WFHR Wisconsin Rapids, Wis.). District 11—Odin S. Ramsland (KDAL Duluth). District 13—Boyd Kelley (KRRV Sherman, Tex.). District 15—B. Floyd Farr (KEEN San Jose). District 17—Ray Johnson (KMED Medford, Ore.). Large stations—John S. Hayes (WTOP Washington). Medium stations—Willard Schroeder (WOOD Grand Rapids). Small stations—Dan B. Sanders (KICD Spencer, Ia.). FM stations—Ben Strouse (WWDC Washington).

International Communications Workshop: The 16th annual International Communications Workshop for TV, radio, news and film media, sponsored by the National Council of the Churches of Christ in the U.S.A. and other religious organizations, will be held June 5-16 at the U. of Southern California. Registration applications & workshop information are available from John Groller, Registrar, International Communications Workshop, 1521 Wilshire Boulevard, Los Angeles 17.

FM Survey Planned: For the first time, NAB is polling 250 independently-operated FM stations to obtain data on revenue, expenses and profits as a part of its annual financial surveys. NAB gathers such information from AM stations which have FM operations, but they rarely calculate FM figures separately.

FM Day programming May 7, opening day of NAB's Washington convention, is being arranged by Everett L. Dillard (WASH Washington) & Fred Rabell (KITT San Diego). Dillard heads NAB's FM committee; Rabell is National Assn. of FM Bestrs. president.

National Radio Month in May will be promoted by the National Council of Catholic Youth in co-operation with NAB, which has supplied 5,500 bulletins for distribution to branches of the organization. NAB has distributed radio-month kits to 2,300 member stations, with singing jingles.

French-language Quebec City TV application will be filed by CBC. At present that city is getting service from (French) CFCM-TV (Ch. 4) and (English) CKMI-TV (Ch. 5) which have Famous Players Canadian Corp. as the principal stockholders.

NEW & UPCOMING STATIONS: CKCD-TV (Ch. 7) Harrison Brook, P.Q. began operation late in March after the license was received on March 17 from the Canadian Dept. of Transport. It's a piggy-back satellite, operating as an unattended automatic repeater of CKAM-TV (Ch. 12) Campbellton, N.B., which in turn is a satellite of CKCW-TV (Ch. 2) Moncton, N.B. It has RCA equipment and a 75-ft. Micro tower. It's included as a bonus, along with CKAM-TV, to CKCW-TV, which has a \$400 hourly rate. New starter raises the Canadian operating total to 88 outlets.

* * *

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

KCXO (Ch. 2) Portland, Ore. has a fall target, according to grantee Fisher Bcstg. Co., which also controls KOMO-TV Seattle, Wash. The station hasn't ordered equipment or begun construction, however.

WPTT (Ch. 10) Augusta, Me. hopes to begin tests by August and programming next fall as an educational non-commercial outlet, says Frank O. Stred, secy. of the Alumni Assn. of Bates College. The college acquired the CP last summer from Richard S. Robie. The CP will be transferred later this year to a corporation owned equally by Bates, Colby and Bowdoin colleges, and the station will operate as a satellite of WENH (Ch. 11, educational) Durham, N.H. which repeats programs of educational WGBH-TV (Ch. 2) Boston. It has ordered an RCA equipment package which includes a tower & a 25-kw transmitter.

CHAT-TV-1 (Ch. 4) Pivot, Alta. hasn't set a specific target day for a start as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, reports Sid Gaffney, CHAT-TV chief engineer. It had a building ready for the 2-kw Canadian GE transmitter, which was scheduled to arrive April 7. Work on a 500-ft. Wind-Turbine tower started March 24 and the antenna is scheduled for installation shortly. The station will be sold as a bonus to CHAT-TV which has a \$120 base hour.

■

Sale of WNCT (Ch. 9) Greenville, N.C.: A new company which has J. B. Fuqua as 80% owner and A. Hartwell Campbell, WNCT gen. mgr., as 20% stockholder, is acquiring WNCT and its 30% interest in WECT (Ch. 6) Wilmington, N.C. for \$2,445,000. The sale has been approved by the directors of Carolina Bcstg. System Inc., licensee of WNCT, but requires confirmation by approximately 300 Carolina stockholders, as well as approval by FCC. Fuqua is 100% owner of WJBF (Ch. 6) Augusta, Ga.

Collins Is AWRT Keynote: NAB Pres. LeRoy Collins will address the opening session of the 10th anniversary convention of American Women in Radio & TV May 4-7 in the Statler-Hilton Hotel, Washington. Another feature of the meeting will be a dramatization by George Washington U. students of work by past AWRT presidents.

AMST Meets: Annual full-membership meeting of AMST will be conducted May 7 at the Shoreham Hotel, Washington, in conjunction with the NAB convention. Its technical committee meets in Washington April 13.

WALA-TV (Ch. 10) Mobile, Ala. has set an Aug. 1 target for its move to a new site near Nalbia, Ala. where it will have a 1,197-ft. tower.

WTVY (Ch. 4) Dothan, Ala. has become a primary CBS-TV affiliate after operating since 1955 as a CBS Extended Market Plan station.

TvB Sets 18 Sales Clinics: TvB's 4th annual series of clinics devoted to local selling by stations begins May 2 in Pittsburgh. "The growing interest in the use of TV by retailers is evidenced by the dramatic expansion of TV fashion shows and the use of the medium in many other new ways by stores," said TvB local sales vp Howard P. Abrahams. "This requires an evaluation of techniques and further development & improvement of retail TV advertising," he added. The clinics, to be held in 18 cities, will run through June 22, as follows: May 2, Pittsburgh, Penn Sheraton. May 4, Washington, Marriot Key Bridge. May 9, Buffalo, Statler-Hilton. May 11, Boston, Sheraton Plaza. May 16, Salt Lake City, Hotel Utah & Motor Lodge. May 18, Portland, Ore., Multnomah. May 23, San Francisco, Mark Hopkins. Cincinnati, Sheraton Gibson. May 25, Los Angeles, Sheraton West. St. Louis, Bel Air Motor Hotel. May 30, Jacksonville, Robert Meyer. June 1, Charlotte, Barringer. June 6, Minneapolis-St. Paul, Leamington. June 8, Chicago, Ambassador. June 13, Omaha, Sheraton Fontenelle. June 15, Oklahoma City, Skirvin. June 20, San Antonio, Granada. June 22, New Orleans, Royal Orleans.

Broadcasters Briefed: About 500 TV & radio newsmen from stations across the country massed in Washington April 3-4 for invitational off-the-record foreign-affairs briefings by President Kennedy, Secy. of State Dean Rusk and other top govt. officials. Meeting in the State Dept. Auditorium, they heard reports & analyses which, under the rules of the background sessions, couldn't be quoted directly or attributed by name to the officials. The State Dept. had first planned to put the briefings on the record for later broadcasts, but Rusk adopted the off-the-record format in the belief that the broadcasters would get more candid reports from the participating officials. Newspapermen will be given similar briefings April 24-25.

Technology

EIA Sets Up Microwave Service: A weekly information service to furnish makers & users of microwave equipment with technical data essential to system design, installation and operation has been evolved by EIA in consultation with FCC. The service will be rendered on a subscription basis by Seabrooke Printing, 514 Tenth St., NW, Washington 4. EIA Microwave Section Chmn. Richard G. Jones, explaining the need for the service, noted that "a great amount of technical data is required to produce & install microwave systems which will operate efficiently without interference in a given geographical area." At the present time, "such information is not available from FCC in usable form and manufacturers must either contact users for it or rely upon their salesmen's knowledge of area operations." Seabrooke, a subsidiary of the radio engineering consulting firm of Silliman, Moffet and Rohrer, will use a standard form for compilation of all necessary technical data.

ABC's New Signal Synchronizer: ABC has developed a synchronizing system for TV signals which its expects will have "worldwide importance" with the growth of international TV. Engineering vp Frank Marx said the system uses ultra-precise measurement of time—one part in 10 billion—to produce quick transcontinental (and eventually international) switches without roll-over or picture instability. He explained that the synchronizing system will use the govt.'s universal time signal, which is transmitted around the world on very low frequencies and already is used by labs & space scientists throughout the world.

Advertising

SUCCESS STORY—CHAPTER 4: At the retail level, TV is a working partner in the \$10.85-billion-annually home-appliance & house-furnishings industry. Examples of sales productiveness for this industry's retailers through use of their local stations are reported below in a continuation of our series on local TV successes (Vol. 16:48; 17:8 & 10).

WCAX-TV Burlington, Vt. A 500% home-appliance sales increase in only 3 years, using TV as "our major ad medium," was reported by the Vt. Electric Co-operative to this station. "We believe that the station . . . has been in large part responsible for our steady growth," said Roger Jones, mgr. of VEC's appliance div. He cited a 3-day TV schedule for a special sale which sold "60 major appliances, ranging from \$99 to \$429 . . . for a total of \$18,000."

WTVN-TV Columbus, O. A furniture store 35 miles from Columbus scored a 100% sales volume increase over a 2-year period. "TV advertising on our station was the exclusive ad medium," program dir. Joseph A. Jenkins told us. In addition to the sales jump, the store also widened "its actual trading area from one county to the entire coverage area of our station."

KTTV Los Angeles, Cal. Using this station almost exclusively from 1952-'56, the Al Terrence Carpet Co., a single-store advertiser, ran its "annual sales in that period from \$200,000 to almost \$2.5 million," reported station-promotion vp Jack O'Mara.

KDAL-TV Duluth-Superior, Minn. A local household-furnishings store, long a heavy newspaper advertiser, decided to try TV, reported promotion mgr. Don Le Masurier. "They began with spots. They have since added *Late Movies*, *Shock Theater* and a Class-AA 30-min. program. Sales results have been direct & outstanding, and the store has dropped all newspaper advertising. The entire budget is now on KDAL-TV."

KTUL-TV Tulsa, Okla. "Three years ago the Longs Carpet Co. began advertising on our station with a 10-sec. ID," said vp William D. Swanson. "Using us exclusively ever since, the store has greatly expanded and is now one of our largest local advertisers."

KOB-TV Albuquerque, N.M. American Furniture Co. recently entered its 3rd year with this station, using the successful format of 20 announcements per week to feature 2 items of merchandise. "The store automatically stocks up on the week's featured merchandise—and consistently sells out," KOB-TV promotion & PR dir. Paul Bain told us.

Dr. Kildare's Lucrative Practice: If a movie could grow into a theatrical "series" for MGM 2 decades ago because of strong box office reaction, the same property updated might well turn the same trick in TV. This is, essentially, the theory on which several major TV advertisers are placing fall bets. Last week, 3 more signed aboard as-yet-untested *Dr. Kildare*, a 60-min. package co-produced by MGM-TV and NBC-TV. The deals jumped the show into the network's list of sold-out shows for the 1961-'62 season. The sponsors: Singer Sewing Machine Co. (via Y&R), Warner-Lambert Pharmaceutical Co. (via Lambert & Feasley), and Colgate-Palmolive (via Ted Bates). Previously, Glenbrook Labs. div. of Sterling Drug Co. and Liggett & Myers Tobacco Co. had purchased what totaled about 50% of the show's availabilities.

SEC Plans Ad Curbs: "Testimonials of any kind" in advertising promotion by investment advisors would be prohibited under a new rule proposed by SEC, which set a May 15 deadline for comments. Acting under a 1960 amendment to the Investment Advisers Act, SEC said the proposed regulation is designed to prevent advertising which is "fraudulent, deceptive or manipulative." In addition to banning testimonials, it would forbid misuse of market graphs and offers of "free" analyses which aren't free. An SEC spokesman said the rule would be aimed particularly at investment ads in newspapers, magazines and circulars put out by market advisors.

FTC's Dixon in Debut: New FTC Chmn. Paul Rand Dixon will make his first public appearance before an industry group next week. He is listed as the April 17 luncheon speaker at the April 16-19 spring meeting of the Assn. of National Advertisers in the Sheraton Park Hotel, Washington. Other govt. officials participating in the sessions will include Treasury Secy. Douglas Dillon, who will be a closing-day panelist on U.S. economic problems, and Asst. Commerce Secy. Hickman Price Jr., who will address an April 18 session on administration policies.

Newspapers Woo Admen: Newspapers are aggressively pitching for ad dollars, reported *Printers' Ink* April 7, pointing to a trio of 1960 developments: (1) A series of "successful presentations" to agencies & admen by newspapers in conjunction with the Bureau of Advertising and the American Newspaper Publishers Assn. (2) A growing system of newspaper ad discounts. (3) An increase in services such as improved color facilities & new research studies. "But many agencies remain wary," said *PI*.

Timebuyers Due SRA Honors: "Timebuyers of the Year" luncheons will be held simultaneously in N.Y. and Chicago May 3, to honor "the men responsible for placing millions of dollars of TV-radio time." Ballots have been mailed to 1,500 SRA members, who will select the 2 Silver Nail award recipients. A Gold Key award will also be presented to a former timebuyer currently active on another level of the industry.

Ad People: Hal Rover named Sullivan, Stauffer, Colwell & Bayles vp . . . William E. Conner elected a BBDO vp . . . Sherman J. (Jack) McQueen, TV-radio program & talent negotiation dir., Foote, Cone & Belding's Los Angeles and San Francisco offices, named a vp . . . Carl Spielvogel, former N. Y. *Times* ad columnist, named personnel dir., N.Y. offices of Interpublic Inc., including McCann-Erickson, McCann-Marschall and Communications Affiliates. He continues as Interpublic PR dir. and a McC-E vp . . . Norman H. McMillan and Jerry N. Jordan elected N. W. Ayer vice presidents.

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WFAA-TV Dallas	\$1300 to \$1400	\$325 to \$350	April 1
WGR-TV Buffalo	1400 (no change)	300 to 320	1
WSIX-TV Nashville	825 to 1000	185 to 220	April 1
WNEM Bay City, Mich.	800 to 900	160 to 176 ²	April 1
KONO-TV San Antonio	700 (no change)	190 to 200	1
WBKT LaCrosse, Wis.	400 to 450	80 to 100	April 1
WLBZ-TV Bangor, Me.	375 to 425	75 to 85	April 1
WAPA-TV San Juan, P.R.	325 to 405	90 to 112	1
KROC-TV Rochester, Minn.	300 to 400	60 to 90	1
KKTV Colorado Springs	250 to 300	65 (no change)	1
WJPB-TV Weston, W.Va.	225 to 250	40 to 45	March 31

¹Not reported. ²20 Sec.

Canadian Rate Increases

CFCN-TV Calgary, Alta.	300 to 375	80 to 95	April 1
CHEK-TV Victoria, B.C.	230 to 300	50 to 75	Jan. 1

Television Digest

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Personals: Alex Tovar promoted from controller to business mgr. & exec. controller, KTLA Los Angeles.

John M. Otter named special-program sales dir., NBC-TV, succeeding Edwin S. Friendly Jr., recently named program-administration vp . . . H. Needham Smith, ex-WTRF-TV Wheeling, W. Va., named local sales mgr., WKRC-TV Cincinnati. George Diab promoted from news & sports dir. to operations mgr., WTRF-TV. Cyril J. Ackermann promoted from regional sales mgr. to national sales mgr., succeeded by C. Kirk Jackson.

Robert A. Davis named acting station mgr., KPLR-TV St. Louis . . . Ted W. Cooke promoted from program mgr. to TV operations dir., KOIN-TV Portland, Ore., succeeded as program mgr. by Luke L. Roberts, formerly production & public-affairs dir. . . . Duff Browne, ex-WYES-TV New Orleans, joins NET. For the next 6 months he'll be a NET consultant on national ETV in Washington.

Grant Price promoted to news dir. of WMT-TV & WMT Cedar Rapids-Waterloo, Ia., succeeding the late Charles Worcester, who was killed March 21 in an automobile accident . . . William M. Alexander promoted to commercial mgr. of WFMV-TV Greensboro, N.C. . . . Norman F. Cissna promoted from local sales mgr., WNBQ Chicago, to asst. gen. sales mgr., succeeded by Jack Hauser.

Harold C. Lang, ex-CBS, named finance dir., Midland Capital Corp. . . . Dr. David S. Ruhe, U. of Kan. Medical Center audio-visual dir., will represent Council on Medical TV at May 15-27 International Festival of TV Arts & Sciences in Montreux, Switzerland . . . LeRoy Collins receives Amvets award for achievements accomplished when NAB pres. was Fla. gov.

Joseph W. Fitzpatrick promoted from internal audit & systems dept. dir., AB-PT, to asst. to the comptroller, succeeded by John J. Brennan . . . Les Lindvig appointed sales mgr., KOOL-TV Phoenix, Ariz. . . . Nick Zapple, communications counsel of Senate Commerce Committee, is father of 3rd son, 6th child, born April 7.

Thomas F. O'Neil named chmn., General Tire & Rubber Co., succeeding his late father, William F. O'Neil. L. A. McQueen, exec. vp, named also honorary chmn. & exec. committee chmn. Frank W. Knowlton, secy. & gen. counsel elected a vp . . . Harold Cowgill, retiring chief of FCC's Broadcast Bureau, given sendoff at April 7 luncheon attended by Chmn. Minow and several other commissioners.

Cowan Heads Brandeis Project: A Communications Research Center for study & analysis of communication's function in modern society has been established by Brandeis U., Waltham, Mass. Louis G. Cowan, formerly president of CBS-TV, will head the long-range project as director. Henry Morgenthau III, educational WGBH-TV Boston TV-projects mgr., has been named associate director. Cowan said the Center will work with academic centers, agencies and foundations here & abroad to analyze specific areas of communication affecting contemporary life—from politics & international relations to education & group attitudes.

Peace Corps Advisors: A 32-member Peace Corps advisory council appointed by President Kennedy includes NAB Pres. LeRoy Collins, Mrs. Robert E. Kintner (wife of NBC's pres.), Pres. Oveta Culp Hobby of the *Houston Post* (KPRC-TV), Pres. Murray D. Lincoln of Nationwide Insurance Co. (whose People's Bestg. Co. operates KVTU Sioux City & 5 radios), IBM Pres. Thomas J. Watson Jr. Supreme Court Justice William O. Douglas & Vice President Johnson are council chairmen.

NAB Promotes Bartlett: Acting mgr. of NAB's engineering dept. after mgr. A. Prose Walker leaves May 16 to join Collins Radio (Vol. 17:8 p15) will be George W. Bartlett, who has been Walker's asst. since Sept. 1955. The promotion was announced by NAB industry affairs vp Howard H. Bell. Before joining the NAB staff, Bartlett was chief engineer of radio WDNC Durham for 9 years and served as consultant to several TV stations & applicants.

Cottone & Scheiner, Washington TV-radio law firm, is dissolving. Benedict Cottone continues with the same offices, Arthur Scheiner becomes a member of the firm of Lyon, Wilner & Bergson. Cottone is former FCC general counsel; Scheiner former chief of the Commission's Rules & Standards Div.

Russell P. May and John H. Battison, Washington consulting engineers, join to form May & Battison, located at May's expanded offices, 711 14th St. NW (Republic 7-3984).

Obituary

Marian Jordan, 62, distaff member of radio's *Fibber McGee & Molly* team for more than 20 years, died of cancer April 7 in Encino, California. She is survived by her husband Jim, who played Fibber. A TV adaptation of the radio series had a short run on NBC-TV in 1959, but the principal characters were not portrayed by the Jordans. The team began in radio on WIBO Chicago in 1927, starred in a soap, *Smackout*, 1931-'35, and in 1935 began the highly successful McGee show on NBC. They quit in 1958. Also surviving are a son, TV director Jim Jordan Jr., and a daughter, Kathryn, wife of Dr. Victor Newcomer. Internment is to be in Holy Cross Cemetery, Inglewood, Cal.

Clarence Worden, 64, public-affairs dir. & asst. to the gen. mgr., WCBS-TV N.Y., died April 4 of a heart attack in Le Roy Hospital, N.Y. Worden entered broadcasting in 1938 as publicity dir. for Major Bowes, joined radio WCBS in 1947 as public-affairs dir., moved to WCBS-TV in 1950. He was known as a pioneer in public-affairs programming, was responsible for WCBS-TV's documentary *Camera 3*. Surviving are his wife and a son.

Troy R. McDaniel, 57, gen. mgr. of KGBT-TV & KGBT Harlingen, Tex. and 10% owner & secy.-treas. of operator Harbenito Bestg. Co., died April 1 in Nix Hospital, San Antonio, following a heart attack. Surviving are his wife, a son and a daughter.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

BEST HOPE FOR UHF—TRANSISTOR TUNERS: If uhf is here to stay, the best possibility for improving uhf sets lies in the use of new transistor types in tuners—but this development is still several years away, and no major changes are due in uhf tuners for the next few years.

These are the general conclusions of a special study of "receiving techniques suitable for uhf-TV reception" conducted by Airborne Instruments Lab div. of Cutler-Hammer Inc. on a \$9,000 grant from FCC to evaluate tuner-design prospects in connection with the Commission's upcoming N.Y. uhf experiments. The study covered present & futuristic uhf tuning devices, including crystal mixer, tunnel diode, parametric amplifier, parametric beam tube, vacuum tube amplifier and transistor.

One of biggest stumbling-blocks to uhf set improvements is lack of incentive. Fewer than 8% of TV sets now being produced contain all-channel tuners (Vol. 17:8 p16), and because of this low demand, most manufacturers are conducting very little research on uhf improvements.

Biggest challenge in improving uhf tuners lies in reducing noise level. Crystal mixer systems, used in most commercial uhf tuners today, have noise level varying across the tuning band from 10.5 db to 12 db, AIL's study notes. The best military crystal mixer units with associated IF components have a noise level of about 8 db. With better quality components, therefore, AIL concludes that "significant improvement" can be obtained in crystal mixer technique. AIL makes these evaluations of other proposed uhf reception devices:

Tunnel diode mixer: Dynamic range & noise-figure properties of present tunnel diode mixers "are inferior to those of an optimum conventional crystal mixer." Developmental problems make it unlikely "that such devices will become useful within the near future."

Junction-diode parametric amplifier: Although it can provide "excellent noise performance," present commercially available unit can cover only 10% of the uhf band, and because of extremely high costs, the "economic factor is likely to prohibit the use of such devices long after the necessary technical requirements have been met."

Parametric beam tube: Uhf bandwidths are impractical at present time. "Not considered suitable for uhf-TV use, and it is not believed likely that limitations will be overcome in the near future."

Tunnel diode amplifier: Power gain decreases & noise level increases with increasing frequency; stability & reliability for TV are in doubt. Holds little hope for the near future.

Vacuum-tube amplifier: Grounded-grid triode, such as the 6280, is best suited as RF uhf amplifier, and could result in an over-all noise figure as low as 7.5-to-10 db across the uhf band—but "the use of the 6280 does not appear justified in view of its present (and possible future) high cost and forced-air cooling requirement, especially since its performance is similar to that of an improved crystal mixer."

Transistor amplifier: New coaxially encapsulated common-emitter transistor (M2107) developed at Bell Labs shows promise of providing nearly constant gain with somewhat more than 5.5 db of noise across the uhf band. Similar Philco transistor (L-5431) is believed to have only about 4 db noise over most of the uhf-TV band. "It appears that transistors will provide good noise performance in the uhf-TV band consistent with adequate bandwidth & stable operation. When such devices become commercially available, they will probably be used in uhf-TV receivers. Since the fabrication of these transistors is suitable for production-line techniques, this seems a reasonable assumption."

Survey of 6 manufacturers—3 makers of uhf-TV sets & 3 tuner makers (all unidentified)—by AIL seems at least partially to back up the report's assumption. Asked to list the "most promising device" for 1962 and for 1965 & after, the 3 set makers and 2 of the 3 tuner makers saw only the present crystal mixer in 1962

(the other tuner maker selected electron tube). For 1965 & later, one set maker selected transistor, the 2nd chose transistor or tunnel diode and the 3rd picked parametric amplifier. The 3 tuner makers replied that what is used in 1965 depends strongly on what is available at competitive prices.

For the forthcoming N.Y. uhf tests, the AIL report recommended use of an improved, or optimum, crystal mixer (presumably of military standards), as offering performance which eventually can be achieved in commercial TV sets. However, if "lowest practical receiver noise figure is desired," AIL suggested use of the sum-frequency parametric amplifier, but cautioned that because of its complexity and the need for high quality components, it may "never find a place in commercial TV sets."

AIL's govt.-sponsored research reinforces the conclusion, reported in these pages since 1953, that there is no inherent technical reason why uhf receivers must continue to be less sensitive than vhf sets.

TV-RADIO PRODUCTION: EIA statistics for week ended March 31 (13th week of 1961):

	March 25-31	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	98,225	98,865	121,039	1,312,773	1,579,447
Total radio	267,770	290,853	300,559	3,596,100	4,465,706
auto radio	70,581	75,964	103,680	1,081,733	1,863,094

TV-RADIO OUTPUT & SALES: Retail sales & production of TV sets picked up briskly in February after a woeful January (Vol. 17:12 p16). But they still lagged markedly behind the last year's totals. EIA reported last week that the TV industry produced 59,000 fewer TVs in February compared with Feb. 1960. And sales dropped off the year-ago pace by approximately 55,400 sets. Total TV sales for 1961's first 2 months added up to 852,073 units, trailing the 1,098,540 TVs retailed in Jan.-Feb. 1960.

Radio played a happier tune. Sales & production were up in February from January. February sales were also ahead of Feb.-1960's pace—by nearly 55,000 sets, but production was cut back by more than 327,000 units from a year ago. Year-to-date sales: 1,246,908 vs. 1,414,867 in Jan.-Feb. 1960.

Here are EIA's official TV-radio production & retail sales statistics for 1961's first 2 months, with 1960 comparisons:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
TOTAL	812,353	1,029,947	49,784	93,656	852,073	1,098,540

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
TOTAL..	2,205,102	2,798,156	695,109	1,229,333	1,246,908	1,414,867

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515). Two-month total: 91,778 (90,331).

Ampex Wins Class II Oscar Award: Ampex Professional Products Co. has been voted a Class II award by the Academy of Motion Picture Arts & Sciences board of governors. It will receive a plaque at the annual Oscar awards April 17. Ampex won "for the production of a well-engineered multi-purpose sound system, combining high standards of quality with convenience of control, dependable operation and simplified emergency provisions," said the Academy. This system provides facilities for reproducing optical & stereophonic magnetic sound tracks from either 35-mm or 70-mm film.

Eldridge Johnson Left \$34 Million: There are still some oldtimers in Camden, N.J. who ruefully recall being offered stock by the late Eldridge R. Johnson for a smidgin of cash to meet the weekly payroll of his Victor Talking Machine Company. Johnson died in 1945, at 78—19 years after he sold his company to RCA for \$40 million. Last week, the first & final accounting of his estate was approved. It revealed these points of interest:

His estate was valued at \$34,147,172. A 1945 inventory listed \$1,112,862 in cash, stocks with a cash value of \$25,132,714, bonds worth \$6,639,481. Included in the inventory: A volume of *Alice in Wonderland* valued at \$14,988 & a Rembrandt painting worth \$7,500.

Johnson's will, probated Nov. 27, 1945, established 5 trusts for his heirs, including his widow, Mrs. Elsie Reeves Fenimore Johnson, who died 3 months ago (Vol. 17:2 p18). Mrs. Johnson, their son Eldridge R. Johnson and 3 grandchildren were named in one trust of \$3,686,668. Inheritance taxes totaled \$15 million.

Motorola's New Radio Line: Eight transistor radios ranging in list price from \$19.95 to \$49.95 have been added by Motorola. Included: "The smallest, lightest American-made transistor radio ever assembled"—a 6-transistor, 2-in. speaker, 7 oz. model ticketed at \$19.95. The new line embraces 3 miniature receivers, 3 larger pocket sets, and 2 personal portables. Consumer-products vp S. R. Herkes noted that Motorola's sales of transistor radios last year jumped 10% over 1959's record volume.

Merger & Acquisitions: Loral Electronics and Liquidometer have discontinued their merger exploration (Vol. 17:15 p21) after 5 months of discussion • Telex, Minneapolis maker of electronic components & equipment, has purchased for undisclosed cash & stock Elco Electronics, a Michigan manufacturer of portable & console phonographs. Elco sales in its last fiscal year approximated \$2.5 million, are expected to rise to \$4 million this year.

Fairchild Expands Overseas Marketing: Fairchild Camera & Instrument's DuMont International Div. has been renamed Fairchild International Div. and assigned responsibility for the world marketing of numerous product lines of the parent company & subsidiaries. Division hq will continue at 515 Madison Ave., N.Y., under gen. mgr. Ernest A. Marx.

Stockholders Back Westinghouse Leaders: A proposal to oust Westinghouse's top management for its role in the recent antitrust conspiracy (Vol. 17:7 p18) was soundly defeated by stockholders at the annual meeting last week. The resolution to fire Chmn. Gwilym A. Price, Pres. Mark W. Cresap and exec. vp John K. Hodnette was introduced by stockholder C. A. Olsen, onetime president of a Westinghouse subsidiary. Olsen charged that if the 3 executives really didn't know about the conspiracy, "they have demonstrated their incompetence."

Cresap later indicated that Westinghouse expects to avert some potential civil damage suits growing out of the antitrust convictions by offering "voluntary restitution" to customers presenting valid claims for damages. "If the facts in any case convince us that a customer actually is entitled to some adjustment, we will voluntarily offer restitution," he said, adding later: "I expect that there will be quite a few such settlements because of the desire among customers to avoid costly litigation."

On a financial note, Cresap told stockholders that Westinghouse "hopes" 1961 sales "will be at the same level" as 1960's \$1.956 billion, and "possibly slightly higher." He anticipates that "the tighter squeeze on earnings . . . will continue and may intensify in the early quarters of 1961" because of the "low state of the market & little let-up in the cost-price squeeze." The outlook, however, is for an upturn in the 2nd half of 1961.

* * *

Court Extends Antitrust Deadline: Five electrical-equipment manufacturers were given an extension to June 15 last week to answer a \$12-million civil damage suit filed jointly by the govt. & the Tennessee Valley Authority (Vol. 17:12 p18). The 5 companies are charged with overcharging on prices of circuit breakers, in connection with the antitrust electrical conspiracy. The extension was granted in Philadelphia by U.S. District Judge J. Cullen Ganey to Westinghouse, GE, Allis-Chalmers, I-T-E Circuit Breaker and Federal Pacific Electric.

* * *

Westinghouse Praised, GE Hit: Attorney General Robert F. Kennedy said last week that he was "impressed with the general attitude" of Westinghouse Pres. Mark W. Cresap in declaring that the company must take responsibility for the price-fixing scandals. This "responsible" attitude, Kennedy pointed out, is "far different" from GE Pres. Ralph J. Cordiner's that "the company didn't know anything about it" and that lower-echelon officials were entirely responsible. Kennedy said that price-fixing would get "priority" attention from the Justice Dept.'s antitrust div., with investigations reaching into "every section of the country."

* * *

GE Retains Clark Clifford: Onetime White House aide Clark Clifford, who heads the Washington law firm of Clifford & Miller, has been retained by GE to deal with legal problems arising from its involvement in the electrical antitrust scandal. Clifford said his job is to "counsel & advise top company officials regarding the legal problems that will confront the company for some time to come." Attorney General Robert F. Kennedy, queried on the Clifford appointment, said he saw no reason why the Eisenhower-administration adviser shouldn't work for GE. "There's no question in my mind," he said, "that if Mr. Clifford felt he was being hired to peddle influence he would not have accepted the job. I will welcome him here as a friend, but will treat him like any other lawyer."

PHILCO DROPS INTO RED: Things have gone from bad to worse for Philco since its "disappointing & difficult" 1960 (Vol. 17:10 p22). Stockholders at the annual meeting last week received another less-than-cheery message from Pres. James M. Skinner Jr.: Philco was in the red for 1961's first quarter. He declined to estimate results for the period, attributed the decline from 1960's first-quarter profit of \$1.6 million to the recession & the severe winter weather.

Skinner said it was too early to forecast 1961 performance, but noted: "We believe the economy is near the bottom of its decline and the 2nd quarter should see gradual increases in our consumer business. We are endeavoring to improve our profit margins to a point where earnings will be at a more acceptable level by the end of 1961."

One stockholder, with particular reference to TV & radio, asked why Philco had "lost its ability to merchandise in competition with some of its more prominent adversaries." Skinner conceded that Philco had sagged in TV sales last year but "not as badly as the question indicates." He told the stockholders: "Perhaps we have not done as good a job as we should have, but we're trying hard and won't concede that we have taken a nosedive." He said that Philco increased its position in radio steadily for the past 4-5 years. Asked about computer business, he estimated that it would be 1963 or 1964 before the computer div. "breaks into the black."

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Saga of Philco's Predicta: Philco's Predicta TV sets, which debuted in 1958 (Vol. 14:23 p10) and were buried the following year, were cited April 5 by a *Wall Street Journal* article on fanfared products that have fizzled.

"If distinctive appearance guaranteed brisk sales, the Predictas seemed destined for success," noted the publication. "They were unusually slim, utilizing a picture tube considerably shallower than any previous type. Some models featured a screen unit—little more than a picture tube with a metal base—that was separate from the rest of the set." [One of our 1958 comments: "It defies description, must be seen."] "Editors were inclined to agree that Philco's innovations were indeed bold & striking and they said so in a rash of copy acclaiming the Predicta line.

"But the public apparently was unimpressed. Though an initial burst of dealer enthusiasm led Philco to double production at the start of 1959," the account continued, "orders began to dwindle by the middle of that year. They kept falling, and last year—long before such a basically revamped product line could normally be expected to expire—Philco stopped shipping Predicta models to dealers. The Predicta line, for which Philco had exceeded development & retooling budgets by 25% and on which profits had been negligible, was clearly a flop."

Why did Predicta fail? Philco product development vp Armin E. Allen recalls that "for the first time, we had designed TV sets as instruments, distinct from furniture." The *Journal* also quoted the merchandising manager of a retail chain that went heavy on Predictas: "The price was too high and the design was too extreme. People said the sets were nice to look at, but they wouldn't want to have them in their own homes."

Why didn't Philco pre-test Predicta styling, get a sampling of consumer interest & buying plans? Explained Allen: "The one true test of a product is to price it, put it on the market place and then—and only then—will you get an idea of what the public is buying."

Trade Personals: Ely Francis named planning dir., RCA's international div. . . . Jack O'Brien, RCA Distributing Corp.'s merchandising vp, named also to head the company's Chicago branch on an interim basis succeeding J. A. Curl, who has been reassigned to the Distributing Corp. hq.

William H. Moore, from Defense Dept., joins EIA staff as military products div. vp . . . Arthur J. Seiler named vp, Reeves Soundcraft. He is pres. of Alloy Surfaces Co., which was recently acquired by Soundcraft . . . Alfred J. Pote named an Itek vp . . . David D. Mason, formerly pres., Link Aviation div. of GPE, elected exec. vp of subsidiary National Rejectors.

Frederick R. Lack named to new post of senior vp for research, Sprague Electric, in a division of the company's research & engineering operations. Dr. Wilbur A. Lazier named senior vp for engineering . . . George Konkol named gen. mgr., Sylvania microwave-device operations. Eugene E. Broker appointed gen. mfg. mgr., Sylvania parts div. and Dr. Donald B. Brick is named mgr., Sylvania's new information-processing group at the applied research lab.

Gordon S. Jones, ex-Du Mont Labs, named mfg. engineering supervisor, Adler Electronics operations div. . . . George T. Scharffenberger named exec. vp, Litton Systems, continuing as Westrex div. president.

Martin W. Lyon, ex-National Semiconductor Corp., named Midwest region semiconductors sales engineer, CBS Electronics . . . Thomas P. Leddy, ex-vp, ITT's Kellogg div., named exec. vp, Elgin National Watch Co.

Obituary

Walter E. Ogilvie Jr., 68, treas. of ITT subsidiary Federal Radio, died April 6 in Hackensack Hospital. He is survived by his wife, 2 sons and a daughter.

Japanese Products Identified: Dialand Electric Sales Corp., Rochester, N.Y. firm which also operates Diamond Electric Co. & Elkee Corp., has agreed to an FTC order forbidding it to misrepresent Japanese origin & manufacture of products the firms sell. In a complaint issued in Nov. 1960, FTC charged that Diamond Electric advertising falsely implied that Japanese imports were U.S.-manufactured. In another FCC case involving Japanese imports, hearing examiner Edward Creel recommended that Oxwall Tool Co., N.Y., be ordered to stop selling foreign-made wrenches, pliers, etc., without clearly identifying their source.

Patent Misuse Charged: Defense contractors are getting "unearned bonuses" from the Pentagon through private use of marketable inventions developed through research financed by govt. money, the Senate Judiciary Patents Subcommittee charged in a report. Headed by Sen. McClellan (D-Ark.), the Subcommittee said the military services are spending billions "irresponsibly" by failure to provide for public use of patents resulting from contracts. The report cited 3,700 patents obtained by 75 big research contractors in 1949-59. Release of the report was criticized by Sens. Wiley (R-Wis.) & Hruska (R-Neb.), who said the Pentagon & companies should have been called first to offer any rebuttal to the charges.

Reports & Comments Available: P. R. Mallory, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • AT&T, analysis, David J. Greene & Co., 72 Wall St., N.Y. 5 • Siegler and Decca Records, discussions, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 • Erie Resistor, review, Freehling, Meyerhoff & Co., 120 S. La Salle St., Chicago 3 • Columbia Pictures, memo, Hayden, Stone & Co., 25 Broad St., N.Y. 4.

Finance

MALLORY IS OPTIMISTIC: Although its business may be off somewhat in this year's first & 2nd quarters, big components-materials-&-battery manufacturer P. R. Mallory & Co. expects a good year and sees this year's 2nd half as "promising from every corner." Mallory's 1960 net profit of \$4,367,403 (\$2.84 a share) set a record for the company, although its sales of \$83,586,283 were below 1959's mark (Vol. 17:6 p20).

Mktg. vp Harold C. Buell told us that Mallory's electrolytic capacitor, resistor and volume-control business for this year's first 2 months have been very little lower than last year, and battery business is about the same as last year. Mallory is in an unusual position for a parts maker—it has felt Japanese competition very little, according to Buell. The parts in which it specializes aren't in the areas where the Japanese have made the greatest inroads. Even in the battery business, there's been little impact from foreign-made items, since Mallory now specializes in mercury & manganese batteries, while imports have mainly been concentrated in the carbon-battery category. "The answer to imports," he said, "is ingenuity, not tariff barriers."

Probably the biggest difference in the parts business this year is that customers are playing their cards much closer to the chest. Cycles are shorter—manufacturers are ordering for 2-to-4-week delivery, where they ordered formerly in 4-to-6-week cycles. Thus customers are now, in effect, requiring the parts supplier to keep the industry's inventory, Buell said.

What are the near- & far-term trends in the component business? As are many of his colleagues in the business, Buell is most excited about micro-miniaturization. How long before these techniques are applied to consumer products? He estimates the modular type of micro-miniature circuit will begin to show up sometime between 2 & 5 years from now, the more sophisticated molecular concept in 5 to 10 years. As was the case with transistors, the first consumer-product application of micro-miniaturization will probably be in hearing aids.

Micro-miniaturization "will put the component manufacturers a little more into the subassembly business and the end-product people into the component business," Buell predicted. But he sees plenty of room for this realignment. "Electronics hasn't nearly reached its full stature yet."

Mallory's newest product aimed at the TV business is a self-holding resonant-reed relay designed for remote-control circuits, which Buell thinks will reduce costs & improve quality. Its application is in RF-type, rather than sonic type, remote circuits.

ITT shareholders will vote May 10 on the creation of 300,000 shares of a new cumulative preferred stock to facilitate acquisitions of other companies. The new stock would be issued in specific classes as required. The first proposed issue is a 5.25% series for acquiring Jennings Radio Mfg., "world leader in the development & manufacture of high-power vacuum capacitors & switches" (Vol. 17:7 p19). ITT's acquisition of the San Jose, Cal. concern will require initial issuance of either 40,000 shares of the new preferred or 85,107 shares of ITT capital stock, plus a balance of 170,213 shares of capital stock. Additional payments of capital stock will be required over a 5-year period if Jennings earnings reach specified levels.

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
Cohu Electronics	1960—year to Dec. 31	\$ 7,135,022	—	\$ 459,029	\$0.32	1,415,821
	1959—year to Dec. 31	8,112,655	—	853,791	.60	1,414,141
GPE	1960—year to Dec. 31	244,427,566	11,512,692	5,312,692	3.46 ¹	1,129,494
	1959—year to Dec. 31	215,588,430	8,968,200	4,198,200	2.63 ¹	1,126,625
Gross Telecasting	1960—year to Dec. 31	2,454,103 ²	1,284,715	639,715	1.60	400,000
	1959—year to Dec. 31	2,562,605 ²	1,307,392	672,418 ⁴	1.68	400,000
Hoffman Electronics	1960—year to Dec. 31	54,271,837 ³	(1,963,400)	(968,400) ⁶	—	1,529,254
	1959—year to Dec. 31	46,359,832	4,130,165	1,990,165	1.31	1,513,955
Magnavox	1960—year to Dec. 31	124,879,052	13,117,052	6,533,052	2.76	2,365,168
	1959—year to Dec. 31	107,758,670	9,419,458	4,679,458	1.99	2,351,602
NTA Story on p. 9	1960—qtr. to Dec. 31	5,166,943	—	(104,700)	—	1,627,572
	1959—qtr. to Dec. 31	5,205,590	—	(854,000)	—	1,627,572
A. C. Nielsen	1961—6 mo. to Feb. 28	17,321,758	2,540,935	1,211,588	.71	1,710,000 ¹³
	1960—6 mo. to Feb. 29	15,007,038	2,448,335	1,090,029	1.91	570,000
Reeves Soundcraft	1960—year to Dec. 31	5,896,485	113,208	58,208 ⁷	.02 ⁷	3,054,815
	1959—year to Dec. 31	5,369,408	(336,110)	(201,110) ⁸	—	3,018,690
Republic Corp. Story below	1961—qtr. to Jan. 28	7,094,067	—	559,677	.23	2,004,190
	1960—qtr. to Jan. 28	7,205,719	—	488,084	.19	2,004,190
Screen Gems	1960—27 wks. to Dec. 31	—	2,067,000	970,000	.43	2,250,000 ⁹
	1959—26 wks. to Dec. 26	—	1,147,000	647,000	.29	2,250,000 ⁹
Stanley Warner	1961—26 wks. to Feb. 28	64,867,714	4,451,828	2,346,828	1.16	2,026,374
	1960—26 wks. to Feb. 28	63,521,518	3,950,913	2,075,913	1.02	2,026,974
	1961—13 wks. to Feb. 28	31,516,560	1,631,213	876,213	.43	2,026,374
	1960—13 wks. to Feb. 28	31,155,122	1,410,465	865,465	.43	2,026,974
Terminal-Hudson Electronics	1960—year to Dec. 31 ¹⁰	6,992,477	—	209,700 ¹¹	.22	963,304
	1959 ¹²	—	—	—	—	—
Wells-Gardner Electronics	1960—year to Dec. 31	25,342,358	1,877,141	877,141	2.08	422,400
	1959—year to Dec. 31	24,259,901	1,557,728	747,728	1.77	421,800

Notes: ¹After preferred dividends. ²Broadcast revenue, before \$126,009 other income. ³Broadcast revenue, before \$89,272 other income. ⁴After \$41,026 tax credit. ⁵After \$995,000 tax credit. ⁶Record. ⁷From operations, before \$922,645 (30¢ a share) from sale of stock. ⁸From operations, after \$135,000 tax credit and before \$64,485 settlement on fire claim.

⁹Outstanding Dec. 31, 1960. ¹⁰Represents operations of Terminal Electronics and Terminal Radio International for 9 months to Sept. 30 and combined operations in Oct.-Dec. 1960 of all companies now comprising Terminal-Hudson. ¹¹Before special credit of \$91,800. ¹²Unavailable. ¹³Reflects 3-for-1 split.

Republic Corp. stockholders last week approved the entry of the onetime moviemaker into home appliances by okaying the acquisition of Utility Appliance Corp., Los Angeles maker of ranges, air conditioners and water heaters (Vol. 17:9 p16). Their approval covers acquisition of 80% or more of Utility's outstanding common for not more than 450,987 unissued shares of Republic common. The proposed stock exchange is in the ratio of one share of Republic common for each 1.45 shares of Utility. Republic Chmn.-Pres. Victor M. Carter told the annual meeting that the company hopes that earnings from home appliances will be running at a rate of \$1 million annually within 12 months. Stockholders also approved an increase in authorized common to 6 million shares from 2,750,000. The company reported a profit increase for fiscal 1961's first quarter ended January 28 (see financial table) and Carter said that earnings for the 2nd quarter (ending April 30) are running ahead of a year ago.

Audio Devices has registered 117,405 common stock shares with SEC (File 2-17895), 100,000 for use in its employes' stock option incentive plan, 17,405 to be offered on the market by holders of warrants.

Corporation	Period	Amt.	Payable	Stk. of Record
E.M.I.	—	\$0.04	Apr. 17	Apr. 10
Republic Corp.	Q	.15	May 15	May 1

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 6, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	24½	26¾	Maxson	28	29¾
Aerovox	9¾	10½	Meredith Pub.	45½	49¾
Allied Radio	23	24¾	MetroMedia	23½	25½
Astron Corp.	1½	2½	Milgo Electronics	26½	29¾
Baird Atomic	25	27	Narda Microwave	8¼	9½
Control Data Corp.	107	113	Nuclear of Chicago	43½	47¼
Cook Elec.	13¾	15	Official Films	3¾	4½
Craig Systems	17	18½	Pacific Automation	5¾	6¼
Dictaphone	35¾	38¾	Pacific Mercury	7¼	8¾
Digitronics	32½	35½	Philips Lamp	162½	168½
Eastern Ind.	22¼	23¾	Pyramid Electric	2½	3-1/16
Eitel-McCullough	18¾	19¾	Radiation Inc.	27	29¾
Elco Corp.	14¼	16	Howard W. Sams	45½	48½
Electro Instruments	31	34	Sanders Associates	57½	61½
Electro Voice	12¾	14¾	Silicon Transistor	9½	10¾
Electronic Associates	37	39¾	Soroban Engineering	64	69½
Eric Resistor	17	18¾	Soundcriber	13½	15
Executone	24	25¾	Speer Carbon	22¾	24¾
Farrington Mfg.	17½	19¼	Sprague Electric	64¼	67¼
Four Star TV	19½	21½	Sterling TV	3	3-11/16
Foto Video	4¾	5¾	Taft Bcstr.	19	20¾
FXR	23½	26¼	Taylor Instrument	44½	48¼
General Devices	19¼	21	Technology Inst.	7	8¼
G-L Electronics	8	9¾	Tele-Broadcasters	1¼	1¾
Gross Telecasting	22	24¾	Teledrome	15½	16¾
Hallcrafters	44	47	Telecomputing	7½	7¾
High Voltage Eng.	218	231	Time Inc.	100	105
Infrared Industries	23½	25¾	Tracerlab	13¾	15½
Interstate Eng.	25½	27¼	United Artists	6¼	7¼
Itek	59	63	United Control	22¾	24¾
Jerrold	8¾	9¾	Universal Trans.	1¼	1¾
Lab for Electronics	67	70½	Vitro	23½	25¼
Lel Inc.	9¼	10¾	Vocaline	2¾	3-7/16
Magna Theater	3¼	3-11/16	Wells-Gardner	29	32
Magnetics Inc.	12	13¾	Wometco Ent.	18¾	20¾

The Television Network and American Society

An Address by Robert W. Sarnoff

Chairman of the Board, NBC

To the Annenberg School of Communications at the University of Pennsylvania
Philadelphia, Pa., April 6, 1961

When I was at college—and that doesn't go back any farther than the campus days of the President of the United States—communications barely figured in the curriculum. Today it is the subject not merely of courses but of full departments and whole schools. This is a development that delights me as a working member of the profession. Apart from its importance in training the professionals of the future, it represents a deeply needed channel of communication between the intellectual community and the world of communications itself. It was intellectually fashionable too long to treat the popular media with scorn, cynicism and righteous superiority. In varying degrees, perhaps they may invite such attitudes; but first they deserve to be understood in their full character and purpose. Toward such understanding, I welcome this opportunity to discuss "The Television Network and American Society."

The title of my talk was well chosen by those who assigned it, for the television network is peculiarly an institution of our American society; and its nature and function, its values and shortcomings reflect the character of that society. We live in a society built on freedom—free expression, free choice, free competitive enterprise. It is a pluralistic society, with a wide and complex diversity of groups and interests, and a tradition of accommodation and compromise. It is an acquisitive, commercial society, with a premium on abundance and growth. It is a society of the rule of the majority—and the rights of the minority. It is a society at once dedicated to fulfilling the individual and to the sometimes conflicting goal of serving the common good. All these characteristics, with the blessings and dilemmas they imply, find expression in our system of broadcasting and its daily outpouring of entertainment and information from the cathode tube in nearly 50,000,000 homes.

Network is the Balance Wheel

That system of broadcasting consists, of course, of a variety of elements other than the network. But the network is the balance wheel around which all the intricate machinery of the system turns. It is the network operation, a communication and business phenomenon quite without comparison in any other field, which made radio broadcasting a feasible enterprise in the United States, and which stimulated its vast growth. It is the network operation which established the television industry as well, which made it flourish so spectacularly and which maintains the medium today as a comprehensive national program service unmatched in scope and variety anywhere else in the world.

In part, the network idea is simply the result of geography: it is the only physical means of effecting simultaneous national transmission of radio and television in a country as large as the U.S. But the idea also sprang from practical necessities of programming and economics.

There was no such thing as a network for six years after the first radio station went on the air in 1920. In

those years, radio squawked through a turbulent infancy. Stations sprang up on all sides; there were 600 by the end of 1922 and 1400 by the end of 1924. Then the novelty of hearing from a distant location seemed to wear off. Listeners defected for lack of programs worth hearing; and stations had no regular source of income. They began folding as swiftly as they had sprung up. By 1926, more than half of them had gone dead, and the whole new enterprise of broadcasting seemed headed for collapse.

In 1926, the National Broadcasting Company was created to meet the needs of the situation through the innovation of national networking. NBC's opening program, on November 15, 1926, was carried by 25 stations as far west as Kansas City. It started a regular daily program service for the first time in history. Two months later, the network reached from coast to coast. Within a year, a second network was launched by CBS, and soon afterward Mutual formed a third.

The network idea caught on and thrived because it provided the twin functions required for the survival and growth of free-enterprise broadcasting: a regular national program service and a means of supporting it through advertising. To perform these functions meant organizing a complex of business relationships. The network companies had to set up arrangements with independently owned stations across the nation; with the advertisers who bought the combined circulation of the stations; with producers, writers and performers who created the programs; with the telephone company for the interconnection of the stations. They also had to assume the costs of studios, equipment, staff before a single program went on.

Through this initiative, the network service created a vast national audience which provided a foundation for building hundreds of new stations. The whole broadcasting enterprise that had faltered and slipped was able to take hold and move forward. The growth of the radio audience enabled unaffiliated as well as network-affiliated stations to operate, and it also furnished a base for local and national spot advertising.

Throughout the '30s and '40s, radio continued its development, while experimentation proceeded on the new medium of television. Again, it was networking that ushered in the television era. NBC launched the first television network in 1947 when there were only six stations in operation and only 14,000 television sets in the whole country. Year after year, NBC and later other networks poured millions of dollars into programming and facilities for a new service and a new industry.

The first season of network programming included the *Kraft Television Theater*, the *World Series*, the *Theater Guild* dramatic series, *Howdy Doody* and the *Louis-Walcott* fight. The next year brought Milton Berle and coverage of the national political conventions. It was the availability of network programming of this kind that put stations into operation, sets into homes and television in the most spectacular growth curve in industrial history. Set circulation grew to 1,000,000 by the end of 1948; in suc-

cessive years, it leaped to 4,000,000, then 10,000,000, then 16,000,000. Expanding at the same time were the hours and scope of programming. The same cycle of growth has been taking place in color television, though at a slower pace since color represents an addition to an existing medium rather than a basically different one.

In the meantime, radio has gone through a tortured readjustment. With the shift of the mass audience to television, network radio lost the economic support to maintain a full-fledged national service of varied programming. Today, although there are specialized radio services in the major population centers, the bulk of radio programming consists of standardized local programs, principally music and news. Within this pattern, network radio has found its place—a limited but useful one—in covering national special events and providing national features, news and information services. But radio as a whole—for most Americans—has become a supplementary medium to television, reduced in scope and public attraction.

Over years of mushrooming change and shifting fortunes, television has become an industry of many organizations and services—independent packagers, film distributors, spot representatives, syndicators, talent agencies. But the basic functions of the network have remained unique. It offers the only national program service organized for balance and diversity; encompassing all program categories; transmitted on a daily, continuing basis; and drawn from all available sources including its own creative resources. In addition, it alone performs the specialized advertising function of selling in a single transaction the national television circulation of a specific program. Moreover, it provides the audience base that supports virtually all of the country's \$1.5 billion a year in television advertising, national and local. And television's commercial function is not merely a service to advertisers. As a highly effective instrument of mass marketing in a nation that consumes its way to prosperity, it is a catalyst of economic growth that benefits the whole country.

A Few Hours Determine Profit or Loss

Fulfilling the unique functions of a television network entails burdens of singular magnitude. Networking is an enterprise of huge financial commitments, imposing risks and ferocious competition. The swing between profit and loss can be determined by only a few hours of program failure out of some 90 hours in a full week's schedule.

It is the network which is committed to provide its independently owned affiliates with continuing daily programming, and which therefore assumes the risk of failing to obtain sponsorship to cover program costs totaling some \$140 million for a year's schedule. If a program is unsponsored, the network bears the full cost. If a program has to be sold for less than its cost, the network bears the loss. In addition to direct program costs, the network must spend many millions of dollars a year for program development and administration and the services that support its huge program output.

As a result of these heavy risks and the obligation to maintain a well-rounded schedule, a major network's program costs exceed its program sales by tens of millions of dollars a year. This huge deficit must be made up out of the revenue that the network receives from the sale of time, its only other source of income.

In the face of such hazards, it might be convenient if there were substance to the fashionable idea that the networks are seats of monolithic power and control. The facts are quite opposed to this fancy. A network is rather the focal point of a complex interplay of forces, exerting its own influence but also conditioned by the influence of others—its affiliates, its competitors, its advertisers, its program sources, its critics, the government and, far from least, its viewers.

For example, a network's program requirements are so enormous that no single organization can fill them. As a rule, the networks produce most of their non-fiction pro-

grams themselves; two of the networks make it a policy to produce all of their own programs involving reporting and interpretation of public issues. But the networks obtain most of their entertainment shows directly or indirectly from independent production organizations, which have become a major new element in television.

Regardless of the interplay of forces within the industry and the pressures from outside, it is the network's function to decide what programs will be scheduled and when they will be shown, for only the network can be responsible for the total schedule. And in fashioning its schedule, the network must accommodate a welter of varying and sometimes conflicting considerations to the overriding standard of the public interest.

The "public interest" is, of course, the legal standard for broadcasting, but the meaning of this broad standard can be construed with as many variations as there are differences of taste and interest in the public itself. In defining it, many are given to special pleading; they project their own desires and interests as the standard for a medium serving the total public.

NBC's concept of a television service in the public interest recognizes that the total public is made up of many different publics. It calls for a service that gives reasonable satisfaction to the varying interests of the main audience elements; which does so by proportioning its program structure in general to the relative weights of these varying elements; which does not allow majority tastes to suppress a fair reflection of minority interests and does not frustrate majority interests by converting a mass medium into a specialized one.

We also believe there is an obligation not only to satisfy the public but to lead it, by providing information that stimulates new interests and offering opportunities to broaden and cultivate tastes. In leading the audience, however, the broadcaster cannot be so far ahead that his service is rejected by the majority. That would defeat both the purpose of such leadership and the nature of a mass medium.

Essentially, this is a doctrine of reasonable treatment of all segments of the public, so that each viewer in varying degrees can find in the schedule something he favors—and something that favors him. The doctrine recognizes that viewing preferences are not rigid, for the patterns of audience taste, like our society, are fluid and changing.

Popular entertainment, in a variety of forms, will represent the bulk of any program service based on these premises, because it is what most people want most to see. In addition, a responsible service should include entertainment in the more cultivated arts that have not yet established appeal on the same scale; and should give significant recognition to programs in the field of news, information, public affairs and education, even though these appeal to smaller audiences. It is not any one of these program types that uniquely serves the public interest. Rather it is the proportioned blend of programming that meets this standard, because only such a blend meets the varying and conflicting interests of the total public that relies on broadcasting.

If the task of programming for a total public places certain obligations on the network, it places a parallel obligation on the individual viewer. It is the obligation of selectivity, because there is no single viewer who will find every program satisfying to him. But conversely, any selective viewer, whatever his tastes or interests, can find more worth watching in the course of a week than he probably has time to devote to it.

I believe it is difficult to find fault with this concept of programming in the public interest. I know it is easy to find fault with the execution, which always raises questions of degree. Does the public get enough of certain types of program material to meet its varying interests? Does it get too much of some program types? Are the various programs placed suitably in the schedule to serve the convenience of viewers, which varies almost as widely as the

variations in viewer tastes? Does television show enough initiative in leading the audience? And if the medium today can satisfy the individual selective viewer, can its programmers take satisfaction in its effects on the general mass of viewers, on our society as a whole?

These questions all involve subjective judgments. The answers will never be unanimous. Indeed, any consideration of such questions from the standpoint of network responsibility is further complicated by a fact that is often ignored. That is the fact that a network has no power to reach viewers directly on a national basis with its full balanced schedule. The affiliated station determines which elements of the network schedule it will carry and what programs it will use from other sources. As a result, what the public sees via the station is rarely an accurate reflection of the planned network schedule.

Yet it is customary to lay the shortcomings of television at the door of the networks. Neither television as a whole nor the network operation is free of blemishes and failures. No conscientious spokesman for our system of broadcasting would suggest that the status quo represents the ultimate, even within the framework of a mass medium's function. Certainly, however, the state of the medium is not as bleak and calamitous as many observers of television would have us believe.

I do not question the sincerity or motives of those who find almost nothing but fault in television; but I believe most of them reflect specialized tastes and didactic temperaments that will never be satisfied with the output of any mass medium. And in some cases, their criticism seems to be based on a failure to recognize the role and requirements of such a medium.

Let us examine some of the major charges that stem from television as a whole, but are indiscriminately leveled against networks. One is the depiction of excessive violence, with its presumed effects on children and juvenile delinquency. Although there is little or no reliable evidence that television disposes children to delinquency or any other corruption of values, the showing of violence for its own sake is a matter of real concern. On the ground of taste alone, there is no excuse for it, and responsible networks maintain systematic control procedures to keep it off the home screen. At NBC we have recently intensified our efforts toward this end, for we recognize a problem that calls for continued vigilance with the multiplicity of program production sources. In this connection, it is worth noting that if it were not for the balance contributed by responsible networks, the kind of program that is prone to violence would be far more in evidence on the TV screen.

Another frequently heard charge is that television is controlled by advertisers and ratings. This stems from misconceptions and misinformation. The typical advertiser of mass-produced package goods seeks a program that will appeal to the largest possible audience. This objective is consistent with one of the major public-interest criteria of broadcasting. The largest possible audience is a natural goal and a basic attribute of a mass medium.

But this objective does not dictate the network program schedule as a whole—or even the sponsored part of it. Advertisers themselves have requirements other than size of circulation. They may seek a substantial audience, but they may also want to be identified with special quality and prestige. They may seek an audience attracted by cultural or information programming, such as the *Bell Telephone Hour*, the Hallmark series of outstanding dramas, the Equitable Life Assurance Society's series dramatizing events in American history, and the wide range of special programs and series in the news, public affairs and documentary field sponsored by such advertisers as Gulf, Bell & Howell, Texaco and Prudential.

Apart from the diversity represented by such sponsored offerings, a responsible network plans and presents programs needed for a balanced service whether it has a sponsor or not. Often it commits a program to the schedule and then looks for a sponsor. Sometimes the network finds

him; sometimes it doesn't. In some cases, it declines to carry programs brought to it by advertisers because they do not fit into the overall requirements of a balanced schedule or fail to meet proper standards of program quality.

As to ratings, they provide an estimate of audience trends and an analysis of audience characteristics, both in general and as they pertain to individual programs. They also define the circulation sold to advertisers—a business requirement necessary to attract the expenditures that support our system of broadcasting. But it should be obvious from the makeup of the total network schedule that the size of audience indicated by ratings is only one yardstick of decision-making, not the be-all and end-all of programming.

Still another charge commonly leveled against television and, by association, the networks, is that of mediocrity. Often, the word is loosely used merely as an epithet for a program or a service that fails to match the observer's preferences, though it may be enjoyed by many millions of viewers. Used in its more precise sense as a measure of craftsmanship and artistic skill, it means simply the state of being ordinary, as distinct from the outstanding. In this sense, it is one of the facts of life—in books, movies, the theater and politics as well as in television; for no enterprise dependent on human talent succeeds in being consistently excellent in all its activities. Certainly no broadcaster tries to put on a poor show or even an ordinary show. The sheer volume of creative effort needed to fill some 18 hours a day, every day of the year, imposes a challenge unparalleled in the history of human expression. Yet I believe television's average is at least as good as that of any other form of expression.

Answering the Complaint of Mediocrity

The complaint of mediocrity is frequently linked to the charge that television has abandoned the bright promise of its starting years and has been going steadily downhill. It is true that innovation, experiment, and pioneering excitement marked television's early years; so much was happening for the first time that all was new, apart from the novelty of the medium itself.

But over the decade in which television has grown so dramatically in size of audience, its programming has shown a degree of improvement in scope, stature and technique unmatched by any other medium. If you will review a typical network schedule of ten or eleven years ago, it will seem pale and primitive in comparison with the program structure of today. Since those early days, television has created and adapted a great diversity of entertainment forms, and developed high skills of craftsmanship. The improvement is striking within every program category: Consider, for example, the gulf between the simple *Hop-along Cassidy* shows of yesteryear and today's *Wagon Train*, with its story values, stars, depth of characterization and physical resources, or compare the slapdash variety show of a decade ago with the polish and professionalism of the Perry Como and Dinah Shore shows, which have literally traveled the world over for fresh talent, material and backgrounds.

Perhaps the most impressive accomplishments of television as a social force have been made possible by a phenomenon unique to broadcasting. That phenomenon is the exposure of viewers to material that they would normally have little chance or desire to see. This is the characteristic of broadcasting that so often creates irritation and resentment among viewers of specialized tastes when confronted in their own homes with programs fashioned to popular tastes. By the same token, however, this phenomenon has enabled network TV to confront millions with cultural and intellectual opportunities they do not ordinarily seek and would not otherwise have experienced.

Progressively, during these brief dozen years, network television has opened new horizons of taste and interest for a vast national audience. It has given Shakespeare, the opera and the ballet the biggest audiences in history.

More Shakespearean productions have been visible on television in the last dozen years than on Broadway.

Network television has given the same kind of mass circulation to works by virtually every other outstanding dramatist, living and dead. It has brought the Metropolitan and the New York Philharmonic, special productions of opera in English, Britain's Royal Ballet and Russia's Moiseyev Dancers to thousands of communities that never had contact with these cultural institutions before.

It has also given the American people unparalleled opportunity to become familiar with the thinking and character of the leading personalities of our time; with the events that are shaping our future; and with the issues that engage us all. The suspense of a political convention, the surprises of a Congressional investigation, the pageantry of a Royal wedding, the tension of a United Nations debate, the sweep of a State visit—all these have been brought into the living room.

I believe we have made striking progress in recent seasons in both the quality and quantity of informational programming, and in presenting it increasingly during evening viewing hours. Currently, 23% of the NBC television schedule is devoted to informational programming and, as some reflection of the extent to which this represents leading the audience, these programs draw only 13% of NBC's viewers. Such programs as *Project Twenty* have set new standards of creativity. Such presentations as *CBS Reports* and *NBC White Paper* have developed an awareness of major problems with an impact and circulation beyond the capacity of any other medium.

Last month one of the country's most distinguished journalists took unusual recognition of television's growing use of its power to inform. In a column from the Middle West, James B. Reston, Washington correspondent of *The New York Times*, reported that the press and politicians of the region were generally lagging behind the public in their acceptance of change. He added: "Television is clearly a large factor in this contrast. For while many of the most powerful organs of the press continue longing wistfully for a past they know will never come again, television is showing the revolution in Africa, the revolution of the cities and races of America, the revolution of automation in the big industries."

In its coverage of political conventions and campaigns, and in "The Great Debate" between the Presidential candidates in 1960, network television has stimulated the interest of the American people in their own government and injected fresh vigor into the democratic process. It is significant that in each of the three national elections since the advent of television on a network basis, a greater percentage of eligible voters went to the polls than ever before.

Some observers would have us believe that the general effect of television on our society is to lower our taste, blunt our sensibilities, sap our intellect. But all the evidence is quite the contrary. In the decade since the United States began to feel the impact of television as a national medium, our population has gone up 20%. But the publication of books has gone up more than 100%; publication of juvenile books is up about 200%; library circulation is up 50%; the number of museums has grown by nearly 80%; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50%; college enrollment is up 46%. Now, I do not suggest that television is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow.

It is important to recognize that network television could not have made its cultural and informational contributions to our society on such a massive scale if it were not for two things. One is the underwriting provided directly or indirectly by the commercial base of an advertiser-supported medium. The other is the popular entertainment fare that has created, nurtured and maintained an audience-in-being almost as large as our population itself. Without this predominance of popular fare, it would be

impossible to attract so many millions of viewers for exposure to new cultural and intellectual experience. This very point was made 25 years ago by an informed observer in connection with radio and in anticipation of TV:

"The high-minded do not like to face the actual situation in radio, which is that all of its desirable effects are based on the habit of listening which was created largely by programs trivial and banal in themselves. . . . The audience which listened to the radio debate on the Supreme Court was created in the first place by Ed Wynn, Rudy Vallee, Amos 'n' Andy and Kate Smith." Then, looking ahead, he added: "I have a feeling that the most important thing for television is to make sure of its own popularity. Like the moving pictures and the radio, television would act against its own nature if it did not try to be virtually a universal entertainment." These were the words of Gilbert Seldes, who is now Dean of the Annenberg School of Communications.

Television has made sure of its own popularity; it has won the swiftest and widest acceptance of any new product or service in history. This season the time spent watching television climbed to an alltime peak. This warm embrace by the American people has been bestowed during a period of unprecedented competition for leisure-time activity. Their use of television represents billions of individual free choices every day of the year, as they select, from hour to hour, the programs they choose to view or not to view, as well as the alternative of leaving the set dark. It is these billions of daily individual choices that underlie the bulk of what is offered on the television screen.

The popularity that television has won through these never-ending elections is more than a means to the end of leading a mass audience to new cultural horizons. It is also its own justification as a faithful reflection of the multiple tastes and interests of a free, pluralistic society.

Four Roles of the Network

Television has been able to serve this function only through the operation of the network system of broadcasting. Summing up the unique role of the network and its relationship to American society, I would make these points:

1. The network serves an affirmative social value by organizing and maintaining a national program structure which reflects the diversity of interests within our society. At the same time, this program service offers mass audiences continuing opportunities for new cultural and intellectual experiences.

2. The network serves the national interest by making it possible for the government to be in direct and immediate contact with the total public. It is the only communications medium that fulfills this function so indispensable in a democratic society.

3. The network is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nationwide audience which underlies the development of stations, production organizations, talent, and the various forms of broadcast advertising.

4. The network, as a uniquely efficient national advertising medium in itself, contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy, which consumes its way to prosperity, that our society can meet its obligations and preserve its freedom.

It is my conviction that in both scope and impact on the public, the past growth of television on the foundation of the network service is the best token of the medium's vitality and the best promise of its continued progress. Like the American society of which it is so representative a part, the television network is imperfect. Like our society, it is dedicated to the ideal of improvement. Like our society itself, it is, I believe, preferable to anything else of its kind in the world.

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

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Congress

KENNEDY GOES EASY ON AGENCIES in a 5,300-word special message to Congress on regulatory reforms. FCC is scarcely mentioned; no "czar" is suggested by President (pp. 1 & 5).

BROADCAST POLITICS CHARTED for Congress by FCC in monumental 103-table statistical survey of 1960 (p. 6).

Programming

FOURTH WESTINGHOUSE PUBLIC SERVICE CONFERENCE in Pittsburgh hears pleas for better programming (pp. 2 & 11).

Film & Tape

JAPAN DROPS TELEFILM RESTRICTIONS as of April 1. Price ceilings are removed from U.S. TV-film imports; frequency-of-use limitations are dropped (p. 2). Dept. (p. 12).

FCC

FORD REPEATS PROGRAMMING & SALES CONCEPTS; tells broadcasters to help write program form (p. 3).

REPRINTS OF FCC PROGRAM-FORM SUPPLEMENT available to subscribers as May 1 comment deadline nears. Limited quantities without charge (p. 3).

COWGILL ALERTS BROADCASTERS, tells Illinois group to bone up & get affairs in shape because they may be first & hardest hit as their licenses expire in December (p. 4).

Networks

ABC, EXPANDING ITS STATION-BREAKS, gets protest from Young & Rubicam which charges "violation of NAB Code" (p. 7).

Consumer Electronics

GE GOES COLOR, will show sets to distributors next month for marketing in August. Sets will use RCA shadow-mask tube. Only 4 major makers remain undeclared (p. 15).

WOOLWORTH TESTS JAPANESE TV which could sell below \$100, but officials say odds are against any deal. U.S. manufacturers may have better chance (p. 16).

PITTSBURGH BONDED TUBE scheduled for first production run this week by National Video. Lower-cost TV deflection system announced (p. 16).

WELLS-GARDNER GROWS, bucking consumer-electronics trend with sales & profit increases in 1960, its all-time record TV-radio-phonograph year (p. 17).

RETAIL SALES SLUMP in phonos continued in February, dipping 36% below Feb. 1960; factory sales 50% below year-ago (p. 18).

Stations

NAB BOOKS KENNEDY for appearance at opening May 8 convention session in Washington, where Marine Band will play. HEW Secy. Ribicoff billed for May 10 luncheon (p. 8).

TELEGLOBE PAY-TV TEST in U.S. by Bartell Bcstg. is reported imminent. Test in Aruba may come first (p. 9).

NCTA UNHAPPY WITH NAB endorsement of CATV-control bill; says it encourages "governmental economic intervention" (p. 10).

Other Departments

TECHNOLOGY (p. 5). **ADVERTISING** (p. 13). **PERSONALS** (p. 14). **FINANCE** (p. 19).

KENNEDY GOES EASY ON AGENCIES: President Kennedy sent to Congress last week his long-awaited reform recommendations. They were watered-down paraphrases of the milder sections of the blistering indictment of regulatory agencies filed in Jan. by White House advisor James M. Landis (Vol. 17:1 p1).

Scarcely mentioned in the President's special message was FCC, which had borne the brunt of the angry attack on agencies by Landis, who had accused Commission of non-feasance & worse. And significantly missing from JFK's 5,300-word message was any suggestion that a White House overseer—or "czar"—should be set up to ride herd hard on agencies, as Landis had proposed.

Message got big buildup from White House day ahead of its delivery on Capitol Hill April 13. All day long April 12 Washington news tickers carried advisory bulletins—emanating from Landis office—on outlook for advance release to reporters & briefing session conducted by Landis himself. About 100 newsmen crowded into White House "Fish Room" at 8 p.m., time finally set for hold-for-release copies & briefing. It was a big letdown for them at end of day when the Russians had put their astronaut into orbit.

FCC had been singled out in the original Landis report as a terrible example of agency maladministration. But President's message contained only one specific reference to FCC operations & policies. Kennedy said "a coordinated effort is underway to provide a better method for the allocation among govt. & non-govt. users of the radio spectrum, and to improve the regulation over the method of their use." Congress can "naturally" expect to hear from White House later on recommendations in spectrum field, President added.

Specific criticism of regulatory administration was confined by President to FPC. He proposed reforms (including enlarging FPC to 7 members from 5) intended to cut down on that agency's 4,000-case backlog and put more brakes on natural-gas rate increases for consumers.

White House recommendations otherwise were general—and relatively non-controversial. Kennedy called for: (1) More administrative authority for agency heads. (2) Delegation of case work to panels of agency members & staff boards. (3) More pay & prestige for hearing examiners. (4) Formation of an Administrative Conference of the U.S. for continuing review of agency processes—organization of which was started in Eisenhower administration by Court of Appeals Judge E. Barrett Prettyman (Vol. 16:36 p5 et seq.). President outlined its structure & functions in executive order (see p. 5).

JFK's mild message helped dispel suspicions on Hill that White House & Landis were plotting to assume dictatorial control of agencies, which Congress regards as its creatures—bad or not (Vol. 17:14 p16). President said placatingly that Congress has "final responsibility to determine from time to time the extent of the influence that these agencies should exert." As for President, his "responsibilities require him to know & evaluate how efficiently these agencies dispatch their business," Kennedy said.

"In general, sound," was comment on message by Sen. Schoeppel (R-Kan.), ranking minority member of Commerce Committee. "In general, very commendable," echoed influential Sen. Keating (R-N.Y.), Judiciary Committee member. Relieved Democrats in Senate & House had no reason to object.

PITTSBURGH SOUL-SEARCHING: Despite the strong upbeat this season in the quality & quantity of public-affairs shows, both network & local, serious-minded broadcasters & a sector of the viewing public believe that TV is not meeting its basic national responsibilities. And, they think, TV had better do something about it in a hurry before:

(1) The higher-IQ segment of the viewing audience abandons TV to the mass audience & the mass mediocrities of routine programming.

(2) FCC and other govt. agencies start throwing their legislative & regulatory weight around.

(3) The most creative types of network programming, in the entertainment area as well as public affairs, are abandoned in favor of assembly-line escapist programming, ground out in Hollywood.

These problems were not the stated theme of what was officially billed as The Pittsburgh Conference on Local Public-Service Programming staged in the Steel City last week (April 9-12) by Westinghouse Bcstg. Co. True, the 350 delegates & guests attending the session had their choice of various instructive (in the nuts-&-bolts sense) panel sessions & demonstrations concerning local public-affairs programming. But in speech after speech & panel after panel, the soul-searching concerning TV's destiny went on (see p. 7).

JAPAN DROPS TELEFILM RESTRICTIONS: Wide-open-door policy for U.S. telefilm imports was effected by Japan last week after 3 years of restrictions & barriers that made the budding Japanese TV market anything but a bonanza for American film producers. Effective with its new 1962 fiscal year, which began April 1, Japan:

(1) Eliminated all price ceilings on U.S. telefilm imports. Heretofore, Nippon broadcasters were restricted by law from paying more than \$500 per 30-min. TV film from the U.S.

(2) Dropped all frequency-of-use limitations on American film imports. Before the open-door policy, Japanese TV stations were limited to 10 half-hour U.S. film programs a week.

(3) Increased by a minimum of 50% its fiscal-1961 allocation of \$2 million for U.S. TV entertainment films. There are no budget limits on feature films, newsreels and public-affairs programs for TV use.

Eradication of TV-film barriers was negotiated by John G. McCarthy. He is pres. of TV Program Export Assn. which was formed last year by 11 program producers as telefilm's first overseas lobby group (Vol. 16:22 p4). We caught McCarthy on the fly Friday as he was leaving for England on an extended effort to duplicate there the "major breakthrough" achieved in Japan.

Japanese govt. also has pledged to remove all dollar limits on budget allocations for entertainment films at the start of its 1963 fiscal year (beginning next April 1), he told us. "The sky's the limit now for U.S. TV-film producers in Japan," he said. "U.S. exporters will now be able to sell their TV films at prices that conform with value & market demand." He pointed out that U.S. telefilm producers have virtually no made-in-Japan competition because Japanese program producers concentrate almost exclusively on live programming. The new Japanese agreement actually was completed last month, following a month of on-the-scene negotiations in September by McCarthy.

"Breaking the U.K. telefilm barrier represents a problem of another magnitude," McCarthy told us. "The major barrier to an American breakthrough there," he said, "is extreme nationalism and fear of Americanization of TV programming." The principal hurdle is a union-backed quota system that requires 86% British film on ITV, 90% British on BBC-TV. However, McCarthy, onetime U.S. Minister for Economic Affairs in Paris, already has held exploratory discussions with British leaders, and he is optimistic that the problem is negotiable.

FORD REPEATS PROGRAMMING & SALES CONCEPTS: FCC Comr. Fred Ford, who sparked many major Commission actions in his short tenure as chairman before stepping aside for Minow, reiterated principles behind several of them last week. In a speech prepared for delivery before the Kansas Assn. of Radio Bcstrs. in Topeka April 15, he got into programming, program forms, station sales, radio clear channels and daytime radio broadcasting.

Ford quoted at length from Commission's policy statement on programming, issued last July (Vol. 16:31 p1)—which we described as "no shocker"—and he said:

"There has apparently been an attempt to obfuscate & confuse the purpose of the Commission in its proposed [program] form, by imagining all types of disastrous eventualities. I am sure you will not be confused by these efforts, but will accept the adopted policy of the Commission as expressed in its July 29, 1960 report as the basis for this form." Ford noted that very few radio broadcasters, as contrasted with TV, had appeared in FCC's big programming hearing. "Although radio broadcasters did not speak out at that time in any number," he said, "I am hopeful that their comments on the proposed form will be more helpful on the application of the policy than they were in its formation."

"I am convinced from my discussion with broadcasters," Ford said, "that the policy statement by the Commission embodies sound broadcast business practice, as well as a guaranty of as complete freedom as possible for a broadcaster to serve the public interest as he, not the Commission, finds it in his service area. It is my hope that the comments which we receive on the proposed program form will enable us to improve it so as to properly reflect the manner in which stations have met their obligations, not in the sense of a firm contractual commitment but with the reasonable flexibility which must be maintained at all times."

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Of FCC's proposal to tighten up on station sales (Vol. 16:50 p1, et seq.), Ford stated: "Generally speaking, if one does not expect to operate a station for at least 3 years, his motives for entering this public-service area should be subjected to close scrutiny. I am hopeful that in our own self-interest you will not listen to the blandishments of those who tell you that the Commission wants to force you to remain a broadcaster and that you should be as free to buy & sell stations as cans of tomatoes. Dedicated broadcasters who know the public interest of their areas should support the efforts of those who would eliminate the fly-by-night from your number. How many of your broadcaster friends have told you of their experiences with competitors who literally bought an audience with prizes & giveaways only to unload on the inexperienced newcomer?"

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Turning to radio clear channels, Ford said: "I am hopeful that . . . the proceeding can be resolved in such a way that those channels which engineering studies show can best provide the needed service will not be duplicated at night, but will be reserved for future use to provide an acceptable grade of wide-area skywave service to rural & remote areas of the U.S."

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Of the daytimers' quest for longer operating hours: "The substantive arguments advanced by daytime broadcasters for extended hours are very appealing to me, and I would be more than happy to support a program for extended hours if it were sound from an engineering point of view. I cannot agree to a program which would destroy present nighttime service without at least a corresponding increase in service. Moreover, as appealing as the arguments presented by the daytime broadcasters are, almost all of them can be met by FM. A few years ago such a statement would have sounded frivolous, but when you consider that there are presently 13 to 16 million FM receivers in the hands of the public, it becomes more valid."

REPRINTS OF FCC PROGRAM-FORM SUPPLEMENT: With May 1 deadline for comments imminent, broadcasters have been asking us for more copies of our handy, full-text supplement reprinting FCC's proposed revision of its program form (Vol. 17:9 p2). We had run out, so we've reprinted it—and as a

service to subscribers offer limited quantities without charge from our Radnor, Pa. publication offices. Bulk quantities are available at a nominal rate.

Original deadline for industry comments was April 3, with replies due April 17. However, at NAB's request, Commission extended dates to May 1 & 10 respectively.

The FCC

Cowgill Alerts Broadcasters: Freshly retired as chief of FCC's Broadcast Bureau, Harold Cowgill warned his home-state Illinois Bestrs. Assn. last week to get their affairs in shape.

"The policy of minimum governmental interference with private enterprise," he said, in an April 12 Springfield speech, "has been eroding rapidly." Illinois broadcasters may be particularly hard hit, he warned, because their licenses expire next December, and "it could be that Illinois will receive the first full impact of the new program of surveillance of licensee stewardship." He suggested that licensees take the following actions:

"Immediately obtain & read a copy of the Sept. 13, 1961 amended Communications Act.

"Read the current FCC rules & regulations and check station compliance therewith in detail.

"Hold staff meetings with programming, engineering and sales people so that all may be familiar with the new Section IV requirements.

"Study prior promises to FCC reprogramming and compare with present operation.

"Either correct performance to agree with promise, or prepare to justify differences.

"Make a current study of needs of station community.

"Urge non-member Illinois broadcasters to join the Ill. Bestrs. Assn.

"Urge the officers of the Ill. Bestrs. Assn. to inaugurate a program of collecting & distributing information of general interest to all broadcasters in a manner similar to that followed recently by the Florida state association."

Status of All-Channel-Set Bill: FCC's recommended legislation to require the manufacture of all-channel sets (Vol. 17:13 p6) is still in the hands of the Budget Bureau, but Commission sources say there's no evidence that the administration is holding it up because of its opposition to the measure. They point out that several other substantial pieces of FCC-suggested legislation—such as those allowing the Commission to split into adjudicatory panels and to adopt a summary judgment procedure—were submitted to the Budget Bureau about the same time as the receiver bill, in February, and these haven't been sent to Congress either. FCC's information is that the Bureau "is simply giving the matters very careful study." It's assumed that the Bureau is getting comment from other govt. departments, such as Justice. Major measures submitted by other regulatory agencies are getting the same kind of extended consideration by the Budget Bureau.

Fresno Dual Operation: FCC has granted Triangle Stations' KFRE-TV Fresno permission to operate on both Ch. 12 & Ch. 30 until June 1, turning down the station's request for a 90-day extension before it closes down Ch. 12. "Such further limited use of Ch. 12," FCC said, "should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give Triangle ample time to accomplish the purposes upon which its original request was based.

ENRIGHT ON FCC HOT SPOT: Admitted quiz-fixer Daniel Enright—*21 & Tic Tac Dough*—finally faces an FCC renewal hearing on radio WGMA Hollywood, Fla. After a long investigation (Vol. 15:44 p10, *et seq.*), the Commission voted 4-3, Comrs. Hyde, Lee & Craven dissenting, for a hearing to determine Enright's qualifications as a licensee, in light of the quiz-rigging revelations of the Harris committee.

Enright owns 50% of WGMA, his associate Jack Barry the other 50%. The Commission made no complaint against Barry. The owners have filed an application to sell the station for \$265,000 to Kingsley Murphy and Carroll Crawford. The FCC has refused to approve the sale—though at one time 3 Commissioners reportedly were in favor of renewing the license with the condition that the station be sold. A 4th Commissioner is said to have been willing to renew the license, apparently exonerating Enright—but he wouldn't go along with the idea of sale-condition.

FCC also got rough last week, in a unanimous vote, on radio CP-holder WMPP Chicago Hts., Ill. It ordered a revocation hearing on charges that the principals concealed from the Commission a transfer of control. The owners are William S. Martin, Eugene H. Dibble III, Charles D. Buford and Charles J. Pinckard. The Commission also charges Martin with concealing the fact that he had been arrested on "various criminal charges." FCC plans to conduct the hearing in Chicago. The grantee is one of the very few with Negro owners.

Uhf for Scatter: FCC proposes to allow use of uhf TV band 800-830 mc in Alaska by Alaska Telephone Corp. for tropospheric scatter communications between Annette Island & Trutch Island, B.C. The Commission said it was making the proposal with the condition that no interference be caused to any broadcast service "in order to meet a national defense requirement with the minimum delay, and because it is extremely unlikely that the entire uhf TV band will be required for TV within interference range of the area in question." A slice of uhf was sought on 2 other fronts: U. of Ill. asked for reconsideration of FCC's ruling that rejects its proposal to use Ch. 37 for radio astronomy; and The International Assn. of Fire Chiefs and International Municipal Signal Assn. asked that a "high" uhf channel be allocated for use by "public safety entities."

Melpar Wins FCC Uhf Contract: FCC has finally awarded the transmitting antenna contract for its N.Y. uhf project, granting it to Melpar Inc. and calling for installation & checkout by Nov. 10 at a cost of \$248,000. The antenna will comprise 4 units, one near each corner of the Empire State Bldg. TV tower base. Each unit will be a vertical metal waveguide about 45 ft. long, with slots and with a 6 x 12-in. rectangular cross section. In addition, each waveguide will have 2 externally-attached vertical metal strips about 12-in. wide at an angle to each other, forming what engineers term a "horn."

Drop-in Sought: Ch. 25, Huntsville, Ala., by radio WFUN.

Agency Conference Set Up: President Kennedy followed up his message to Congress on regulatory-agency reforms last week (see p. 2) by issuing an executive order officially setting up the Administrative Conference of the U.S.—along lines laid out during the Eisenhower Administration.

To “ensure maximum efficiency & fairness” by FCC & other agencies in carrying out their functions, the President said he would name an 11-member council to direct the conference. One of the council—presumably Court of Appeals Judge E. Barrett Prettyman—will be designated conference chairman.

The general membership of the conference (number unspecified) will be composed of persons designated by federal executive depts. & agencies, practicing lawyers—“and other persons specially informed by knowledge & experience with respect to federal administrative procedure.” Members of Senate & House, designated by Vice President Johnson & Speaker Rayburn (D-Tex.), will have floor privileges at plenary sessions.

The President listed these conference functions: (1) “Conduct studies of the efficiency, adequacy and fairness of procedures.” (2) “Report to the President any conclusions reached by its members based on such studies.” (3) “Make a final report to the President no later than Dec. 31, 1962.” (4) Recommend whether the conference should be continued after 1962.

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Landis Talks Again: President Kennedy’s regulatory-agency advisor James M. Landis will address a D.C. Bar Assn. dinner April 18 in Washington’s Shoreham Hotel.

Stereo Approval Date Uncertain: Though there’s speculation that FM stereo standards will be adopted before the May 7-10 NAB convention, best informed Commission sources say that the date is still very much up in the air. FCC members haven’t met to discuss the subject formally since December. If they meet on it within the next week or 2, it’s unlikely that they’ll issue a final decision immediately. It takes several sessions to nail down major decisions.

Youngstown Sale Okayed: The transfer of WKST-TV (Ch. 33) & WKST Youngstown-New Castle has been approved by FCC. Sellers: S. W. & Wanda E. Townsend. Buyers: Communications Industries Inc., operators of radio WACE Chicopee, Mass. & WEOK Poughkeepsie, N.Y., headed by Lazar Emanuel, Paul Smullen and Blair Walliser. Price: \$975,000 for 81.2%, plus \$200,000 to Townsend as 10-year consultant, plus an option to buy the balance for \$225,000.

Allocations Shift Proposed: The substitution of Ch. 32 for Ch. 51 in Louisville has been proposed by FCC at the request of Ch. 51 grantee WKLY. The switch would require the substitution of Ch. 26 for Ch. 32 in Richmond, Ch. 83 for Ch. 26 in Anderson, Ind., Ch. 66 for Ch. 25 in Madison, Ind., Ch. 32 for Ch. 26 in Knoxville, Ch. 26 for Ch. 32 in Oak Ridge, Tenn.

“Influence” Examiner Selected: FCC chief examiner James Cunningham has been appointed to conduct the hearing on the Jacksonville Ch. 12 *ex parte* case, in which former Comr. Mack is alleged to have gone outside the record. WFGA-TV won the channel in 1956 (Vol. 16:32).

Uhf CP Grant Proposed: Ch. 25, Columbia, S.C., to First Carolina Corp., in an initial decision by FCC examiner Isadore A. Honig. Uhf translator granted: Ch. 82, Carroll, Ia., to Carroll Area TV.

NBC Derides Justice Plea: FCC is absolutely right in objecting to Philco & Justice Dept. demands for a hearing on antitrust charges against RCA & NBC in the WRCV-TV Philadelphia license-renewal case (Vol. 17:15 p5), NBC contended—not unexpectedly—last week.

In another in a long series of filings in the complex case, NBC told the Court of Appeals in effect that the Justice Dept.’s antitrust div. had no legal legs to stand on when it filed an *amicus curiae* brief agreeing with Philco, which wants to take away NBC’s station.

Reviewing the Philadelphia story since FCC threw out Philco’s protest against the 1957 renewal of WRCV-TV, NBC pointed to consent-decree settlement of the govt.’s RCA-NBC antitrust case, requiring the network to divest itself of the station.

“Now the antitrust division suggests that the Commission should hold a hearing to consider allegations which the govt. had made before it settled this litigation,” NBC said in its Court of Appeals brief, adding:

“It may seriously be questioned whether the division—in good conscience to either the Commission or to NBC—can now ask to have the Commission determine the antitrust allegations initially referred to the division by the Commission but which the division itself advertently settled after extended negotiations with NBC.”

NBC argued that the Justice Dept. “erroneously disregards the fact that the Commission has already resolved these charges favorably to NBC, overlooks the division’s own recognition of NBC’s qualifications in the decree for the very license period involved . . .”

Kenneth Cox, new FCC Broadcast Bureau chief who started work April 10, reports he’s suffering from the current Washington ailment—house hunting. His infection is particularly acute because his wife and their 3 sons, aged 11, 7 & 4, will remain in Seattle until August—and he’s got the unenviable job of selecting a house that he hopes his wife will like. As Cox took office, FCC took elaborate precautions in connection with Cox’s former representation of J. Elroy McCaw’s radio WINS N.Y. Commission released an exchange of letters in which Cox suggested he have nothing to do with the pending WINS renewal. Chmn. Minow agreed & expressed appreciation of Cox’s concern.

Old Pay-TV Request Rejected: The application of grantee WSES (Ch. 29) Philadelphia, filed in 1957, seeking to test pay TV, has been turned down by FCC. The Commission noted that the station’s CP has been canceled for failure to build and that its application didn’t comply with FCC ground rules for toll-TV tests.

Vhf Translator CPs: FCC has granted Ch. 10, Sidney, Mont., to Richland TV Club; Ch. 13, Ft. Benton, Mont., to Ft. Benton TV Club; Ch. 9, Thayne, Wyo., to Star Valley TV System Inc.

TV Applications Filed: Ch. 19, Cleveland, by radio WDOK; Ch. 32, Montgomery, by First Alabama Corp. (prospective assignee of WCIV Charleston, S.C. and Ch. 25 applicant for Columbia, S.C.).

Technology

WBC into Space: An application for experimental land-based space communications transmissions has been filed by Westinghouse Bestg. Co. which seeks the use of 5499-5501 mc, 2-kw into the antenna, at Friendship Airport near Baltimore.

Congress

HOW STATIONS HANDLED POLITICS: Given their choice, most politicians from President Kennedy down to constables prefer TV to radio for their election-campaign pitches. Yet it's more than twice as hard for them to get on radio, whether they pay for appearances or finagle the time free.

This paradox is one of many nuggets of information which members of Senate & House Commerce Committees could extract from a monumental statistical study—*Survey of Political Broadcasting*—which FCC submitted to Congress last week.

The mass of detailed FCC questionnaire data, including 103 tables in a 16 x 10½-in. format, documented & expanded Commission testimony on 1960 TV & radio equal-time practices which was presented last month to the Senate's Freedom of Communications Subcommittee (Vol. 17:14 p4) and at earlier hearings in the Senate & House. The roundup report had been called for in a Congressional resolution (S. J. Res. 207) which suspended equal-time requirements for Presidential tickets last year.

State-by-state breakdowns and summary charts prepared by FCC from "timely & generally usable" questionnaire answers received from 4,202 stations (3,099 AM, 633 FM, 470 TV) showed what broadcasters did—and didn't do—in White House, Senate, House and governorship contests.

Windup Table 103 ("AM & TV Stations: General Policy with Respect to Political Broadcasting") showed that only 43.2% of AMs (1,338) sold political time & announcements and made free time available vs. 95.7% of TV stations (450) which did all 3.

Moreover, 51.1% (1,584) of the AMs vs. only 4% (19) of the TV stations observed a political policy of selling spots and time for speeches but refusing free time to anybody. And 15 AMs vs. just one TV station refrained from any political broadcasting whatever. Political spots only were sold by 125 AMs. Paid spots & free time—but not paid speech-making time—were offered by 37 AMs. No TV station placed itself in the last 2 categories.

Another table in FCC's statistical masterpiece exposed the extent—and lack—of political editorializing by broadcasters last year. Only 2 TV stations (vs. 53 AM, 7 AM-FM, 4 FM) came out editorially for any candidate. "Reply" statements were broadcast by 23 of the editorializing AMs, but by neither of the TV stations, 28 of the AMs and one TV station reporting they'd put no "replies" on the air but had tried to get them. Two AMs and the other TV station admitted they not only didn't broadcast "replies" but made no effort to "encourage" them.

In none of the charts was any station identified.

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"Right to Know" Advocated: Wider public access to records of FCC & other regulatory agencies is proposed in a bill (S-1567) introduced by Sen. Carroll (D-Colo.) and co-sponsored by Sens. Hart (D-Mich.), Long (D-Mo.) and Proxmire (D-Wis.). The measure would amend the Administrative Procedure Act to require the agencies to "publish all their rules" and—with few exceptions—"define public records to include all records & documents submitted." Describing it as a "right to know" & "freedom of information" bill, Carroll said it's needed to open up agency channels which have become "tighter & tighter."

Winchell Probe Threatened: Columnist Walter Winchell, who doubles as commentator for ABC-TV's much-criticized *The Untouchables* (Vol. 17:14 p6), has been threatened with a Congressional investigation. Rep. Anfuso (D-N.Y.), a leader in boycott movements against the show's characterizations of Italian gangsters, demanded that Winchell apologize—or face a probe—for something he wrote in his April 3 column. Winchell's item said President Kennedy had by-passed 100 Italian-Americans for appointments because of their "Big M [Mafia] control or link," adding cryptically: "Characters right out of *The Untouchables*." Anfuso wrote Winchell: "If you wish to treat this matter lightly, let me advise you that I will sponsor a Congressional investigation of such un-American activities as these." Anfuso also said that his bill (HR-4502) banning derogatory references to any ethnic groups on TV & radio (Vol. 17:9 p12) "can easily be amended to cover the situation at hand to expose all of the destructive influences in our country." Anfuso sent copies of his letter to the White House and to the Attorney General.

TV Subsidies Supported: Sen. Neuberger (D-Ore.) has joined a Congressional campaign to set up a govt. kitty to help Senate & House candidates pay for election-campaign broadcast time. She introduced a bill (S-1555) authorizing candidates to collect half their TV & radio expenses from the U.S. Treasury, so long as time bought on a single station doesn't exceed 15 minutes on TV & 30 on radio during primaries and 30 on TV & 60 on radio during general election campaigns. In a similar move, Senate Majority Leader Mansfield (D-Mont.) has proposed \$1-million reimbursements to Democratic & Republican parties for TV & radio campaign expenses (Vol. 17:13 p15). Mrs. Neuberger submitted a chart of time charges by stations across the country to "demonstrate clearly the financial problem that any candidate must face in an effort to reach the voters of his district." Sens. Douglas (D-Ill.), Morse (D-Ore.) and Clark (D-Pa.) co-sponsored her bill, which revived legislation proposed in the last session by her late husband Sen. Richard L. Neuberger (Vol. 16:4 p12).

Automation Costs Jobs: A House Labor Committee report prepared by Rep. Holland (D-Pa.) from answers to questionnaires sent to unions asserts that automation has spread unemployment widely through the TV & radio broadcasting & manufacturing industries. Holland said union estimates of job losses included these: (1) TV station jobs were cut 25% in 1958-'60. (2) Radio station jobs were reduced by 3,900 in the same period. (3) Set manufacturers reduced payrolls by 50,000 in 1950-'60. "Where 200 men were required to assemble 1,000 radios a day, the job can now be done by 2 men."

A Break on Overtime: TV & radio stations in areas where population is 50,000 or less would be exempt from paying wage-hour-law overtime to announcers, news editors and chief engineers, under legislation nearing a final vote in the Senate. The broadcasting exemptions are among non-controversial features of the Senate Labor Committee's substitute for a House-passed minimum-wage bill (HR-3935). A Senate vote on the bill—which must go back to the House if approved—may come April 18.

Obituary

Bertram O. Wissman, 50, chief clerk of the Senate Commerce Committee in 1953-'54 and a member of its staff until 1959, when he was named ICC Congressional liaison officer, died of lung cancer April 11 in the Washington Hospital Center. Surviving: His wife, 4 sons, 2 daughters.

Networks

STATION-BREAK EXPANSION STIRS UP STORM: ABC-TV will increase the station-break time between nighttime programs from 30 to 40 sec., effective at the start of the 1961-'62 season. But the policy revision (stated in a February 1 letter from ABC network sales vp William P. Mullen to advertisers & agencies) drew a loud protest last week from, among others, Young & Rubicam Pres. George H. Gribbin.

"Arbitrary, uncalled for, a disservice to the public, and the ad & broadcasting industries," said Gribbin in an April 13 telegram to ABC-TV Pres. Oliver Treyz. CBS, NBC and NAB received copies of Gribbin's protest, which also charged ABC with "a direct infringement upon responsible use of the free airwaves and a violation of the spirit, if not the letter of the NAB Code." From an ad standpoint, continued Gribbin, "the program-time reduction is, in effect, an increase in network rates for the national advertiser, who is not being compensated by a proportionate decrease in charges."

CBS-TV also came under Gribbin's attack for an April 7 letter to agencies from sales administration vp William H. Hylan. "It may be necessary for us to accede to our affiliates' demand for a similar expansion," said Hylan. CBS "might adopt" a 42-sec. break in lieu of the present 30-sec. one or a 70-sec. break at the end of 60-min. programs sold on a participating basis. Gribbin "urged that the change not be made."

ANA also voiced its disapproval of ABC's policy. "We feel it is against the best interests of broadcasting," said Board Chmn. Howard Eaton, who is also Lever Brothers media dir. "The resulting commercialization will jeopardize the public's trust & confidence in the industry," he said. "We urge ABC to consider reversal of this policy at the next meeting of its affiliates."

No compromise was forthcoming from ABC, at least. In an April 13 reply to Gribbin, Treyz said his network "is now firmly committed to advertisers, agencies and affiliates to proceed with the revised policy." He emphasized that the revision was announced "prior to ABC's receipt & acceptance of orders for the new season, save for 2 half-hours which will continue to have a 30-second break." The new policy is "directly in the public interest," Treyz told Gribbin. "The entire extra revenue produced by the slight increase in commercial time (½%) goes to the local station, thus providing a broadened & stronger economic base for the station to finance improved TV service."

Therefore, said Treyz, "your controversy is with the other networks who are attempting retroactive changes by proposing to alter terms & conditions of business already placed & accepted by them."

35 More Network Advertisers in 1960: 376 advertisers used network TV in 1960, breaking the previous record of 341 set in 1956, according to TvB. New-to-TV advertisers totaled 53, of which 26 had gross time billings over \$100,000. The biggest 1960 spender was Procter & Gamble, with gross time expenditures of \$46,406,679, followed by American Homes Products (\$33,376,057), and Lever Brothers (\$28,613,140). The next 7: General Motors (\$22,985,033), Colgate-Palmolive (\$22,511,280), General Foods (\$18,623,648), R. J. Reynolds (\$15,891,416), Sterling Drug (\$15,358,919), General Mills (\$14,651,707), Brown & Williamson (\$12,533,149).

Medical Network Proposed: Senate Commerce Committee Chmn. Magnuson (D-Wash.) foresees the TV day when medical schools & practitioners will be linked by a special coast-to-coast network. In a talk to the 3rd annual meeting of the Council on Medical TV at the National Institutes of Health, Bethesda, Md., he said: "Such a network would interconnect medical schools & research centers, and reduce informational obsolescence by the rapid dissemination of new developments. Such a concept would also offer scientists & practitioners a mechanism for nationwide information storage & retrieval by reference to a centralized documentation computer." And ultimately, Magnuson added, "a worldwide biomedical communication system" may be needed.

NETWORK SALES ACTIVITY

ABC-TV

- My Three Sons, Thu. 9-9:30 p.m., full-sponsorship eff. immediately.
General Motors (Campbell-Ewald)
- Bus Stop, Sun. 9-10 p.m., part. eff. fall.
Brown & Williamson Tobacco (Ted Bates)
Alberto-Culver (Compton)
Singer Sewing Machine (Young & Rubicam)
- Hong Kong, Wed. 7:30-8:30 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m.; Hawaiian Eye, Wed. 9-10 p.m.; Stagecoach West, Tue. 9-10 p.m., part. eff. July.
Mennen (Warwick & Legler)
- American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. April.
Warner-Lambert Pharmaceutical (Lambert & Feasley)

CBS-TV

- The Freshman, Wed. 9:30-10 p.m., full-sponsorship eff. fall.
General Foods (Young & Rubicam)
- Double Trouble, Tue. 8-8:30 p.m., full-spon. eff. Oct. 3.
Procter & Gamble (Benton & Bowles)
- Red Skelton Show, Tue. 9:30-10 p.m., part. eff. May 9.
Sinclair Refining (Geyer, Morey, Madden & Ballard)
- Pro. Golfers Assn. Tournament, Sat., July 29, 5:30-6:30 p.m., participations.
Williamson-Dickie (Fuller & Smith & Ross)

NBC-TV

- The Dean Martin Show, Tue. April 25, 10-11 p.m., full-sponsorship.
Procter & Gamble (Benton & Bowles)
- Hazel, Thu. 9-10 p.m., full-sponsorship eff. fall.
Ford Motor (Kenyon & Eckhardt)
- Daytime programming, Mon.-Fri., part. eff. July 1 & Oct. 3.
General Motors (Campbell-Ewald)
Thomas Leeming (William Esty)
- Laramie, Tues. 7:30-8:30 p.m., Michael Shayne, Fri. 10-11 p.m., part. eff. May 12.
Procter & Gamble (Benton & Bowles)
- Tab Hunter Show, Sun. 8:30-9 p.m., This Is Your Life, Sun. 10:30-11 p.m., Barbara Stanwyck Show, Mon. 10-10:30 p.m., part. eff. May 7.
Foster-Grant (Donahue & Coe)
- Your Saturday Night Movie, 9-11 p.m., part. eff. Sept.
Thomas Leeming (William Esty)
Union Carbide (William Esty)
R. J. Reynolds (William Esty)
Noxema Chemical (SSC&B)
- The Joey Bishop Show, Wed. 8:30-9 p.m., co-spon. eff. fall.
Procter & Gamble (Benton & Bowles)

AB-PT in Broadcast-Gear Business: ABC's parent, AB-PT, last week put itself in the broadcast-equipment business—indirectly—when it concluded an agreement to make a long-term loan to Visual Electronics Corp., with rights to purchase up to 40% of Visual's stock.

Operating on both the domestic & international scene, Visual is sales representative for manufacturers of broadcast & communications equipment and a developer of TV automation equipment. It also has a closed-circuit operation for business meetings and the like (Vol. 17:15 p4).

AB-PT Pres. Leonard Goldenson, in announcing the agreement, said: "Our association with Visual has particular significance to our company's operation. Visual will provide technical resources of its sales & engineering departments in the expected development of automation in the TV industry and to our expanding activities in the foreign TV field." Visual is headed by James B. Tharpe.

No financial details were announced. AB-PT also holds minority interests in 3 electronics firms—Microwave Associates, Technical Operations, Dynametrics Corp.

2nd Canadian Network Stalled: The BBG reserved decision last week on the application of Canadian Television Network to establish the Dominion's 2nd coast-to-coast network (Vol. 17:13 p12). Major point of contention: CTN's inability to guarantee 10 hours of programming weekly by the Sept. 1 starting date, as stipulated by BBG. Network Pres. Spencer Caldwell said he was confident the necessary programming would be committed by Sept. 1. BBG's decision may be forthcoming next week. The BBG also reserved decision on the application of CFTO-TV Toronto for a temporary Toronto-Ottawa-Montreal TV network to carry Canadian professional football games. CFTO-TV is one of the station groups represented in the CTN network application. The Ch. 9 station's Pres. Joel Aldred also announced the "largest sports package deal in Canadian TV history," involving the weekend telecasting of home & road baseball games of the Toronto Maple Leafs. CFTO-TV also is in final negotiations to telecast U.S. pro football games of Baltimore Colts or Pittsburgh Steelers.

What Directors Want: The TV-radio directors contract, due to expire Mon., April 10, was extended until midnight, April 14, as networks and the Directors Guild of America continued their lengthy hassle. DGA, which represents 900 directors, asst. directors and stage managers, is demanding a status change for its members—from salaried employes to freelance agents. Under the present contract, directors receive \$190 weekly plus commercial fees & overtime. DGA would put its members under contract for payment of \$630 weekly for a minimum of 23 weeks work out of each 26, or 46 weeks out of the year, eliminating overtime pay. The networks have been arguing that this type of contract, used in motion pictures, is not applicable to TV. Although no agreement had been reached at week's end, a strike seemed unlikely.

NBC's Spring Trimming: The annual survey of departmental budgets & excess personnel got into full swing at NBC-TV last week with the releasing of 2 daytime program executives and 2 network salesmen. "There'll be a lot of names added to the list before the clean-up is over," said a network spokesman, adding that recent resignations of 3 vps—B. Lowell Jacobsen, Burton H. Hanft (Vol. 17:14 p14) and participating programs vp (*Today & Tonight*) Jerry A. Danzig—"were not part of the general cut-back."

Stations

NAB Books Kennedy: President Kennedy will make an appearance at the opening general session of the 39th NAB convention May 8 in Washington's Sheraton Park Hotel.

He will be introduced to more than 2,000 delegates by NAB Pres. LeRoy Collins, who carried a convention invitation to the White House last month (Vol. 17:13 p14) and received an acceptance April 8.

Mr. Kennedy is expected to speak briefly during the convention's starting ceremonies, at which the U.S. Marine Band will play and Judge Justin Miller, former NAB pres. & chmn., gets NAB's 1961 Distinguished Service Award.

The administration also will be represented in the May 7-10 convention program by HEW Secy. Abraham Ribicoff, who will address the May 10 owner-management luncheon. Collins will be the keynote speaker at the May 8 luncheon. FCC Chmn. Minow addresses the May 9 luncheon.

Presiding at the opening general assembly during Mr. Kennedy's participation will be Dwight W. Martin of WAFB-TV Baton Rouge. It will be the President's 3rd appearance before a media group within 3 weeks. Kennedy will speak to the American Society of Newspaper Editors in Washington April 20. He will be in N.Y. April 27 to address ANPA's Bureau of Advertising.

Payola Order Approved: FTC has accepted a February consent order negotiated by hearing examiner Loren H. Laughlin to settle a payola complaint against Era Records, which operated in Hollywood until May 1959. Era partners Herbert Newman, Louis J. Bedell and Max Newman, who now manufacture records under separate corporate identities, agreed that they would not make illegal payments to disc jockeys. FTC is in process of closing its record in all payola cases (Vol. 17:15 p12). In a related move, SEC scheduled an April 25 hearing for Roulette Records on questions of whether a suspension order against the firm, temporarily lifting its stock-registration exemption, should be dropped or continued. SEC had accused Roulette of failing to mention its FTC payola troubles in a "false & misleading" stock-promotion circular. Dismissal of complaints against Columbia Record Sales Corp., Capitol Records Distributing Corp. and Dot Records Inc. has been recommended by FTC examiner Abner E. Lipscomb.

Tips on Labor Language: "The Critical Clauses in Your Labor Agreements" will be defined for broadcasters by a guest expert—labor counsel Frank O'Connell of Olin Mathieson Chemical Corp.—at a May 10 labor clinic at NAB's Washington convention (see above). O'Connell will give TV & radio management delegates advice on what language they should negotiate & reject in union contracts. Chmn. Ward L. Quaal (WGN-TV & WGN Chicago) of NAB's Labor Advisory Committee will report on efforts to obtain better liaison between stations, networks and advertisers in AFTRA & SAG negotiations. Other participants in the clinic will include ABC vp Richard Freund and NAB staffers James H. Hulbert & D. L. Doughty Jr.

"Operation Alert": Announcing the annual civil defense training exercise scheduled April 26-28, including a Conelrad drill (Vol. 17:11 p11), OCDM Dir. Frank B. Ellis said: "It is the firm intention of the agency, under the direction of President Kennedy, to bring home to the American people their spiritual obligation to prepare for survival & to aid in the survival of others. Operation Alert 1961 therefore takes on new dimension as one of the basic training exercises for . . . the civilian population . . ."

Storer Sets Radio Record: "The greatest March radio billing period in our 34-year history" was posted by Storer Bestg., although over-all first-quarter earnings were down from a year ago (see financial table), Chmn. George B. Storer told the annual meeting last week. He said the TV-radio chain viewed the balance of 1961 with cautious optimism, regarded the March billings surge as "an encouraging sign, not only for radio, but for all advertising." He conceded that Storer's TV sales "have been off slightly during the first quarter of 1961 as compared to 1960, particularly in the automotive area," but said that "immediate & long-range future billings give us no great cause for alarm or gloom." He emphasized that "radio reflects the broadcasting business & the over-all economy more quickly than TV" because advertisers can effect changes in radio budgets & schedules "within a matter of hours." The chairman said that Storer's cash position is strong, all tax bills are paid, and the company has no senior securities or bank loans ahead of the common stock.

Black-&White "Color": More than 1,000 viewers wrote WNEW-TV N.Y. to say they had seen color on a recent black-&-white broadcast. The cards & letters, mostly from young viewers, were in response to an illusion demonstrated on the station's *Wonderama* show—an illusion which has been used previously on TV in Britain, Japan & Mexico, but which, to our knowledge, received its first U.S. airing on the N.Y. station. A wheel with alternating black & gray designs was spun before the cameras, and viewers responded that they saw red, yellow, orange, purple, blue, green & pink. A similar illusion was demonstrated last year at the NAB convention by Mexican TV engineer Guillermo Gonzalez Camarena, who said he plans to use the system for commercials (Vol. 16:15 p10). The British had beaten him to it however, by using the "subjective" color system for Oxo spot commercials, in which the flickering bouillon-cube carton was supposed to show up red (Vol. 12:43 p8). The Japanese, too, reportedly have aired subjective color commercials. The apparent colors result from eye fatigue caused by the flickering images.

WAVY-TV Sale Deal: Negotiations are understood to be nearly completed for the sale of WAVY-TV Norfolk-Portsmouth for approximately \$5 million to the Gannett interests, in a deal through broker Blackburn & Co. The sellers are 67 stockholders headed by Pres. J. Glen Taylor. The Gannett organization owns WHEC-TV & WHEC Rochester, N.Y., WINR-TV & WINR Binghamton, radios WENY Elmira & WDAN Danville, Ill., plus its large chain of newspapers (see TV FACTBOOK No. 31, p. 165). The price is reportedly \$4.5 million cash, with the sellers also to get accounts receivable, etc., to bring total to \$5 million.

Crosley Eyes Rep Field: Crosley Bestg. Corp. is the latest major station group to entertain rep firm ambitions. The idea is "in the thinking stage, and may be discussed at the May 2 Management Planning Committee meeting," a company spokesman said. Crosley, whose o&o's are WLW-T Cincinnati, WLW-C Columbus, WLW-D Dayton, WLW-I Indianapolis, WLW-A Atlanta and radio WLW Cincinnati, would handle some non-Crosley stations as well. If the idea gains management approval, Crosley will join the growing roster of station-group rep firms which already includes Westinghouse (TvAR and AM Radio Sales), and Storer Bestg. Companies (Vol. 16:50 p12).

WSJS-TV Sets up Standards Committee: The Winston-Salem station's ad standards committee, comprising several station staff members, will screen films both for telecast & ad purposes.

Auxiliary Services

TELEGLOBE AHEAD OF PHONEVISION? The purchase of a "substantial" minority interest in Teleglobe Pay-TV System Inc. by Macfadden Publications Inc.—which in turn is controlled by Bartell Bestg. Corp.—gives rise to the interesting speculation that the simple Teleglobe system may get a full-scale, on-the-air test even before Zenith's Hartford Phonevision experiments start.

Although Bartell officials say they are negotiating with U.S. TV stations in "4 or 5 different areas" for an FCC-controlled test, and that Bartell may even acquire an American TV outlet of its own for the purpose—Bartell appears to have a ready-made situation for a broadcast pay-TV test which would require neither FCC supervision nor tightly-controlled conditions.

Bartell Bestg. owns 4 radio stations in the U.S., and TV stations in Haiti and the Netherlands Antilles (Curacao & Aruba). Although company officials declined to comment, one of these areas could conceivably be selected for a sort of pre-FCC test.

Of these 3, the logical one is the island of Curacao, where Bartell's PJC-TV (Ch. 8) Willemstad is now said to be serving more than 9,000 TV receivers. The wealthy oil-refining island might be a logical pay-TV test site for more reasons than one—it could provide a delightful expense-account trip for TV, entertainment & electronics industry officials who wish to inspect the system.

Teleglobe Transmits Soundless TV

The Teleglobe system is perhaps the simplest pay-TV technique proposed to date. No installation is made on the customer's TV set. For pay-TV programs, the video is simply transmitted—unscrambled, in the usual way—but without any audio. The sound is provided by wire leased from the telephone company. Teleglobe officials say that exhaustive tests have shown that TV without sound is virtually intolerable and that the soundless TV picture provides the best come-on or "barker" to induce viewers to pay for the complete program. Under the Teleglobe system, the audio wires would also be used to transmit billing information (telling which sound systems customers have turned on) to a central point.

"The Teleglobe system is now ready for commercial use," announced Gerald A. Bartell, president of both Macfadden and Bartell Bestg., "and we will seek FCC approval of a test in a major U.S. market area soon." His statement, however, did not preclude an overseas test first—which may be likely particularly if Bartell's U.S. station negotiations or FCC proceedings become protracted.

The amount of Macfadden's investment in Teleglobe wasn't revealed. A top Teleglobe official, however, said the pay-TV company intends to sell more stock as its needs for capital increase, but that "no public offering is planned—although the picture could change in a month or so."

Teleglobe is headed by Solomon Sagall, founder of Scopphony Ltd., one of Britain's pioneering TV firms. Associated with him is J. R. (Jack) Poppele, well-known broadcasting industry figure, former General Teleradio engineering chief & top official of Mutual Bestg. System, founder & first pres. of the old TV Bestrs. Assn. and former director of the Voice of America. Teleglobe has opened new offices in Room 1010, 400 Madison Ave., N.Y. (Eldorado 5-0010).

Bartell once owned uhf WMTV Madison, Wis., but sold it in 1957 to a group headed by Mitchell Wolfson, pres. of Wometco Enterprises (WTVJ Miami).

NCTA UNHAPPY WITH NAB: NAB's endorsement of FCC's proposed legislation giving it the power to regulate station-CATV conflicts (Vol. 17:15 p4) encourages "governmental economic intervention," according to NCTA Pres. William Dalton.

"A long time ago," he said, "NAB's attitude toward the CATV industry might have been defensible when occasional problems existed between a few broadcasters and CATV systems in isolated areas. These conflicting situations have been largely resolved in the proper forum—at the conference table.

"Today, therefore, a plausible case cannot be made for governmental economic intervention in broadcasting & CATV reception, and economic intervention is what this bill introduces.

"I expect all thoughtful broadcasters, network executives and CATV operators would be jointly concerned over the prospects of legislation that could usurp the management function and might lead to limitations on the public's privilege of TV-program selection."

NT&T Buys 3 CATV Systems: Purchase of 3—and perhaps 4—CATV systems by NT&T was disclosed last week by Pres. Eugene Klein at its annual stockholders meeting. (Later Samuel Norton, pres. of the National Amusement div. of NT&T, told us that the cost was \$1,865,000.) Klein said he thought pay TV presented considerable potential and that NT&T's CATV operations "may well be the pilot for such a system."

The systems purchased are Bluefield TV Cable Co., serving Bluefield, W. Va. & Bluefield, Va.; Durfee's Inc., representing 6 systems headquartered in Man & Logan, W. Va.; and Perfect Video Inc., representing 2 systems in Hattiesburg, Miss. and Ferriday, La. NT&T is also completing purchase of an unidentified CATV system in Michigan. Adding to this list the firm's Williamsport, Pa. system gives NT&T 27,000 subscribers—"the third largest CATV company," Norton said.

CBC & CATV Control: The willingness of CBC to go along with the Canadian govt.'s watchful-waiting proposal on controls for CATV & wired pay-TV systems (Vol. 17:10 p8) has been explained to us by the network. CBC's concurrence is not based on a belief that wired- & pay-TV are not yet a major factor in influencing public opinion, as we reported. Rather, in the words of CBC Pres. Alphonse Ouimet: "I believe the question of regulations will come up at a particular stage in the development of these systems. At the moment they represent only a small percentage of the total number of homes served by TV. I think it is something on the order of 5%. I believe a case can be made for leaving these systems, for the moment, without any regulations..."

Programming

TV's EFFECT—CHAPTER 487: The TV series that never ends—The Effect of TV on Children & Everybody Else—bubbled busily along last week. From at least 4 quarters came new voices to reveal more effects:

From California came the findings of the Stanford University Institute for Communication Research in the shape of a volume entitled *Television in the Lives of Our Children*, by Wilbur Schramm, Jack Lyle, and Edwin B. Parker (Stanford University Press, 336 pp., \$6). The average U.S. child (ages 3 to 16) spends a sixth of his waking time watching TV, asserted this 3-year study of 6,000 children, 2,000 parents and 300 teachers in 10 communities. This is the same amount of time the child spends in school. TV, said the study, was "one of several factors" which contribute to juvenile delinquency. In their summary the surveyors wisely advised parents who are troubled about the low intellectual content of some TV to do their own selecting of programming.

From London—forwarded by TIO—came a reprint of *Television and the Child*, a study by Hilde T. Himmelweit, A. N. Oppenheim, and Pamela Vince sponsored by the Nuffield Foundation. If you don't already have this 52-page booklet, you may want to write TIO, 666 Fifth Ave., New York 19, N.Y. Concludes the study: "The final picture of the influence of TV on children's leisure, interests, knowledge, outlook, and values proves to be far less colorful & dramatic than popular opinion is inclined to suppose. Effects occur in each one of the various fields, but not to such a degree that the children would have been fundamentally changed. TV, then, is not as black as it is painted, but neither is it the great harbinger of culture & enlightenment which its enthusiasts tend to claim for it. If TV is a window on the world, it gives a view not very different from that provided in books, comics, films and radio programmes. Similarly, its capacity for broadening a child's horizons is not spectacularly different from that of any of the other mass media."

From Geneva came the view of Prof. T. C. N. Gibbens of London Institute of Psychiatry, expressed in a paper entitled *Trends in Juvenile Delinquency* which was published by the World Health Organization. There is still no evidence, said Prof. Gibbens, to prove that scenes of crime & violence on TV make viewers more aggressive than non-viewers, and, although TV may influence the type of offenses committed by juvenile delinquents, there is no reason to think that TV provides the motive for such offenses. Said the professor: "TV, radio, press and cinema have often been held responsible for the increase in crime & violence. They are easy to accuse because any member of the public can form an opinion by merely turning a knob, while it will take some time to experience the effect of any particular club or cafe."

And from the American Library Assn. came word of a booklet being prepared there entitled *A Handbook of TV-Library Co-operation*. ALA is apparently satisfied that "TV has been a positive force in the national swing to libraries," reported Marie Torre after a talk with Virginia Mathews, chmn. of the bestg. committee of ALA. Said Miss Mathews: "Seeing what TV can do & has done to stimulate reading, we look upon it as a tremendous motivational force. And we haven't even scratched the surface." Miss Mathews mentioned the "large demand for the Churchill and World War II books" as a result of ABC-TV's *The Valiant Years*.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more.

More about

WBC's CONFERENCE—SALINGER'S WARNING: President Kennedy's press conferences are "not a network show," and they shouldn't be withheld from affiliates, Pierre Salinger, White House press secy., said last week to the 350 broadcasters, program officials, educators and others gathered for the Fourth Westinghouse Public Service Conference in Pittsburgh.

Having won entry to hitherto-non-broadcast Presidential news sessions, networks now have a public-affairs tiger by the tail and should "weigh carefully" any ideas of dropping conference coverage if the novelty wears off, Salinger cautioned. He said the White House was "beginning to get letters from areas where local stations are no longer carrying [the Kennedy conferences]," and termed as "show business" talk any fears by broadcasters that President Kennedy is suffering from "over-exposure" on TV. "They're talking about over-exposing a juggler, or a comic, but they can't be talking seriously about the President."

* * *

WBC officials made little attempt to push the discussions back to local-level problems. As WBC Pres. Donald H. McGannon explained to us, after one panel session where local problems were briefly touched upon and delegates were still discussing some hot questions that had been raised concerning network programming: "We don't think it's important any more to tell stations how to produce a local documentary. What's needed today, and what this conference is doing here, is to get people thinking conceptually, and to re-examine the whole question of program responsibility."

Turning the neat trick of being simultaneously very funny & very serious, comedian-raconteur Sam Levenson proved the surprise hit of the conference, at an April 11 luncheon address, with a stinging rebuke to programmers which drew a standing ovation. "You can't teach down-the-middle to the mass . . . They are not all created equal," he warned, "You must challenge them with a little more so that tomorrow they will understand."

"We must stop saying, 'what harm does it do?' We must have a sense of responsibility. If shows are bad for my child, they are bad for all children. On the other hand, you can't just throw Shakespeare at people who never went beyond the 8th grade . . . You must prepare people . . . simplify culture for people who cannot make the leap themselves," Levenson told the delegates.

Then, Levenson told the broadcasters: "You have got to lead—or Storm Troopers will. Here, in our hands, is the greatest medium for instruction. Either you will bring up the level of culture . . . or someone will bring it down."

Other conference highlights:

Garry Moore suggested that the TV industry was "splitting into camps of Thackeray vs. *Gunsmoke*," said the average viewer can grasp any idea you can make understandable.

CBS-TV program vp Oscar Katz: "Programming should appeal to most of the people most of the time—I see nothing wrong with that."

CBS producer Albert McCleery sounded a call-to-arms urging stations to find the moral courage to lead & create program style. Said he: "Rise affiliates! You have nothing to lose but your networks! I didn't know we had gotten into a push-button democracy where 51% are always right. It is not our duty necessarily to express the will of the majority."

CBS, NBC Called 'Imitators': The caller was ABC-TV Pres. Oliver Treyz April 12 in a speech before the Cincinnati Ad Club. Labeling his competitors "old-line networks," Treyz blamed them for "a shrinkage in TV's overall scope & diversity." The leaders of yesterday "have become the followers," he said. "They have simply pursued the paths pioneered by ABC since it emerged as a strong competitive force."

Pointing to the "abandonment of live drama, variety and comedy shows" as an attempt to parallel ABC's format, Treyz deplored the CBS-NBC "obsession with safety & predictability." What is needed instead, is "a balanced diet of contrasting program appeals," he said. "Imitation is the sincerest form of flattery but the poorest kind of programming."

— ■ —

Networks Spotlight Russian Spaceman: In high gear for live TV coverage of Project Mercury, the first U.S. man-in-space shot (Vol. 17:14 p8), all 3 networks did a double-take last week. A series of April 12 specials followed, within 24 hours, the official Russian announcement that they had successfully orbited the first astronaut. ABC-TV pre-empted the last *American Bandstand* segment (5-5:30 p.m.) to do "Soviet in Space," with science reporter Jules Bergman's analysis, recordings of the official Radio Moscow announcement and the astronaut's voice as he passed over Africa. CBS-TV pre-empted *Malibu Run* (7:30-8:30 p.m.) for "First Man into Space," with Charles Collingwood as anchorman. The 60-min. report included international reactions and interviews with U.S. & Russian space scientists. The Fri. (10:30-11 p.m.) *Eyewitness to History* program, "Down to Earth," also dealt with the Russian achievement. NBC-TV presented "Man into Space" April 12 (10:30-11 p.m.). Narrated by Edwin Newman, the program included a report from Moscow correspondent John Chancellor, filmed reports on international reaction and interviews with 2 Soviet scientists. The *Dave Garroway Today* show (7-9 a.m.) also highlighted the history-making event.

News Bias Alleged: TV & radio executives have a "heavy responsibility" to see to it that pro-Democratic prejudices of reporters don't color news programs, the Ohio Assn. of Bcstrs. was told by Taft Bcstg. Co. secy. Robert Taft, son of the late GOP Senator. Speaking at White Sulphur Springs, W.Va., Taft asserted that about 90% of working newsmen "probably" are aligned with the Democrats. Republicans have had to cope with the problem for several years, said Taft, who is Republican floor leader of the Ohio House of Representatives. Moreover, he added, reporters for newspapers and TV & radio stations are too prone to "accept handouts, inadequately investigate facts and jump to unwarranted conclusions." His own company's stations are WKRC-TV & WKRC Cincinnati, WTVN-TV & WTVN Columbus, WBRC-TV & WBRC Birmingham, WKYT Lexington, WBIR-TV & WBIR Knoxville.

"Ev & Charlie" Get Raves: Weekly TV network performances by GOP floor leaders Sen. Everett M. Dirksen (Ill.) & Rep. Charles A. Halleck (Ind.), which have been deplored by some liberal Republicans as unrepresentative of their party (Vol. 17:13 p15), seem assured of a long run. Halleck asked for—and won—a unanimous vote of confidence from the 32-member House GOP policy committee in the *Ev & Charlie Show*. "Keep up the good work," the House policy-makers told Halleck in effect, rejecting criticism by Sen. Case (R-N.J.) & others that the duo act doesn't reflect majority Republican opinion on policy.

Film & Tape

COUNTING VOTES IN NT&T FIGHT: Following a spirited stockholders meeting of NT&T in Los Angeles last week, votes were still being tallied at week's end, to determine whether the bid of dissident stockholders seeking 2 board posts would be successful (Vol. 17:14 p9, *et seq.*). The meeting was recessed until 10 a.m. Wednesday (April 19) when a final tally is expected.

NT&T stockholder Leonard Davis, who precipitated the proxy fight to win board seats for himself & Phillip L. Handsman, claimed he had 600,000 shares (of 2,816,247 outstanding) committed to him by dissatisfied stockholders, and told us he was certain of victory.

NT&T Pres. Eugene Klein said management had control of 1,900,000 shares, and predicted "we will get a minimum of 75% of the votes cast—perhaps more. If there is a 75% vote for management, I'll be satisfied." He acknowledged that dissidents might get one or even 2 seats.

Davis accused Chmn. & ex-Pres. B. Gerald Cantor at the stockholder meeting in the Fox Wilshire Theater of engineering the "NTA debacle," wherein NT&T lost millions. He repeated charges made at the NTA stockholders meeting and criticized the pending sale of WNTA-TV N.Y. (Vol. 17:15 p9).

Another dissident, attorney Sidney M. Wolf, asked Cantor "why did NT&T get involved with NTA?" He urged an exhaustive, independent investigation of NT&T's affairs of the past 2 years. Cantor, one of the slate of 12 directors placed in nomination by management, was asked to withdraw his nomination by other dissidents.

Cantor Refers Answers to Courtroom

At first reluctant to speak, Cantor took the floor to tell Davis: "You have filed a stockholders suit against myself & other directors of the company. The questions you have asked will be answered in the courtroom. You have chosen that arena, and therefore I cannot answer the questions here." (Davis & Handsman and stockholder Joseph Best have filed suits against NT&T in Delaware.)

NT&T secy. L. A. Peters said: "There's nothing mysterious about the NTA situation. An independent investigating committee recommended that we buy into that company in 1958—and we did. It turned out to be a headache—something none of us could foresee." Davis had alleged that NT&T had spent \$26 million on NTA. Klein, in opening the meeting, told stockholders that NT&T had largely separated itself from NTA, "to reverse the conditions of 1960." This, he said "gives NTA greater independence, and avoids the possibility that NTA would continue to drain your company's earnings."

Klein said that while final figures for the second fiscal quarter are not yet available, he estimated that NT&T had net earnings approximating \$700,000 in the 3 months ended March 28 (25 cents a share). Of the estimator net profit \$625,000 (22 cents a share) resulted from operations, and \$75,000 (3 cents a share) from capital gains. In contrast, the second fiscal quarter of 1960 brought a net loss of \$1,237,000 (45¢ a share). Movie theater operations in that quarter produced earnings of \$371,000 (13 cents a share).

Klein predicted NT&T would continue as a profitable operation for the rest of its fiscal year. He said the firm is tightening purse strings on administrative expenses, and has subleased 10,000 square feet of its home-office building in Beverly Hills. Subleases from this building will save the firm \$100,000 annually eventually, he asserted.

HOLLYWOOD ROUNDUP

ONLY 14 PILOTS SOLD TO DATE: Hollywood TV-film producers who turned out almost 200 pilots this season have sold only 14 to date. Although the buying season isn't over, the figure is disappointing even for the hazardous business of pilot-making.

Leading pilot-seller is Revue Studios with 5: *The Bob Cummings Show*, *The Investigators*, *Plain & Fancy* (formerly *Ichabod*), *Frontier Circus* and *87th Precinct*. Next is MGM-TV with 3: *Cain's Hundred*, *Father of the Bride* and *Dr. Kildare*. Tied at 2 each are Four Star Television (*The Freshman* and *The Corrupters*), Screen Gems (*The Hathaways* and *Hazel*), and Marterto Productions, *The Joey Bishop Show* and *Double Trouble*.

20th Century-Fox TV may land 2—*Bus Stop* and *Follow the Sun*—and more pilots will be sold, it's expected. The unsold pilots do not represent a total loss; some companies have showcased pilots in current anthology series, thus recouping most if not all of their production costs.

* * *

Screen Gems Sells 12 Series: Columbia Pictures' Screen Gems has 12 series set for next season, one a rerun, according to William Dozier, vp for West Coast activities. He reports returnees as *Dennis the Menace*, *The Donna Reed Show*, *The Flintstones*, *Route 66*, *Naked City*, *Yogi Bear*, *Huckleberry Hound* and *Quick Draw McGraw*. And CBS-TV will again show reruns of *Father Knows Best*. New sales are *Top Cat*, *the Hathaways* and *Hazel*.

Hollywood Museum Bill Signed: Cal. Gov. Edmund G. Brown last week signed a bill allowing the Los Angeles county board of supervisors to go ahead with plans to establish the Hollywood TV & Motion Picture Museum, which will cost an estimated \$4 million. The state Senate had approved the measure 31-0.

La Lanne Lauded: Jack La Lanne, who does setting-up shows on TV, has been hailed in the House as "a welcome fixture in households from coast to coast." Boasting that La Lanne is a constituent, Rep. Corman (D-Cal.) said he wanted to "commend his counsel & his programs to all my colleagues."

CBS-TV's *The Gunslinger* lost the fight. The 13 films made will be rerun this summer, after which the show will leave the air. Post-mortems *Gunslinger* producer Charles Marquis Warren: "We did our best in the short time given us, but 5½ weeks notice is not enough time to prepare a new show."

Screen Gems had 118 writers & 51 directors working on its series during the current production season.

People: Sol Saks signed by Four Star Television as producer & head writer for *The Freshman* series, starring Gertrude Berg & Sir Cedric Hardwicke . . . Fenton Earnshaw, who produced the presentation of Warners' *Solitaire*, is doing several segments of the studio's *77 Sunset Strip* . . . Arthur H. Singer signed by MGM-TV as associate producer on its *Cain's Hundred* series . . . Elliott Lewis signed as producer-director-writer and Lois Green as story editor by Desilu Productions . . . David Victor named associate producer on MGM-TV's *Dr. Kildare* series. Production begins late in May.

NEW YORK ROUNDUP

Film Spots to Push Classic Books: Westinghouse Bestg. Co.'s newest public-service project is to produce a series of 60-sec. film announcements to stimulate book reading by children. The spots will be offered to stations without charge using the "animated picture" technique already seen this season on NBC's *Project 20* shows. The announcements are, in effect, "teasers" for such classic children's books as *Robinson Crusoe* and *Alice in Wonderland*. Artwork seen in the films is based on illustrations generally associated with the literary works. A preview screening of the announcements was held at the Pittsburgh Public Service Conference staged last week by WBC.

TV Marketers, a 4-month young independent packager based in N.Y., hopes to "put the small distributor back in business," according to Pres. Wynn Nathan, ex-MCA syndication sales vp. The company's only property to date is *The Adventures of the Sea Hawk*, a 26-episode, 30-min. series starring John Howard, shot on location in the Caribbean, and produced by Eugene Solow and Brewster Morgan. Offices have been opened in Hollywood & Chicago and, according to Nathan, negotiations are nearing completion for other first-run properties.

USIA's TV Expands: TV films distributed abroad by USIA now are seen in 51 countries, the agency reported in its 15th semi-annual report to Congress. "In many of these countries, where TV is so new as to be a novelty, TV programs are viewed with fascination by all who have a set or can get near one," the report observed. USIA's special TV service, started in 1958, also supplements film distribution with video-taped *Panorama Panamericano* news shows shown weekly in 24 cities in 15 Latin American countries.

"The most general complaint [in my mail] is from Distressed Mother, who sends me the sexy play-by-play of some boudoir bit from *The Late Show*, or quotes delicate banter on the Jack Paar caper and sniffs: 'What does a mother tell her 10-year-old daughter when she wants these things explained? I was shocked!' Well, I'm shocked too. I'm shocked at the mental equipment of any parent whose child is still in the living room at that time of night."—Paul Molloy in *Chicago Sun-Times*.

Add Syndication Sales: MCA-TV's 4 off-network series, *Riverboat*, *Suspicion*, *Cimarron City*, and *Overland Trail*, have been sold in 31 markets to date . . . Ziv-UA has sold its first-run, 30-min., Broderick Crawford series, *King of Diamonds*, in 33 markets to date.

ITC's Canadian subsidiary reports first quarter 1961 sales up 62% over the same period last year. From Jan. 1-March 31, 1961, ITC of Canada Ltd. scored 45 station sales of 20 properties, according to ITC vp Abe Mandell. Sales were made to both French & English CBC stations.

Film Service International, N.Y.-based film-buying rival of TV Stations Inc., now has 33 members scattered from N.Y. (WKBW-TV Buffalo) to Hawaii (KHVH-TV Honolulu).

People: Murray Oken has been named Trans-Lux Eastern div. mgr. . . . Karl von Schallern named Midwestern operations & sales vp, Peter M. Robeck Co. (film distributing firm).

Advertising

Madison Ave. Natives Restless: Three accounts switched agencies last week, taking with them over \$5 million in billings. Bulova Watch Co. (watch billings estimated at \$4 million), will end a 6-year McCann-Erickson association in July to join Sullivan, Stauffer, Colwell & Bayles. That agency already handles Bulova's radios and phonographs and, according to Bulova marketing exec. vp R. H. Whidden, "it is our desire to consolidate our account at one agency." (McCann-Erickson remains the agency of record for Bulova's 2 upcoming TV specials—the April 20 Pat Boone show on ABC and the May 12 Arthur Godfrey show on CBS). The \$1-million Argus Camera account, 10 years at Young & Rubicam, will go to the Kudner roster in July. The Sylvania subsidiary's move is also a consolidation effort, as Kudner now has \$8 million of General Telephone & Electronics business. Martinson's Coffee, a division of Beech-Nut Life Savers, has shifted billings valued at \$500,000 from Al Paul Lefton to Grey, which lost the Chock Full O'Nuts business early last month.

FTC Confirmation Lags: Justice Dept. attorney Philip Elman, tagged in February by President Kennedy as an FTC member (Vol. 17:7 p3), was still waiting last week for the Senate Commerce Committee to pass on his nomination. The Committee had planned to vote on Elman April 11 (Vol. 17:13 p8), but didn't get around to it at a session taken up with FPC appointments. Next scheduled Committee meeting: April 25. There was no reported opposition to Elman, who calls himself a political independent.

Ad Probe Proposed: Sen. Hart (D-Mich.) has been designated by Chmn. Kefauver (D-Tenn.) to head a study of consumer pricing & advertising by the Judiciary Anti-Trust & Monopoly Subcommittee. Hart said no hearings have been planned, but that he intends to conduct an "in-depth" survey of "deceitful & misleading practices of the marketplace."

Ad Deductions Proposed: A 1959 Treasury Dept. ruling that expenditures for advertising & other lobbying against legislation can't be deducted as business expense from a company's income tax would be nullified by bills (S-1613 & HR-640) by Sen. Capehart (R-Ind.) & Rep. Boggs (D-La.). Supporters of the legislation argue that the Treasury ruling imposes a "censorship tax."

Dixon to Address AFA: FTC Chmn. Paul Rand Dixon will address a May 30 luncheon session of the 57th annual Advertising Federation of America convention in Washington May 28-31. Speakers at other sessions will include Gen. Alfred Gruenther, who heads the American Red Cross, and Harvard U. advertising prof. Dr. Neil H. Borden.

New rep: WAVE-TV Louisville, Ky. to Katz July 1.

Ad People: Victor G. Bloede, Ken McAllister and Lee Rich appointed senior vps, Benton & Bowles . . . Graeme MacLeod and Frank M. Leonard named Dancer-Fitzgerald-Sample vps . . . Curtis Berrien named to new post of senior vp & creative dir., Lennen & Newell.

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
KOMO-TV Seattle	\$1350 (no change)	\$380 to \$400	March 1
KTUL-TV Tulsa	650 to \$750	170 to 200	April 1
WTVM Columbus, Ga.	400 (no change)	90 to 100	March 1
WEAU-TV Eau Claire, Wis.	300 to 375	60 to 75	March 1
KGUN-TV Tuscon	300 to 325	70 to 85	March 1
WJHG Panama City	175 to 250	35 to 50	April 15

Television Digest

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Personals: George B. Storer Jr., TV vp, elected pres. of Storer Bestg. Co., succeeding his father who becomes chmn. Two new Storer directors were elected: Terry Lee and Detroit lawyer-businessman George Haggarty. The younger Storer's duties will be assumed by Lee and William Michaels . . . Richard N. Goldstein, of the legal dept., named NBC dir. of labor relations . . . John B. Babcock, gen. mgr. of WLWI Indianapolis, named a Crosby Bestg. vp; Walter Bartlett, gen. mgr., WLWC Columbus, and George J. Gray, gen mgr., WLWD Dayton, also named Crosby vps.

Elizabeth S. Carpenter, wife of *Variety's* Washington correspondent Leslie E. Carpenter, sworn in as exec. asst. to Vice President Johnson . . . Courtney M. Kirkeeng, ex-mgr. of Columbia TV Inc., operator of CATV systems in Kennewick & Pasco, Wash., appointed public relations & promotion mgr. of Antennavision Inc., Phoenix CATV operator and equipment maker. His duties at Columbia TV will be taken over by Pres. Newell Pries and chief engineer Clayton D. White.

Burke W. Ormsby named promotion dir., KOGO-TV San Diego. He is also program dir. . . Lee E. Franks, ex-WUFT Gainesville, Fla., program dir., named asst. dir. of station relations, National Education TV & Radio Center.

Merle S. Jones, pres. of CBS TV stations Dir., recuperating at Columbia Presbyterian Hospital, Neurological Institute (Ft. Washington Ave. & 168th St., N.Y.), after an attack of diverticulitis.

"Happy Birthday, Dear Maggie": A bi-partisan chorus of praise on the Senate floor greeted Commerce Committee Chmn. Magnuson (D-Wash.) on his 56th birthday April 12. Noting that the Senate's chief FCC-TV-radio monitor has spent 24 years in Congress (7 in the House, 17 in the Senate), Sens. Jackson (D-Wash.), Pastore (D-R.I.), Schoeppel (R-Kan.), Mansfield (D-Mont.), Kefauver (D-Tenn.), Church (D-Ida.), Bartlett (D-Alaska), Cooper (R-Ky.), Keating (R-N.Y.), McNamara (D-Mich.) and Neuberger (D-Ore.) took turns lauding "Maggie."

Pierson, Ball & Dowd, Washington TV-radio law firm, reports the retirement of Ralph L. Walker, the advancement of William S. Green to junior partnership, and the naming of Peter D. O'Connell, John McD. Corn and Robert A. Levettown as associates.

Meetings This Week: Assn. of National Advertisers spring meeting (April 16-19). Sheraton Park Hotel, Washington, D.C. • Radio & Television Executives Society Peabody Awards luncheon (18). Hotel Roosevelt, N.Y. • American Film Festival (19-22), sponsored by Educational Film Library Assn. Barbizon-Plaza Hotel, N.Y. • American Assn. of Advertising Agencies annual meeting (20-22). The Greenbrier, White Sulphur Springs, W. Va. • Ala. Bestrs. Assn. spring convention (20-22). The Holiday Inn Riviera, Dauphin Island, Ala. • National Assn. of Educational Bestrs. Region II annual meeting (21-22). Hotel Thomas Jefferson, Birmingham, Ala. • Intercollegiate Bestg. System national convention (22). Carnegie Institute of Technology, Pittsburgh • IRE Los Angeles section, 6-week lecture series on "Recent Advances in Electron Devices" begins (18) at Cal. Polytechnic College Auditorium, Pomona and (19) at Rodger Young Auditorium, 936 W. Washington, Los Angeles.

Meetings Next Week: Neb. Bestrs. Assn. convention (April 24-25), Blackstone Hotel, Omaha • IRE 7th region technical conference (26-28). Hotel Westward Ho, Phoenix, Ariz. • Institute for Education by Radio-TV (26-29). Deshler-Hilton Hotel, Columbus, Ohio • Ga. Assn. of Bestrs. management conference (27). Dinkler-Plaza Hotel, Atlanta • Ariz. Bestrs. Assn. spring meeting (28). Wild Horse Ranch Resort, near Tucson.

Another Indictment for Guterma: Ex-MBS Pres. Alexander L. Guterma, who had more than his share of troubles last year (Vol. 16:45 p8), was hit with another indictment last week. Now serving a 4-year, 11-month sentence in Atlanta, Guterma was indicted with 11 others by a federal grand jury in N.Y. for an alleged securities fraud involving the issuance of more than 8 million unregistered shares of Shawano Development Corp.

Best. Advertising Club of Chicago is donating \$1,500 to Northwestern U. to assist students in the TV-radio dept. of the School of Speech. Last year's grant was \$750.

Obituary

William S. Cherry Jr., 56, prominent broadcaster & merchant, died April 13 at St. Francis Hospital, Miami Beach. At the time of his death, he was chairman & principal owner (85%) of WBDO-TV & WBDO Orlando, Fla. He had been president & principal owner of WPRO-TV & WPRO Providence, which were sold in 1959 to Capital Cities Bestg. Co. He headed a group of businessmen which bought radio WNEW N.Y. in 1949 and sold it in 1954 for \$2.1 million—at that time the biggest radio-station-sale deal in history. He was principal officer & stockholder in Cherry & Webb Co., which operates women's-wear stores in New England, and he owned Orlando's Cherry Plaza Hotel. He is survived by his wife, a son, a daughter, a stepson & a stepdaughter.

J. E. O'Neill, 67, who recently sold his KJEO (Ch. 47) Fresno (Vol. 17:10 p13), died of a sudden coronary attack in Palm Springs, Cal. April 10. Business interests of the prominent Californian included cattle ranching, meat and cottonseed oil processing. He was a former national president of the American Automobile Assn. Surviving are his wife, 2 sons, 2 daughters.

Paul W. Long Sr., 64, former chmn. of the Huntington Publishing Co. which owned WSAZ-TV & WSAZ Huntington, W. Va., died April 9 of a cerebral hemorrhage. He had sold his holding in the publishing company & stations last August. Surviving are his wife and 6 children.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

GE WILL SHOW COLOR SETS NEXT MONTH: GE joined the color parade last weekend, announcing it will re-enter the field with a line of 21-in. shadow-mask sets which should be on the market in August. Distributors will see them beginning May 22 in Louisville, and it's good guess that production will be under way in June.

Weighing market research against electronics research, GE has decided to come out with a conventional color receiver using RCA tube—and come out with it quickly—rather than postpone its color line for the 2 or 3 years needed for the development of its own tube & associated circuits. As we reported last month (Vol. 17:13 p19), GE is back in color set & tube research with both feet, is working again on its post-acceleration tube in a single-gun version. But dealer & distributor pressure cast the deciding vote, so GE is going in the market with the circuits now available.

GE may beat Zenith to the retail counters with color. The sets will be made at GE's Electronics Park plant in Syracuse. According to TV-receiver dept. mktg. mgr. S. Martin Fassler, they will feature "a color-balance stabilizer developed & patented by the TV receiver dept." This circuit is said to overcome the "problem of color hue changing as picture brightness changes." No other details were revealed.

Official GE explanation: "We have been on record for several years as acknowledging our obligation to our distributors & dealers to supply them with products that permit them to remain competitive. The TV receiver dept. is fully aware of the increasing interest being shown in color TV and [the increase in] color broadcasts. GE's decision to re-enter the field at this time is based on the belief that color TV is now entering the initial phase of mass-market acceptance which eventually will put it in a major position in the TV market."

Mindful of consumer wariness over color service problems, GE pointed out that its service technicians are experienced in color, and at the same time announced a new color-TV servicing advisory service—DOT (Diagnosis Over Telephone). This plan, says GE, "permits every serviceman in the country [independent or GE] to call on factory-trained color-service experts for immediate service consultation."

RCA issued its customary statement of gratification as GE joined 7 other manufacturers in color.



Question now isn't "who's in color?" but who's not in color?" Running down the major brand names, only Philco, Motorola, Sylvania & Westinghouse are uncommitted. Here are our educated guesses on these:

Philco is silent, intensifying its own color research, possibly hasn't yet decided on color for this year, but odds are that it will be showing RCA-type color before year is out.

Motorola says "no, no, no, no, no," was burned badly in last color go-round. Our guess is that it won't go color this year unless forced into it by dealers & competition.

Sylvania says it hasn't made up mind yet, but decision is imminent. We think it's possible that pilot color-set production has already started, that Sylvania will show a color set at next month's distributor convention, or at latest, at the Chicago summer Home Furnishings Market or Music Show. Sylvania Tube Div. isn't producing color tubes—at least not yet—so first Sylvania sets may well use RCA tubes.

As to Westinghouse, consumer-products vp Chris Witting isn't very bullish on color. "As we look at it," he told us, "circumstances are no different today from several years ago. There's little additional color-TV programming, the prices of sets haven't come down, and our own surveys within the last 6 months indicate

that the frequency of service calls is about the same as 2 years ago. The only change is that a couple of manufacturers have announced they're going to sell color sets.

"Our position is unchanged: When there's evidence of a market for color, we'll have a color set. We don't see any evidence yet—in fact, we only recently dissipated our inventory of color sets. Although we're doing extensive research, we see no major improvement in color TV on the horizon—but when & if the public wants color sets, we'll have 'em."

Note: Curtis Mathes Co., small Dallas-based TV & stereo manufacturer, also reported last week that it will add color sets to its line.

WOOLWORTH TESTING JAPANESE TV: The Japanese haven't slackened in their efforts to break into the U.S. TV markets—and they plan to use the same offbeat marketing methods which helped win them the lion's share of the U.S. battery-radio business.

For example, take the dime store—F. W. Woolworth, the granddaddy of them all. Woolworth, which has never mass-marketed TV in its retail stores, currently is testing some Japanese TV sets. Company officials say the probability is that Woolworth won't sell TV, but they don't completely rule it out.

What's attractive to Woolworth about the Japanese TV set is that it could be sold at the company's stores without violating its firm policy of "nothing over \$99.95." What is particularly unattractive, according to a top official, is the service problem. "Woolworth has no plans to get into the service business," he told us.

The set under test is understood to be an AC line-cord model with an 8-in. screen & magnifier stepping up the image to an apparent 14-in. size. The name of the manufacturer is being kept secret. Although one Woolworth official said a decision on the TV set would be made "within a couple of weeks," another company spokesman indicated that enterprising U.S. TV makers may have a better chance. "We check thousands of items every week that we never put in our stores," he told us. "When & if we go into TV, it will probably be with an American make."

Several of Woolworth's competitors have been expanding into appliance sales; some of them handle TV, console stereo and even refrigerators and other white goods.

PITTSBURGH BONDED-TUBE OUTPUT STARTING: First production run of picture tubes using Pittsburgh Plate Glass's laminated implosion plate—a competitor to Corning's bonded shield—is scheduled to begin late this week. Big Chicago independent tube maker National Video Corp. will turn out an initial run of 1,500 of the tubes in 19- & 23-in. sizes. Although its customer or customers for the new-type tube are unidentified, it's now likely that at least a smattering of 1962 TVs will use the tube, after all.

National Video, which supplies a large number of Midwest TV manufacturers, made news on another picture-tube front last week, when it announced (jointly with Advance Ross Electronics Corp.) a new TV deflection system which may make possible substantial cost reduction in TV sets (see below).

Pittsburgh's lamination system, which uses new machine and modified standard tube-laminating equipment to affix curved safety plate glass to tube face (described in Vol. 17:5 p15), has been refined & improved and is under close study by all tube & set makers. Some RCA Tube Div. topkicks are known to be enthusiastic about it, and it's understood RCA will offer set manufacturers a version of its color tube with Pittsburgh laminated plate (Vol. 17:11 p16).

Pittsburgh Plate Glass engineers will closely supervise National Video's first run of the new laminated tubes. Will it have a price advantage over the Corning type? "That's one thing we're trying to find out," says National Video Pres. Asher Cole. "We're going to keep very careful controls on this run, and when we're through, we should have the answers." Cole expects the 19-in. version to be attractive for portables because of its relatively light weight.

Lightest-weight approach of all—the Du Pont-sponsored bonded Mylar shield—is also getting attention from National Video, which has made enough Mylar-shielded tubes to sample customers. Said Cole: "It may be an inexpensive system if it works. It's certainly worth evaluating."

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The new TV deflection system, demonstrated recently to 10 Midwest TV manufacturers—including Admiral, Magnavox, Motorola & Zenith—is said to reduce picture-tube power requirements by about 40%, making possible less expensive sets and/or better contrast & focus. For the demonstration, National Video

developed a 19-in. tube with 92-degree deflection angle and neck diameter of 1 1/8 in. (Standard 92-degree 19-in. tubes have 1 1/8-in. neck diameter, while 110-degree 19-in. tubes use the 1 1/8-in. neck.) New deflection yoke was developed for the tube by Advance Ross Electronics, Chicago.

Tube demonstrated was one inch shorter than standard 19-in. 92-degree tube, 2-in. longer than 19-in. 110-degree tube. As explained to us by Cole and National Video engineering vp A. D. Giacchetti, bringing the yoke closer to the picture-tube gun provides greater flux density, permitting appreciable reduction in requirements of chassis power supply, horizontal & vertical output tubes and horizontal & vertical output transformers, and lowering the pulse voltages in the high-voltage systems. Amount of saving depends on receiver manufacturer's requirements & design. No estimates of the amount of potential savings were available at press time.

New tube & yoke are now being sampled to set manufacturers, and are scheduled to be demonstrated to Eastern receiver makers this week.

Note: Sylvania announced last week that it had started sampling set makers with 19- & 23-in. bonded-shield tubes using Corning's new "Velvetone" anti-reflection safety glass, which permits better picture resolution than the previous non-reflective Corning cap (Vol. 17:10 p17).

TV-RADIO PRODUCTION: EIA statistics for week ended April 7 (14th week of 1961):

	April 1-7	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	93,530	98,225	106,149	1,406,303	1,685,802
Total radio	275,842	267,770	301,196	3,871,942	4,766,311
auto radio	92,677	70,581	104,946	1,174,410	1,968,160

Wells-Gardner Grows: Like Magnavox, Wells-Gardner Electronics Corp. bucked the consumer-electronics trend last year by reporting an increase in both sales & earnings over 1959 (see financial table, Vol. 17:15 p20). In fact, the Chicago private-brand TV-radio-phono maker reported its consumer-product sales at an all-time high last year.

The industry's largest private-brand manufacturer, Wells-Gardner has a list of big customers that includes Montgomery Ward, Western Auto, Gamble-Skogmo—and its stockholders include ITT, which recently purchased about 10% of the company in an "engineering & manufacturing assistance" deal (Vol. 17:12).

In the annual report, Wells-Gardner Pres. Robert S. Alexander notes that the 1960 total sales of \$25,342,358 have been exceeded only once before in the company's history, and that net profits in 1960 rose 17% to \$877,141 (\$2.08 a share) from \$747,728 (\$1.77) in 1959.

Alexander credited the 35-year-old firm's continued growth in rough-&-tumble 1960 to its "constant search for cost-reduction programs and continual striving to exceed the quality standards of the industry." In the non-consumer field, the company has combined its industrial & military electronics activities into a single division, and "in the future, Wells-Gardner plans to concentrate upon those military-procurement opportunities that favor a company of Wells-Gardner's size & strength, rather than attempt to compete with the large electronics manufacturers . . . Because of Wells-Gardner's skills as a low-cost manufacturer, the company plans to seek out subcontract work from large prime contractors."

As to the future: Alexander said the firm is searching "actively" for acquisition possibilities. The ITT agreement, under which Wells-Gardner will supply assistance to ITT's overseas TV-radio manufacturing, should "assist us substantially in our diversification efforts."

In consumer products, "additional growth . . . is expected from several relatively new customers who have worked with Wells-Gardner for only a year or two. Current plans of these new customers indicate that they will become important buyers of private-label items in the future."

The company is buying a 65,000-sq. ft. plant adjacent to its main factory for added space to permit more economical layout of assembly lines.

For 1961, said Alexander, "the present outlook appears favorable." He added: "In spite of the economic climate, our principal customers have been able to maintain low levels of inventory in entertainment electronic products. Future orders in normal quantities can be anticipated when new product lines for the year are selected." The company's early-1961 backlog of orders totaled \$4,295,000, down from \$6,265,000 at the same time last year.

At the end of last year, Wells-Gardner's assets totaled \$9,848,002, including current assets of \$8,873,273, while current liabilities totaled \$2,798,140.

S-C Aims at Mass Market: With the introduction of a popular-priced line of stereo consoles, General Dynamics announced last week that it has "aimed its sights" at becoming "the nation's largest supplier . . . in the home-electronics market." The new 7-model line of phono instruments ranges from \$199.95 to \$249.95 (AM-FM tuner \$80 extra). General Dynamics produces no TVs and offers no TV-stereo combinations.

General Dynamics/Electronics vp-gen. mgr. Arthur J. Hatch told a news conference in N.Y. that the company's policy would remain the same—"selected franchising, powerful merchandising with favorable pricing to the customer, a favorable discount structure to the dealer, and sensible warranty policies." He said that Stromberg-Carlson consumer-product sales increased about 100% in 1960 over 1959. "Our sales during the first quarter of 1961 are 2 1/2 times those of the same period last year," he added, "and indications point toward a sound economic system."

Western Electric Sues Transiron: A suit charging Transiron Electronic with infringements of 5 separate Bell System semiconductor patents was filed by Western Electric last week in U.S. District Court, Boston. The action seeks injunctive relief plus undisclosed money damages.

AFL-CIO Opposes Boycotts: "Buy American" campaigns by labor unions can do serious damage to U.S. industries and workers themselves, AFL-CIO Pres. George Meany said in a letter spelling out its official position on anti-import movements. In an implied rebuke to such unions as IBEW which have proposed boycotts of Japanese products (Vol. 17:12 p13), Meany advised a local union-label committee in Des Moines that "we must support more—not less—foreign trade." He said the AFL-CIO will do what it can to deal with "real harm to American workers & U.S. industries that may result from large-scale foreign imports of certain products." But Meany cautioned: "The U.S. cannot hope to sell goods on the world market unless we are willing to buy goods from other free nations."

Japan Ends Check Prices: Discontinuance of the govt.'s \$11 check price (or floor price) on 6-transistor radios is expected to give imported transistor radios a further advantage over U.S. sets, according to a roundup in *Home Furnishings Daily*. Actually, the old \$11 check price had had little real effect (except as a base for computing duty), and actual export prices for 6-transistor sets start at about \$7. Nevertheless, duties had been based on the \$11 check price, and if the govt. approves export licenses for sets at the \$7 price, importers will realize a saving of about 50¢ per set in the 12½% *ad valorem* duty. Japan's quota for export of 6-transistor sets to the U.S. this year is 4.1 million—about the same number shipped here last year—with 40% of this number slated for the first 6 months.

"Operation Snowball" Promotions: Two major phases of the Corning Glass TV-promotion campaign are due to get under way soon. The first shopping-center promotion is slated April 19-29 at the huge Northshore Shopping Center in Peabody, Mass. Themed to the slogan, "Double Your Family Viewing—Make Your 2nd Set a Portable," the campaign will have participation by all 56 stores in the center. Portable TVs will be given away to lucky shoppers, and free live entertainment will be provided. Corning also is launching a double-holiday promotion kit to encourage gift-buying of TVs for Mother's Day (May 14) & Father's Day (June 18). Each TV manufacturer is being offered 1,000 promotion-idea kits for distributors & dealers.

Hi-Fi Component Ad Drive: Institute of High-Fidelity Manufacturers will spend \$159,000 during the next 12 months for an ad campaign promoting the idea of component hi fi in national magazines. The long-brewing promotion drive (Vol. 16:47 p19) was unanimously accepted by IHFM's membership last week at a special meeting at the Los Angeles High-Fidelity Show. Newspaper ads may also be used on a market-test basis. Ads won't mention specific brands, will contain coupons for further information. Each subscribing IHFM member company will contribute an annual fee depending on its volume of business.

Capehart Shelves TV Plans: It won't have a complete TV line this year, sales vp Seymour Mintz told us last week, but will continue to offer stereo combinations incorporating Wells-Gardner TV chassis. Capehart, which specializes in fine-furniture stereo consoles, had originally planned to expand its TV activity to include portables, table models & TV-only consoles (Vol. 16:29 p14). Mintz said that his company had no plans to add color TV to its stereo combo line. Capehart's new stereo & TV-stereo line will debut at the Music Show in Chicago next July.

History of Wireless: Capsule year-by-year 50-year chronology of developments in electronics is featured in the April golden jubilee issue of *Wireless World*, London.

FEB. PHONO SALES DOWN 36%: Total retail sales of phonos in Feb. 1961 were the lowest for any month since July 1960, according to official EIA figures released last week, and they were 36% below the sales of Feb. 1960. For the first 2 months of 1961, unit sales were 31% below 1960. Inventory-trimming continued, factory sales in February being only half the year-ago figure. EIA's phono sales figures:

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
TOTAL	131,076	416,021	547,096	211,049	665,995	877,044

PHONO RETAIL SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	287,368	102,063	347,860	448,128
TOTAL	167,399	496,846	664,266	253,876	715,699	969,575

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Picture & Receiving Tube Sales: February factory sales of both picture & receiving tubes trailed the Feb. 1960 volume both in units & dollars. EIA reported last week that February sales of picture tubes totaled 728,989 units valued at \$14,395,981, vs. 741,233 kinescopes at \$14,495,480 a year earlier. February receiving-tubes sales slipped to 25,803,000 units at \$21,865,000 from Feb. 1960's 32,734,000 tubes at \$27,881,000. EIA's figures:

Month	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,835	\$14,430,755	26,343,000	\$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
Jan.-Feb. 1961	1,436,824	\$28,826,736	52,146,000	\$44,092,000
Jan.-Feb. 1960	1,536,483	30,326,910	64,101,000	54,753,000

Trade Personals: Amory Houghton Jr. appointed pres., Corning Glass Works, succeeding William C. Decker, now chmn. & chief exec. officer. Decker succeeds Amory Houghton Sr., who becomes exec. committee chmn.

Carlisle P. Myers, Westinghouse gen. counsel & corporate secy., elected a vp . . . George K. Bryant, formerly RCA consumer-products mgr., appointed operations vp, Esterbrook Pen Co. . . . John E. Meegan named sales-promotion mgr., Admiral Sales Corp.

John W. Carley named product mgr., Stromberg-Carlson automotive products . . . Robert A. Donner, ex-Telectro Industries, named sales vp, Datom Industries consumer-products div. He'll head sales for their Jewel radio line . . . James J. Cassidy, associate managing editor of McGraw-Hill's *Electrical Merchandising Week* and onetime associate editor of TELEVISION DIGEST, will join *Home Furnishings Daily* in new post of coordinator of hard-goods depts.

Richard T. Orth, ex-RCA & Westinghouse, now operations vp of Eitel-McCullough, elected to Eimac's board; Gould Hunter, Eimac administration vp, elected secy., succeeding E. E. McClaren, who has joined Telsta Corp., Redwood City, Cal. . . . Richard P. Gifford, mgr. of GE communication products dept., named to the EIA-IRE Joint Technical Advisory Committee (JTAC) to fill the vacancy created by the death of John V. L. Hogan.

Tucker Madawick named mgr. of industrial design, RCA Sales Corp.; he formerly held same post with RCA Victor TV Division . . . George B. Estes, management consultant, named mgr. of Sorenson & Co. and other industrial operations units of Raytheon's Commercial Apparatus & Systems Division . . . George F. Houlroyd promoted from plant mgr. to mfg. vp., Foto-Video Electronics.

Admiral's Transistor Line: "Smallest all-American shirt-pocket radio ever produced" highlights the eight 1962 sets announced last week. The 6-transistor set weighs 5 oz., measures 3 3/8 x 2 7/16 x 1-in., lists at \$24.95. Also in the line are 7- & 8-transistor pocket sets at \$34.95 & \$44.95, three portables beginning at \$34.95, an 8-transistor 3-band portable at \$99.95 and a 9-transistor, 9-band "All World" portable at \$275.

Donald Parris, electronics chief of the Commerce Dept.'s Business & Defense Service Administration, who left March 29 for Hong Kong & Tokyo, is scheduled to return about May 15. His mission is to discuss exports, imports, technical developments, etc. On April 14, he was to address the Tokyo chapter of the Armed Forces Communications & Electronics Assn., discussing U.S. electronics.

Galvin Left \$13 Million: The estate of Paul V. Galvin, founder & chairman of Motorola, who died in Nov. 1959 (Vol. 15:45 p17), totaled \$13,095,644, according to an inheritance-tax return filed in Chicago court. He left nearly \$2 million to 9 relatives, half of the remainder to his widow, and the other half in trust for scientific, educational, religious & charitable endeavors.

Finance

Magnavox, which produced peak sales & profits in 1960 (Vol. 17:15 p20), opened the new year still on the rise. First-quarter sales were up 11.6% to a record \$32 million from \$28.7 million in Jan.-Mar. 1960. Earnings were slightly higher than the 54¢ a share reported for the year-ago quarter. Pres. Frank Freimann reported that "we anticipate strong gains for sales & earnings for the balance of 1961." Orders for TVs & stereo-hi-fi-radio-phonographs were up 10% for the quarter, although shipments approximated the year-ago volume. The govt. & industrial electronics div., which produced about 40% of total 1960 sales, recorded a sales gain of nearly 50% in the first quarter, compared with a year ago. Freimann also noted last week that Magnavox will consider splitting its stock or authorizing a stock dividend at the May 4 board meeting. The common was split 2 for 1 in November 1959, and a 5% stock dividend was paid in April of that year.

Admiral sales slipped in 1961's first quarter to about \$42-43 million from \$48.4 million in Jan.-Mar. 1960, but operations are expected to be in the black. Pres. Ross D. Siragusa told the annual meeting last week: "This represents a reversal of the historic trend [in which] the first 3 months run substantially behind the previous quarter [1960's 4th-quarter sales: \$42.8 million]. The trend displayed during the past 3 months seems to point to the business recession having passed its lowest point." Siragusa noted also that inventories at both factory & distribution levels were at their lowest point in 7 years, down 20% from a year earlier.

Hallcrafters plans a 100% stock dividend, contingent on stockholders approving at a special meeting May 4 a proposal to double the authorized shares to 3 million. The company currently has 1,108,400 of its 1.5 million shares outstanding.

Rumor of the Week: A West Coast movie trade paper reports Paramount Pictures is negotiating to buy Litton Industries. Litton's sales for the fiscal year ended July 31, 1960 totaled \$187.8 million. Paramount's 1959 sales: \$111.9 million. Paramount vp Paul Raibourn's reaction to the report: "Ridiculous. Forget it."

GT&E's Record 1960: The 249,000 holders of General Telephone & Electronics shares last week received the annual report—and confirmation of February's cheerful preliminary financial statement (Vol. 17:9 p20). Profit & sales in 1960 set records (see financial table). Sales rose 9% to \$1.18 billion from \$1.08 billion. Earnings increased fractionally to \$72.4 million from \$72.3 million.

Net sales of GT&E's manufacturing group, led by Sylvania, slipped 1% to \$701,287,000 from 1959's \$705,926,000. The decrease reflected the "lower demand in certain product lines because of the business adjustment," explained the annual report. However, sales & revenues from telephone operations rose 27% to \$477,188,000 from \$375,130,000—and "increased earnings more than offset lower total income of the manufacturing group caused by the reduced sales & intensified competition in some fields."

The manufacturing group in 1960 employed more than 40,000 of GT&E's total 90,000 workforce. Its U.S. facilities comprised 53 manufacturing plants & 26 labs in 45 communities in 15 states. Approximately 80% of 1960 manufacturing sales came from consumers & industrial customers; the remaining 20% from defense business. At year's end, property, plant and equipment of the manufacturing group totaled \$233,091,000—up 11% from the 1959 valuation of \$209,608,000. Telephone-operation property, plant and equipment totaled \$1,815,072,000—up 31% from \$1,380,821,000 in the preceding year.

Wometco Enterprises posted a 33% increase in gross income to \$3.5 million in 1961's first quarter, compared with a year ago. Pres. Mitchell Wolfson told the annual meeting last week. He said Wometco plans to expand its TV, theater and vending divisions this year.

Warner Bros. is setting aside 122,700 common stock shares for use in its stock option plan for key employes, according to an SEC registration (File 2-17953).

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**

Thursday, April 13, 1961

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	24 1/4	26 1/2	Maxson Electronics	30 1/2	33
Aerovox	9	10 1/4	Meredith Pub.	42	45 1/2
Allied Radio	26	28 1/4	MetroMedia	23 1/4	25 1/2
Astron Corp.	1 1/4	2 1/4	Milso Electronics	26 1/4	28 1/2
Baird Atomic	23 1/2	24 1/2	Narda Microwave	6 1/4	7 1/2
Control Data Corp.	131	139 1/2	Nuclear of Chicago	45	48 1/2
Cook Elec.	13	14 1/2	Official Films	37 1/2	4 1/2
Craig Systems	16 1/4	17 1/2	Pacific Automation	5 1/4	6
Dictaphone	34 1/4	37 1/2	Pacific Mercury	7	8 1/2
Digitronics	33 1/2	36 1/2	Philips Lamp	161 1/4	167 1/2
Eastern Ind.	21 1/4	22 1/2	Pyramid Electric	2 1/2	2 3/4
Eitel-McCullough	18	19 1/2	Radiation Inc.	29 1/2	31 1/2
Elco Corp.	15 1/4	17 1/2	Howard W Sams	49 1/2	53
Electro Instruments	27	30 1/2	Sanders Associates	57 1/2	61
Electro Voice	12 1/4	13 1/2	Silicon Transistor	7 1/4	8 1/2
Eric Resistor	17 1/4	18 1/2	Soroban Engineering	67 1/2	72
Executone	23	25 1/2	Soundscribe	17	18 1/2
Farrington Mfg.	21 1/4	23 1/2	Speer Carbon	22 1/2	24 1/2
Foto Video	6 1/4	7 1/2	Sprague Electric	64 1/2	68
Four Star TV	20 1/2	22 1/2	Sterling TV	3 1/2	4 1/2
FXR	22	25 1/2	Taft Bcstg.	21 1/2	23
General Devices	19 1/4	21	Taylor Instrument	45 1/2	48 1/2
G-L Electronics	9 1/2	10 1/2	Technology Inst.	7	8 1/2
Gross Telecasting	24 1/4	26 1/2	Telechrome	16	17 1/2
Hallcrafters	52	56 1/2	Telecomputing	67 1/2	71 1/2
High Voltage Eng.	217	232	Time Inc.	98	102 1/2
Infrared Industries	23 1/4	25 1/2	Tracerlab	12 1/2	14 1/2
Interstate Eng.	27	29 1/2	United Artists	6 1/2	7 1/2
Itek	59 1/2	64	Universal Trans.	1 1/2	2 1/2
Jerrold	31	34 1/2	Vitto	24	25 1/2
Lab for Electronics	64 1/2	68 1/2	Vocaline	2 1/2	3-1 1/2
Magna Theater	3 1/4	3-9/16	Wells-Gardner	29 1/2	32
Magnetics Inc.	10 1/2	12	Wometco Ent.	20	21 1/2

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
AT&T	1961—year to Feb. 28	\$8,001,146,000	—	\$1,226,746,000	\$5.56	220,708,000 ¹
	1960—year to Feb. 28	7,484,129,000	—	1,127,782,000	5.27	213,876,000 ¹
	1961—qtr. to Feb. 28	2,028,852,000 ²	—	304,018,000 ²	1.36	223,602,000 ¹
	1960—qtr. to Feb. 28	1,908,089,000	—	283,226,000	1.32	214,733,000 ¹
Audio Devices	1960—year to Dec. 31	6,562,992	280,308	142,308	.17	831,652
	1959—year to Dec. 31	5,719,762	(420,445) ³	(195,445)	—	806,796
Capitol Records	1960—6 mo. to Dec. 31 ⁴	25,420,280	2,213,187	1,079,787 ¹	2.27	475,817
	1959—6 mo. to Dec. 31 ⁴	26,177,243	2,671,665	1,348,807	2.83	476,167
Clarostat Mfg.	1960—53 wks. to Dec. 31	8,487,850	—	222,932	.49	451,753
	1959—year to Dec. 31	8,998,940	—	265,512	.60	437,867
Erie Resistor	1960—53 wks. to Dec. 31	25,902,646	1,160,187	616,517	.66 ¹	798,806
	1959—52 wks. to Dec. 27	24,506,569	679,002	359,340	.35 ¹	768,083
GT&E <small>Story on p. 19</small>	1960—year to Dec. 31	1,178,475,000 ²	—	72,430,000 ²	1.01	69,000,000 ⁴
	1959—year to Dec. 31	1,081,056,000	—	72,253,000	1.13	62,990,000 ⁴
IBM	1961—qtr. to Mar. 31	389,062,378 ²	99,176,669	48,826,669 ²	2.67	18,318,918
	1960—qtr. to Mar. 31	339,852,677	72,028,509	35,178,509	1.92	18,280,759
MGM	1961—28 wks. to Mar. 16	75,778,000	—	6,684,000	2.65	2,521,529
	1960—28 wks. to Mar. 17	65,147,000	—	3,739,000	1.47	2,539,988
	1961—qtr. to Mar. 16	45,686,000	—	4,507,000	1.78	2,521,529
	1960—qtr. to Mar. 17	37,514,000	—	1,887,000	.76	2,539,988
Movielab Film Labs	1960—year to Dec. 31	5,046,889 ²	—	198,663 ²	.61	312,500
	1959—year to Dec. 31	4,221,300	—	149,660	.60	250,000
Pacific Mercury Electronics	1960—6 mo. to Dec. 31	10,976,609	—	130,808	.19	700,000
	1959—6 mo. to Dec. 31	12,723,525	—	258,345	.37	700,000
Raytheon	1961—qtr. to Mar. 31	138,158,045	—	1,365,000	.33	3,855,045
	1960—qtr. to Mar. 31	134,752,000	—	2,160,000	.56	3,714,418
Storer Bcstg. <small>Story on p. 9</small>	1961—qtr. to Mar. 31	—	—	1,055,417	.43	2,474,950
	1960—qtr. to Mar. 31	—	—	1,423,079	.58	2,474,750
Thompson-Starrett ⁵	1960—year to Dec. 31	13,950,568	—	(654,033)	—	2,666,363
	1959—year to Dec. 31	13,126,342	—	328,525 ⁶	.10	2,630,265
Trans-Lux	1960—year to Dec. 31	—	1,040,109 ¹⁰	502,217	.90	554,900
	1959—year to Dec. 31	—	744,786	332,288	.60	554,900

Notes: ¹After preferred dividends. ²Record. ³Including \$991,567 net loss on sale of subsidiary. ⁴Average. ⁵Before \$225,000 tax credit. ⁶From SEC report. ⁷Includes \$246,000 in extraordinary items. ⁸Includes Del-

monico International Division. ⁹Before special credit of \$108,849. ¹⁰Includes \$46,290 net gain on sale of copyright & lease.

Reports & Comments Available: Philco, review, Goodkind, Neufeld Co., 400 Park Ave., N.Y. 22 • Avnet Electronics, report, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • TelePrompTer, discussion, Bear, Stearns & Co., One Wall St., N.Y. 5 • Dynamics Corp. of America, review, Courts & Co., 11 Marietta St. N.W., Atlanta 1 • Capital Cities Bcstg., discussion, Sutro & Co., Van Nuys Bldg., Los Angeles 14 • Taft Bcstg., analysis, Westheimer & Co., 322 Walnut St., Cincinnati 2 • Storer Bcstg., analysis, Francis I. duPont & Co., One Wall St., N.Y. 5 • Shepherd Electronics Industries, offering circular, D. Klapper Associates, 68 William St., N.Y. 5 • Mercury Electronics, offering circular, S. Schramm & Co., 143 W. 29th St., N.Y. 1 • International Rectifier, Amphenol-Borg Electronics, "TV Set Makers," profiles in April 12 *Financial World*.

AB-PT Stock Increase: Stockholders will be asked to approve a proposal to double the authorized shares of common stock to 10 million at the May 16 annual meeting. The proxy statement says the action is advisable for "general business & corporate purposes," but that AB-PT has "no present intention regarding issuance of these shares." Stockholders will also be asked to approve an incentive compensation plan for executives & key employees and to elect Jack Hausman to the board of directors. Hausman is pres. of M. Hausman & Sons (textiles) and vp & chmn. of the finance committee of Belding Heminway Co. On another front, meanwhile, the Edward John Noble Foundation, set up in the estate of the late one-time AB-PT chmn., is offering 140,000 of its 344,050 AB-PT common stock shares for public sale. AB-PT's SEC registration statement (File 2-17951) listed Merrill Lynch, Pierce, Fenner & Smith and Cyrus J. Lawrence & Sons as underwriters of the sale, which would reduce Noble holdings to 4.83% of the company's 4,226,536 outstanding shares. The preliminary SEC filing didn't specify the offering price of the shares. AB-PT also registered 368,165 shares for use in its 1950 & 1959 restricted option plans for officers & key employees. (For more on AB-PT, see p. 8.)

Corporation	Common Stock Dividends		Stk. of Record
	Period	Amount Payable	
Allied Radio	Q	\$0.08 May 23	May 9
AB-PT	Q	.25 Jun. 15	May 19
Andrea Radio	Q	.12½ Jun. 15	Jun. 1
United Artists	Q	.40 Jun. 30	Jun. 16
Wometco "A"	Q	.17½ Jun. 16	Jun. 1
Wometco "B"	Q	.06½ Jun. 15	Jun. 1

WEEKLY **Television Digest**

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

WITH THIS ISSUE: Text of FCC Rules on Stereophonic FM Broadcasting (Supplement)

SUMMARY-INDEX OF WEEK'S NEWS

FCC

FCC WISHES FM STEREO "GODSPEED," adopting GE-Zenith system, rejecting others, giving broadcasters June 1 go-ahead (p. 1). **FCC's SECOND LOOK AT OPTION TIME** is voted under Chmn. Minow. Court is expected to return case. Commission is expected to reverse itself, vote for abolition (pp. 3 & 5).

FCC GRANTS MONTH RESPITE ON PROGRAM FORM, setting a June 1 comments deadline after meeting with industry group (p. 3).

FCC's FIRST MOVE ON NBC-RKO DEAL says "no sale" without a hearing; Philadelphia portion to be heard first (p. 4).

Advertising

DIXON & COLLINS FIRE AT ADMEN. FTC's chief warns ANA that even heavier guns are aimed at frauds on air. NAB's head, in 4A speech, decries "mass-appeal" trends (p. 4).

STATION-BREAK PLAN PROVOKES more advertisers. ABC stands firm, but forbids o&o triple spotting. CBS and NBC are "forced to compete" (p. 8).

Foreign

WORLD TV SET TOTAL passes 100 million, transmitters total 2,254, according to new Television Factbook tabulation (pp. 5 & 16).

Stations

STEREO STATION EQUIPMENT may not be ready by June opening gun. Equipment manufacturers promise quick action, but can't give dates & prices before NAB convention (p. 6).

LEVER STUDY OF TV SET USAGE, based on Nielsen data, continues to stir up storm as networks rebut (p. 7).

Consumer Electronics

SET MAKERS PLAN stereo FM receivers. First ones will come on market in June. Dispute rages over converters and "cheap-&-dirties" (p. 18). Industry roundup (p. 19).

Networks

CBS's FIRST QUARTER sales are ahead of 1960, Stanton tells stockholders. He predicts 1961 sales ahead of record 1960 (p. 10). **2ND CANADIAN NETWORK** has been approved and is slated to begin operation in August (p. 11).

Film & Tape

LESS VIOLENCE NEXT SEASON, say network censors who have previewed the new programming (p. 14).

40 SHOWS KILLED TO DATE. Four Star leads casualty parade with 8, Ziv-UA and Revue are runners-up with 4 each (p. 14).

DISSIDENTS WIN NT&T PROXY FIGHT. Cantor resigns as chmn. Opposition votes board posts to Davis & Handsman (p. 15).

Congress

MINOW INFLUENCE FEARED by Rep. Avery (R-Kan.) of Rules Committee, who says Democratic regime at FCC is taking broadcasting down the road to govt. program controls (p. 16).

Finance

GE's FIRST-QUARTER SAG produced a \$10-million drop in profit despite a \$35-million jump in sales (p. 22).

Other Departments

PROGRAMMING (p. 12). **PERSONALS** (p. 17). **AUXILIARY SERVICES** (p. 24). **EDUCATIONAL TV** (p. 24). **TECHNOLOGY** (p. 24).

FCC WISHES FM STEREO 'GODSPEED': The awakening FM industry—both broadcasting & manufacturing—looks for another lift from FCC's final adoption of a stereo system. In a unanimous & well-guarded decision, Commission picked a slight modification of the virtually identical GE & Zenith proposals, turning down all other competing systems. Eight had entered the race at one time or another.

Industry was gratified by decision, and all segments began moving—at varying speeds—to make the most of this new dimension in broadcasting (see pp. 6 & 18). To aid broadcasters, set makers and transmitting-equipment manufacturers, we are sending you with this issue—as 1961 Supplement No. 4—the full text of amended Commission rules, showing exact engineering standards.

Any station may start stereocasting after June 1, FCC said, provided that it complies with rules, including proper notification to Commission's district offices.

• • • •

Decision was hailed by transmitter & receiver manufacturers, as well as some FM broadcasters we contacted, as heralding new era in radiocasting. But at week's end, it appeared unlikely that many stations would be able to begin stereocasting by time of June 1 opening gun or that significant number of receivers would be available by that time.

Transmitter makers were vague as to when stereo modification kits would be ready, how much they would cost, etc. The consensus, however, was that anywhere from 10-to-20% of FM broadcasters would be shopping for stereo origination gear right away—and some transmission-equipment makers said they hoped to reveal production plans, prices, etc., and take orders for stereo modification kits at the NAB convention beginning May 7 in Washington. Transmitter manufacturers' comments are rounded up on p. 6.

FCC decision set off flurry of activity among radio-receiver manufacturers, many of which had already finalized designs for 1962 models. Unanimously, they expressed satisfaction with the ruling and saw it as opening up a big new radio market. Plans for converters & stereo receivers are now being made full blast—and at least some will be on market by July 1, which means overtime work for engineers & die-makers. For plans of receiver-manufacturing industry, see stories on pp. 18 & 19.



Commission discussed pros & cons of each system at length, summarized its findings as follows:

"We find that [the Calbest Electronics and Multiplex Development systems] must be rejected because of inferior frequency response & stereo separation together with excessive cross-talk & high stereo subchannel noise characteristics. [The EMI system], despite impressive theoretical advantages, must be rejected because of its inability to handle orchestral dynamics in a manner that will produce an acceptable subjective stereophonic effect. [The GE Alternate and Philco systems] were withdrawn by their proponents . . .

"The adoption of national FM stereophonic broadcast standards therefore reduces to a selection of either [the Crosby-Teletronics system] or [the Zenith-GE system]. With respect to the technical criteria of frequency response & stereophonic separation, these 2 systems compare favorably on a theoretical as well as practical basis. However, we find that [the Zenith-GE system] has the clearly decisive advantage of being able to provide stereophonic broadcast service with negligible effect on the monophonic listener and that the correlative disadvantage of [Crosby] is its detrimental effect on the monophonic listener. As stated in the Notice of Proposed Rule Making, we feel that ' . . . any stereophonic system adopted should be based upon standards capable of rendering as high a quality of service as the art can provide, consistent with economic & other factors involved, without significant degradation of the service now provided under existing FM rules.' "

Commission added in a footnote: "We are also impressed by the apparent lower cost of [the Zenith-GE system], its comparative freedom from distortion, and the fact that its use does not ipso facto displace SCA operation." By "SCA," Commission refers to "subsidiary communications authorizations"—the multiplexed services offered by some 200 stations, giving background music, storecasting, etc. in addition to regular FM.

FCC didn't have much to go on in estimating costs. It did note that a GE survey reported that the cost of subcarrier signal generators "would be acceptable to the majority of FM broadcasters." It said that when the Crosby system was broadcast by some stations, under temporary developmental authorization, receiver adapters sold for \$50-\$100. Then, Commission said, GE had described an adapter for Zenith-GE system which "would be a relatively small device which could be manufactured for a parts cost of less than \$8." However, Commission went on:

"The cost of the adapter to the ultimate consumer will represent only a fractional part of the cost of conversion to stereophonic reception; the necessity for an additional amplifier & speaker must also be taken into account. And, if the field test results are indicative of the true performance capabilities of present stereo receivers & adapters, we must conclude that receiver development to date has been inadequate for stereo reception of optimum quality. It is therefore to be expected that good stereo receivers will be considerably more costly than monophonic receivers, irrespective of the system adopted."

As for patents, the Commission said that it was satisfied with proponents' representations that they'd grant licenses on a reasonable basis and wouldn't tend to monopoly.

NAB engineering chief A. Prose Walker was particularly pleased by decision, not only because NSRC and his field-test panel were complimented by FCC for their contributions—but because Commission came to same conclusion he did 2 months ago (Vol. 17:9 p15).

He said it would be extremely difficult to guess what it would cost FM stations to stereo-equip themselves—but he thinks that \$2,000-\$4,000 might cover it. He also warned that no more than 25% of existing stereo records are completely compatible, and told us that NAB plans to spearhead formation of compatible stereo recording standards.

NAB radio vp John Meagher looks for no sudden land rush among FM-casters. "Revenues are the great enigma," he said, "and we plan to explore the subject during FM Day at the convention. There will be a period of evaluation, while the pioneers pioneer."

FCC isn't through with stereo yet. You'll recall that it has before it proposals for AM stereo—and that it said it would take them up after deciding FM. And after AM—maybe TV stereo.

FCC'S SECOND LOOK AT OPTION TIME: Doom of network option time may have been foreshadowed last week when FCC voted 5-2 to ask Court of Appeals to remand the case to it for reconsideration. Commission said it will cancel its original decision, before taking another look, if court agrees to remand.

Case has been in Court because non-affiliated KTTV Los Angeles has been appealing Commission's 4-3 decision which held that option time is "reasonably necessary" but should be cut from 3 to 2½ hours per segment (Vol. 16:38 p1, et seq.). KTTV argues that the practice violates antitrust laws, must be prohibited; Justice Dept. has similar views.

Ever since FCC's original vote, there has been lively speculation FCC might reverse itself. With Commission split 3-3, Comr. King had cast his vote with majority to retain option time in what some lawyers claimed was a fuzzy concurring opinion. The speculation was accurate, because King's replacement, Chmn. Minow, voted last week to convert the minority to the majority—at very least for purpose of taking another look at case. Comr. Craven went along with the majority to bring case back—but most observers believe that eventually he'll again vote for option time.

It's assumed FCC will order oral argument—if Court remands case as expected. It's conceivable that Minow will be persuaded to keep option time, or that Comr. Hyde, Ford or Bartley will switch original vote. But this isn't considered likely—so ultimate lineup anticipated is: Minow, Hyde, Ford & Bartley against option time—Lee, Cross & Craven for. In last week's move, Lee dissented (Cross joining him) in statement belaboring the majority for requesting remand "without the benefit of any review of the record heretofore compiled." He said he'd be satisfied to let courts decide validity of FCC's original decision.

Commission's action was precipitated by fact that briefs had to be filed last week. Network and their special affiliate committees filed a single joint brief, as directed by Court, and 18 lawyers signed 53-page document defending FCC's decision. Brief is remarkably clear despite hands of 18 cooks in broth. It summarizes the network-affiliate view as follows:

"[KTTV and Justice Dept.] fail to recognize that the Commission here did all it was required to do by law. They misconstrue the clear admonition of the courts that the Commission has no power or duty to adjudicate the validity of specific practices under the antitrust laws. We respectfully urge that there is no need for a remand and no necessity for a declaratory judgment of abstract antitrust principles.

"We think it plain that the Commission properly weighed all the factors, including the competitive factors, affecting the public interest, in accordance with its statutory authority. The Commission, in comprehensive & detailed findings supported by the evidence, stated that the elimination of option time would create a likelihood that networking, which has been and will continue to be vital to the growth & development of TV broadcasting, would be undermined or destroyed. Those findings amply support the determination that option time is in the public interest and should not be abolished. The Commission's findings and conclusions were not vague or arbitrary and must be sustained."

(For network & affiliate reaction to FCC move, see p. 5).

FCC GRANTS MONTH RESPITE ON PROGRAM FORM: Industry obtained from FCC a month's grace in which to come up with counter-suggestions to the Commission's controversial proposed program form (Vol. 17:9 p2, et seq.).

After an FCC-industry conference last week, Commission extended deadline for comments from May 1 to June 1. Industry's hope now is to come up with complete suggested revisions including, importantly, separate forms for radio & for TV—for which there's growing support at Commission. Industry conferees wanted more time than another month, but FCC couldn't see it that way.

Representing Commission were Chmn. Minow, Broadcast Bureau chief Kenneth Cox and Minow's special asst. James Sheridan. For industry: NAB Pres. LeRoy Collins, NAB general counsel Douglas Anello, FCBA Pres. Robert Booth, ex-FCBA Pres. Frank Fletcher.

Commission made it clear to conferees that it wouldn't sponsor a formal FCC-industry committee to work on revisions. But it will allow staff to consult freely with broadcasters' representatives.

(We now have ample supply of FCC's full proposal for those subscribers interested in what the shooting's all about. Write our publication offices, Radnor, Pa.)

FCC'S FIRST MOVE ON NBC-RKO DEAL: FCC started to sort out the long-pending NBC-RKO station-swap (Vol. 15:51 p7, et seq.) by issuing a notice of its plans. Full text of the order hasn't been released yet, so all parties are puzzling over many aspects. A few things are definitely ascertainable, at any rate:

(1) FCC says it can't grant any of the transfers without a hearing.

(2) Philadelphia angles will be heard first—namely, renewal of NBC's WRCV-TV (Ch. 3), the deal to swap it with RKO's WNAC-TV Boston, and Philco's application for the channel.

(3) RKO got turned down in its request for approval of Philadelphia & Washington transfers prior to renewal hearings.

(4) Philco was rejected in its petition for a separate contest with NBC over WRCV-TV's channel.

(5) After the Philadelphia hearing, the examiner will issue an initial decision on that phase—then FCC will decide what to do next.

Commission's notice was, in part, a customary "McFarland letter," telling parties why it can't approve the transfers. Therefore, participants have 30 days in which to try to change Commission's mind.

DIXON & COLLINS FIRE AT ADMEN: Club-like conventions of advertisers & agency men, accustomed to hearing polite remarks from invited guests, were subjected successively instead last week to sharp criticism of their habits. The guests who belabored their hosts were FTC Chmn. Paul Rand Dixon & NAB Pres. LeRoy Collins.

"Heavier, faster-firing guns" will be aimed by his agency at "unfair & deceptive" advertising, FTC's newly-installed Dixon (Vol. 17:13 p8) assured Assn. of National Advertisers April 17 in Washington. In pungent phrases expressing distaste & impatience, he warned advertisers to shun "brinkmanship" in seeing how far they can go before FTC policemen catch up with them. He poked at FTC-cited TV commercials in recent cases as loathesome examples of advertising evils.

"So-called mass-appeal programs" sponsored by advertisers can drag broadcasting & country toward "mediocrity," NAB's Collins said in speech prepared for American Assn. of Advertising Agencies 5 days later at White Sulphur Springs. His words were less blunt than Dixon's, but the barbs were there. Collins said tartly: "I can think of nothing that will do our country more harm than mass conformity engineered to the lowest common denominator of our culture."

It was Democrat Dixon's first major public pitch since he took over FTC office from Republican Earl W. Kintner. Scoffing at trade reports that he's more interested in trust-busting than in ad-policing, Dixon promised that there'll be stepped-up—not relaxed—FTC operations on ad fronts in his regime.

"We're going to move faster at FTC," he told ANA members, scorning past FTC procedures under GOP which he said too often exposed the fraud only after the ad campaign had been "buried by its sponsors." From now on, Dixon said, FTC will use "a squad car instead of a hearse" in pursuing malefactors. Case-hearing routines will be streamlined and FTC staffers will be assigned singly to "development, trials and forward progress of each case." Dixon went on: "I don't mean to imply that justice will be dispensed at TV speed, but I think we ought to be able to get it off of horseback."

Exhortations to advertisers to sponsor "blue-ribbon" shows peppered the scheduled 4A speech by Collins April 22. Carrying on the network campaign he launched at RTES luncheon in N.Y. in March (Vol. 17:12 p2), he called on agencies to enlist with NAB to help prevent broadcasting from drifting into low-level program standardization. "Mediocrity," said Collins, "can only be the goal of mediocre people."

Collins also laid down 4 NAB Code rules for admen to observe in commercial copy practices: (1) Check with Code staffers on potentially questionable campaigns "before costly dies are cast." (2) Don't try to get on air with commercials which have been rejected by Code authorities. (3) Reserve patronage for Code-subscribing stations. (4) Make sure that sponsored programs "fully meet Code standards." Collins added: "Code influence for higher quality in the field of programming must—& will—become more active."

"We need & anxiously seek your help in these efforts," Collins said. "These Codes, like your own efforts at self-discipline, represent the best possible insurance for the continued advancement of broadcasting as the world's most effective medium for advertising." In his ANA speech, Dixon also had some comments on Codes: "I suspect that for some they provide welcome guidance and for others they serve as nicely tailored sheep's clothing. In short, we welcome any & all self-policing as a turn in the right direction. But we're still going to read & listen to the ads."

WORLD TV SET TOTAL PASSES 100 MILLION: More than 100 million sets-in-use, and 2,254 transmitters on the air in 72 countries. That's the status of world TV this spring, as shown in the Foreign TV Directory, a feature of our Television Factbook No. 32, to be published in June.

Outside the U.S., sets-in-use totaled 47,787,000 as of March 1—an increase of more than 20% in 12 months (Vol. 16:16 p13). Foreign stations rose to 1,639 from 1,220 during the same period, at a growth rate of 35% in the year. At the same time, U.S. sets-in-use increased about 7%—to 56.3 million from 52.6 million. Indications are that there will be more TV sets in foreign countries than in the U.S. by late 1962 or early 1963.

In terms of sets-in-use, these are the leading TV countries: U.S., 56.3 million; U.K., 11.2 million; Japan, 6.65 million; USSR, 5 million; West Germany, 4.8 million; Canada, 3.9 million; Italy, 2.36 million; France, 2 million; Brazil, 1.2 million; Australia, 1.17 million; Sweden, 1.15 million; East Germany, 1 million. West Germany has passed Canada in sets-in-use; Austria, Sweden & East Germany passed the million-set mark in the 12-month period.

Countries in which TV started in the last 12 months: Ecuador, Ireland, Kuwait, Netherlands Antilles, New Zealand, Rhodesia, Syria, Trinidad, United Arab Republic.

The Television Factbook's Foreign TV Directory lists all foreign stations on the air or planned, with licensee, channel, power and other information. We believe it's the most accurate & up-to-date directory of its kind. All of the information (except in the cases of a half-dozen countries) was obtained directly from responsible sources in the countries involved. In the few cases where direct information was unavailable, embassy sources and USIA data have been used. (Table of world stations & sets on p. 16.)

The FCC

More about

IF OPTION TIME GOES: Network executives in N.Y. were unruffled by FCC's plans to open once more the question of network option time (see p. 3). The top-most network brass was out of town (CBS-TV's James Aubrey and ABC-TV's Oliver Treyz were attending the 4A meeting in White Sulphur Springs; NBC-TV's Robert Sarnoff was attending a meeting in Indianapolis) but high-ranking vps and others holding the network fort generally took the following line:

1. The case for network option time has been proved once, and can be proved again.

2. Option time protects the weak (in the sense of mass popularity) programming of an informational or cultural nature even more than it protects strongly rated shows like *Gunsmoke* or *The Untouchables*.

3. Some affiliates don't like network option control of time segments, but most successful affiliates realize it's needed to provide a well-rounded network schedule.

4. If option time is eliminated, it will "seriously cripple" (as a CBS vp declared) or "definitely hurt" (as an ABC vp stated) nighttime public-affairs programming, since it would force networks into the position of being suppliers, basically, of popular-appeal-only programs for which mass audiences could be guaranteed to advertisers.

"The FCC," said a CBS executive who asked not to be named, "would like to think that stations are not in favor of network option time, because it appears to be in viola-

tion of antitrust laws. What FCC just won't realize is that you have to waive any such laws in special cases in order to have a good broadcast system. You can't gamble huge sums of money on programming, if you are a network, unless you have assurance that you can get your programs on the air."

Added an NBC source: "As a practical matter, the value of network affiliation in major markets is such that you hardly need a guarantee that stations will carry the best TV shows. On the other hand, if you have a contractual arrangement with stations which enables you to supply a broad range of programs—including many which the critics like but TV audiences sometimes spurn in favor of popular entertainment—why give it up?"

Jack Harris, KPRC-TV Houston, head of the NBC-TV affiliates committee, said: "I don't think anyone really knows what would happen immediately. We have a workable arrangement, highly satisfactory to the networks and to the affiliates. Loss of option time could have an adverse effect on the service to the public. FCC has held that option time is reasonably necessary for some 25 years, and we subscribe to that view. There's an inherent danger to service to the public without it. The erosion of clearances could come about."

Head of the CBS affiliates group, John Hayes, WTOP-TV Washington: "Clearances will erode if a program is a clunker. But let's see what the FCC does first."

CPs Granted: Ch. 56, Binghamton, N.Y., to Alfred E. Anscombe; Ch. 3, Alamosa, Colo., Alamosa Telecasting. Vhf translator: Ch. 3, Delta Junction, Alaska, to Northern TV.

Syracuse & Rochester Drop-ins: Some dozen comments were filed last week in FCC's proposal to add another vhf to Syracuse and Rochester—all favoring the proposals except one (WKBW-TV [Ch. 7] Buffalo), although some parties offered qualifications. The Commission has proposed to add Ch. 9 to Syracuse, shift Ch. 5 from Rochester to Syracuse and Ch. 8 from Syracuse to Rochester, add Ch. 13 to Rochester. This would require WHEN-TV Syracuse to shift from Ch. 8 to Ch. 5, WROC-TV Rochester from Ch. 5 to Ch. 8. WROC-TV favored the proposal but said it believes it shouldn't shift until a CP is issued for Ch. 9 in Syracuse. WHEN-TV says it sees no need for delay. WVET-TV (Ch. 10) Rochester, which is acquiring Ch. 5 from WROC-TV in a sale (Vol. 17:5 p14), goes along with WROC-TV's comments.

WNBH Due in New Bedford: The New Bedford Ch. 6 case, one of the dustier ones in FCC's files (Vol. 16:1 p7 *et seq.*), may be settled. In an initial decision, hearing examiner Herbert Sharfman recommended award of a CP to radio WNBH (E. Anthony & Sons Inc.) following a merger with it of remaining applicants Eastern States Bestg. Co. and New England TV Co. Inc. His decision was conditioned on an understanding that WNBH will suspend construction of a 350-ft. tower in the event that the Coast Guard on Martha's Vineyard finds it interferes with Loran-C navigation beams. Sharfman also pointed out that all New Bedford Ch. 6 signals will be called off if the Commission shifts Ch. 6 to Providence in still-pending proceedings.

Landis Hails "New Era": Lawyers who practice before govt. agencies have been called on by President Kennedy's special advisor James M. Landis to get in tune with the new Administration. "A new era is here," he said in a dinner speech to the administrative law section of the D. C. Bar Assn., asking the attorneys to help the agencies speed up their work. Landis urged them to play a more "affirmative role" in developing new administrative techniques to cut legal red tape in processing of cases. He said nothing specific about FCC.

FCC Translator Forms: Revised vhf & uhf translator Form 347 should be used by all applicants, FCC advised last week, urging parties to get rid of their old July 1956 forms—to speed up processing. The Commission also noted that uhf booster application Form 344 is available. Such boosters are used by regular uhf stations to fill holes in their Grade A coverage areas.

More N.Y. Uhf Project Bids: FCC is soliciting bids for a contract to process & analyze data to be received at 5,000 receiving locations during its N.Y. uhf experiment. The Commission said that the job would involve "the processing of about 5,000 punch cards, or the equivalent for other systems, per month," for 10 months. Deadline for bids is May 11.

Ford Speaks: Upcoming addresses by FCC Comr. Fred Ford, ex-chmn., include: April 28, Institute for Education by Radio-TV, Deshler-Hilton Hotel, Columbus, O.; June 27, Northwestern U. Communications Symposium, Evanston, Ill.; June 28, Advertising Assn. of the West meeting, Olympia Hotel, Seattle.

Allocations Actions by FCC: Reserved Ch. 10 for ETV in Augusta and Presque Isle, Me., and shifted commercial Ch. 7 from Calais to Bangor. Bates College holds a CP for WPTT on Ch. 10 in Augusta. The FCC also proposed to assign ETV Ch. 20 to Athens, O., substituting Ch. 71 for Ch. 20 in Coshocton.

Stations

More about

STATION EQUIPMENT FOR STEREO: At least 10% of the approximately 835 FM stations now in operation will be shopping for stereo-modification equipment at the May 7-10 NAB convention in Washington—although they almost certainly won't find anything for immediate delivery. That's the general tenor of trade appraisals we were able to obtain in the flurry of excitement & confusion which followed the Commission approval of the GE & Zenith systems (see p. 1).

There's little information available so far as to availability dates or prices. And while some individual stations—such as Zenith's non-commercial WEFM Chicago and GE's WGFN Schenectady—have announced they will broadcast in stereo as soon as possible, it's still too early to gauge the full impact of the new rule. For example, *The New York Times'* QXR Network (WQXR N.Y.) merely states: "We will take full advantage" of the newly approved stereocasting standards, "but we have no definite plans yet."

That also seems to sum up transmitting-equipment makers' comments. GE, which doesn't make FM transmitters, says its technical-products operation in Syracuse "intends to furnish broadcasters with modulators & modification kits to convert FM transmitters to stereophonic broadcasting . . . within a reasonable amount of time."

RCA "plans to offer an FM-stereo adapter for FM broadcast stations [and expects to] disclose details of products in this field at the NAB convention."

Gates Radio Co. is "in excellent position to be the first in supplying FM-stereo generating equipment," sales vp Larry Cervone told us, pointing out that Gates manufactured some of the transmitting equipment used by the winning stereo system in the National Stereo Radio Committee's field tests. "There is every evidence," he said, "that we can start production immediately," but he couldn't estimate delivery dates. He estimated that 10-to-25% of FM broadcasters would be in the market for stereo equipment immediately, with probably 25-to-50% "interested."

Cervone warned that some older FM transmitters probably could not be satisfactorily modified to put out a good stereo signal. "We do not suggest to interested broadcasters the modification of existing FM transmitters manufactured prior to 1958," he said. "We suggest that broadcasters make serious appraisal of whether new generating equipment is required." In almost every instance of conversion, he said, a new exciter (about \$1,200) would be advisable.

Collins Radio sales & contracts supervisor Robert E. Richards said conversions probably won't be readily available until late 1961 or early 1962. He said he expects FM-stereo interest to "develop very rapidly in the next 6 months" however, and, on the basis of requests for information from broadcasters, expects 25-to-30% of major-market FM stations to shop for stereo equipment right away.

GE Equipment Shipments: A newly-developed TF-14-A 35-kw amplifier has been shipped to WSTV-TV (Ch. 9) Steubenville, O., which plans to boost to 316-kw ERP in May. GE has also sold \$250,000 worth of transmitting equipment to KOOL-TV (Ch. 10) Phoenix, Ariz. After being displayed at the NAB convention in Washington in May, the equipment will be shipped to the station.

IS VIEWING DOWN—OR UP? An offhand remark by Lever Bros. exec. vp Henry M. Schachte, made at WBC's recent Pittsburgh conference on programming, was still stirring up a research ruckus last week. During a panel discussion, Schachte had said that his firm—which spent \$28.6 million for gross network TV time last year—had obtained research evidence to the effect that network TV viewing, on a long-term basis, was declining—not growing.

Schachte couldn't have drawn a bigger reaction from the networks if he had said Lever was switching its entire budget to skywriting. When Schachte headed for the ANA meeting in Washington last week, he discovered that 2 of NBC's high-ranking brass, exec. vp Walter Scott and research vp Hugh M. Beville, had trailed him there to make a personal pitch with a counter-study worked up on a crash basis by NBC research. And on Madison Ave., "Schachte's shellburst" was becoming a *cause celebre*.

These were the gist of the figures prepared for Lever Bros. by A. C. Nielsen:

1. Prime-time (7:30-11 p.m.) set usage dipped slowly from a 1957-58 season (Oct.-Sept.) average of 58.8% of TV homes watching to a 1959-60 figure of 55.8%—a 5% drop.

2. The drop applied to both winter & summer, with winter viewing off 5% and summer nighttime usage off 6%.

3. Daytime viewing, on the same yardstick, was off 1% in year-long comparisons. In winter, daytime usage was down 7% but up 12% in summer.

4. There was also a decrease at night of about 1% in the November-March period of 1960-61, as compared with the same period of 1959-60.

These figures apparently clashed with recent studies showing that TV is booming along (Vol. 17:14 p3). But Lever's nighttime figures were for a 3-year period ending in 1960. The more recent Nielsen figures for Feb. 1961 show an all-time high in viewing on a "total day" basis, which would indicate that gains in daytime set usage are tending to offset any drops at night. Besides Nielsen researchers in N.Y. pointed out that "any usage decline is tending to 'bottom out' and should start climbing again."

Sequel to WMBD-TV Peoria success story (Vol. 17:8 p11) has been sent to us by Gen. Mgr. Harold C. Sundberg who reports that Bergner's department store has renewed its schedule of 10- & 20-sec. commercials for another year with an increased budget.

Capitol Hill Lowdown: Kennedy Administration leaders will be questioned May 5 in the Senate Caucus Room by delegates to the 10th anniversary Washington convention of American Women in Radio & TV. Featured at the special news conference will be Senate Majority Leader Mansfield (D-Mont.) & Labor Secy. Arthur J. Goldberg. Other participants will include Sen. Neuberger (D-Ore.) & Rep. Bolton (R-O.). NAB Pres. LeRoy Collins will be the keynoter at the opening session of the May 4-7 convention.

Guide to Free Time: A new TV-radio handbook—*If You Want Air Time*—has been produced by NAB's PR service under mgr. John M. Couric to help civic clubs & other non-profit organizations find their way around stations. Intended for distribution by NAB members to the organizations, the guide contains lists of "do's" & "don'ts" for seekers of free time. Single copies are available to members only at NAB hq for 15¢ each. Lots of 100 or more are 12¢ per copy.

WNTA-TV Sale to ETV Group Is Set: NTA is in the process of selling WNTA-TV N.Y. for \$5,750,000 to an ETV group represented by station broker Howard Stark—rather than to an alliance of David Susskind & Paramount Pictures. Chief reason: Although the Susskind-Paramount group's offer was actually larger on a long-range basis, it was to have been a part-cash, mostly-film deal. But NTA, needing immediate cash to pay some heavy obligations (such as an annual tab of over \$2 million in interest charges on money owed), decided that nearly \$6 million in hand was worth more than a larger sum in the syndication bush.

By all indications, the deal will be announced between NTA & the ETV group (which is forming a non-profit corporation to acquire the station) some time this week. The ETV group, whose names Stark didn't reveal, is allied with the National ETV & Radio Center and the Lincoln Center for the Performing Arts. One of its members is John D. Rockefeller III. No plans have been announced by the ETV group concerning its operation of WNTA-TV.

Meanwhile, WNEW-TV made a firm offer of over \$600,000 for the N.Y. rights to reruns of WNTA-TV's *The Play of the Week*, and \$260,000 for the rights to 26 more taped dramas planned for the series next season.

* * *

RKO in Griffing Deal: Control of the late Henry Griffing's Video Independent Theatres Inc. of Oklahoma City and its theater-CATV-TV-radio-microwave combine is being bought by RKO General Inc. in deals which will total \$4,620,234. RKO General reported to FCC that it already had bought 25,001 of 50,000 Video Independent voting shares held by the Griffing estate for \$1,312,552. RKO has made agreements with other stockholders to purchase 69,635 of the remaining 76,999 voting & non-voting shares for \$3,307,682. Video Independent's holdings include 128 movie houses, 15 CATV systems, FM radio KIHJ Tulsa, a CP for FM radio KVVIT Oklahoma City and 12.5% of KWTW Oklahoma City. RKO told FCC it would dispose of the KWTW holdings, which would put it over its TV ownership limit in view of its Boston-Philadelphia-Washington TV swap deals with NBC.

* * *

Radio Sale: KCMJ Palm Springs, Cal. & a real estate-investment firm have been sold by Louis Wasmer and Cole E. Wylie to N.Y. attorneys Morris & Bernard Bergreen for \$490,000. Wasmer is the former owner of KREM-TV & KREM Spokane. Wylie owns radio KREW Sunnyside, Wash. The broker was Blackburn & Co.

* * *

Salisbury Facilities Sold: WBOC-TV (Ch. 16), WBOC and a CATV system, all in Salisbury, Md., have been bought by the A. S. Abell Co., owner of WMAR-TV Baltimore and Baltimore Sunpapers. Price wasn't disclosed but reportedly is between \$1 & \$1.2 million. The purchaser said that it was "assisted with negotiations" by Washington management consultant Howard S. Frazier.

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Add Payola Settlements: FTC has wound up another case in its anti-payola campaign, which is coming to a halt (Vol. 17:16 p8). Apex Producing Corp. and its Pres-treas. Dempsey Nelson Jr. have signed a consent order forbidding them to give payola to anybody as an inducement to play recordings on TV & radio. The Apex case had been pending since May 20, 1960.

Pay Exemptions Broadened: Small-town broadcasting stations, located within county-wide metropolitan areas whose populations are more than 50,000, were given exemptions from overtime requirements in an amendment to minimum-wage legislation approved by the Senate last week. As first written, the Senate's wage-hour bill provided overtime exemptions only for announcers, news editors and chief engineers employed by TV & radio stations in less-than-metropolitan areas with populations under 50,000 (Vol. 17:16 p6). But Sen. McCarthy (D-Minn.) pointed out that the exemptions wouldn't take care of stations in such home-state towns as Ely, Hibbing, Virginia and Eveleth, which are within the metropolitan-area boundaries of plus-50,000 St. Louis County, whose center is Duluth. Accepted without debate by the Senate was McCarthy's amendment extending the exemptions to towns with less than 25,000 population within metropolitan areas—so long as a station's "major studio is at least 40 airline miles from the principal city in such area."

Cuba on APBE Agenda: Exiled Cuban broadcaster Goar Mestre will address a May 6 luncheon session of the Assn. of Professional Bestg. Education at a day-long meeting preceding NAB's May 7-10 Washington Convention. He will relate how he fled Cuba and the take-over of TV & radio facilities there by the Castro government. Broadcast news coverage in the U.S. will be reviewed at APBE's morning session by Daniel W. Kops (radio WAVZ New Haven) & NBC's Washington news mgr. Elmer W. Lower. N.Y.U.'s Richard J. Goggin will moderate an afternoon panel session. Participants will include William A. Bates (WDAF-TV & WDAF Kansas City), George F. Hartford (WTOP-TV Washington), Merrill Lindsay (radio WSOY Decatur, Ill.), G. Pearson Ward (KTTS-TV & KTTS Springfield, Mo.).

FM Day Panel Set Up: "The Multiplexities of Multiplexing" will be discussed by FCC's gen. counsel Max Paglin and Broadcast Bureau engineer Harold L. Kassens in an FM Day panel May 7 at NAB's convention (Vol. 17:15 p12). Other participants in the afternoon session will include Everett L. Dillard (WASH Washington), NAB's FM Radio Committee chmn., and Ted Kenney (KDKA Pittsburgh). Other features of the day-long observance: "FM Profile 1961," presented by station managers from across the country. "What Young & Rubicam Has Discovered About FM," presented by the agency's Raymond E. Jones Jr. & Dr. Frank Mayans Jr., who will report on Chrysler's big FM buy. "The Changing Scene," a talk by NAB radio vp John F. Meagher. The National Assn. of FM Bestrs. joined NAB in planning the program.

Pittsburgh Hit is Booked: A telescoped version of a featured presentation at Westinghouse Bestg. Co.'s public-service conference in Pittsburgh (Vol. 17:16 p11)—"Changing Community"—will be spotlighted at a May 8 TV-radio session of NAB's May 7-10 convention in Washington. Participants in the clinic on broadcasting's community responsibilities will include WBC Pres. Donald H. McGannon, WBC vp Frank Tooke, Pa. Attorney General Anne X. Alpern, Lake Forest College Pres. Dr. William G. Cole, U. of Southern Cal. Prof. Dr. Frank Baxter, *Harpers* editor Russell Lyles, Case Institute of Technology Prof. James A. Norton. WBC's dramatization ("Great Debate, Part I") of an essay by Columbia U.'s Dr. Bernard Berelson also will be included in the special convention program.

KOXO (Ch. 2) Portland, Ore., previously reported as KCXO, plans to begin operation next fall.

Advertising

—BUT NO TRIPLE SPOTTING: After a week of ad-world criticism of its intention to go to 40-second station breaks in the fall, ABC-TV had news it could be sure admen would like. At the 4A's meeting in White Sulphur Springs, the network's vp for o&o's Stephen Riddleberger announced that none of its own stations would ever carry more than 2 announcements—whether "commercial, promotional or of a public service nature"—in the 40-second break. Should 2 such announcements take up only 30 seconds, the remaining time would have to be devoted to news & weather. There would be no triple-spotting.

Throughout the week, ABC-TV's decision to expand the station-break time between nighttime programs (Vol. 17:16 p7) had been the most debated subject on Madison Ave. Adding their protests to those filed the week before by Y&R Pres. George H. Gribbin and the ANA were:

Lee Rich, Benton & Bowles senior vp: "We were shocked . . . This would be a great disservice to the TV industry and hope you will reconsider. But if ABC persists, we would be forced to apply some depressing adjustment factor to its performance data in order to take into consideration the adverse effect on ABC vs. other networks."

Jack Van Volkenburg, M-E Productions pres.: "It will only lead to increased triple-spotting on stations, which will greatly decrease the value of the network advertisers' commercial announcements."

Emil Mogul, Mogul, Williams & Saylor pres.: "It is like thumbing a corporate nose at the govt., the advertisers and the public, whose ultimate recourse to this assault on its patience will be a grateful acceptance of pay TV."

Despite this barrage of criticism, ABC is proceeding with its plan for longer breaks. Whatever risk it runs of displeasing some major advertisers & agencies may well be outweighed by the strategic advantage the additional station revenue gives ABC in getting affiliates away from NBC & CBS, and in strengthening ABC's share of prime time on dual affiliates. CBS & NBC are likely to meet the lure of additional revenues with plans of their own. CBS is considering a 42-second station break "for competitive reasons," and intends to discuss the matter at its May 4-5 affiliates meeting in N.Y. NBC is keeping "close watch" on CBS moves, we were told, and will do "whatever is required to compete while serving the best interests of affiliates & advertisers."

* * *

New Challenge for Commercials: Longer station breaks (see above) will prove "a challenge to ad agencies" because increased multiplicity will "put new emphasis on the effectiveness" of all commercials. That's the opinion of Harold Hackett, ex-chmn. of Official Films who's currently pres. of Sturm Studios Inc., a N.Y. commercial-production house now planning to branch into program & syndication fields as well (Vol. 17:15 p11). Although fall program buying is nearly completed, advertisers are only now beginning to place orders for fall TV commercials, Hackett said. Trends noted so far by Hackett and vp William Sturm in fall commercials: (1) A further trend to hard-sell techniques among highly competitive products such as soaps & dentrifices. (2) Little or no attempt to relate commercials to program content (mostly because so many advertisers are making "scatter buys" of multiple-sponsorship 60-minute film programs).

Elman Wins FTC Job: President Kennedy's selection of politically-independent Philip Elman as an FTC member for a term ending Sept. 26, 1963 has finally been approved by the Senate. The nomination had been held up since January in the Senate Commerce Committee by the press of other business (Vol. 17:16 p13), but Chmn. Magnuson (D-Wash.) pushed it through to the floor April 18 and confirmation was voted in routine the next day. Elman, 43, a Harvard Law School graduate & govt. career man, was an FCC attorney in 1940-41, spent 2 years as Supreme Court Justice Felix Frankfurter's law clerk, worked for the State Dept., then joined the Justice Dept. in 1944. Since 1946 he has been an assistant to a succession of Solicitors General, specializing in regulatory-agency litigation in the Supreme Court. Elman was sworn in April 21 by Frankfurter. He will fill out the unexpired 7-year term of FTC Comr. Edward T. Tait, who returned to law practice.

Code Doesn't Apply to Longer Break: There is nothing in NAB's TV Code to prevent ABC-TV from increasing nighttime station-break commercial time from 30 to 40 sec., Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) pointed out last week. Taking note of "confusion" caused by protests by ad agencies against the network's plan for the 1961-62 season (Vol. 17:16 p7), Hartenbower reminded them that since June 15, 1960 the Code has permitted a maximum of 70 sec. for station breaks between prime-time programs. Commercial time standards are "an extremely difficult & delicate area of self-regulation," Hartenbower said, adding that "re-evaluation" by the Review Board is under way. "The station-break allowance, along with all other parts of the time standards, will be thoroughly studied to see what changes, if any, should be made," he promised.

At 4A's White Sulphur Springs Meeting: Said Arno H. Johnson, vp & senior economist, J. Walter Thompson, (discussing advertising's role in the economy): "To support an \$800 billion production economy in the U.S. by 1971—which is the minimum to anticipate if we are to avoid general unemployment & under-utilization of our productive ability—we must add to our level of domestic sales to consumers the huge amount of about \$182 billion. Total advertising of about \$13 billion or 17% above the 1959 investment may be required to encourage the needed increase in living standards to \$340-350 billion of personal consumption in 1961." Said E. G. Gerbic, co-chmn. of ANA-4A committee for improvement of ad content: "There has been a notable improvement."

Do Housewives Trust Ads? Yes & no, according to Opinion Research Corp. Pres. Walter G. Barlow. He told the Assn. of National Advertisers spring meeting in Washington (see p. 4) that 71% of housewives sampled in a special poll agreed that "you can generally believe what you read or see in advertising." But 71% also were convinced that "some advertising is an insult to people's intelligence." There was nearly-unanimous (99%) concurrence with another statement proposed in the poll: "Advertising is often helpful in giving people information about new products that have just come on the market."

"Wholesale" Prices Challenged: Rep. McFall (D-Cal.) has introduced a bill (HR-6539) amending the Federal Trade Commission Act to prohibit false claims in advertising that the retail selling prices of products are the wholesale prices.

MAGAZINES SHOOTING AT TV AGAIN: In outsized headline type last week a 7-column ad placed by the Magazine Advertising Bureau rhetorically asked admen in newspapers of the nation's major advertising centers: "Where do you find the better customers . . . magazines or TV?" MAB's ad then furnished its own answer:

"There seems to be strong evidence that no matter how much an advertiser spends on TV, he can't get real frequency against the heavier magazine-reading families. Instead, he seems to pile up more TV messages against families which watch TV most, and which, family-for-family, are poorer purchasers of most products & services."

Other pro-print points: "For the second year running, magazines have gained in their share of the advertising dollar . . . last year advertising in magazines stood at an all time high, up 9%. Circulation of magazines also is at an all time high—over 18 million copies per issue . . . There is a strong tide running toward magazines."

Predictably, TvB didn't share MAB's enthusiasm, we learned when we called TvB research dir. Dr. Leon Arons for his reaction. Not mentioned by MAB, but cited by Arons:

1. Magazines (according to *Printers' Ink* tabulations) have indeed increased their share of the ad dollar in the past 2 years. Of total ad spending, magazines received 7.4% in 1958, 7.8% in 1959, and 8.1% in 1960. However, this has been achieved (said Arons), not because lineage has been booming, but because gradually declining lineage has been offset by increased space costs.

2. Magazines aren't keeping pace with U.S. adult population growth. In the past 5 years, magazines have increased their total circulation about 2% while the adult population has increased 5.4%.

3. The number of magazines per U.S. household has dropped from 3.8 to 3.6 copies in the past 5 years. (But the amount of time spent daily by adults with magazines has risen. In 1957 eleven minutes daily, in 1960, twelve.)

4. "There's no real evidence to support a claim that magazines & TV are separate markets," said Arons. "Research indications are that heavy users of one medium tend to be heavy users of all media. If anything, magazines are trying to climb on a TV bandwagon."

Why Korvette Loves TV: A 6-week TV test campaign, the first undertaken by the E. J. Korvette discount-store chain, worked so well that it will be the first of many, reported *Printers' Ink* April 14. The co-operative effort—with Zenith, Webcor, Emerson, Motorola, Norge and Admiral—consisted of 21 one-min. commercials each week on 3 WNTA-TV N.Y. shows in the pre-Christmas period. *The Play of the Week*, *The Picture of the Week* and *The New Movie* were chosen for their wide appeal to adults (predominantly women) and their ability to deliver an unduplicated audience. "We experienced a tremendous increase in the hard-goods division," said Korvette sales promotion dir. Eve Nelson. "A good part part of the increase has to be attributed to the campaign as 1960 appliance sales were down generally throughout the nation—but not for Korvette."

Ad People: Bren Kelley named a Benton & Bowles vp . . . Frank M. Leonard named vp, Dancer-Fitzgerald-Sample . . . Robert W. Castle named a senior vp, Ted Bates . . . Donald H. Halsey named a Compton vp.

Autos Step Up TV Use: 1960 gross TV billings for the automotive industry climbed to \$58,233,995—a 19% increase over the \$48,966,026 spent in 1959. Gains were made in both network (\$41,421,485 vs. \$37,492,882) and national spot TV (\$16,812,510 vs. \$12,143,000). “The trend toward increasingly varied & expanded use of the medium will continue into 1961,” said TvB, reaffirming our March report (Vol. 17:13 p8).

As recently as 1958, auto ads on network TV “were confined largely to 10 prime-time programs & a number of specials,” TvB noted. But in the fall of 1960, auto firms bought 18 prime-time programs, specials as well as sporting events & daytime programs. (A 13-week daytime order was placed just last week by General Motors for quarter-hours in 4 NBC summer shows.)

Spot-TV patterns have changed also, the bureau reported; “all types of programs have been used, with a large concentration in the evening and occasional use of early morning TV.”

General Motors led the industry with 1960 gross-time billings of \$21.6 million (up from \$17.3 million in 1959), followed by Ford with \$15.5 million (vs. \$16 million) and Chrysler with \$10.2 million (down from \$11.1 million). The 1960 breakdown (passenger cars only):

	Network	Spot	Total
American Motors Corp.	\$ 426,297	\$2,677,130	\$ 3,103,427
Chrysler Corp.	8,529,308	1,716,270	10,245,578
Ford Motor Co.	10,328,980	5,143,720	15,472,700
General Motors Corp.	16,436,692	5,173,600	21,610,292
Kaiser Industries	1,771,249	23,430	1,794,679
Renault Co.	1,939,857	412,970	2,352,827
Studebaker-Packard Corp.	1,064,249	879,520	1,943,769

Gross-time TV billings of the top 10 car brands ran as follows:

	Network	Spot	Total
Ford	4,423,389	4,641,140	9,064,529
Chevrolet	5,281,243	2,523,120	7,804,363
Oldsmobile	3,100,881	936,990	4,037,871
*Corvaire	3,829,108	3,120	3,832,228
*Rambler	426,297	2,677,130	3,103,427
Plymouth	2,444,984	523,630	2,968,614
Dart	2,361,857	14,990	2,376,847
Pontiac	1,261,415	1,110,700	2,372,115
*Dauphine	1,850,575	412,970	2,263,545
*Falcon	2,109,513	4,470	2,113,983

*Compact cars. Only 2, Dauphine and Rambler, were in 1959's top 10.

Profits Down for Ad-Media Companies: “Operating costs outraced revenues,” concluded April 14 *Printers' Ink* after a study of 25 ad-media companies showed that 13 slumped in profits in 1960 from 1959, despite near-record revenue. Twenty-one of the 25 publicly-held concerns produced increased revenues in 1960, but 9 of the 21 were down in earnings. Of 9 broadcast-media companies, 8 were up in revenue but 5 were down in profits. Of 7 magazine publishers studied, 5 showed revenue gains, but 4 showed profit declines. Each of the 4 newspapers surveyed was up in revenue, but 3 were down in profit.

British Bookselling: Americans lag behind England in the use of TV & radio programs to sell books, Alan Pryce-Jones, English author & former editor of the *Times Literary Supplement*, told the Publishers Adclub recently in New York. He said that increased book sales often resulted in England after an author met his critics on a TV program. He also described a radio series in which critics discuss the arts, and the subsequent sales hike of a book discussed on the show. Concluded Pryce-Jones: “There's lots to be done [for U.S. bookselling] in TV that isn't being done.”

Ad Agency Selected: Transcontinent TV Corp. has appointed Jones & Hanger Inc., Kansas City, as its corporate agent for national advertising, effective May 15.

Networks

CBS's FIRST-QUARTER RISE: An optimistic picture of 1961's operations was painted for stockholders last week by CBS Inc. Pres. Frank Stanton at the annual meeting in N.Y. Having reported record sales of \$464.6 million and near-record net income of \$23.2 million (\$2.77 per share) for 1960 (Vol. 17:7 p23), CBS is experiencing a continued sales increase, on the basis of preliminary figures.

Stanton said total sales of the corporation, and sales of 6 of its 8 operating divisions, were higher in first-quarter 1961 than in the same 1960 period. For all of 1961, he said: “If the general economy improves this year, as most economists expect, our sales will be somewhat better than in 1960. Our effort will be to try to produce profits at the 1960 level or better.” He gave this division breakdown:

TV network: “During the first quarter, for the 7th consecutive year, the CBS-TV network attracted larger audiences than any other network [and it] shows real promise of making this the 8th year in a row in which it has maintained its position as the world's largest advertising medium.

TV stations: “Leadership in their markets is also held by our 5 TV stations. . . . All 5 lead in sales, and 4 out of the 5 are in No. 1 position in both audience & sales.”

Radio: During the first quarter of this year, CBS Radio averaged 17 of the top 25 sponsored programs, up from 14.

News: “The vigorous new leadership of this division is already making its mark.”

Columbia Records: This division “has for a number of years led the record industry in total consumer sales. On the basis of its first quarter, [it] is clearly going to have another excellent year . . . The Columbia Record Club is the world's largest mail-order subscription club with a current membership of over 1.6 million.”

CBS Electronics: “The first quarter was unsatisfactory. Hurt by the recession, by drastic price-cutting and by imports, sales were less than anticipated. Production of some product lines has accordingly been reduced, and operating costs lowered.” Under new management, “many steps are being taken to remedy the division's difficulties.”

CBS Labs: Principal projects include silicon switching transistors, jet plans intercom systems, dry-film lubricants for outer-space use, and the VIDIAC character generator for electronic printing.

CBS International: “The division expects another good year.” CBS Newsfilm is bought by stations or networks in 25 countries and “reaches 7 out of 10 TV homes throughout the world.” More than 60 other CBS program series are seen in 51 countries for a total of more than 1,250 program half-hours weekly.

In answer to questions from stockholders, Chmn. William Paley made these points:

Color TV: “We are geared up to start to broadcast color TV on very short notice . . . When color TV becomes universal in terms of receivers in the hands of the public, we will serve this demand.”

Pay TV: “CBS will be watching all developments.”

Mergers & acquisitions: “There is nothing at hand immediately, but we are always open to opportunities or suggestions.”

New financing: “Nothing is planned this year, but outside financing probably will be needed before 1972 for construction of our new N.Y. hq on the Avenue of the Americas.”

A stockholder who identified himself as a CBS employe told Paley that employe morale had been shattered by the trend away from live programming, and the consequent dismissal of 45 workers. "The pioneering spirit is lost," he said. Replied Paley: "I share your enthusiasm for live programming . . . It is the desire of the company to maintain a high percentage of live programming, but this is sometimes difficult [because of the preferences of actors & producers] . . . I cannot accept your statement that the pioneering spirit is dead . . . but we cannot fight against the tide."

ABC Wins Orange Bowl: A 10-year CBS-TV sports-event standard, the Orange Bowl football game, is now part of ABC's sports calendar. CBS reportedly dropped the event rather than enter into general bidding. Exclusive TV rights to the game, the regatta, the parade and the junior Davis Cup tennis matches will cost ABC \$256,000 annually.

NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. April.
Warner-Lambert (Lambert & Feasley)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. April.
Johnson & Johnson (Young & Rubicam)
North American Philips (C. J. LaRoche)

Daytime programming, Mon.-Fri., part. eff. May.
Lehn & Fink (G, M, M & B)

CBS-TV

I Love Lucy, Sun. 6-6:30 p.m. Father Knows Best, Tue.
8-8:30 p.m., part. eff. April 30 & May 30.
Van Camp Sea Food (E, W, R & R)

P.G.A. Tournament, Sat. July 29, 5:30-6:30 p.m., Sun. July
30, 4:30-6 p.m., participations.
Renault (Needham, Louis and Brorby)

Baseball Game of the Week, Sun. April 16, participations.
Colgate-Palmolive (Ted Bates)

CBS Reports, Thu. April 27; fall, full-sponsorship.
AT&T (N. W. Ayer)

NBC-TV

Wagon Train, Wed. 7:30-8:30 p.m., part. eff. fall.
National Biscuit (McCann-Erickson)
R. J. Reynolds (William Esty)

Captain of Detectives, Fri. 8:30-9:30 p.m., part. eff. fall.
Brown & Williamson Tobacco (K, M & J)
Colgate-Palmolive (Ted Bates)

Thriller, Mon. 10-11 p.m., part. eff. fall.
Colgate-Palmolive (Ted Bates)

87th Precinct, Mon. 9-10 p.m., part. eff. fall.
Liggett & Myers Tobacco (M-E)

Tales of Wells Fargo, Sat. 7:30-8:30 p.m., part. eff. fall.
Warner-Lambert (Lambert & Feasley)

Hollywood, the Golden Years, Wed. Nov. 22, 7:30-8:30 p.m.,
Full-sponsorship.
Procter & Gamble (Benton & Bowles)

Pro Bowl Game, Sun. Jan. 14, co-sponsorship.
Liggett & Myers (D-F-S)

East-West Football Game, Sat. Dec. 30, participations.
R. J. Reynolds (William Esty)

The Pro Championship Game, Sun. Dec. 31, participations.
Philip Morris (Leo Burnett)
Ford Motor (J. Walter Thompson)

Daytime programming, part. eff. May 3, June 20 & Oct. 2.
Ex-Lax (Warwick & Legler)
Pillsbury (Leo Burnett)
Thomas Leeming (William Esty)

2ND CANADIAN NETWORK APPROVED: A new coast-to-coast TV network, embracing 8 independent stations which compete directly with CBC, was officially born April 21. The Board of Broadcast Governors authorized Toronto film producer Spencer W. Caldwell and the 8 stations to form Canadian Television Network Ltd. (Vol. 17:16 p8) and commence operation by the start of the professional football season in August. The network license runs to June 30, 1968, and calls for a review of operations by August 31, 1964.

The 8 stations: CFTO-TV Toronto, CFCF-TV Montreal, CJOH-TV Ottawa, CJCH-TV Halifax, CFRN-TV Edmonton, CJAY-TV Winnipeg, CFCN-TV Calgary and CHAN-TV Vancouver. Caldwell said CTN would be ready to televise the first football game August 11.

BBG's authorization requires CTN to operate on affiliated stations an average of 10 hours weekly in any 12-month period. This represents a compromise of the programming differences between BBG & CTN Pres. Caldwell. The former had stipulated originally (Vol. 16:50 p3) that the new network operate a minimum of 10 hours weekly regardless of program sponsorship. Caldwell had been unable to guarantee that volume of programming by starting date. Other BBG actions:

Denied the application of CFTO-TV Toronto for a temporary Toronto-Montreal-Ottawa TV network (Vol. 17:16 p8) to carry Canadian pro football games.

Liberalized its regulations for TV-radio advertising of beer & ale. It is now permissible to identify product as well as sponsor and to show the label.

Approved licenses for new TV stations at Flin Flon, Man. and Cranbrook, B.C.; denied application from Ste. Anne des Monts, Que.

Networks Call "Time": Sen. Proxmire (D-Wis.), who alternately praises & denounces TV programs on the Senate floor, has obtained an accounting from all 3 networks on what they have in store for the public next season by way of public-service shows. Seizing on a "show business" TV roundup in the March 31 *Time* as evidence that the outlook is dim, Proxmire called on the networks to defend themselves. Unanimously, CBS Inc. Pres. Frank Stanton, NBC Pres. Robert Kintner and ABC Pres. Leonard H. Goldenson replied that *Time* erred. They told Proxmire that network schedules will be chock full of public service next season. The correspondence provided "a useful dialogue" anyway, Proxmire told the Senate.

High Price of Public Affairs: Addressing the Hartford Advertising Club (Hartford, Conn.) April 21, CBS News Pres. Richard Salant let his audience in on some of the costs of electronic journalism. "If the CBS-TV network, a not unprofitable enterprise, dropped all its news & public-affairs programs," Salant said, "and substituted the ordinary mass-entertainment programs, and making the assumption that [it] could sell all the substitute programs at the going rates, the network could increase its pre-tax profits by as much as 65%. And that is many, many millions of dollars."

New CBC-NABET Pact: A new agreement involving some 1,400 technical employes of the Canadian Bestg. Corp. has been ratified by NABET & the network. The agreement, effective as of April 1, provides a 4% salary rise for the 12 months to Jan. 31, 1962 and a 3% increase for the subsequent 14-month period.

Wolper Finds His Own 'Network' Again: David Wolper's latest TV documentary, "Project: Man in Space," will be spot-placed by Tidewater Oil Co. in the company's 44 markets. This is the 2nd time the independent Hollywood producer has circumvented TV network opposition and has managed to garner near-national exposure for his program on a market-by-market basis. Operating under the same no-outside-produced-documentaries policy which prompted refusal of "Race for Space" in 1959-60, the networks apparently are still wary of Wolper.

Last year, Wolper obtained exclusive 4-year U.S. rights to Soviet space films, including footage on 3 years of preparation for the Russian man-into-space shot. Tidewater purchased TV rights from Wolper and recently tried to buy network time for a 60-min. program. The oil firm reportedly offered to turn over 4 hours of footage to an interested network, which could then produce the show itself. The network would pay Wolper \$25,000 and Tidewater would sponsor the program—at a 60% discount because it has no Midwest distribution.

ABC-TV news vp James C. Hagerty called this financial arrangement "distasteful" and said he wouldn't use "foreign-govt. films given exclusively to one producer." CBS, after refusing the films, later tried in vain to buy a 6-min. segment for use in the April 14 *Eyewitness to History* report on the space trip of Major Yuri A. Gagarin.

Rerunning "Race for Space" for the 3rd time last week under Tidewater sponsorship, WPIX N.Y. drew an April 13 Arbitron of 11.8, almost equal to ratings scored on the 2 previous showings. It topped all 3 April 12 network space specials in the N.Y. market.

ABC's Oscar Performance: Having out-manuevered NBC & CBS for the TV rights to the annual Hollywood Oscar show (Vol. 16:36 p6), ABC kept its fingers crossed April 17. Would the Academy Awards show draw a larger audience on ABC than it had in the previous season on NBC? When the Trendex returns were in, ABC breathed easier. Trendex estimate of the audience: "Over 100 million viewers watched all or part," or about 9 out of every 10 TV homes. In the 10:30-11 p.m. period, ABC drew a 51.0 rating and 82.5 share in nearly 30 major cities, and an 11-midnight rating of 62.5 and an 89.0 share. NBC quickly countered with a which-rating-d'ya-read? reply, pointing out that Arbitron gave NBC a 54.4 rating, 83% share in 1960 for the Oscarcast, but gave ABC's 1961 coverage a 45.0 rating and 73% share.

CBS Foundation Names 8 News Fellows: Fellowship grants, for 1961-62, providing a year's study at Columbia U., were awarded by CBS recently to Stephen Banker (WCBS N.Y.), Thomas Dorsey (WBNS-TV Columbus), Morris Hepler (WWL-TV New Orleans), Peter Herford (KTVA Anchorage), David Nellis (U. of Miami), Thomas Petry (WQED Pittsburgh), William Seamans (WCBS-TV N.Y.) and Sanford Socolow (WCBS-TV N.Y.). Applications had been open to all staff members of CBS News, CBS o&o's and affiliate stations, personnel of non-commercial ETV stations and broadcasting educators.

New ABC Overseas Offshoot: ABC's booming international TV-radio activities achieved a new status last week when ABC International TV Inc. was created as a new, wholly-owned subsidiary of AB-PT. Donald W. Coyle, who has been serving as vp in charge of ABC's old international div., was named pres. of the new subsidiary.

Programming

Block-Booking Pleas Filed: Neither the Justice Dept. nor the defense is satisfied with N.Y. District Court Judge Archie O. Dawson's antitrust decision in February against block-booking practices of major TV film distributors (Vol. 17:7 p15). Complaining that terms of Judge Dawson's injunctions in the case won't be effective, the govt. has appealed directly to the Supreme Court to order them tightened. In cross-appeals, attorneys for the 6 film companies protested the District Court's orders were too stringent.

The Justice Dept. said the orders left loopholes for "temporary block-booking" of films by stations, that the distributors should be required to offer their wares on a picture-by-picture basis under separate price tags, and that the films should be described—not just listed by title. "The companies will be able to finagle all over the lot if the lower court's order stands as is," a Justice attorney told us.

"Nonsense," attorneys for the distributors said in effect. They had first indicated that they wouldn't appeal Judge Dawson's decision, but the govt.'s move to make it tougher changed their minds. Among other things, they told the Supreme Court that they needed relief from block-booking prohibitions he imposed, that the govt. had failed to prove any widespread illegal practices in the case, that Judge Dawson had relied on irrelevant legal precedents in his decision. The Supreme Court probably won't list the appeals for arguments until next term.

White House TV Scorned: President Kennedy's televised news conferences are "a mess," the American Society of Newspaper Editors was assured by one of the regular participants—Peter Lisagor of the *Chicago Daily News*. As a matter of fact, Lisagor told the ASNE's Washington convention, the TV-covered conferences are so "disorderly & disorganized" that they're "almost chaotic." Calling for "a better way of handling it," he said: "The reporters have become little more than props for a show. It's like making love in Carnegie Hall, but not that intimate." Lisagor spoke his piece in a panel discussion of Kennedy administration news policies. Max Freedman of *The Manchester Guardian* said that if the conferences' TV format is faulty, then the Washington press corps itself is largely to blame for making it so. The President himself, Freedman said, has been giving "incisive answers" to on-camera questions. The format also was defended by a 3rd panelist—White House press secy. Pierre Salinger. It's "here to stay," he said flatly.

TV's Political Power: "Independent" voters in the 1960 Presidential election were 2-to-1 in favor of John F. Kennedy vs. Richard M. Nixon after watching one or more of the campaign's televised debates. That's one finding by a U. of Mich. Survey Research Center team which sampled voters in a Rockefeller Foundation-financed study. The report also confirmed that the TV debates won a huge audience—at least 80% of the voting population.

Schools to Get NBC Documentaries: Over 40 NBC historical & informational TV films are being made available to U.S. schools & film libraries. McGraw-Hill Publishing Co. and Encyclopaedia Britannica Films will distribute prints of *Project 20*, "The Twisted Cross," "Nightmare in Red," "Meet Mr. Lincoln," "Mark Twain's America," "3-2-1-Zero," and 30 episodes of the *Wisdom* series, under a deal with NBC Enterprises. To be released soon; *NBC White Paper*, David Brinkley's *Hong Kong*.

More Fall-Schedule Information: Although nearly all the fall shows are now securely set, the following changes in the 1961-62 schedules have been reported since our last checkup (Vol. 17:15 p7).

ABC-TV: *The Force*, Warner Brothers' 60-min. show scheduled for Wed. 7:30-8:30 p.m., has been forced out. Replacing it will be a pair of Goodson-Todman Civil War shows: *The Rebel* and *The Yank*. The former, now on ABC, and the latter, a pilot holdover from last season, will be combined as a 60-min. show. *Ben Casey*, a 60-min. medical drama series produced by Bing Crosby, will fill the Mon. 10-11 p.m. berth recently vacated by *Adventures in Paradise*.

NBC-TV: Tennessee Ernie Ford's defection from the fall schedule (Thu. 9:30-10 p.m.) has made room for *Hazel*, a Screen Gems package which has been making the network rounds. NBC, unwilling to buck the Las Vegas lobby, has dropped plans for Goodson-Todman's *Las Vegas Beat*. A 60-min. version of a Four Star show currently on ABC, *Captain of Detectives*, will take over the Fri. 8:30-9:30 p.m. spot.

Cuban Invasion Coverage: CBS News chalked up some coups in telling the story of the preparations & the landings, including: (1) Exclusive story, in pictures & words, reported from Florida by Stuart Novins before the invasion, of recruiting & preparations by anti-Castroites. (2) Interview with Abel Mestre, former pres. of Cuba's CMQ TV & radio network (now taken over by Castro), Minister of Information in the anti-Castro Revolutionary Council. (3) Daily video-tape rebroadcasts of Cuban TV newscasts, with running English translation, recorded in Key West—virtually the only direct communication from Havana. NBC News on April 18 telecast what it described as the "first TV pictures from Havana since Cuba was invaded by rebel forces." Using a long-range receiver in Naples, Fla., NBC taped telecasts from CMQ-TV Havana, showed excerpts on *Huntley-Brinkley Report*.

"Bullets" Shoots Up Show: Jackie Gleason's ex-agent George (Bullets) Durgom obtained a court injunction last Thursday to stop "Million Dollar Incident"—an April 21 CBS-TV special—in the event that his name should be used in the show. Taped last August, the show stars Gleason as a TV star who is kidnapped for \$1 million ransom, and includes a Harvey Lembeck-characterization of Durgom. CBS, in true showbusiness style, said "the (\$500,000) show must go on." A speedy editing job electronically obscured the names of "George," "Durgom," and "Bullets" some 19 times.

"Best Sellers Week": KMOX-TV St. Louis unveils a bright bit of showmanship in the presentation of movies early next month. The station will put on a "Best Sellers Week," featuring 7 movies based on best-selling novels. Kickoff on Sunday May 7 (10:30 p.m.) is Marcia Davenport's *Valley of Decision*, to be followed throughout the week by Lloyd C. Douglas's *Green Light*, Ernest Hemingway's *To Have & Have Not*, Cornelia Otis Skinner & Emily Kimbrough's *Our Hearts Were Young & Gay*, Sinclair Lewis's *Cass Timberlane*, Pearl Buck's *The Good Earth*.

KING-TV Seattle and Boeing Airplane, producer & sponsor respectively of a televised documentary on the centennial of the U. of Wash., have been commended by a resolution of the Washington state senate "for this unique example of excellence in the field of public service & technical achievement."

Awards & Honors: The George Foster Peabody Awards were presented April 18 in N.Y. The winners: TV contribution to international understanding: CBS 1960 Olympic coverage. TV education: *NBC White Paper*. Local programs: KPFF (FM) Pasadena, WCKT, Miami, WOOD-TV & WOOD Grand Rapids, WCCO-TV Minneapolis. Radio children's programs: *The Singing Lady*, WNYC N.Y. Radio entertainment: Musical spectaculars, WQXR N.Y. TV public service: *CBS Reports*. Radio-TV education: *Look Up & Live*, CBS; *Frontiers of Faith*, NBC; *Pilgrimage*, ABC. TV children's programs: *The Shari Lewis Show*, NBC. TV news: *Texaco Huntley-Brinkley Report*, NBC-TV. Radio public service: Metropolitan Opera network. TV youth programs: *GE Coltege Bowl*, CBS-TV. TV entertainment: "Fabulous Fifties," CBS-TV. A special award of outstanding public service: Dr. Frank Stanton for his part in bringing about "The Great Debates" • *Saturday Review* voted a special citation to 5 sponsors for "leadership in support of quality TV & radio programming and non-client interference with the creative heads of the programs they are sponsoring." Honored were Bell & Howell, Purex, Standard Oil of N.J., Gulf Oil and Nationwide Insurance. 10 programs were also cited: *Texaco: Huntley-Brinkley Report*, NBC. Ford: *Leonard Bernstein & the N.Y. Philharmonic*, CBS. Phillip Morris: *CBS Reports*. Standard Oil of N.J.: *Play of the Week*, WNTA-TV N.Y. U.S. Time: *NBC White Paper*. *Texaco: The Metropolitan Opera*. Shell Oil: *N.Y. Philharmonic Young People's Concerts*, CBS. Bell & Howell-Mead Johnson: *Winston Churchill: The Valiant Years*, ABC. NBC: NBC Opera Company • WFIL-TV & WFIL Philadelphia received an award for their *One Nation Under God* series from National Religious Publicity Council.

Unions Plan Infiltration Pact: A "concerted effort" is being made by foreign-Communist-dominated unions to infiltrate the ranks of U.S. & Canadian entertainment unions, charged Herman Kenin, pres. of the American Federation of Musicians, last week. Kenin has called a May 19-26 conference of union heads in the U.S., Canada, Central and South America and the Caribbean. The conference, to be held in San Jose, Costa Rica, hopes to establish an international trade secretariat as "a nucleus to encompass all the democratic show business unions in the free world." Among those attending will be representatives of IATSE, IBEW, AFTRA, SAG and NABET. . . . On another entertainment union front, DGA and the U.S. networks still disagree on the new contract terms for 900 directors, asst. directors and stage managers (Vol. 17:16 p8). The union has granted its members "temporary permission" to continue work without a contract.

Canon 35 Criticized: It's time for lawyers to "take a fresh look" at the American Bar Assn.'s rule banning cameras & microphones from courtrooms, Meredith Bestg. Co. exec. vp Frank P. Fogarty told the Omaha Bar Assn. Deploring refusal of the ABA to revise or relax its Canon 35, Fogarty said: "If you will admit cameras & microphones to the courtrooms you will not jeopardize the rights of your clients. On the contrary, you will actually insure them. You will reaffirm the right of the people to know what is going on in the courtroom—by the most faithful means of reporting there is."

OCDM Offers Public-Service Films: *Retrospect*, a series of 13 quarter-hour historical programs, is being offered to all U.S. commercial TV stations via Sterling.

Film & Tape

LESS VIOLENCE NEXT SEASON: That's the word from the network censors, who have previewed the bulk of pilots & early episodes of next season's programming. This is attributed to (1) better balanced programming, with comedies & animation playing important roles; (2) awareness by producers & networks of criticism from the trade, press and govt. against "violence for the sake of violence," and (3) what one executive described as a switch from physical to "emotional" violence.

Here's a sampling of what network executives in charge of script policing told us:

Robert Wood, West Coast mgr. of best. standards, NBC-TV: "Violence in emotions will be stressed, rather than physical violence. There will be more character study because there will be more 60-min. shows. Hour shows allow time for such delineation, and don't have to depend on violence. I think next season will be a better year with less violence."

Dorothy Brown, dir. of continuity acceptance, Western div., ABC-TV: "We will have a balanced & lighter program schedule next season, which makes for a less violent picture over-all. The schedule has been lightened by comedies & animation shows to the point where any angle which has been criticized will be taken care of. There will be considerably less violence, [but] sex is here to stay. We are cognizant of criticism against violence by the govt. & the trade. The picture is very bright for us next season."

William Tankersley, West Coast dir. of program practices, CBS-TV: "I don't think there will be any remarkable change regarding violence next season, but the situation will be slightly better. That's because the majority of our new shows aren't of the violent type—they're comedies. We will have *Frontier Circus*, which will have little violence; *The Investigators*, which will have about the same amount as *Cheekmate*. The number of acts of violence in *Route 66* is very low. *Rawhide* has violence, but it's not excessive. The only way to improve matters actually is to get out of the violence field."

40 SHOWS KILLED TO DATE: Ad-agency & network executives aren't through, but so far the Hollywood casualty list is up to expectations, with approximately 40 network shows terminated. Of that total, 30 are film. This is about par for the course at this point in the season.

Comedies dominate the casualty list, 10 of them being guillotined. Next come Westerns and action-adventure, 7 each. Three anthology series and a like number of private eyes have been evicted. And veteran performers whose series will not return include Ann Sothern, Barbara Stanwyck, Loretta Young, Hugh O'Brian, Groucho Marx and Henry Fonda.

Four Star Television has lost the largest number of shows—8. Next are Revue and Ziv-UA, 4 each. Screen Gems has lost 2, and the rest are scattered among various companies, some with only one series.

MGM-TV begins production late in May on its *Dr. Kildare* series, on which Norman Felton is exec. producer and Herbert Hirschman producer. Richard Chamberlain & Raymond Massey star. The show will have 9 writers.

HOLLYWOOD ROUNDUP

MGM-TV Maps Plans for 1962-63: MGM-TV, busy on plans for the 1962-63 season, is considering a 90-min. weekly anthology series, we're told by production vp Robert Weitman. Although this length has never before been attempted in TV film, it wasn't too long ago that TV executives were saying 60-min. shows were economically unfeasible. Weitman also said his studio had staked out a dozen ideas for 60-min. shows and 8 for 30-min. The 60-min. ideas are comedy-drama and action & adventure with strong character delineation. The 30-min. projects include situation comedy and offbeat ideas. "We will probably wind up with 5 or 6 hour shows and 3 half-hours," but these figures are tentative, Weitman said.

The film executive is now preparing his staff for the busiest TV season in the studio's history, with *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* as new entries for next season, and *National Velvet* renewed.

No New Sales for Warner: For the first time since it entered TV film, Warner Bros. may not have a new series for the coming season. It would be quite a setback for the studio even though it is retaining its current shows.

Warners this spring offered *Las Vegas File*, *Solitaire*, *The Force* and *Room for One More*. At this date, ABC-TV, which normally has first call on WB product, has no place for the properties on its fairly firmed schedule for 1961-62.

Warners does have renewals on *77 Sunset Strip*, *Hawaiian Eye*, *Lawman*, *Bugs Bunny*, *Cheyenne*, *SurfSide 6*, *The Roaring 20's* and *Maverick*, all on ABC-TV. The *Maverick* deal is for only 13 first-runs.

Production resumes May 15 on *Crime & Punishment*, syndicated tape series, on location at San Quentin, Folsom and Corona prisons in California. Exec. producer is Collier Young, and co-producers are Homer H. Canfield & Ludwig Gerber. Newscaster Cleve Roberts is featured as interviewer. Young is marketing & distributing the series, having sold it in 7 major markets, including N.Y. & L.A.

Four Star Television has picked up its option to headquarter at Republic Studios for another year. Four Star Pres. Powell plans a mid-May start on several new series.

Revue Studios has begun production on a new series, *Holiday House*, starring the comedy team of Wayne & Shuster. Producer is Cecil Barker.

Loretta Young's daughter, Judy Lewis, played a role in a *Surfside 6* segment at Warner Bros.

MGM-TV has signed 7 writers to its 60-min. *Cain's Hundred* series, bowing on NBC-TV next fall.

People: Winston O'Keefe named producer of Screen Gems' *Dennis the Menace* for next season . . . James Fonda, former *Dennis* producer, will produce *Hazel* for SG . . . Louis Gray appointed dir. of production for MGM-TV . . . Tony Rizzo named sales vp of Audio Visual Research Co. . . Marion Hargrove has joined 20th Century-Fox TV as a producer, and has been assigned to its new 60-min. series, *Follow the Sun* . . . Ralph Senensky, ex-*Playhouse 90* production aide, named asst. to producer Herbert Hirschman of MGM-TV's *Dr. Kildare*.

NEW YORK ROUNDUP

Screen-to-TV Time Lag Decreases: The length of time a feature film sits on the shelf after completing its theatrical run and before it goes into a TV package somewhere is getting shorter all the time. So reported Judy Dupuy, editor of Broadcast Information Bureau's TV-film source books, last week. Since last August, 957 features have been released to TV, of which 481 are post-1948s. And most of the latter had theatrical runs during the 1950s. Currently, Miss Dupuy stated, a whopping total of 12,209 features from all sources—Hollywood-made, independent productions, foreign films, etc.—are now available to TV, with 2,651 of them in the post-1948 category. Westerns, added Miss Dupuy, "represent only 10% of the total." BIB's latest reports include a new yardstick for film buyers—"audience tune-in expectancy"—an index of each film's potential rating based on the original box office receipts.

WBC Enters Syndication: *PM-East & PM-West*, the 90-min.-nightly variety show being launched in station sales by Westinghouse Bestg. Co. (Vol. 17:15 p6) won't be handled by an outside syndicator. Instead, WBC Productions, the station group's production offshoot, has created a new program-sales div. to be directed by former *Variety* staffer Mike Roberts. The WBC div. will also syndicate *Intertel*, an International TV program project in which WBC participates. WBC launched a filmed documentary series, *The American Civil War*, into syndication last season, but used Trans-Lux as distributor . . . *PM-East & PM-West* will not, as previously reported, replace *The Jack Paar Show* on the 2 NBC-TV affiliates WBZ-TV Boston & KYW-TV Cleveland; these stations do not carry the show.

TV Marketeers will syndicate Roland Reed Productions' action series, *Waterfront*, once handled by MCA-TV. The 78-episode, 30-min. series, starring Preston Foster, will be offered on a daytime-strip basis. The new firm (Vol. 17:16 p13) will also market a first-run, 30-min. adult cartoon series called *Straight Talk Jackson*, the pilot of which was recently completed.

Add Syndication Sales: ZIV-UA has scored 63 station sales for *King of Diamonds*, only 2 weeks after release. Newest sales include: WHDH-TV Boston, KABC-TV Los Angeles, KTVK Phoenix . . . Trans-Lux added 4 new markets for *The American Civil War*, raising the total to 76 . . . ABC Films' *Consult Dr. Brothers* has been sold in 18 markets to date.

Next Season's Categories: Situation comedy represents the biggest segment of the fall programming picture at this writing—28 of 105 shows, or 27%. Westerns are 2nd with 16 (15%), reports *Sponsor*, suspense-crime 3rd with 15 shows (14%) and adventure 4th with 14 (13%). The remaining 32 (31%) are (in order of quantity): Comedy variety, anthology drama, quiz-panel, public affairs, music, straight variety, sports and feature films.

Advertising Radio & TV Services has formed a Canadian branch, with offices in Toronto & Montreal. ARTS Ltd. will book, distribute and stockpile TV shows & commercials in Canada & the U.S.

People: Harvey Chertok has been named Seven Arts dir. of advertising, sales promotion and publicity . . . Barbara Wilkens has been appointed Trans-Lux dir. of sales promotion & publicity.

Dissidents Win NT&T Proxy Fight: Dissident NT&T stockholders Leonard Davis and Philip L. Handsman were elected to the board, as results of annual stockholders meeting & election were announced last week. And just before the April 19 meeting at which results were made known, B. Gerald Cantor, ex-NT&T pres., resigned as chmn., asserting that he found himself "handicapped" by the criticism leveled at him at the April 11 stockholders session (Vol. 17:16 p12).

Commented Cantor: "We will present a full answer to these allegations [of conflict of interest & mismanagement] in court. We will prove the falsity of their charges and clearly establish our consistent efforts in the best interests of the company, as evidenced by the upturn in profits."

Davis & Handsman, who aimed the charges at Cantor, had no comment on his action, but as to their election, Davis did not attempt to conceal his satisfaction. He said that as a director he would attempt to have the company pursue "a more conservative policy. We are primarily a theater operation, and I would like to see more expansion in that line," he said. He acknowledged that he & Handsman had spent at least \$25,000 on the proxy fight, and indicated he would seek to have NT&T compensate them for this expenditure.

Asked about NTA, of which NT&T owns 38%, and which he attacked during his proxy campaign as a "debacle," Davis replied it would be "one of the first things we'll give our attention to. It's in jeopardy." He explained that his mention of a more conservative policy specifically referred to NT&T's "substantial" investment in NTA. As a director, he will call for major changes in the management of NTA, he said. He said he might someday favor NTA becoming a subsidiary of NT&T again, but was "not absolutely sure."

When someone pointed out that Handsman & he are only 2 of a board of 12, Davis said: "We don't think of the lineup as 2 against 10. If policies we push are good for the company, the other directors will go along."

NT&T Pres. Eugene Klein said he considered the 82% vote favoring 10 of the 12 management nominees a vote of confidence. He added that he was "not prepared to make any statement as to what my policy will be yet [but] I am sure that Davis & Handsman will join in support to help the corporation."

Re-elected to the board were Cantor, Klein, Joe Benaron, John B. Bertero, Samuel Firks, William J. Friedman, Richard W. Millar, Jack M. Ostrow, A. J. Gock and Willard W. Keith. Each of the 10 won about 1.8 million votes; Davis and Handsman each received 2.2 million. Management nominees defeated were William H. Hudson & Graham L. Sterling. Samuel Kurland, an independent nominee, was unsuccessful in his bid, with 72,711 votes.

Klein was re-elected NT&T president at the new board's initial meeting, April 20. Also re-elected were Sheldon Smerling, exec. vp; Alan May, vp-treas.; M. Spencer Leve, vp; Laurence A. Peters, secy.; and Paul F. Scherer, asst. secy. & asst. treas. Leonard Davis failed in his effort to be elected to the executive committee.

■

Four Star Television has sold a 60-min. version of *Robert Taylor's Detectives*, now on ABC-TV, to NBC-TV. It will be produced by Jules Levy, Arthur Gardner and Arnold Laven. Starring are Taylor, Russ Thorsen, Mark Goddard, Tige Andrews and Ursula Theiss. The show will be on at 8:30 p.m. Friday.

Foreign

More about

FOREIGN TV GROWTH: How each country stands in number of TV stations & sets-in-use (data as of March 1, 1961) is shown in this table based on the Foreign TV Directory section of our upcoming TELEVISION FACT-BOOK No. 32 (see p. 5).

Country	Stations	Sets	Country	Stations	Sets
Algeria	6	60,000	Monaco	1	11,000
Argentina	5	650,000	Morocco	—	5,000
Australia	16	1,173,000	Netherlands ...	7	812,000
Austria	20	215,000	Neth. Antilles..	1	5,000
Belgium	6	675,000	New Zealand....	1	3,500
Bermuda	1	8,500	Nicaragua	1	5,000
Brazil	25	1,200,000	Nigeria	3	6,000
Bulgaria	1	5,000	Norway	12	53,000
Canada	89	3,900,000	Okinawa	2	1
Chile	3	500	Panama ⁴	1	20,000
China	18	20,000	Peru	5	71,500
Colombia	14	150,000	Philippines	4	45,000
Costa Rica	1	10,000	Poland	17	456,000
Cuba	27	500,000	Portugal	7	63,000
Cyprus	1	3,000	Rhodesia	1	6,000
Czechoslovakia..	11	850,000	Rumania	5	45,000
Denmark	11	545,000	Saudia Arabia..	1	6,500
Dominican R....	4	15,000	Spain	8	300,000
Ecuador	1	2,000	Sweden	45	1,150,000
El Salvador	3	30,000	Switzerland ...	20	129,000
Finland	19	98,000	Syria	1	1
France	94	2,000,000	Taiwan	—	100
E. Germany	10	1,000,000	Thailand	2	60,000
W. Germany	280	4,800,000	Trinidad	1	24
Guatemala	2	35,000	Turkey	1	1,000
Haiti	1	1,800	United Arab		
Honduras	1	4,500	Republic	4	50,000
Hong Kong ⁵	1	7,000	United K'dom.	35	11,200,000
Hungary	7	110,000	Uruguay	1	25,000
India	1	400	USSR	173	5,000,000
Iran	2	38,000	Venezuela	14	250,000
Iraq	1	35,000	Yugoslavia	6	18,000
Ireland ²	1	100,000			
Italy ³	424	2,350,000			
Japan	125	6,643,000			
Korea	1	8,000			
Kuwait	1	700			
Lebanon	2	20,000			
Luxembourg	1	7,000			
Malta ⁶	—	10,000			
Mexico	23	700,000			

¹ Sets-in-use estimate unavailable.

² Viewers tune to British stations.

³ Closed-circuit cable system.

⁴ Tune to Armed Forces stations.

⁵ Includes 396 satellite stations.

⁶ Viewers tune to Italian stations.

Foreign TV Report: USIA summarized last year's overseas TV developments in a report pointing up the Soviet bloc's stepped-up propaganda use of TV. The agency reported: (1) Bloc countries increased the number of stations from 189 to 264, receivers from 5,294,000 to 7,407,000. (2) Non-bloc countries' stations rose from 899 to 1,224, sets from 26,796,000 to 35,535,000. (3) Russia reportedly is building a station meant to reach Norway & Finland. (4) Cuban-bloc country program-exchange agreements. (5) Great increase in Communist China TV activity. (6) "Highly propagandistic" East German programming aimed at West Germany.

Intertel Praised: The 4-country Intertel TV public-service programming project set up by the Westinghouse Bestg. Co. and National Educational TV & Radio Center has been lauded by Sen. Keating (R-N.Y.) as a "bright new prospect" in the field of international relations. In a *Congressional Record* statement, Keating said he has "great enthusiasm & high hopes" for the TV venture in which Canada, Australia and U.K. are participating.

Another Soviet "First": Russia's recent triumph in space was immediately followed by another—in TV. For the first time, Moscow & London (and other Western European centers in between) were linked in a live TV transmission. The televised event: The hero's welcome given spaceman Yuri Gagarin on his arrival in Moscow.

Congress

Minow Influence Feared: Rep. Avery (R-Kan.), recently promoted by the Republican leadership from the House Commerce Committee to the more powerful Rules Committee, says he's afraid FCC under Democratic Chmn. Minow is aiming at govt. control of TV-radio programming.

Referring to such recent FCC developments as the Commission's proposals for station program forms (see p. 3), Avery said in a House statement that there's been "an increasing tendency [by FCC] to intervene into radio & TV programming"—and that Minow is pushing his colleagues in that direction.

Avery said that as a Commerce Committee member he always stoutly defended the right of station licensees to solve their own programming problems without direct or indirect interference from the govt. That's being changed now, he warned:

"With the New Frontier came an increasing influence toward greater federal control in every field of jurisdiction of the federal govt. Nearly every proposal that has come to Capitol Hill from President Kennedy has reflected his philosophy that there should be increasing control . . .

"This philosophy has been further evidenced in this instance through statements made by [Minow]. He frankly states—and I admire him for his frankness—that it is his belief that [FCC] should become increasingly concerned with programming for broadcasters."

JFK's FCC Plan Due: Following up his special message on regulatory agencies (Vol. 17:16 p1), President Kennedy is expected to give Congress his FCC reorganization plan this week. The White House proposals to revamp FCC & SEC had been scheduled for delivery on Capitol Hill April 20, but were delayed until at least April 25 by other business—such as the Cuban situation. The White House gave no inkling meanwhile as to what the President may have in mind specifically for FCC. But in his special message he called for increased authority for agency chairmen, delegation of authority in cases to panels, and more responsibility for hearing examiners. Under extension of the Reorganization Act of 1957 approved by Congress (Vol. 17:14 p16), the President's reorganization plans become effective within 60 days after they are submitted unless they are vetoed by a majority vote in either Senate or House. Both Senate Commerce Committee Chmn. Magnuson (D-Wash.) & House Commerce Committee Chmn. Harris (D-Ark.) have served notice that they want to have a close look at plans for FCC & other agencies.

"Ethics" Bill Killed: The House Rules Committee has pigeonholed a bill (HR-2397) by Rep. Ashley (D-O.) that requires members of Congress as well as other govt. officials to make "public financial reports" on outside business interests—including those in broadcasting. In voting to table the measure, the Committee probably killed chances for any other such full-disclosure measures at this session. Many members of Congress object to the proposals on grounds that they are fully answerable to their constituents for their conduct—public & private.

Radio Month Backed: Members of Congress have joined in NAB's promotion of National Radio Month in May (Vol. 17:15 p12). Endorsements received by NAB radio vp John F. Meagher include letters from Sens. Magnuson (D-Wash.), Gruening (D-Alaska), Mundt (R-S.D.), Byrd (D-W. Va.), Reps. Colmer (D-Miss.) & Kowalski (D-Conn.).

Paglin on Patents: FCC has few problems involving patents, gen. counsel Max D. Paglin testified at Senate hearings on proposals (S-1084 & 1176) to give control to the govt. over patents developed by federally-financed contractors (Vol. 17:15 p19). "It is believed that FCC contributions to the group of patents to be administered under the provisions of these bills will be very small," Paglin told the Judiciary Patents Subcommittee headed by Sen. McClellan (D-Ark.). He pointed out that the Commission itself makes few research & development contracts with private companies. Voicing no FCC objections to the proposed legislation (beyond "the additional work that would be required of the Commission"), Paglin said that FCC's involvement with patent questions comes when "dominant patent holders may become the primary beneficiaries of new or revised technical standards" for equipment. Cases in point: Color TV standards developed in 1949-50 and FM stereo standards specified last week (see p. 1). But no matter what company may benefit from such standards, Paglin added, it's the primary "duty & responsibility of the Commission to adopt technical standards which will result in the securing by the public of the best communication service obtainable." In later testimony at the Senate hearings, Raytheon's Paul F. Hannah & Elmer J. Gorn vehemently denounced the proposed patent legislation. Speaking for EIA, they said it would do "incalculable harm" to the electronics industry and result in near-confiscation of private property by the government. They argued that Congress should reaffirm the "traditional principles of private ownership of patents" with reservation to the govt. of royalty-free licenses.

Those Debatable Great Debates: After CBS Pres. Dr. Frank Stanton received his special Peabody Award for "his initiative in suggesting the [Great] Debates and his courageous leadership in bringing about the joint resolution of Congress which made the Debates possible," Stanton courteously stated that he felt he hadn't played "a sufficient part in bringing about the Debates" to deserve the citation. He added that "credit . . . belongs to many people." Stanton received several congratulatory wires, including messages from President Kennedy, Sen. John O. Pastore, Rep. Oren Harris, MBS Pres. Robert F. Hurleigh, and AB-PT Pres. Leonard H. Goldenson. Not included in the list of congratulators: NBC, which privately feels that its Chmn. Robert W. Sarnoff played at least an equal role in sparking the Debates. Goldenson was tactful; he congratulated Stanton for "incubating" the idea—a concept not necessarily synonymous with "originating."

Obituary

Kenyon Brown, 47, TV-radio executive, died of a heart attack at his home in Los Angeles April 19. He was on NAB's board for 8 years and was chmn. of its 1953 convention. He was also a partner with Bing Crosby in the purchase of KCOP Los Angeles, and was pres. of the station. When the station later was sold to NAFI Corp., he was named pres. of NAFI-owned Oregon TV, NAFI Telecasting Inc., and KXYZ Inc. He resigned from these posts and as KCOP president last December. Brown owned radio KITO San Bernardino, KSON San Diego, KGLC Miami (Okla.) and KANS Kansas City, and had an interest in KFOX Long Beach. In recent weeks he had been seeking a TV license in Honolulu. He was active in baseball investments, having once been a vp of the Detroit Tigers, and, more recently, he acquired an interest in the Los Angeles Angels of the American League. Surviving are his wife, 4 children and a brother, Don, KCOP director of educational affairs.

Television Digest

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TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
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Personals: John J. Heywood, ex-NBC-TV, appointed vp-treas., Crosley Bestg. Corp. . . . Seymour (Hap) Eaton named national sales mgr., WJBK-TV Detroit, succeeding Keith T. McKenney, recently appointed general sales & administration manager.

Frank Mangan promoted from mgr. of Chicago office of NBC-TV Spot Sales to TV sales dir., WRCV-TV Philadelphia, succeeding Theodore H. Walworth Jr., recently named vp-gen. mgr., WNBC-TV & WNBC N.Y. . . . Frederick S. Beebe elected chmn., Washington Post Co. (WTOP-TV & WTOP Washington) WJXT Jacksonville, Fla. He was also named vice-chmn. of Newsweek Inc. . . . William A. Exline promoted from gen. sales mgr. to mgr., KIRO-TV Seattle . . . John F. Hardesty promoted to pres. of Hamilton-Landis, station brokerage firm; Ray V. Hamilton becomes chmn.

Lester S. Clarke named to new post of research dir., KABC-TV Los Angeles . . . Mac Tichenor elected pres., KGBT-TV Harlingen, Tex., succeeding the late Troy McDaniel. Mal Kasanoff, program dir., and George Elliott, retail sales dir., named vps.

George Bunn, ex-Arnold, Fortas & Porter, named legal advisor to John J. McCloy, President Kennedy's disarmament policy advisor.

James Burke, ex-CBS News, joins WGR-TV & WGR Buffalo as news & public affairs dir. . . . Ned Cramer promoted from asst. dir. public affairs, to public affairs dir., WCBS-TV N.Y. . . . Stanley Present, from Young & Rubicam's legal staff, joins USIA as deputy gen. counsel.

The new OCDM deputy dir. is Dubuque attorney Edwin A. McDermott.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

SET MAKERS PLAN STEREO FM RECEIVERS: Radio manufacturers were thrown into a happy tizzy by FCC's announcement of stereo broadcast standards last week (see p. 1). Almost unanimously they hailed the decision as opening a big new field which should help greatly to boost sales of radios & stereo phonos. Some manufacturers were still vague about their plans. Others said they were "ready to go" and will have receiving equipment to sell the public this summer.

Because of the importance of the new stereocasting medium to everyone connected with the consumer-electronics trade, we have reprinted the FCC's rules for stereo FM broadcasting as a Supplement with this issue. Limited quantities of extra copies are available to subscribers free of charge. We have also surveyed many major manufacturers in the radio field on their FM stereo plans & comments which are digested on pp. 19 & 20. In summary, here are the major aspects & trade implications of this week's development:

The system chosen: FCC picked the GE & Zenith proposals, which were nearly identical, and established a single system of stereo FM broadcasting—pilot subcarrier at 19 kc, stereo subcarrier at 2nd harmonic of the pilot, amplitude modulated. Pres. Murray Crosby of Crosby-Teletronics, proprietor of the leading also-ran system, said he would not appeal or fight FCC's choice.

Starting date for stereo: Date that stereocasting starts obviously will determine when there will be a market. Although FCC said it can begin June 1, it's obvious that most stations won't be able to get equipment that quickly (see p. 6). A few will start in June & July, however, and our guess is that first FM stereo markets will be the major FM & "good music" markets—N.Y., Los Angeles, Chicago, Boston, San Francisco, Philadelphia, Washington. These locations are where first sets should go.

Timing of receivers: Most manufacturers say they'll have something in stereo for the fall or winter market. GE appears to be furthest along, promising stereo table radios & adapters "shortly after June 1." Pilot says it will have "approved-type instrument on the market by June 1." Granco plans to have sets on market by July 1, "assuming stations go on the air in June." RCA promises an adapter in about 90 days. Others are less specific in their timing estimates. For details, see survey, pp. 19 & 20.

Types of receivers: First complete sets on the market probably will be stereo-FM-phono combinations—simplest because there are fewer tooling problems, the stereo-FM tuner merely replacing monophonic tuner. First table models probably will be 2-piece sets, a master unit with all or most of the "guts," connected to a slave speaker unit by a slim cable—and both speakers will play monophonically when set is tuned to non-stereo program. (GE, incidentally, is working to get rid of the cable, and at its stockholders meeting next week will show prototype of "Beam-a-Light" system in which the 2 cabinets are connected only by beam of "black light.") Next will come ventures into single-cabinet table models, with 2 speakers and provision for optional 3rd speaker. Later: automobile stereo radios.

Converters: Hot dispute will rage over practicality of conversion of existing sets. Prices being quoted already range from \$15 to \$75. One of the proponents of the chosen system—GE—says conversion is practical, and that a converter can be made for about \$8 (manufacturer's cost). The other proponent—Zenith—has no intention to enter converter business and says cost of proper stereo adapter for FM would be prohibitive.

Public reaction: Some manufacturers fear that imminence of stereo FM, misinformation and poor products-in-a-hurry could hurt the stereo phono & monaural FM markets. Motorola radio & phono sales mgr. W. E. Laswell points out that big problem for trade will be "how to assure people that consoles sold between now & this fall can be converted." Zenith Sales Corp. Pres. Leonard C. Truesdell expresses hope that no "cheap-&-dirty" version of stereo FM will be introduced to give public bad impression of the new medium and "depreciate it like stereo phonographs." GE has decided to steer entirely clear of the word "multiplex" to avoid confusing public.

Patent situation: "Who do we pay?" This question has been popping up this week. Both GE & Zenith have patent applications covering various phases of the so-called GE-Zenith system, and it's understood Crosby-Teletronics patent applications also claim to cover some aspects of the system. Zenith Pres. Joseph Wright told us at week's end that his company is more interested in the development as a contribution to radio than as a proprietary product. He frankly admitted he didn't know what outcome of patent situation would be. GE, too, indicated it was too early to say whether it had any definite rights. Obviously, manufacturers are just going to go ahead with production, and any unscrambling of the licensing egg will have to come in the years ahead.

Impact on market: "It heralds a new dimension in FM broadcasting and the enjoyment of FM radio listening," said Zenith's Wright. "Next year will be very, very big. This is the first product to give me a real thrill and a real lift in 7 or 8 years," said Zenith's Truesdell. "The most stimulating development in the radio industry in the past 15 years," said GE radio receiver dept. gen. mgr. Robert C. Wilson. "An opportunity to upgrade the whole picture of radio prices & profits," said Motorola's Laswell. "This is going to put stereo over," said Pilot Radio sales vp L. M. Sandwick. "The beginning of a real FM boom," said Granco Pres. Henry Fogel. "A step in the right direction, but we don't believe it will be a big smash," said Columbia Phono Dept. sales mgr. Milton Selkowitz in a minority report. "We're going to treat it as an improvement, but we'll also continue with monophonic FM radios."

Summing up: By all indications, a great new market is about to open—one which can benefit not only radio sales but phono sales and upgrade product prices & profits. By booming all stereo, it can also help sales of phono records & tape recorders. But the pitfalls of public confusion, poor demonstrations and untrained salespeople can be just as dangerous as they were in the stereo phono field.

TV-RADIO PRODUCTION: EIA statistics for week ended April 14 (15th week of 1961):

	April 8-14	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	112,364	93,530	105,251	1,518,667	1,791,185
Total radio	268,604	275,842	311,974	4,140,546	5,077,622
auto radio	83,645	92,677	91,642	1,258,055	2,059,917

More about

STEREO RADIO PLANS: With the opening of the vast new stereo FM market (see p. 1), we sampled leading set manufacturers at last week's end for their comments & plans. Here's a distillation of the replies of those who were willing to comment (alphabetical order):

Admiral: All present sets have provisions for adapter, and presumably the company will market adapters. No further comment, except that Admiral is currently working on its new line.

Columbia Phono Dept. (Milton Selkowitz, national phono-sales mgr.): "We have no immediate plans for FM stereo. We think it will be a slow process, will take explanation & education. It's a step in the right direction, but we don't believe it will be a big smash. We will introduce it on interim models, drop-ins which may come in the fall, or at year's end. We have no plans for adapters, don't believe in adapters of any kind. We don't feel about FM stereo as we did about reverb. That, in our opinion, was strictly a gimmick that didn't enhance music. FM stereo is an improvement—but it will take time."

GE: Will be "ready to supply radio sets & adapters shortly after June 1." Radio-receiver dept. gen. mgr. Robert C. Wilson said the design for a new twin table-model receiver is complete. "As quickly as modifications of the set are made in accordance with FCC standards, it will be put into production and will be made available to the consumer." (It's expected the prototype will be shown at the GE district sales rep meeting in Chicago May 1.)

Audio-products section gen. mgr. Charles J. Coward

said an FM-stereo adapter will be made for all GE console stereo combinations now on the market, with the exception of 2 non-adaptable low-priced models. The TV-receiver dept. announced that all 1962 TV-radio-phono combos will be adaptable. Later this year, all GE phono & TV-phono combos are expected to incorporate stereo tuners.

Granco (Henry Fogel, pres.): The chosen system was the best one for the general public, is "just what is needed to make FM really different from AM," and won't add too much to the cost of sets. If broadcasting begins in June, first Granco stereo sets will be on the market by July 1. "Our designs are pretty well frozen."

Granco's program, in the order in which products will be introduced: (1) "Stereo-Companion" kit, consisting of decoding system, amplifier & speaker, in cabinet to match present Granco FM & FM-AM sets. The kit will adapt sets now in the field and will probably retail at about \$19.95. (2) A complete new line of FM & FM-AM sets designed to be used with Stereo Companions. (3) Packaged line of 2-piece sets (each package consisting of a master set & a Stereo Companion), with FM-only packages priced under \$50 and AM-FM packages under \$60. (4) All-in-one stereo 2-speaker table models, with provision for adding external speaker—one FM and 2 AM-FM models at \$50-90. Stereo FM will add \$10-15 to the price of Granco FM-phono consoles.

Motorola (W. E. Laswell, national radio & phono sales mgr.): "We hope to be able to satisfy any receiver demand as quickly as it develops, and to have sets this fall in those areas where stations are broadcasting stereo-phonically." Phono-FM consoles will come first, table models later. Simple conversion will have to be available

for any monophonic consoles sold from now on, although history indicates the public shies away from converters.

"FM stereo is a quality service and should be treated that way—not with the quick *ersatz* approach. If the public doesn't hear it at its best on the first exposure, it's going to hurt the whole industry. It also could hurt if we don't have answers for the people who come to buy stereo phonos in the fall . . . Table models will pose a real design problem."

Philco: Stereo will help the radio market, but must be properly merchandised & explained to the customer. The company will announce its plans in the near future, probably at its June 4-7 convention in Atlantic City. An official expressed doubt whether converters are technically feasible for packaged goods.

Pilot (L. M. Sandwick, sales vp): "We think this has been a very wise decision and we are extremely enthusiastic. We will have an approved-type instrument on the market by June 1." Production plans are now being solidified. All post-1958 Pilot instruments have provisions for an adapter. "This is going to put stereo over. It will hypo the stereo market just as early radio hypoed the phono market. Now people will be able to hear stereo on radio and will be exposed to stereo recordings that they'll want to hear again & again."

RCA Sales Corp.: Is expected to market an adapter in about 90 days. All FM tuners in recent RCA stereo lines contain multiplex jacks.

Stromberg-Carlson (Arthur J. Hatch, vp-gen. mgr. General Dynamics/Electronics commercial-products div.): Working in the FM stereo area, but can't yet reveal plans. Automobile stereo is "entirely a possibility, but further off" than home radio.

Symphonic Electronic Corp.: Expects to have FM stereo in its fall line.

Zenith Sales Corp.: (Leonard C. Truesdell, pres): "Next year will be very big. Don't look for too much this year. This is a wonderful opportunity to come up with fine products & legitimate profits at the dealer level. Let's not depreciate it." Zenith plans no converters. As Truesdell sees it, the only use for a monophonic set in FM stereo is as a 2nd speaker. A multiplex stereo tuner will cost \$30-50 more than a conventional tuner. Real marketing won't begin until early next year, and Zenith will have FM-phono stereo combinations & table-model sets with auxiliary speakers. "On a quality instrument, FM stereo sounds even better than a stereo phono. It's so highly demonstrable that the public will want it."

Will "Snowball" Snowball? Corning Glass hopes it will—"Operation Snowball," that is. Reporting to set & tube manufacturers on the April 19 opening day of the 11-day TV promotion at the Northshore Shopping Center in Peabody, Mass. (Vol. 17:16 p18), Corning said it attracted 46,000 people to the center, despite snow flurries & overcast weather. Participating distributors—Sylvania, Philco, Olympic—gave 4,000 demonstrations to shoppers interested in winning a prize trip to Miami or one of 22 sets (11 major makes) which were purchased by Corning for the event and were demonstrated in a circus tent.

Union Calls Off Japanese Boycott: The Amalgamated Clothing Workers, responding to "the national interest" & President Kennedy's request, last week canceled its proposed boycott of Japanese textiles (Vol. 17:9 p17).

Add New Line Showings: Philco will hold its consumer-electronics convention June 4-7 in Atlantic City, N.J.

Trade Personals: Gene K. Beare named Sylvania president, succeeding Robert E. Lewis, who resigned to become president of Perkin-Elmer Corp. Beare had been pres. of GT&E International after serving with Automatic Electric Co. (now a GT&E subsidiary) since 1939. Leslie H. Warner, who has headed several General Telephone subsidiaries, was elected GT&E pres., succeeding Don G. Mitchell, now vice chairman . . . Dr. Leonard S. Sheingold, dir. of Sylvania's Applied Research Lab, named chief scientist, U.S. Air Force, succeeding Dr. Alesander H. Flax, who returns to his former post as vp of Cornell Aeronautical Lab.

Ross D. Siragusa, Admiral pres., named a dir. of General Aniline & Film Corp. . . . Ray R. Serenbetz named finance dir., ITT Europe, headquartering in Brussels . . . Dr. J. Robert Downing named technical dir. of advanced development, Kollsman Instrument . . . Rear Adm. William L. Freseman (USN ret), ex-International Standard Engineering vp, named to new post of asst. to the pres., Radio Engineering Labs.

Alvin Barshop, sales mgr. of Du Mont Emerson Corp.'s Granco div., named also sales mgr. of the newly-acquired Telectro div. (tape recorders). Robert A. Cohen promoted from Eastern regional sales mgr. to asst. sales mgr., Telectro div. . . . Rollin M. Russell, ex-Electronic Specialty Co., elected exec. vp & chief operating officer, Acoustica Associates . . . Reginald A. Young named mgr., Sylvania's sub-miniature receiving tube plant, succeeding Eugene E. Broker, recently named gen. mfg. mgr., parts div.

Frank F. Cleminshaw, ex-ACF Industries, elected treas., General Instrument . . . Howard B. Jansen appointed Midwestern regional sales mgr. for Du Mont TV, radio & stereophonic hi-fi instruments, Du Mont Emerson Corp. . . . Marshall S. Orr, asst. chief of FCC's Safety & Special Radio Services Bureau, retires after 31 years of govt. service . . . L. Edward Scriven, N.Y. Management consultant (Wallace Clark & Co.) and former A. C. Nielsen Co. executive (Chicago vp, managing dir. in Great Britain), appointed director of Commerce Dept.'s Office of International Trade Fairs.

RCA Scholarships for Dealers: Twelve RCA Victor dealers will be awarded scholarships to NARDA's annual Institute of Management, to be held August 6-12 at American U., Washington. Marketing vp Raymond W. Saxson said that RCA is participating because "we feel we can help qualified dealers become more aware of present day business conditions & practices."

Emerson Advertises Telectro Recorders: Emerson, which has acquired an option to purchase control of Telectro Industries (Vol. 17:11 p19), hit the trades last week with full-page ads for the Telectro tape recorder line—which ranges in price from \$89.95 to \$349.95.

\$32,000 Employee Idea: A suggestion for a design change in the drive units of magnetic tapes used in high-speed computers was worth \$32,000 to IBM system specialist Herbert F. Owens. The award for a suggestion was the highest ever made by IBM and is probably a record for the electronics industry. IBM said Owen's recommendation will reduce maintenance time for thousands of units in use.

Obituary

Hugh J. Casey, 70, Tung-Sol mgr. of export sales from 1945 until his retirement in 1957, died April 16 of a heart attack in his Glen Ridge, N.J. home. He is survived by Mrs. Casey, 3 sons & 7 grandchildren.

Mergers & Acquisitions: Hewlett-Packard and Sanborn Co., Waltham, Mass. maker of industrial & medical electronic equipment, have tentatively agreed to merger terms (Vol. 17:14 p21), subject to the approval of stockholders of both concerns. Under proposed terms, each share of Sanborn would be exchanged for 1.4 shares of H-P common and one share of a new cumulative convertible preferred • ITT has agreed to acquire for an undisclosed exchange of stock Surprenant Mfg. Co., Boston & Clinton, Mass. manufacturer of high-test plastic insulated wire & cable products. Latter's sales in its current fiscal year are estimated at \$17 million. Although the exact number of shares involved has not yet been determined, it's understood that ITT plans to exchange less than 60,000 shares of a new class of cumulative preferred (Vol. 17:15 p19) that is expected to be created at the May 10 annual meeting • Dynamics Corp. of America has acquired for 30,000 shares of common International Fermont Machinery Co., Ramapo, N.Y. producer of power generators and other electrical equipment • Muter Co. proposes to acquire in a stock exchange General Magnetic Corp., Detroit magnet maker. General's directors & stockholders have approved the amalgamation, which now awaits only the approval of Muter shareholders.

New Plants & Expansions: Olympic Radio & TV Div. of Siegler Corp. has opened a 200,000-sq.-ft. assembly & warehousing plant at Glendale, Long Island, N.Y. The new facility will supplement Olympic's 300,000-sq.-ft. hq plant in Long Island City • GE will complete by 1962 a \$750,000 addition which will increase capacity by 30% at its phenolic plastics plant in Pittsfield, Mass. • Snyder Mfg., Philadelphia maker of TV-radio antennas & tables, radio importers, has added 10,000 sq. ft. to its hq plant, plans another 50,000-sq.-ft. addition this year. The company also will establish a buying office in Tokyo shortly.

Hot News Heats Up Radio Sales: Queried by MBS last week on sales effect of fast-breaking news these days, 6 major retail chains in N.Y. reported radios selling hotter & heavier than a year ago. Stern's reported a 20% surge in the past 3 weeks. Korvette said first-quarter volume was 10% ahead of a year ago. The Vim group termed "radio business good—and it held up better than TV or any other appliance in our stores." Equally cheery reports came from Macy's, Davega and Master's.

Closed-circuit 3-D: Stereo TV kit, to convert closed-circuit TV to 3-D with no electronic modifications, is being marketed by Stereotronics Corp., 1717 N. Highland Ave., Los Angeles 28, for \$895. Suggested applications are viewing dangerous material handling, environmental lab observation, monitoring underwater manipulation, ETV. The kit consists of "Stereo-Captor" which fits on TV camera lens, "Stereo-Screen" to replace the glass plate in the monitor, and stereo eyeglasses.

Tube Complaint Settled: Electronic Video Inc., Brooklyn, has agreed to an FTC order prohibiting it from misrepresenting rebuilt TV picture tubes as new. The company had been accused by FTC in 1960 of deception in advertising its tubes as "brand new—fully guaranteed." The consent order settling the case specified that Electronic Video must make disclosure of "the true nature of such tubes."

Magazine Sold: *Record & Sound Retailing* has been sold by M. & M. Harrison Inc. to Cadel-Kaye Inc., owners of *Print and Packaging Design* magazines.

New Andrea Set: 23-in. lowboy console at \$340 & 350.

Canada Seeks Import Relief: The Electronics Industry Assn. of Canada has petitioned the govt. to help stem the tide & effects of electronics imports. Among its recommendations: Limit the imports of TVs, radios and electronic tubes to 10% of the preceding year's domestic shipments; remove 15% excise tax on all electronic equipment. The EIAC noted that imported Japanese tubes "now equal 29% of total Canadian shipments in 1960" and have Canadian production "facing imminent collapse." Half the radios now sold in Canada are imported, the group said, and 70% of the imports are from Japan. Since 1957, Japanese imports have mushroomed from \$639 to \$1,226,354 last year. In the same period, Canada's imports of U.S. electronics have decreased to \$5,643,216 from 1956's \$8,479,633. Canadian production from 1956 to 1960 also decreased, to \$9,790,951 from \$10,291,750.

Now It's 4-Channel Stereo: A tape-recording system using 4 microphone pickups & 4 amplifier-speaker combinations is described by Nortronics Co. chief engineer John W. Hogan in the May *Electronics World*. For playback, 3 speakers are mounted in a line on the wall, and the 4th is hung from the ceiling in the center of the room. Hogan says this method provides "closeness" & "depth" impossible to duplicate in 2-channel stereo. For audio enthusiasts who wish to construct their own 4-track tape players, Nortronics has a pre-recorded 4-channel test tape at \$8.95.

Electronics Firms Lead Nippon Advertisers: Japan's 1960 ad volume jumped 25% above the 1959 level to \$500 million. Leading the ad parade were the country's electronics manufacturers, which took the first 3 and 5 out of the top 10 spots among the ad spenders. Win, place and show were taken by Matsushita Electric (\$13,148,000), Toshiba (\$13,092,000) and Hitachi (\$10,980,000). Sanyo Electric placed 6th with \$5,448,000. Mitsubishi ranked 8th with \$4,632,000. TV was 21.5% of total 1960 ad spending.

GD/E Auto-Radio Sales Gain: The share of market for Stromberg-Carlson auto radios tripled in 1961's first quarter from a year ago, reports Arthur J. Hatch, vp-gen. mgr. of General Dynamics/Electronics' Commercial Products Division. He terms the sales gain "particularly impressive in view of the fact that output by the U.S. automobile industry during the first quarter is down 41% from the same period in 1960." He attributes S-C's increasing share of market to a wider range of radio models and an expanding distributor organization.

Zenith's \$1.5-Million Ad Campaign: Zenith has scheduled a \$1.5-million ad campaign in local & national printed media "to provide powerful support for a new series of TV receivers & radios developed for introduction during the spring months." Sales Corp. Pres. Leonard C. Truesdell said more than \$1 million will go into local newspaper ads, the balance into national magazines.

Canadian TV Sales to Dealers: February sales of TVs totaled 28,004 units—up from January's 24,563, but slightly behind Feb. 1960's 28,564 sets, EIA of Canada reported recently. The total for 1961's first 2 months increased to 52,567, compared with 53,381 for Jan.-Feb. 1960. The 2-month breakdown (1960 figures in parentheses): Portables, 10,371 (7,681); table models, 9,656 (10,688); consoles, 29,351 (32,171); combinations, 3,189 (2,841). For February (vs. Feb. 1960): Portables, 6,393 (4,552); table models, 5,247 (5,692); consoles, 14,592 (17,028); combinations, 1,772 (1,292).

Finance

GE's First-Quarter Sag: In addition to its other troubles, GE wound up 1961's first quarter on a downbeat note. Profits declined by more than \$10 million from the year-ago level despite a \$35-million jump in sales (see financial table). Included in Jan.-Mar. 1961's \$42.5-million profit is a non-recurring income of about \$5 million "from recovery of certain war losses incurred during World War II."

Cordiner said he anticipates "a firming up in major areas of business in the months ahead as the economy regains strength." He noted that first-quarter orders are ahead of a year ago, that the order backlog is "improved."

Magnavox Stock Soars: Merger rumors were discounted by company management, as the stock continued the rise which brought its value up nearly 30 points in 5 weeks. "We are always interested in favorable acquisitions," said a company spokesman, "but we are not now negotiating in any way that would give rise to such a rumor." The stock opened Wednesday (April 19) at a new high of 84 $\frac{3}{4}$, climbed 3 $\frac{3}{4}$ points to close at 88 $\frac{1}{4}$. Next day it opened at 88 $\frac{3}{4}$, and by closing it had climbed another 4 $\frac{1}{2}$ points to 92 $\frac{3}{4}$. It ended the week by settling to 88.

Small Business Purchase: The Franklin Corp. (3 W. 57th St., N.Y. 19), a small-business investment company, announced recently it had purchased \$350,000 in installment notes with warrants for 75,000 common shares of Astrex Inc., electronics distributor which handles Du Mont tubes, and \$350,000 in installment notes with warrants for 77,750 shares of Systems Inc., Orlando, Fla.

Electronics Capital Corp., the small business investment company, has added a 16th company to its portfolio with an \$800,000 investment in Transistor Specialties Inc., Plainview, N.Y. maker of transistor circuits. ECC has purchased \$300,000 of Transistor's convertible debentures (convertible into 33 $\frac{1}{3}$ % of the total common stock) and has agreed to buy \$500,000 of senior notes.

Small Business Administration has licensed as an investment company Television-Recreation Capital Corp., 111 Broadway, N.Y.C. The new company, with an initial capital of \$305,000, will specialize in financing small businesses in the TV & motion picture field. Its vp is George J. Schaefer, onetime head of RKO.

Conrac, now a subsidiary of Giannini Controls (Vol. 17:6 p16), earned \$100,000 in 1960 on \$1.6-million sales, reports Giannini Pres. Donald H. Putnam.

Officers-&Directors stock transactions as reported to SEC for March:

Allied Artists. Sherrill C. Corwin sold 4,500, held 17,400. Roger W. Hurlock bought 700, held 21,700.

AB-PT. Simon B. Siegel exercised option to buy 1,785, held 4,947.

Arvin Industries. Orphie R. Bridges sold 300, held 1,025. Glenn W. Thompson sold 100, held 5,900.

Audio Devices. C. J. LeBel sold 600 in private transactions, held 67,814. Joseph K. McCammon sold 200, held 10,171.

Avco. D. K. Ludwig bought 1,000, held 1,000.

Avnet Electronics. Leonard Carduner sold 6,800, held 13,233. Simon Sheib sold 6,900, held 31,087. Louis A. Tepper exercised option to buy 445, held 2,661.

Beckman Instruments. George J. Renne exercised option to buy 266, held 1,061. W. W. Wright exercised option to buy 5,000, held 5,000.

Belock Instrument. Harry D. Belock sold 4,000, held 217,495. Jack F. Fischer sold 3,100, held 30,770. Stanley R. Grant sold 1,091, held 4,502 personally, 2,250 as trustee.

Capital Cities Bctg. Lowell J. Thomas sold 50,000 in private transaction, held 114,567 personally, 4,267 for wife.

Cinerama. Wentworth D. Fling exercised option to buy 15,000, held 16,050. John H. Hartley exercised option to buy 15,000, held 18,125. Morris Schechter sold 100, held none.

Clarostat. George J. Mucher exercised option to buy 5,304, held 15,906 personally, 29,010 in trust. Victor Mucher sold 2,000, held 17,203 personally, 29,010 as trustee.

Collins Radio. Max W. Burrell sold 3,244, held 3,377.

Columbia Pictures. Alfred Hart bought 100, held 10,073 personally, 114,189 in Fico Corp. Leo Jaffe bought 5,805, held 5,976 personally, 114,188 in Fico Corp. Abraham Montague sold 600, held 5,266 personally, 114,188 in Fico Corp.

Corning Glass. Amory Houghton sold 2,300 form trusts, held 1,035,387 in trusts, 52,350 personally.

Daystrom. Samuel M. Kinney Jr. sold 100, held 500. Edward G. Williams sold 600, held 551.

Electronic Communications. Donald D. King sold 700, held none. Lorian W. Willey bought 500, held 1,100.

Emerson. D. D. Israel exercised option to buy 6,569, held 9,262.

General Dynamics. Lisle W. Adkins sold 300, held none. J. V. Naish sold 600, held 7,100. Patrick J. Sullivan sold 300, held 100.

GE. George L. Irvine exercised option to buy 900, held 6,095. Sidney J. Weinberg bought 500, held 2,000.

General Instrument. Moses Shapiro bought 7,500, held 36,100.

General Precision Equipment. James W. Murray bought 1,000, held 1,500. Gaylord C. Whitaker sold 400 and 1,260 more from trusts, held 5,176 personally, 21,063 in trusts.

General Telephone & Electronics. Carl D. Brorein exercised option to buy 7,500, held 7,869. Russell B. Stearns sold 1,000 from trusts, held 4,064 in trusts, 26,190 personally.

ITT. John G. Copelin sold 500, held 3,825. Frederick R. Furth sold 500, held 3,404. M. Richard Mitchell sold 400, held 3,148. Edward D. Phinney sold 100, held 3,913.

Litton Industries. Roy L. Ash transferred 1,500 in community property interest, sold 2,500 and 500 more as custodian, held 113,894 personally, 1,785 as custodian, 14,178 in partnership. Henry Salvatori sold 13,000, held 65,470 personally, 13,325 subject to escrow by issuer. Carl A. Spaatz sold 100 held 5,025. Charles B. Thornton transferred 1,200 in community property interest, sold 4,800, held 276,626 personally, 31,191 in partnership.

Loew's Theatres. Arnold M. Grant sold 10,500, held none.

Loral Electronics. Bernard R. Garrett sold 900, held 75. William Lorenz sold 9,100, held 327,950.

MPO Videotronics. Arnold Kaiser sold 750, held none.

Magnavox. Richard A. O'Connor sold 6,557, held 87,297. Gerard M. Ungaro sold 2,000, held 8,629.

MGM. Raymond A. Klune exercised option to buy 1,200, held 1,300. Robert Mochrie exercised option to buy 600, held 650. Howard Strickling exercised option to buy 600, held 825.

Microwave Associates. Dana W. Atchley Jr. sold 1,300, held 10,200. Joseph C. Bothwell Jr. sold 1,000, held 4,000. Lawrence Gould bought 1,250, held 2,000. Herman H. Kahn sold 5,400 through Lehman Bros., held 14,600 in Lehman Bros., 200 personally. Walter P. Marshall sold 100 and 400 more for minor children, held 100 personally, none for minor children. Thomas F. McMains sold 1,000, held none. Richard M. Walker sold 508, held 35,252.

Minn. Mining & Mfg. Carl E. Barnes bought 1,500, held 1,530. Herbert P. Buetow exercised option to buy 4,000, held 78,274. Archibald G. Bush transferred 25,000, sold 10,000, held 1,809,695 personally, 25,000 in General Guarantee Insurance Co. Lloyd A. Hatch sold 500, held 23,514. Robert W. Mueller sold 1,000, held 12,947. Maynard H. Patterson exercised option to buy 350, held 5,950 personally, 284 jointly with wife. Cyril P. Pesek exercised option to buy 3,000, held 21,064. Clarence B. Sampair bought 6,000, held 26,770. Hubert J. Tierney sold 2,000, held 10,590. Louis F. Weyand sold 500, held 222,075.

Muntz TV. Ben Regan bought 4,000, held 4,000.

National Theatres & TV. B. Gerald Cantor bought 10,000, sold 2,600 through Cantor & Son Inc., held 110,000 personally, none in Cantor & Son Inc.

National Video & Rico Electronics. Harold Cole sold 800, held 700. **Paramount Pictures.** Y. Frank Freeman sold 1,000, held 500. Louis A. Novins sold 100, held 691.

Pentron Electronics. Richard F. Donley sold 500, held 1,363.

Philco. Robert F. Herr sold 500, held 23,453.

RCA. Ewen C. Anderson received 142 under incentive plan, held 933. Elmer W. Engstrom received 130 under incentive plan, held 4,144. Charles M. Odorizzi received 117 under incentive plan, held 9,305. Robert W. Sarnoff exercised option to buy 3,121, held 13,730. Robert L. Werner exercised option to buy 2,496, held 4,074.

Raytheon. Allen Reed exercised option to buy 4,003, held 5,110. W. E. Stevenson exercised option to buy 1,150, held 4,238.

Siegler. Merrill L. Bengtson received 1,925 in exchange for Jack & Heintz common in merger, sold 1,400, held 7,780. John G. Brooks sold 8,034, held 27,652. Robert L. Purcell sold 2,000, held 8,720.

Texas Instruments. P. E. Haggerty sold 500, held 118,646. W. F. Joyce sold 1,000, held 6,045. R. W. Olson sold 100, held 10,322. Bryan F. Smith sold 900, held 7,759 personally, 172 in trust. E. O. Vetter sold 400, held 6,277.

Thompson Ramo Wooldridge. Harold L. George sold 500, held 25,435. Guy Richard Moore exercised option to buy 368, held 4,700. Raymond S. Livingstone bought 1,600, held 6,600. Edward P. Riley exercised option to buy 550, held 2,080.

Trans Lux. Harry Brandt bought 19,300 and 100 more for foundations, held 190,164 personally, 38,989 in foundations, 17,850 for wife, 219 in Marathon Pictures.

Transitron Electronic. Leo Bakalar sold 587,500, held 2,633,875.

Tung-Sol. Louis Rieben bought 730, held 12,704. Anthony Scala bought 600, held 2,730 personally, 30 in joint tenancy.

20th Century-Fox. J. B. Codd sold 100, held none. Peter G. Levathes bought 1,500, held 1,500. James A. Van Fleet sold 200, held 300.

Varian Associates. William H. Chandler sold 500, held 1,185. Theodore Moreno sold 500, held 8,740. Howard R. Patterson sold 367, held 116. H. Myrl Stearns sold 300, held 27,434 personally, 3,800 as trustee, 20 in joint tenancy. Sigurd F. Varian sold 200 from community property, held 72,648 in community property, 22 personally.

Victoreen Instrument. D. M. Mayhew sold 1,000, held 2,160.

Westinghouse. Albert Boyd bought 100, held 100. J. K. Hodette exercised option to buy 5,000, held 13,376. George G. Main sold 400, held 5,200 personally, 800 in trust. W. C. Rowland sold 1,000, held 2,516.

Zenith. Hays MacFarland sold 100, held 100 personally, 500 in corporation. Leonard C. Truesdell sold 100, held 1,500.

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 Electronics	1961—qtr. to Mar. 31	\$ 5,441,695	\$ 30,622	\$ 30,622	\$0.03	1,177,708
	1960—qtr. to Mar. 31	6,938,208	225,310	204,139	.23	876,880
Corning Glass	1961—12 wks. to Mar. 26	48,364,944	8,993,056	4,847,056	.71 ¹	6,770,003
	1960—12 wks. to Mar. 26	51,169,075	11,667,782	5,947,782	.87 ¹	6,754,600
Electronic Specialty	1961—qtr. to Mar. 31	6,188,074	—	185,000	.21	543,885
	1960 ¹⁰	—	—	—	—	—
GE Story on p. 22	1961—qtr. to Mar. 31	992,622,000	84,689,000	42,476,000 ²	.48	88,860,183 ³
	1960—qtr. to Mar. 31	957,433,000	107,300,000	52,614,000	.60	88,332,778 ³
GT&E	1961—qtr. to Mar. 31	287,672,000	15,513,000	15,481,000	.22	70,600,000 ²
	1960—qtr. to Mar. 31	291,232,000	18,279,000	17,731,000	.26	66,902,000 ²
P. R. Mallory	1961—qtr. to Mar. 31	19,745,337	1,640,406	781,797	.50 ¹	1,469,739
	1960—qtr. to Mar. 31	22,410,026	2,256,238	1,073,068	.71 ¹	1,442,178
Minneapolis-Honeywell	1961—qtr. to Mar. 31	103,152,981	—	4,303,719	.61	7,015,898
	1960—qtr. to Mar. 31	100,441,803	—	6,161,293	.88	6,998,478
Muter Co.	1961—qtr. to Mar. 31	2,656,735	—	(13,894)	—	880,461
	1960—qtr. to Mar. 31	3,076,944	—	41,154	.05	839,523
Storer Bcstg.	1960—year to Dec. 31	30,562,176	10,236,201	5,062,667	2.05	2,474,750
	1959—year to Dec. 31	28,114,937	9,367,906	5,336,682 ⁴	2.16 ⁴	2,474,750
TelePrompTer	1960—year to Dec. 31	4,841,043	—	51,969	.09	685,811
	1959—year to Dec. 31	3,761,721	—	(161,496) ⁵	—	599,794
Texas Instruments	1961—qtr. to Mar. 31	58,977,000	7,737,000	3,773,000	.95 ¹	3,929,226
	1960—qtr. to Mar. 31	56,198,000	8,490,000	3,930,000	.99 ¹	3,916,921
United Artists	1960—year to Dec. 31	108,531,000 ⁶	—	4,295,000 ⁷⁻⁸	2.58	1,664,218
	1959—year to Dec. 31	95,068,000	—	4,111,000	2.47	1,664,218
Wilcox-Gay ⁷	1960—year to Dec. 31	9,495,498	—	311,741	.38	830,149 ⁸
	1959—year to Dec. 31	7,534,721	—	26,245	.01	3,326,998

Notes: ¹After preferred dividends. ²Includes non-recurring income of approximately \$5 million resulting from recovery of certain war losses incurred during World War II. ³Average. ⁴Includes non-recurring gain of \$581,614 (24¢ a share) from sale of radio WAGA Atlanta. ⁵Record. ⁶Includes special net credit of \$797,000 from adjustment of prior years' reserves. ⁷Parent of Majestic International, other subsidiaries. ⁸Reflects reverse 1-for-4 split. ⁹Includes special charge of \$39,752. ¹⁰Unavailable because of merger with D. S. Kennedy & Co. (Vol. 17:14 p21) and switch to calendar-year accounting Jan. 1.

reserves. ⁷Parent of Majestic International, other subsidiaries. ⁸Reflects reverse 1-for-4 split. ⁹Includes special charge of \$39,752. ¹⁰Unavailable because of merger with D. S. Kennedy & Co. (Vol. 17:14 p21) and switch to calendar-year accounting Jan. 1.

ATR Offering Suspended: Permanent suspension of a public offering of stock by American TV & Radio Co., St. Paul, under a Securities Act Regulation "A" exemption, has been ordered by SEC. A final decision by SEC in the long-pending case (Vol. 16:18 p21) said that stock-promotion circulars issued by ATR were "materially false & misleading regarding its production & sales." The suspension order also criticized alleged failure by the company to disclose that its market for auto-radio vibrators had suffered "material decline" because of their displacement by transistor radios.

Reports & Comments Available: General Instrument, analysis, Tucker, Anthony & R. L. Day, 120 Broadway, N.Y. 5 • Hazeltine, report, Thompson & McKinnon, 2 Broadway, N.Y. 4 • Globe-Union, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • Capital Cities Bcstg., memo, Pistell, Crow Inc., 50 Broadway, N.Y. 4.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Avco	—	\$0.15	May 20	Apr. 28
Electronics Investment	Q	.02	May 31	May 1
Electronics Investment	Ex.	.47	May 31	May 1
GE Ltd.	Q	7%	Jun. 9	Apr. 25
GT&E	Q	.19	Jun. 30	May 22
Indiana General	Q	.15	Jun. 12	May 19
National Video "A"	Q	.22½	May 19	May 1
TV Shares Mgmt.	SA	.20	May 31	May 5

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 20, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	19½	22	Maxson Electronics	28¾	30¾
Aerovox	8¾	10	Meredith Pub.	41½	45½
Allied Radio	26	28¾	Metro Media Inc.	22½	24¼
Astron Corp.	1¾	2¼	Milgo Electronics	25½	27¾
Baird Atomic	20½	22¼	Narda Microwave	6½	7½
Cetron	15½	16	Nuclear of Chicago	46	49¾
Control Data Corp.	116	124	Official Films	3¾	4¾
Cook Elec.	12¾	13¾	Pacific Automation	4¾	5½
Craig Systems	16	17½	Pacific Mercury	8	9½
Crosby Teletronics	6	6¾	Philips Lamp	161½	167¾
Dictaphone	33	35¾	Pyramid Electric	2¾	3-3/16
Digitronics	34	37½	Radiation Inc.	27½	29¾
Eastern Ind.	20¾	22¾	Howard W. Sams	54	58¾
Eitel-McCullough	17	18¾	Sanders Associates	58	62
Elco Corp.	14½	16¼	Silicon Transistor	8	9½
Electro Instruments	28	31¾	Herman Smith	13¾	15¼
Electro Voice	11¾	13¾	Soroban Engineering	72	77¾
Electronic Associates	37	39¾	Soundscriber	16¼	17¾
Erle Resistor	15¾	17½	Speer Carbon	21½	23¾
Executone	20½	22¼	Sprague Electric	66¼	69½
Farrington Mfg.	20½	22	Sterling TV	3¾	4½
Foto Video	6¾	7¾	Taft Bcstg.	20¼	21¾
Four Star TV	20½	22½	Taylor Instrument	46	49¾
FXR	22½	25¾	Technology Inst.	6¾	7¾
General Devices	18	19¾	Tele-Broadcasters	2½	3-1/16
G-L Electronics	9¾	11	Telechrome	14	15¾
Gross Telecasting	24½	26¼	Telecomputing	6¾	7¾
High Voltage Eng.	217	231	Time Inc.	97½	102
Infrared Industries	23	25¼	Tracerlab	14½	16
Interstate Eng.	25¼	27	United Artists	8½	9½
Itek	58½	63	United Control	23½	25¾
Jerrold	7½	8¾	Universal Trans.	2	2½
Lab for Electronics	61¾	65¼	Vitro	23	24½
Lel Inc.	9½	11	Vocaline	2¾	3-3/16
Magna Theater	3¼	3-13/16	Wells-Gardner	28¼	30¾
Magnetics Inc.	11¾	13¼	Wometco Ent.	19¾	21½

Auxiliary Services

Admen View Pay TV: How pay TV and its commercial counterpart will interact when both are available will be researched by ARB once the Hartford pay-TV test by Zenith gets rolling. And advertisers will have their eyes on the results, according to Charles Benesch, Young & Rubicam asst. dir. of media research, addressing an April 20 meeting of the American Mktg. Assn., N.Y. chapter.

John F. Maloney, *Reader's Digest* dir. of research, praised pay TV as "good business," and said that "a well-engineered but expensive type of pay-TV installation like Telemeter can be profitable in a short time, even among a relatively small share of the total TV audience." A recent MAB study in Toronto reflected "a group of pretty well-satisfied customers," Maloney said. "They don't find pay TV replacing regular TV. It is an adjunct, liked for quality, convenience and, above all, lack of commercials." But, he added, "new methods of communicating have a cyclical pattern of a fast rise, then a plateau period. This we can look forward to from the newest entry."

Medical TV Gains: At least 26 of 85 U.S. medical schools and 18 of 47 dental schools regularly use closed-circuit TV to supplement education & research, according to the Council on Medical TV. It estimates that the total investment in TV equipment in the centers & govt. health institutions has reached \$3 million, and that by 1970 the potential health-science TV market may amount to \$45-50 million. The Council (an affiliate of the Institute for Advancement of Medical Communication) has no statistics on how many of the country's 10,000 hospitals now use closed-circuit TV for ward-monitoring and in-service training programs—but reports that "many" do.

CIBA-TNT Medical-TV Pact: Ten closed-circuit telecasts for medical groups across the country will be produced in the next 2 years by Theatre Network Television for CIBA Pharmaceutical Products. The first of the contracted series was CIBA's 60-min. colorcast for April 19 annual meeting of the American Academy of General Practice in Miami. CIBA's Eidophor projector was used.

N.Y. Tests TV Traffic Control: A closed-circuit demonstration was recently staged by Motorola for traffic commissioner T. T. Wiley, using 8th Ave. between 50th and 57th streets as the test area. Four cameras relayed pictures to a control center in a nearby vacant store. Wiley is now considering a full-scale test on 3rd Ave.

NT&T Acquires Fifth CATV: The latest is in Alpena, Mich. (Vol. 17:16 p10). Samuel P. Norton, pres. of National Amusement, an NT&T div., told us that the purchase price of the system, which serves almost 3,800 subscribers, was approximately \$550,000.

TV Cutback Critic Is Out: The pioneering medical TV center in Washington's Walter Reed Hospital complex, closed Jan. 30 in an Army economy move (Vol. 17:6 p11), may be revived—but with its civilian director missing & programming curtailed. A report by senior Army officers at Walter Reed recommends that the civilian position of Dr. Paul W. Schafer, outspoken critic of the Army's shut-down decision, be abolished if the TV facilities are reactivated.

Vhf Translator CPs: Ch. 11 & 7, Belt, Mont., to Bert B. Williamson.

Educational Television

MPATI Poised for Flight: Much-postponed tests of the Midwest Program on Airborne TV Instruction (Vol. 17:13 p14) get under way this week. One of 2 DC6AB planes equipped at Baltimore for the ETV project in 6 states is scheduled to land at Purdue U.'s Lafayette, Ind. air field April 25 for the start of a week's trial flights. The 2nd plane will be placed in stand-by line on the field a few days later. No MPATI schedule for actual experimental transmission of airborne lessons to 31 elementary & secondary schools was set in advance of the test flights. But MPATI leaders hoped to get transmissions started early in May in preparation for the start of full academic ETV programming in Sept.

Ford Foundation Surveys ETV: A 68-page pictorial report, published last week by the Ford Foundation, lauded the growth of ETV as "a new cultural asset." Highlighted: (1) Programming strides made by non-commercial stations. (2) The use of TV by 250 colleges & universities for credit courses. (3) The work of NET. (4) The growth of regional networks linked by coaxial or microwave transmission or videotape exchange. (5) The Midwest Program on Airborne TV Instruction that will beam courses to schools in a 6-state area (see story above). Ford Foundation and its 2 offspring organizations—the Fund for the Advancement of Education and the Fund for Adult Education—have contributed over \$50 million for ETV development.

Ford Foundation Grants: ETV grants totaling \$483,700 were announced by the Ford Foundation last week. Funds to provide visits by educators to ETV installations elsewhere: \$1,400 to U. of Kentucky, \$2,300 to Queens College, \$4,000 to Dallas Independent School District. The U. of Florida has been given \$26,000 toward the salaries of teachers who will video-tape courses in chemistry, history and English or political science. The National Program in the Use of TV in the Public Schools has received \$450,000 for an additional year's experiments in the use of TV in classroom instruction.

NAEB on Sudan Mission: Under contract with the International Cooperation Administration, the National Assn. of Educational Bcstrs. has sent a team to the Sudan on a 2-year assignment to help the country develop its radio facilities. Dr. Sydney W. Head of the U. of Miami heads the NAEB mission. Clarence D. Phillips of the TV center at the State U. of Ia. is studio engineer.

Technology

AT&T Ready To Rush Satellites: The first of several experimental communications satellites could be delivered by AT&T by Christmas, if govt. authorization is received promptly, Pres. Frederick R. Kappel told the annual meeting last week. "We can move quickly," he said. "The system we propose calls for a number of satellites orbiting a few thousand miles in space. Each would contain equipment to receive, amplify and retransmit communications signals. Continuous service to Europe could be provided with from 20 to 25 such satellites, and worldwide service with about 50. We are confident that in a very few years—3 or 4, maybe even less—we could have a full-scale system in operation. But the immediate need is this: It is to get a 'bird' in the air for testing at the earliest moment."

WEEKLY **Television Digest**

APRIL 24, 1961

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1961 SUPPLEMENT NO. 4

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

Full text of

FCC Rules on Stereophonic FM Broadcasting

New Sec. 3.297 amending Part 3 of the Commission's Rules & Regulations to permit FM broadcast stations to transmit stereophonic programs on a multiplex basis, as adopted April 19, 1961 and released April 20, 1961, to become effective June 1, 1961.

As announced in Appendix to FCC Report and Order Docket No. 13506, FCC 61-524 3143

1. New Section 3.297 is added to read as follows:

Sec. 3.297. Stereophonic Broadcasting.

FM broadcast stations may, without further authority, transmit stereophonic programs in accordance with the technical standards set forth in Sec. 3.322: Provided, however, that the Commission and the engineer in charge of the radio district in which the station is located shall be notified within 10 days from the installation of type-accepted stereophonic transmission equipment of any change therein, and: Provided further, that the Commission and the engineer in charge shall be notified within 10 days from the commencement of stereophonic operation, scheduled hours of such operation or any change therein.

2. Section 3.310 is amended by adding the following paragraphs:

Sec. 3.310. Definitions.

(t) **Cross-talk.** An undesired signal occurring in one channel caused by an electrical signal in another channel.

(u) **FM stereophonic broadcast.** The transmission of a stereophonic program by a single FM broadcast station utilizing the main channel and a stereophonic subchannel.

(v) **Left (or right) signal.** The electrical output of a microphone or combination of microphones placed so as to convey the intensity, time and location of sounds originating predominately to the listener's left (or right) of the center of the performing area.

(w) **Left (or right) stereophonic channel.** The left (or right) signal as electrically reproduced in reception of FM stereophonic broadcasts.

(x) **Main channel.** The band of frequencies from 50 to 15,000 cycles which frequency modulate the main carrier.

(y) **Pilot subcarrier.** A subcarrier serving as a control signal for use in the reception of FM stereophonic broadcasts.

(z) **Stereophonic separation.** The ratio of the electrical signal caused in the right (or left) stereophonic channel to the electrical signal caused in the left (or right) stereophonic channel by the transmission of only a right (or left) signal.

(aa) **Stereophonic subcarrier.** A subcarrier having a frequency which is the second harmonic of the pilot sub-

carrier frequency and which is employed in FM stereophonic broadcasting.

(bb) **Stereophonic subchannel.** The band of frequencies from 23 to 53 kilocycles containing the stereophonic subcarrier and its associated sidebands.

3. Section 3.319 is amended to read as follows:

Sec. 3.319. Subsidiary Communications Multiplex Operations: Engineering Standards.

(a) Frequency modulation of SCA subcarriers shall be used.

(b) The instantaneous frequency of SCA subcarriers shall at all times be within the range 20 to 75 kilocycles: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, the instantaneous frequency of SCA subcarriers shall at all times be within the range 53 to 75 kilocycles.

(c) The arithmetic sum of the modulation of the main carrier by SCA subcarriers shall not exceed 30%: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, the arithmetic sum of the modulation of the main carrier by the SCA subcarriers shall not exceed 10%.

Note: Inasmuch as presently approved FM modulation monitors have been designed to meet requirements for modulation frequencies of from 50 to 15,000 cycles, the use of such monitors for reading the modulation percentages during SCA multiplex operation may not be appropriate since the subcarriers utilized are above 20,000 cycles.

(d) The total modulation of the main carrier, including SCA subcarriers, shall meet the requirements of Sec. 3.268.

(e) Frequency modulation of the main carrier caused by the SCA subcarrier operation shall, in the frequency range 50 to 15,000 cycles, be at least 60 db below 100% modulation: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, frequency modulation of the main carrier by the SCA subcarrier operation shall, in the frequency range 50 to 53,000 cycles, be at least 60 db below 100% modulation.

4. New Section 3.322 is added to read as follows:

Sec. 3.322. Stereophonic Transmission Standards.

(a) The modulating signal for the main channel shall consist of the sum of the left and right signals.

(b) A pilot subcarrier at 19,000 cycles plus or minus 2 cycles shall be transmitted that shall frequency modulate the main carrier between the limits of 8 and 10%.

(c) The stereophonic subcarrier shall be the second harmonic of the pilot subcarrier and shall cross the time axis with a positive slope simultaneously with each crossing of the time axis by the pilot subcarrier.

(d) Amplitude modulation of the stereophonic subcarrier shall be used.

(e) The stereophonic subcarrier shall be suppressed to a level less than 1% modulation of the main carrier.

(f) The stereophonic subcarrier shall be capable of accepting audio frequencies from 50 to 15,000 cycles.

(g) The modulating signal for the stereophonic subcarrier shall be equal to the difference of the left and right signals.

(h) The pre-emphasis characteristics of the stereophonic subchannel shall be identical with those of the main channel with respect to phase and amplitude at all frequencies.

(i) The sum of the side bands resulting from amplitude modulation of the stereophonic subcarrier shall not cause a peak deviation of the main carrier in excess of 45% of total modulation (excluding SCA subcarriers) when only a left (or right) signal exists; simultaneously in the main channel, the deviation when only a left (or right) signal exists shall not exceed 45% of total modulation (excluding SCA subcarriers).

(j) Total modulation of the main carrier including pilot subcarrier and SCA subcarriers shall meet the requirements of Section 3.268 with maximum modulation of the main carrier by all SCA subcarriers limited to 10%.

(k) At the instant when only a positive left signal is applied, the main channel modulation shall cause an upward deviation of the main carrier frequency; and the stereophonic subcarrier and its sidebands signal shall cross the time axis simultaneously and in the same direction.

(l) The ratio of peak main channel deviation to peak stereophonic subchannel deviation when only a steady state left (or right) signal exists shall be within plus or minus 3.5% of unity for all levels of this signal and all frequencies from 50 to 15,000 cycles.

(m) The phase difference between the zero points of the main channel signal and the stereophonic subcarrier sidebands envelope, when only a steady state left (or right) signal exists, shall not exceed plus or minus 3 degrees for audio modulating frequencies from 50 to 15,000 cycles.

Note: If the stereophonic separation between left and right stereophonic channels is better than 29.7 decibels at audio modulating frequencies between 50 and 15,000 cycles, it will be assumed that paragraphs (l) and (m) of this section have been complied with.

(n) Cross-talk into the main channel caused by a signal in the stereophonic subchannel shall be attenuated at least 40 decibels below 90% modulation.

(o) Cross-talk into the stereophonic subchannel caused by a signal in the main channel shall be attenuated at least 40 decibels below 90% modulation.

(p) For required transmitter performance, all of the requirements of Sec. 3.254 shall apply with the exception that the maximum modulation to be employed is 90% (excluding pilot subcarrier) rather than 100%.

(q) For electrical performance standards of the transmitter and associated equipment, the requirements of Sec. 3.317(a)(2), (3), (4) and (5) shall apply to the main channel and stereophonic subchannel alike, except that where 100% modulation is referred to, this figure shall include the pilot subcarrier.

WEEKLY **Television Digest**

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

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LONG STATION-BREAK HASSLE continues with Y&R appealing to FCC, NAB to halt "further over-commercialization." CBS, NBC tell affiliates they may have to follow ABC 40-sec. pattern (p. 1).

Congress

KENNEDY WANTS "FLEXIBLE" FCC for faster case work. His reorganization plan delegates decision authority to panels & staffers, abolishes review staff (pp. 2 & 7).

FCC

FCC PROPOSES ANTI-PAYOLA RULES to implement new law, also puts reporting burden on film producers (pp. 3 & 5).

ALLOCATIONS STATUS STILL QUO. No new FCC attempt to get more vhf. Hopes still rest in stronger uhf, aided by all-channel-receiver legislation (p. 4).

NAB

NEW BROADCAST EQUIPMENT to be shown at NAB: Developmental TV tape recorders & automation systems by RCA, optical multiplexer by GE, high-definition film chain by GPL (p. 8).

NAB CONVENTION SIDESHOWS in conjunction with May 7-10 sessions start early & run late, featuring everything from network-affiliate meetings to business pioneers' reunions (p. 7).

Stations

STATION STEREO EQUIPMENT will be available from ITA in 60-90 days; some stations can buy basic conversion for less than \$1,000. FM station interest reported high (p. 4).

Consumer Electronics

3 MILLION TVs SCRAPPED in 1960, indicating more than half of retail sales last year were replacements; 1.8 million sets went to multi-set homes (p. 15).

STEREO FM ADAPTERS planned by all component hi-fi makers by this summer. Adapters won't be interchangeable, they say (p. 16).

SYLVANIA EXTENDS WARRANTY on labor & parts to 5 years for transistor radios, one year on tube types (p. 16).

SONY'S TRANSISTOR TV with 8½-in. screen & rechargeable battery to be marketed in N.Y. next month, nationally by fall (p. 17).

Finance

ZENITH SALES & PROFIT SAG in 1961's first quarter as "intense competition in all phases of the business" takes its toll, shareholders are told at annual meeting (p. 19).

Film & Tape

WHAT IT TAKES to sell a series: Hollywood executives put politics & influence first; network ownership next, merit third (p. 11).

NTA BUYS DESILU series, pilots. Approximately \$200,000 is price for Desilu interest in 6 series, 9 pilots; NTA also pays about \$175,000 residuals to SAG (p. 12).

SAG WARNS PRODUCERS of TV commercials, charges some agencies, producers use non-SAG actors (p. 12).

REVUE STRENGTHENS LEADERSHIP in TV film, firming up 16 series for next season; Screen Gems, Warners runners-up with 8 each (p. 12).

Other Departments

PROGRAMMING (p. 9). **ADVERTISING** (p. 10). **PERSONALS** (p. 14).

'APPEAL' TO FCC IN STATION-BREAK BATTLE: Direct appeal to FCC & NAB by a major ad agency battling the ABC-TV-proposed expansion of station breaks from 30 to 40 sec. (Vol. 17:16 p7) was the latest tactic in the Madison Ave. skirmishes surrounding this industry hassle. Appeal came from Young & Rubicam Pres. George H. Gribbin, who is already on record with a gripe about long station breaks to ABC-TV Pres. Oliver Treyz. This time, Gribbin pleaded his case in nearly identical telegrams to FCC Chmn. Newton N. Minow & NAB Pres. LeRoy Collins.

No changes in present ABC 30-sec. breaks should be made "until NAB study of TV Code has opportunity to clarify Code inconsistencies and to set standards which will be in best interest of public, broadcasters and advertisers," Gribbin urged. He added: "We are firmly convinced that any increase of local-station break time can only lead to further over-commercialization."

Gribbin's wire requested FCC Chmn. Minow to cooperate "in prevailing upon ABC and its affiliated stations to cancel proposed increase of station-break commercial time" until NAB Code study is completed. Gribbin's wire has no actual legal status at FCC. Minow was out of town on the Conelrad alert, didn't see the telegram. It's expected that he'll refer it to the Commission for consideration next week—but it's most unlikely that the FCC will intervene. It has no rules or policy on such matters. There's a remote possibility that it might indicate some impression or leaning—but very remote.

It still seemed almost a certainty—barring FCC or NAB intervention or requests—that CBS & NBC would follow ABC's suit. Indications of CBS planning went to agencies in mid-week in the form of a wire from

CBS-TV Pres. James T. Aubrey Jr. NBC senior vp David Adams handled the problem by a series of letters to top agencies with which NBC does business.

Stated Aubrey's wire: "On April 7 we issued a letter stating it might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain-break announcements. I want to make certain that there is no misunderstanding of the position of the CBS-TV network relative to this proposal. This network is strongly opposed to the adoption of a 40-second station break because we believe that this practice would be shortsighted. We are in complete sympathy with your motives in opposing the adoption of this measure."

NBC's letter follows a similar line, advising agency men & clients that it may have to institute longer breaks to meet competitive pressure and to provide added revenue to stations to maintain network solidarity—even though it doesn't basically like the idea.

Taking obvious delight in the fact that an ABC-generated idea was causing CBS & NBC to alter their basic network policies, ABC issued an official statement from Julius Barnathan, affiliated stations vp, which contained more than a little tongue-in-cheeking. Said Barnathan of onetime ABC executive Aubrey's wire: "If Mr. Aubrey sincerely believes CBS should not allow the slight increase in station breaks, then we expect he will have the courage of his convictions and refuse to allow it on his network . . ."

KENNEDY WANTS 'FLEXIBLE' FCC: "Greater flexibility" in redtape-bound FCC case procedures—through delegation of decision-making authority & streamlining of routine—has been requested by President Kennedy in concisely-written Reorganization Plan No. 2, submitted to Congress April 27 & scheduled to become effective within 60 days.

Kennedy needed only 5 paragraphs to prescribe specific cures for some of Commission's administrative headaches—and only 9 paragraphs in accompanying special message to tell Congress why his plan "will make possible more economical & expeditious administration." (For text of plan, see p. 7.)

No opposition to FCC revamping is expected on Capitol Hill, where majority in either Senate or House must be mustered to veto it. At FCC, where Commissioners & aides have long suffered under piled-on layers of paper work, no outcries against Kennedy plan were heard. "It gives us tremendous discretion in dealing with our case load," one knowledgeable staffer told us.

General objectives of plan had been anticipated in Washington (Vol. 17:17 p16) and there were no surprises in it except for explicit abolition of FCC's Office of Opinions & Review headed by Donald J. Berkemeyer. No jobs were threatened, however. In fact, review staff will get more responsible assignments under Kennedy spread-the-work reorganization.

Plan "will relieve the Commissioners from the necessity of dealing with many matters of lesser importance & thus conserve their time for the consideration of major matters of policy & planning," President told Congress.

Major change in present FCC procedures would be discretionary delegation by Commission of adjudicatory & regulatory cases for decisions to panels of members, individual Commissioners, hearing examiners or other staffers. Commission itself could review any such decision either on its own initiative or on petitions by parties in cases. Any 3 members of 7-member FCC could call for mandatory review action by full Commission—thus making sure that present Republican minority wouldn't be steamrolled by Democratic majority. Mandatory requirement in Communications Act for oral arguments in adjudicatory cases at request of any parties would be scrapped, however. And if lower-level decisions were unchallenged on basis of record, they'd stand as actions by Commission itself. These could be enormous time savers.

FCC would make its own housekeeping rules to carry out reorganization, but Chmn. Minow would get new authority as assignment officer. He'd act for Commission in parceling out cases. President said nothing in plan about assignment of single members to write & sign opinions, but some such procedure probably will be adopted—in line with routine now followed at other regulatory agencies.

Minow would get no new powers over FCC budget-spending and appointment of top staff members—although such added authority for agency heads was recommended by President in April message to Congress on govt.'s over-all regulatory problems (Vol. 17:16 p1). In FCC plan, President obviously was setting slow & cautious pace in drawing specific organizational charts for agencies.

Special message by President on general ethics in govt. preceded his Reorganization Plan No. 2 on

Hill. (Plan No. 1 covered SEC along lines followed for FCC.) Kennedy called for sweeping rewrite of existing conflict-of-interest & ex-parte laws. Message was amalgam of reform proposals heard for years in & out of Congress. General objective: Prevention of improper use of federal jobs for private gain. In contrast to brief FCC plan, recommendations ran 6,000 words.

"Ultimate answer to ethical problems in govt. is honest people in a good ethical environment," President observed in his reform manifesto. But society's "moral tone is injured"—and govt. officials are affected—by such evils as fixed TV quiz shows, and it's necessary now to set up formal safeguards against "venality & double-dealing" within govt., Kennedy went on.

President said he's instructing FCC's Minow & all other agency heads to formulate rules-of-conduct for all employes, and that he intends to deputize White House aide (presumably agency advisor James M. Landis) as his coordinator of "ethics administration."

Kennedy also asked for new legislation to set up \$10,000 fines and/or one-year jail sentences for violations of proposed bans against: (1) Outside payments to govt. employes in connection with transactions involving govt. business. (2) "Switching sides" from govt. to private parties in cases in which federal officials have worked. In ex-parte field, President recommended law requiring agencies to institute "absolute prohibition" against all back-door approaches—including any by members of Congress—in cases requiring formal hearings.

Bi-partisan chorus of concurrence with Kennedy aims responded to ethics message on Hill. Unlike FCC reorganization plan, his measures to improve govt. morals won't have force of law without affirmative votes, however. And prospects for action on such reforms this year are little brighter than in other recent sessions. No member of Congress takes anti-ethics positions in public. But many want no legislation which might touch on their own conduct—such as their custom of interceding for constituents in regulatory cases.

FCC PROPOSES OFFICIAL ANTI-PAYOLA RULES: New anti-payola rules, to carry out intent of Congress in amending law (S-1898), have been proposed by FCC which invited industry comments by June 12. Nature of proposal was well foreshadowed by FCC's public notice last year (Vol. 16:39 p4) which called attention to fact that law had changed.

Important new angle is provision affecting application of law to those other than broadcasters—notably film producers. Commission proposes to relieve producers of any worry about films made before new rules become effective—presumably in a few months. However, all films telecast after that date will have to comply with new rules, and both producers & telecasters will be required to see to it that proper announcement is made if "valuable consideration" has been received. New rules aren't expected to bother TV film makers much because they're fairly well geared for them—but feature film producers are likely to be disappointed.

Commission issued its proposal as Public Notice 61-546, Doc. 14094, copies obtainable from FCC. In addition to changes in rules, Commission lists the 27 examples of what is & isn't verboten—as detailed by Congress when it passed law. Commission adds 9 examples of its own, full text of which may be found on p. 5. Though proposed new rules specify "television stations," it's FCC's intention to make exactly same provisions for radio. Herewith are additions to Sec. 3.654 of rules proposed:

"(a) When a television broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: provided, however, 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 the use of such service or property on the broadcast.

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

"(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a television broadcast station, as required by Sec. 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by

such television broadcast station, an appropriate announcement shall be made by such station.

"(e) Any films broadcast by any television station which were photographed for commercial exhibition after the effective date of this subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for television exhibition.

"(i) Commission interpretations in connection with the foregoing rules may be found in the Commission's public notice entitled 'Applicability of Sponsorship Identification Rules' and such supplements thereto as are issued from time to time."

ALLOCATIONS STATUS STILL IS QUO: No significant change in TV allocations thinking is apparent at FCC currently. Intention is still to try to make uhf more viable, with substantial hopes vested in all-channel-receiver legislation. Commission's proposed law is still being studied by President Kennedy's advisors, and there are reports of conflicting opinions among them. FCC's hope is that bill will at least be forwarded to Congress for hearings & debate, with or without Administration's blessing.

There's no renewed attempt to get more vhf spectrum from military. Says Chmn. Minow: "I've heard that some people believe I'm exploring this. Not at all. That idea was pretty well exhausted before I got here." What he is discussing with White House aides, he said, is the matter of divided responsibility for spectrum allocation between govt. & non-govt. users. "I believe," he says, "that there should be some group or person with the responsibility of making the allocation between the 2 types of users. I don't care whether it's an individual, a commission, or what."

Comr. Ford reiterated his let's-make-uhf-work ideas in an address April 28 before Ohio State's Institute for Education by Radio-TV in Columbus—and he urged educators to do something about it before non-TV users grab uhf. Telling them that need for action is "urgent," he said:

"When you stop to consider that uhf TV channels occupy nearly half of the usable spectrum below 1000 mc, which is only lightly occupied by this service, you can appreciate the Commission's position in attempting to retain indefinitely these channels for TV. There are some who doubt whether 82 or even 70 channels will ever be needed to fill the requirements of TV. It is my opinion that the future needs of ETV alone could occupy a large portion of the uhf TV band." He also urged educators to back the proposed all-channel-set bill. Noting that NAEB is studying ETV's future TV spectrum needs, he said:

"I should note that in future consideration by your engineers you should not consider yourselves necessarily bound by present assignment rules for uhf TV channels in any proposal for exclusive use of such channels, but should tailor a nationwide plan by variations in power, location, directional antenna, etc. to achieve a well-engineered nationwide educational TV system."

Ford also kissed off concept of renewed attempts to get more vhf, reminding that the FCC concurred with Defense Dept. & OCDM conclusions that they couldn't give up any vhf "without weakening to an unacceptable degree our ability to maintain our national defense & security" and "that the proposals would entail an expenditure by the govt. agencies of more than \$5 billion for U.S. military operations alone."

STATION STEREO EQUIPMENT—TIMING & PRICES: Basic conversion to stereo may cost some FM stations less than \$1,000—but most stations will have to pay considerably more, and the waiting list is forming already for equipment which will start going to stations in 60-90 days.

Most equipment manufacturers are still indefinite about prices & even approximate delivery dates for FM-station stereo conversion gear (Vol. 17:17 p6), but at least one FM transmitter manufacturer was ready for FCC's stereo ruling and is ready with some answers. This is ITA Electronics Inc. (Industrial Transmitters & Antennas), the 3-year-old Lansdowne, Pa. firm which says it is now the biggest supplier of FM transmitters.

"Interest in stereo by FM stations is very high," we were told last week by ITA Pres. Bernard Wise. "We feel that the potential for stereo conversion in the first year is about 300 stations. We've been flooded with inquiries ever since FCC's ruling came out. For example, we were called by 6 stations, all of which wanted to be first in their market with stereo. The only trouble is that they're all in the same market."

ITA is offering 2 basic forms of stereo FM conversions—deliveries to start in 60-90 days. For stations already using ITA transmitters (all of which have been guaranteed convertible to multiplex), ITA will supply a stereo generator for \$995. Wise said this generator will also work with some other make transmitters which are set up for multiplex. For stations with transmitters not modified for multiplex, ITA recommends a complete stereo exciter unit at \$2,495.

Basic conversion equipment is only part of the story, of course. Additional studio equipment is required, such as stereo monitors & consoles (ITA will show production models at next week's NAB convention), stereo tape-playing equipment, stereo phono pickups, 2 complete audio channels, etc. In addition, all station equipment must be checked & revitalized. Sloppy, halfway gear just won't work because of the precision stereo requirements set forth by FCC. Antennas & shielding become far more critical because of the technical complexity introduced by the problem of cross-talk (interference between the 2 carrier channels). In some cases, old-style transmitters may have to be replaced

Stations currently multiplexing under SCA rules (background music, etc.) are in best position to start stereo multiplexing with least expense, fuss & bother—because they already have much of the required equipment and their broadcast gear presumably is already modernized & up to snuff for the strict requirements of multiplex transmission. And, of course, under the FCC rules, stations can broadcast stereo programs & SCA transmissions at the same time (using 2 subcarriers).

Some FM stereo receivers probably will be on market even before any significant number of stations can broadcast stereo. Set makers' plans were rounded up last week (Vol. 17:17 p18); for additional manufacturer comments, see p. 16 of this issue.

The FCC

More about

FCC ANTI-PAYOLA GUIDES: Proposing new rules to implement the new anti-payola law which became effective last Sept. 13 (see p. 3), the FCC said that it plans to use the 27 examples given in House Report 1800 (Vol. 16:39 p4)—and to add 9 more of its own. Herewith is the full text of the 9:

28. An automobile manufacturer or dealer furnishes to a producer of TV programs a number of automobiles with the understanding that the producer will use them, or some of them, in some of his programs which call for the use of automobiles; and that the automobiles may be used for other business purposes in connection with the production of the programs, such as transporting the cast, crew, equipment and supplies from location to location or transporting executive personnel to business meetings in connection with the production of the programs. There is no understanding that there will be any identification on the television programs beyond an identification which is reasonably related to the use of the automobiles on the programs. No other consideration is involved. Under such uses, no announcement is required.

29 (a) A hotel permits a program to originate from its premises and furnishes hotel services, such as room and board, for cast, production & technical staff, and also furnishes other elements for use in connection with the programs to be broadcast, such as electricity and cable connections, free of charge, and with no other consideration. There is no understanding that there will be an identification of the hotel on the program beyond that reasonably related to the use made of the hotel on the program. No announcement is required.

(b) If the hotel pays money or furnishes free or at a nominal charge any services or items which are not for use on or in connection with the program (e.g., furnishing free or at a nominal charge room & board for the producer for any period of time not related to the production of the program at the hotel site), an announcement is required.

E. Effective Date

30. Does Sec. 317 as amended on Sept. 13, 1960 apply to programs or portions of programs produced or recorded prior to Sept. 13, 1960?

No, unless valuable consideration was provided to a broadcast station (rather than to a producer or other person) for the program or the inclusion of any program matter therein and the program was broadcast after said date.

F. Nature of the Announcement

31. A station broadcasts spot announcements which solicit mail orders from listeners. The sponsor is merely referred to in the announcements and in the mail order address as "Flower Seeds" or "Real Estate" or "the Record Man." Such a reference to the sponsor of the announcements is insufficient to constitute compliance with the Commission's sponsorship identification rules because it is limited to a description of the product or service being advertised. The announcement requirement contemplates the explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods sold. (See Commission Notice entitled "Sponsor Identification on Broadcast Stations," FCC 50-1207, 6 R.R. 835.)

32. A station broadcasts "teaser" announcements utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public by telling it that something is "coming soon." The sponsor of the announcements is not named therein, nor is any generally known trade or brand name given, but it is the intention of the station and the advertiser to inaugurate at a later date a series of conventional spot announcements at the conclusion of the "teaser" campaign. Announcements of this type do not comply with the Commission's sponsorship identification rules. All commercial matter must contain an explicit identification of the advertiser or the generally known trade or brand name of the goods being advertised. (See Memorandum Opinion & Order

In the Matter of Amendment of Sec. 3.119(e) of the Commission's Rules, FCC 59-939, 18 R.R. 1860.)

33. A station carries an announcement (or program) on behalf of a candidate for public office or on behalf of the proponents or opponents of a bond issue (or any other public controversial issue). At the conclusion thereof, the station broadcasts a "disclaimer" or states that "the preceding was a paid political announcement." Such announcements *per se* do not demonstrate compliance with the sponsorship identification rules. The rules do not provide that either of the above-mentioned types of announcements must be made, but they *do* provide in such situations that an identification be broadcast which will fully and fairly disclose the true identity of the person or persons by whom or in whose behalf payment was made. If payment is made by an agent, and the station has knowledge thereof, the announcement shall identify the person in whose behalf such agent is acting. If the sponsor is a corporation, committee, association or other group, the required announcement shall contain the name of such group; moreover, the station broadcasting any matter on behalf of such group shall require that a list of the chief officers, members of the executive committee or members of the board of directors of the sponsoring organization be made available upon demand for public inspection at the studios or general offices of the station.

34. Must the required sponsorship announcement on TV broadcasts be made by visual means in order for it to be an "appropriate announcement" within the meaning of the Commission's rules?

Not necessarily. The Commission's rule does not contain any provision stating whether aural or visual or both types of announcements are required. The purpose of the rule is to provide a full and fair disclosure of the facts of sponsorship, and responsibility for determining whether a visual or aural announcement is appropriate lies with the licensee. (See Commission telegram to Mr. Bert Combs, FCC Public Notice of April 9, 1959, Mimeo No. 71945.)

G. Controversial Issues

35 (a) A trade association furnishes a TV station with kinescope recordings of a Senate committee hearing on labor relations. The subject of the kinescope is a strike being conducted by a labor union. The station broadcasts the kinescope on a "sustaining" basis but does not announce the supplier of the film. The failure to make an appropriate announcement as to the party supplying the film is a violation of the Commission's sponsorship identification rules dealing with the presentation of program matter involving controversial issues of public importance. Moreover, the Commission requires that a licensee exercise due diligence in ascertaining the identity of the supplier of such program matter. An alert licensee should be on notice that expensive kinescope prints dealing with controversial issues are being paid for by someone and must make inquiry to determine the source of the films in order to make the required announcement. (See KSTP Inc., 17 R.R. 553 and Storer Bcstg. Co., 17 R.R. 556a.) A station which has ascertained the source of kinescopes is under an additional obligation to supply such information to any other station to which it furnishes the program.

(b) Same situation as above, except that the time for the program is sold to a sponsor (not the supplier of the film) and contains proper identification of the advertiser purchasing the program time. An additional announcement as to the supplier of the films is still required, for the reasons set forth above.

(c) Same situation as in (a) or (b), above, except that only *excerpts* from the film are used by a station in its news programs. An announcement as to the source of the films is required. (See Westinghouse Bcstg. Co., 17 R.R. 556d.)

36. A church group plans to film the proceedings of its national convention and distribute film clips "dealing with numerous matters of profound importance to members of [its] faith" in order to "disseminate to the American people information concerning its objectives and programs." The group requests a general waiver under Sec. 317(d) of the Communications Act so that it need not "waste" any of the short periods of broadcast time donated to it by making sponsorship identification announcements. In the below-cited case, the Commission did not grant such a waiver because of the absence of information indicating that the subject matter of the clips was not controversial and because the alleged "loss" of a few seconds of air time was not of decisional significance vis-a-vis Congressional and Commission policy relating to issues of public importance. (See Petition of National Council of Churches of Christ, FCC 60-1418.)

Program-Form Opposition: 19 licensees, in an early joint filing (now due June 1), offered vigorous opposition to FCC's proposed changes in its program form (Vol. 17:9 p2, *et seq.*) through counsel Pierson, Ball & Dowd. Their conclusions read, in part: "The extensive and all-embracing program information that the Commission proposes to require licensees to submit, by its very nature, raises grave doubts whether the Commission is not embarked upon a course of exercising supervision over programs and prescribing program standards in a manner which seriously impinges upon the licensee's right to be free from Commission censorship. Added to these grave Constitutional doubts is the fact that the information which the Commission would require applicants to submit is practically worthless for the purpose of determining whether or not the broadcaster is meeting any specific or general need of the public." However, the stations said, there is no harm in some of FCC's proposals—such as requiring applicants to show their effort to determine community needs.

NBC-RKO Hearing Issues: FCC last week spelled out the issues it proposes to explore in the NBC-RKO transfer hearing: (1) NBC-RCA antitrust record. (2) Alleged pressures by NBC on Westinghouse Bcstg. Co. and KRON-TV San Francisco, in connection with its station acquisitions. (3) Alleged trafficking by NBC & RKO. (4) Philco's financial qualifications. (5) Qualifications of Crowell-Collier, which wants to buy RKO's WGMS Washington, in light of charges of "alarming" & "vulgar" programming over its KEWB Oakland & KFWB Los Angeles and alleged engineering violations of its KDWB St. Paul. (6) Details surrounding dismissals of Ch. 2 competitors of KTVU San Francisco before it got its CP, alleged KTVU trafficking, KTVU program performance. (7) RKO's multiple-ownership situation—whether its holdings in CKLW-TV Windsor should count as an over-the-ceiling 6th station.

President Calls Conelrad "Vital": In his April 28 address over Conelrad during the civil defense drill, President Kennedy offered the following comment on Conelrad, the need for which is questioned in some quarters: "Should the United States ever be subjected to direct enemy attack, Conelrad and the national emergency broadcasting system will be vital to our defense. This carefully planned program would prevent an enemy from using our radio stations to assist him and yet permit emergency broadcasting such as you now hear. The voluntary participation of the radio & television broadcasters of the nation at their own expense is a commendable example of individual responsibility which is so essential to the survival of this nation."

"Frantic" KRLA Scored: A one-year probationary license renewal for radio KRLA Pasadena has been recommended in a joint initial decision by FCC hearing examiners James D. Cunningham & Herbert Sharfman, who sharply criticized the station's conduct. Rejecting pleas by KRLA for a full 3-year renewal, they indicted the station for: (1) "Frantic & undignified promotional activities." (2) "Obviously inept absentee direction marked by progressive irresolution [by licensee Donald Cooke]." (3) "Failure of Cooke to keep informed about "program mislogging." (4) "Censurable managerial immaturity & operational shortcomings."

Application Filed: Ch. 9, Redding, Cal., by Redding-Chico TV Inc., headed by Robert C. Burris, ex-mgr. of KEIC Santa Barbara, and including principals of KIEM-TV Eureka.

GE Plans Satellite Company: GE filed for FCC approval last week a plan calling for the formation of an international company to use satellites for worldwide communications. The new organization is Communications Satellites Inc., centered at 3198 Chestnut St., Philadelphia. Its president is H. W. Paige, gen. mgr. of GE's missile & space vehicle department. GE said that Communications Satellites will function as an international "common carrier's common carrier" to provide a microwave relay service to worldwide transmission of telephone, telegraph and other communications signals by satellite. Other U.S. companies in the communications & aerospace fields will be invited to participate in the new company, GE said, adding the suggestion that stock interest held by any one company be limited to approximately 10%.

Ford Hits "Violence": Many good things are on the air, but "many other programs of an entertainment character" aren't in that category, FCC Comr. Ford told the Institute for Education by Radio-TV in Columbus April 28. He said "excessive violence on TV" makes for a bad balance. "It would seem to me that programs of this character cheapen human life & tend to degrade individual human beings as expendable," Ford said in a panel session on "vital issues." On the other hand, he noted with approval that an increasing number of public-service & educational shows on TV are winning commercial sponsorship—"to the credit of American businessmen."

AFM Opposes WWL-TV Renewal: Formal opposition to a license renewal for New Orleans' Ch. 4 was filed with FCC last week by the American Federation of Musicians. Union Pres. Herman Kenin termed the action "the first step in an all-out effort by the Federation to close the shocking gap between promise & performance by many TV stations." The AFM charged that WWL, in its original application to FCC, gave elaborate assurances of extensive use of live music—but "the station never employed a staff orchestra, combo unit or string group—and" does not now "employ a single staff musician."

Problem Hearings Set: July 24 has been designated for the start of the hearing on the renewal of radio WGMA Hollywood, Fla., going into the qualifications of quiz-rigger Dan Enright (Vol. 17:16 p4). WMPP Chicago Hts., Ill. is due to begin its hearing in Chicago July 6, on charges of false statements to FCC (Vol. 17:16 p4).

Reno CP Due: Award of Ch. 4 to Circle L Inc. is proposed in an initial decision issued by FCC examiner Basil P. Cooper. Of 5 competing applicants, 4 dismissed and one amended to another channel. None was paid or promised anything for dropping out, Cooper said.

Dual Identification: Under a waiver of the rules granted by the FCC, WLYH-TV (Ch. 15) Lebanon, Pa. may now identify itself as "Lebanon-Lancaster." FCC Comr. Bartley dissented.

Vhf Translator CPs: Ch. 5, Terrebone, Ore., to Gray Butte Televiewers Inc., to repeat KPTV (Ch. 12) Portland.

Short License: FCC has granted radio WIRA Ft. Pierce, Fla. a renewal only to May 1, 1962 "to afford licensee an opportunity to demonstrate that it will operate in full compliance with [FCC's] technical & other rules."

ETV Comment Deadline Extended: FCC has moved from May 1 to June 1 its deadline for comments in the inquiry seeking ways & means of diverting a vhf channel from commercial to ETV in N.Y. & L.A. (Vol. 17:14 p2).

Congress

More about

TEXT OF JFK's FCC PLAN: The text of President Kennedy's FCC reorganization plan, as submitted to Congress April 27 (see p. 2), follows:

Section 1. *Authority to Delegate.* (a) In addition to its existing authority, the Federal Communications Commission, hereinafter referred to as the 'Commission,' shall have the authority to delegate, by published order or rule, any of its functions to a division of the Commission, an individual Commissioner, a hearing examiner, or an employe or employe board, including functions with respect to hearing, determining, ordering, certifying, reporting or otherwise acting as to any work, business, or matter; provided, however, that nothing herein contained shall be deemed to supersede the provisions of Section 7(a) of the Administrative Procedure Act (60 Stat. 241), as amended, and provided, further, that in accordance with the provisions of subsection (b) of this section the functions of the Commission with respect to the filing of exceptions to decisions of hearing examiners and the function of hearing oral arguments on such exceptions before the entry of any final decision, order or requirement as set forth in subsection (b) of Section 409 of the Communications Act of 1934, as amended (66 Stat. 721), are hereby abolished.

(b) With respect to the delegation of any of its functions, as provided in subsection (a) of this section, the Commission shall retain a discretionary right to review the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, upon its own initiative or upon petition of a party to or an intervenor in such action, within such time and in such manner as the Commission shall by rule prescribe, provided, however, that the vote of a majority of the Commission less one member thereof shall be sufficient to bring any such action before the Commission for review.

(c) Should the right to exercise such discretionary review be declined, or should no such review be sought within the time stated in the rules promulgated by the Commission, then the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, shall, for all purposes, including appeal or review thereof, be deemed to be the action of the Commission.

Section 2. *Transfer of Functions to the Chairman.* There are hereby transferred from the Commission to the chairman of the Commission the functions of the Commission with respect to the assignment of Commission personnel, including Commissioners, to perform such functions as may have been delegated by the Commission to Commission personnel, including Commissioners, pursuant to Section 1 of this reorganization plan.

Section 3. *Review Staff.* The review staff, created by Section 5(c) of the Communications Act of 1934, as amended (66 Stat. 712), together with its functions, is hereby abolished. The employes of such staff may be assigned as the Commission may designate."

JFK Backs ETV Research: Improvement & extension of the Defense Education Act of 1958, including its Title VII provisions for federally financed research in audio-visual teaching techniques, have been recommended to Congress by President Kennedy. He submitted an administration bill continuing the law, which is scheduled to expire June 30, 1962.

Space Outlook Explored: The House Science & Astronautics Committee under Rep. Brooks (D-La.) will hold May 4-10 hearings on proposals for U.S. commercial use of satellite communications systems. FCC Comr. Craven is scheduled to testify May 5 on Commission proceedings in the space field. Spokesmen for such companies at ITT, AT&T, RCA, GE, General Telephone & Electronics and Lockheed will appear May 10. Space allocations also will be explored May 2 by the Senate Foreign Relations Committee. Chmn. Fulbright (D-Ark.) scheduled a delayed hearing on U.S. ratification of the International Telecommunication Convention and on radio regulations adopted at 1959 Geneva sessions of the International Telecommunications Union (Vol. 15:52 p7).

Examiners Upgraded in Bill: Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee wants regulatory-agency hearing examiners to make final decisions in nearly all cases. He submitted a bill (S-1734) amending the Administrative Procedure Act so that decisions by the examiners will stand unless agencies, such as FCC, find that errors in fact or policy have been made. Co-sponsored by Sen. Hart (D-Mich.), the measure would give even more authority to FCC examiners than that provided in President Kennedy's FCC reorganization plan (see p. 2). Carroll said it would cut down on "the huge—almost notorious—backlogs" of cases now piled up at such agencies as FPC.

NAB

NAB Convention Sideshows: By latest count, there'll be 26 scheduled meetings & functions for broadcasters before & during NAB's May 7-10 Washington convention—in addition to officially programmed sessions & events. The special sidebar features in Shoreham & Sheraton Park hotels will include:

May 5—Assn. for Professional Bcstg. Education, directors' meeting & dinner.

May 7—NAFMB, membership meeting. Assn. of Maximum Service Telecasters, membership meeting. ABC Radio affiliates, meeting. ABC-TV affiliates, presentation. ABC, reception. NBC-TV affiliates, meeting. NAB TV Code Review Board, luncheon. Broadcast Pioneers, membership meeting. Clear Channel Bcstg. Service, membership meeting. Community Bcstrs. Assn., meeting. Indiana Broadcasters Assn., dinner.

May 8—NBC Radio affiliates exec. committee, breakfast. TV Stations Inc., breakfast. MST, breakfast. Day-time Bcstrs. Assn., breakfast.

May 9—Quality Radio Group, breakfast. Wis. Bcstrs. Assn., breakfast. Broadcast pioneers, banquet.

May 10—Society of TV Pioneers, breakfast.

Govt. Turnout for NAB: Reception for govt. officials May 9, during NAB's Washington convention, is shaping up as the largest ever. More than half of the Senators and representatives have accepted invitations, and most of the balance have yet to respond. The administration contingent, from Vice President Johnson down, has accepted almost *en masse*. Many Congressmen are scheduling post-reception dinner parties, breakfasts, luncheons, etc. for their respective states' broadcasters—and vice versa. According to govt. relations vp Vincent Wasilewski, "the acceptances have been fantastic—building up to about 80% of those invited."

New Broadcast Equipment: The NAB convention—to be held in Washington next week—is the traditional setting for the unveiling of new broadcast equipment. This year's very newest gear will be in the FM stereo multiplex field, although it's doubtful that actual models will be shown (Vol. 17:17 p6). Nevertheless, equipment manufacturers will come to the convention loaded with information so that they can answer the inevitable questions of broadcasters.

In other fields, here are some of the new products which have already been announced for showing at the convention:

RCA will take over the Shoreham Hotel ballroom for "the largest array of radio-TV equipment ever assembled." Featured will be "prototypes of 3 new & advanced TV tape recorders," a new advanced system for over-all station automation utilizing the building-block principle, including a slide projector cued & operated by a recorded tone signal from the new RT-7A cartridge tape recorder. RCA will also show new microwave gear and military & space electronics which "suggest the shape of things to come for the commercial broadcaster."

GE will unveil an optical multiplexer in an exhibit which "has been expanded to permit introduction of one of the largest lines of new broadcast items in recent years." The new multiplexer was designed for GE by Eastman Kodak for the GE-Eastman continuous-motion TV projection system, but can be used with any standard projector. A new model of the projector will be shown for the first time. GE will also display 2 new Vidicon camera channels, a new series of utility monitors and the new 35-kw high-channel vhf TV amplifier.

GPL will introduce a high-resolution Vidicon film chain, based on the system it designed for the military. It is designed to deliver 800 lines of resolution in center, 600 lines corner.

Television Zoomar will show Studio & Super Universal Zoomar with improved optics and new lens coatings.

TelePrompTer Corp. plans to showcase what it terms "a revolutionary random-access family of slide & tape selection devices," according to Pres. Irving B. Kahn. The devices are said to permit "remote selection of any of the available 60, 100 or 500 slides or tape tracks in any random order, or sequential selection of slides or tracks in either a forward or reverse direction." The 4 major pieces of equipment shown in the random-access series include a 60-slide drum magazine selector adapted to a Telepro 6000 projector, 100 & 500-slide selectors, and a 100-track magnetic tape selector.

ITA Electronics will show stereo broadcasting equipment (see p. 4), a complete new line of FM & AM transmitters, automation equipment and a push-button console combination unit for a single operator-announcer.

FCC NAB Panel Set: At a luncheon April 24, all 7 FCC members met with NAB's top brass to discuss the *modus operandi* of the Commission question-&-answer session scheduled for May 10 during the convention in Washington. It was agreed that questions will be written out, screened by NAB, not seen by Commissioners beforehand. NAB Chmn. Clair McCollough will be the moderator. Those attending the luncheon last week, in addition to McCollough, were Pres. Collins, his asst. John Perry, and the NAB vps.

Networks

DGA & Networks Still Talking: The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America are still working without a contract (Vol. 17:16 p8). DGA-network negotiations, temporarily suspended April 14, were renewed April 26, but no agreement on the employment status of the union members had been reached at week's end.

NETWORK SALES ACTIVITY

ABC-TV

- Stagecoach West, Tue. 9-10 p.m., part. eff. July.
Colgate-Palmolive (Ted Bates)
- SurfSide 6, Mon. 9-10 p.m., part. eff. Oct.
Union Carbide (William Esty)
- Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
Johnson & Johnson (Young & Rubicam)
- Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. Sept.
American Tobacco (SSC&B)
- ABC's Wide World of Sports, Sat. a.m., part. eff. April.
Humble Oil (McCann-Erickson)
Bristol-Myers (DCS&S)
Carter (SSC&B)
- The Corrupters, Fri. 10-11 p.m., part. eff. Sept. 29.
Alberto-Culver (Compton)
Du Pont (N.W. Ayer)
Lever Bros. (J. Walter Thompson)
P. Lorillard (Lennen & Newell)
Union Carbide (William Esty)
- The Fight of the Week, Sat. 10 p.m., co-spon. eff. May 6.
El Producto Cigar (Compton)
Gillette (Maxon)

CBS-TV

- Summer Sports Spectacular, Thu. June 8, 7:30-8:30 p.m., participations.
Watchmakers of Switzerland (C&W)
- Family Classics, Sun. June 18 & Aug. 6, full-sponsorship.
John H. Breck (Reach, McClinton & Co.)
- Daytime programming, Mon.-Fri. part. eff. May 17.
Nestle (McCann-Erickson)

NBC-TV

- Robert Taylor—The Detectives, Fri. 8:30-9:30 p.m., part. eff. fall.
Brown & Williamson
Warner-Lambert Pharmaceutical (L&F)
- The Joey Bishop Show, Wed. 8:30-9 p.m., co-spon. eff. fall.
Procter & Gamble (Benton & Bowles)
- National Velvet, Sun. 8-8:30 p.m.; The Tab Hunter Show, Sun. 8:30-9 p.m.; Whispering Smith, Mon. 9-9:30 p.m., part. eff. July 18.
Lehn & Fink (GMM&B)
- Tales of Wells Fargo, Mon. 8:30-9 p.m., part. eff. Sept.
American Tobacco (SSC&B)
Lehn & Fink (GMM&B)
- Bonanza, Sat. 7:30-8:30 p.m., part. eff. Sept. & June.
American Tobacco (SSC&B)
Procter & Gamble (Benton & Bowles)
- Daytime programming, Sat., part. eff. June 17.
General Mills (Dancer-Fitzgerald-Sample)
Cracker Jack (Leo Burnett)
- David Brinkley's Journal, Wed. 10:30-11 p.m., co-spon. eff. Oct. 11.
Douglas Fir Plywood (Cole & Weber)

Network Countdown on Space Shoot: The long-awaited U.S. man-in-space shot, which may come tomorrow (May 2) between 7:45 & 8 a.m., will receive "the most far-flung TV pool coverage in history," all networks agreed late last week. The TV & radio networks have each contributed "as complete facilities and personnel as possible" to provide live, taped, filmed & audio coverage. Pool reportage will be fed simultaneously to all networks, but each will be free to cut in with commentary or news inserts.

Network pre-shot specials over the April 28-30 week-end highlighted U.S. astronauts Glenn, Grissom and Shepard. *CBS Reports'* "Why Man in Space" on Fri. (10-11 p.m.) included an interview with Glenn, and NBC's *The Astronauts* (Sun., 7-8 p.m.) was a biographical study of all 3 men. But ABC, in an attempt to get the jump on network competitors (and NASA itself) prepared 4 separate 30-min. shows, 3 featuring individual astronauts and one devoted to all the candidates. ABC hopes were that NASA would make its final selection before air time (Fri., 7:30-8 p.m.) of its one-shot space special, "Road to the Stars." By air time NASA hadn't chosen the man.

NBC is Top Grosser: January gross time billings (before discounts) stood at \$23 million at NBC-TV, a new January record for the network and \$2 million over Jan. 1960. NBC-TV was \$136,000 ahead of CBS-TV and more than \$7 million ahead of ABC-TV by the same yardstick, the network also claimed last week. The score, added NBC, makes January "the 3rd of the last 4 months in which NBC-TV has been the network leader in gross billings." On the network radio side, NBC also claimed the lead, topping CBS "by almost 3 hours a week (14%)" and ABC "by more than 5 hours (33%)" in terms of hours of sponsored radio time. Count so far for NBC-TV in April: "An advantage of more than 3 hours over each of its competitors" with a total of 52 hours, 48 minutes of network TV sponsored time, the primary gains due to increased daytime billings.

Hagerty Needles White House Press: Echoing sentiments expressed recently in Pittsburgh by his successor, Pierre Salinger (Vol. 17:16 p11), ABC news vp James C. Hagerty, former Eisenhower administration press chief, last weekend blasted "press-conference trivia" in Washington. Addressing a group of Air Force information officers, Hagerty recalled that on numerous occasions during Presidential press conferences he handled: (1) Reporters would skip important international questions to discuss "silly, trivial" matters. (2) The President was seldom given a chance to dwell on a single topic long enough to present a full opinion. White House press conferences, Hagerty made clear, don't belong to the press. The session, he said, "belongs to the President." He added that he had instituted a policy at ABC whereby any TV-radio misstatements of news facts were corrected on the air in the same or equivalent time periods. In an April 28 telegram to Salinger, Hagerty more directly expressed agreement with New Frontier views on "common-sense reporting." Said Hagerty: "Please inform President Kennedy that I wholeheartedly support his speech before the publishers in N.Y. yesterday and that the ABC News department will do its best to follow his national interest recommendations."

NBC SRO on Bowls: More than 7 months before the annual football bowl games, NBC-TV coverage of 4 of the events is completely sold.

Programming

High Cost of Eichmann Reportage: Although the psychological effect on audiences of the extensive U.S. TV coverage given Adolph Eichmann's trial is still debatable, the tug on network & station purse strings is unquestioned. Each network: (1) pays Capital Cities Bestg. \$50,000 for daily 60-min. tapes of the proceedings; (2) maintains its own news force in Jerusalem for outside-court coverage, and (3) contributes, on a rotating basis, one-third of the cost of editing, flying the tape over and feeding it to other networks. Added to this are the costs of over a dozen pre- & post-trial specials, most of which were unsponsored.

In the face of such financial facts, few local stations are providing tape coverage of the trial. The N.Y. market, where one-fourth of the world's Jewish population resides, is the one local-level exception. WNTA-TV has a daily (Mon.-Sat. noon-1 p.m.) series, and WABC-TV is running *The Eichmann Trial* (Mon.-Fri., 6:30-7 p.m.). WABC-TV's coverage is quite extensive.

Realizing the trial's public-relations possibilities in the N.Y. area, WABC-TV spent \$23,000 on advertising & promotion activities in preparation for its series. The campaign included a series of full-page newspaper ads and the mailing to viewers of some 24,000 copies of the 15-count indictment against Eichmann. And, according to gen. mgr. Joseph Stampler, it has paid off. Arbitron ratings for the first week of the show were almost double the average rating of *The Tommy Seven Show*, which it pre-empts.

Glickman Corp., a N.Y. real estate firm and one of the few sponsors which does not equate sponsorship of the trial with the black plague, has bought half of the Jim Bishop-narrated series. "There's no sales pitch," said Sidney Posner, vp of Glickman's agency Newmark, Posner & Mitchell. "We use only 90 seconds of the 3-minute commercial time for a brief explanation of what Glickman is and the message that the trial is being presented as a public service." The audience response has been "excellent," Posner said. "We feel the series has greatly added to our public relations stature."

Campbell-Ewald's TV Findings: A special "Television 1960" study has been completed by Campbell-Ewald which "explores the sociological & psychological meanings of TV as a medium for entertainment, advertising and communication." Some key findings: (1) "TV is, and will continue to be, a tremendously important force in our society." (2) "The viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes." (3) "In terms of programming, Westerns & specials generally are on the decline . . . suspense-mystery shows are receiving more viewer attention . . . soap operas are increasing in popularity, as well as adventure shows." (4) "Attitudes toward and time spent with TV differ by social class. The upper class does not depend as heavily on TV for entertainment & information." (5) "Attitudes & feelings . . . carry over directly into how people react to commercials. The program is the setting or stage for the advertising message."

Prime Time Public Service: KRON-TV San Francisco canceled *Lockup*, syndicated show regularly scheduled at 7-7:30 p.m., in order to rebroadcast in prime time President Kennedy's April 20th address on Cuba. The station carried the network feed at noon, then ran the speech twice in succession in the evening.

TV Self-Appraised at Ohio State: An appeal for a huge new appropriation for ETV purposes, a strong reminder that "ivory-tower snobs" won't help public-service programming, and a statement that TV isn't ignoring intelligent minorities were highlights of the Institute for Education by TV-Radio last week at Ohio State U.

RCA Pres. John L. Burns told delegates that "what we need is more, not less, talk about the promise of ETV" and that "to get ETV off the ground, on a national scale, will require a massive injection of money in the area of \$2.5 billion dollars. It would be one of the most prudent investments we, as a nation, could make—for achieving a substantial upgrading of educational quality on a short-run basis and at a cost we could afford." The \$2.5 billion investment, Burns estimated, would buy "another 150 ETV stations" & complete TV facilities.

A warning that programmers & advertisers must "take a leaf from Hollywood's golden dollar-bound book and support Hollywood's most faithful marriage, the union of programming & public relations" was sounded by Westinghouse Bcstg. dir. of PR & special events Michael R. Santangelo. "While we are so busy trying to make public-service programming a part of show business, let's put a little show business into public-service programming," he added. "No one asks us to throw a professor into the swimming pool at a lush party, but competition demands knowledge of basic promotion techniques and the exercise of a new 'T.I.O.'—total imagination output."

TIO Director Louis Hausman told the American Council for Better Broadcasts: "The surest way to get programming of higher quality and taste is to have audiences with better taste. This is exceedingly difficult in a democratic society. I fear the superimposition of tastes and standards of morality or excellence by a relatively small group of people. . . . Yet tolerance for excellence is growing in this country and mass media, including TV, have played a part in this advancement," he added.

NBC's Twin Rating Surprise: A public-affairs show in the Nielsen "top 10?" When the latest (for 2 weeks ended April 2) Nielsen national ratings were issued last week, NBC discovered it had pulled off this rating surprise not once but twice in the same report. In the "total audience" ranks (homes tuning 5 minutes or more), "The Real West"—a *Project 20* show produced by Don Hyatt, narrated by Gary Cooper and sponsored by Savings & Loan Foundation—landed in 4th place with a 37.6 rating good for 17,634,000 homes. In 7th place in the same listings was another *Project 20* show, "The Story of Will Rogers," sponsored by Purex. Both shows landed in the top 15 ranks in terms of average audience. The ratings, however, produced an odd internal problem at NBC—*i.e.*, they were so high that NBC last week was seriously considering de-classifying such *Project 20* shows as "public affairs" and including them (for sponsorship purposes) with straight "entertainment" offerings.

TV Contempt of Court? Federal Judge Roszel C. Thomsen has ordered an investigation to see if re-enactment by WBAL-TV Baltimore of jury deliberations in a kidnap-murder trial amounted to contempt of his court. He had refused defense pleas for a new trial for convicted Melvin Davis Rees Jr. as a result of the 60-min. TV show in March (Vol. 17:15 p6), but said it raised contempt-of-court questions. Judge Thomsen appointed attorneys William L. Marbury & William B. Somerville to conduct the inquiry, featuring tapes of the WBAL-TV show.

Advertising

TvB's Status Report: The "scope and dimensions of TV today" are outlined in *TV Basics 4* issued last week by TvB. "The appeal of TV to many different types of advertisers is matched only by its appeal to the public," TvB noted, citing: (1) A total of 5,566 product brands used national spot and 1,485 used network TV in 1960. (2) Total advertiser investment was \$1.6 billion, while the public spent \$1.3 billion for TV sets. (3) TV is now found in 46.9 million homes or 89% of all American wired homes. (4) The number of sets in use is 54.4 million, 6.3 million homes having 2 or more sets. (5) TV reaches almost everyone in a single day, including 78% of all women, 70% of all men, 89% of all teenagers and 99% of all children. (6) It is the only ad medium in which CPMs have not increased over a 5-year period. Spot TV CPM remains unchanged from 1955, network CPM has declined 14% while newspapers have increased 19%, magazines are up 22%, and outdoor is up 22%.

In a separate study on gasoline & lubricant advertisers, TvB noted the recent dropping of TV by Shell, but added that "a survey covering 57 stations which carried the Shell programs showed 31 instances where Shell's time periods were bought by competitive gas and oil companies. In 24 additional cases, competitors applied for Shell's time, but it was already sold." Total 1960 billings for the gas & oil advertisers were \$40 million, up 22% from \$32.8 million in 1959. Texaco led with \$11,648,182, followed by Standard Oil (N.J.) at \$3,517,129 and Shell Oil at \$3,084,978.

TvB's 5th annual spot-TV ad expenditures report (Vol. 17:14 p2), released last week, showed food & grocery product advertisers led all other classifications with 1960 billings of \$165,188,000. Cosmetics & toiletries followed with \$56,623,000. Leading client users of spot TV were Procter & Gamble (\$55,084,440), General Foods (\$18,540,740) and Lever Brothers (\$16,535,560). Wrigley chewing gum was the top brand advertiser with billings of \$7,810,000, followed by Lestoil with \$7,107,000.

Ad People: William R. Hesse promoted from exec. vp to pres., Benton & Bowles. He succeeds Robert E. Lusk, who becomes chmn., succeeding William R. Baker Jr., named honorary chmn. . . . Albert W. Reibling, former gen. mgr., Kudner's TV-radio dept., and Bruce E. Crawford elected Ted Bates vps . . . James Thrash named mgr. of TvAR's new Atlanta office.

Bert & Harry Bounced: TV's 4-year-old "Bierstube" commercial brother act—Bert & Harry Piel—breathed a final breath last week, climaxing the long-run death scene which began back in November (Vol. 16:49 p13). At that time Young & Rubicam, dissatisfied with Piel's sales, persuaded its client not to renew a production contract with Goulding-Elliott-Graham Productions, creators of Bert & Harry. A new and different campaign was launched, featuring the "Glorious Piel's" jingle, but provisions were made for re-runs of old Bert & Harry commercials during the first 6 months of 1961. Now, it seems, the "Glorious Piel's" approach did not affect the drooping sales curve. Many, including G-E-G, thought the time ripe to reinstate Bert & Harry as full-time salesmen. But not Piel's and Y&R—instead, a new and expanded ad campaign will push Piel's new "full-flavor" beer. The slogan: "Taste what's happened to glorious, glorious Piel's."

Why Rate Cards Are Complex: TV's fondness for rapid & frequent research analysis of its ability to reach audiences is a major factor in creating constant showers of new station rate cards. So indicated Daniel Denenholz, vp & research dir. of rep firm Katz Agency Inc., in an April 26 talk before the Advertising Agency Financial Managers Group in N.Y. "If there were only one rating report per market per year, many of our rate complications would disappear," he said pointing out the situation wasn't likely to change "since advertisers & agencies seem obsessed with CPM and expect stations to adjust their rates to match competitive CPM figures."

Other agency pressures that underly the complexity of many TV station rate cards, according to Denenholz: (1) Agency requests for rates for a variety of announcements, from 2 seconds to 2 full minutes. (2) The problem of establishing equitable rates to reflect audience peaks & valleys. (3) The changing patterns of discount structures with the establishment of special plan and pre-emptible rates. (4) Problems created by "combinability provisions" (i.e., combinations of applicable spot rates). (5) Problems presented by protecting advertiser rates.

The situation, Denenholz said, isn't going to make any "fundamental" improvement, but may at least be eased for both buyer & seller of TV by means of "uniform arrangement of format & sequence" in station rate cards, by stating rates "in even dollars," and by clear, concise language.

How Much Is That Wiggle in the Window? This might have been the theme song last week at an FTC hearing in N.Y.'s Foley Sq. in which General Motors continued its stout denial of an FTC charge that the auto firm's TV commercials showing cars with clear plate-glass window were misrepresentative—because the windows were actually rolled down. Ford Motor Co. had actually initiated the hassle in a complaint to the National Better Business Bureau, claiming that GM shot its TV commercials with rolled-down windows to hide optical "wiggles." GM determined not to be upstaged by an arch-competitor, came up with a legal nifty. One of GM's star witnesses was NBBB vp Norman Gottlieb, who reported that he had inspected—at Ford's invitation—a Ford-owned glass plant and found, of all things, wiggles in Ford's windows.

Analgesic Charges Denied: FTC allegations that false claims have been made in TV & radio commercials for American Home Products Corp.'s Anacin and Bristol-Myers Co.'s Bufferin (Vol. 17:12 p8) should be dropped, the analgesic makers said in formal denials of the complaints. In both cases, FTC had protested that the advertising falsely implied that the products relieved pain faster than other remedies. American Home Products categorically denied FTC's complaint against Anacin. Bristol-Myers said that FTC had known about its claims for Bufferin since 1949, but did nothing about them for 12 years—and that the challenged advertising had been discontinued as long ago as June 23, 1960."

British TV Ad Tax Starts: A new British revenue-raising gimmick—a 10% duty (or tax imposed on ITA commercial program contractors for TV advertising they sell—becomes operative this week. Effective May 1, the special tax—calculated to bring in about \$20 million annually—was set up by Chancellor of the Exchequer Selwyn Lloyd in his April 17 budget to Parliament. Immediate result of the levy will be that TV advertising rates charged by most contractors will be increased 10% to meet it.

Film & Tape

WHAT IT TAKES TO SELL A SERIES: Hollywood TV film executives, having just gone through an agonizing selling season, have concluded that only the naive believe merit in a pilot or project is the principal factor in its sale. This is not sour grapes—our informants include some of the principal sellers of product for next season.

They have appraised the over-all situation and decided the all-important factors, in order of importance, are: Politics & influence; network ownership participation; merit. The element of luck should be added, too, since if a producer happens to have just the right type of show for the right spot at the right time, he may make it.

We also queried advertising and talent agency executives, and they arrived at the same conclusions.

Having some of these factors but not others is not enough to warrant a sale, our informants say. Examples: Warner Bros. link with ABC-TV, strong as it is, wasn't enough to enable WB to sell a single new show (an ABC-TV source told us the offerings lacked merit); Desilu's *Counter-Intelligence Corps* pilot was co-financed by McCann-Erickson which liked the show, but was unable to find a network slot. On the other hand, the element of timing is illustrated by the sale of Four Star's 60-min. *Robert Taylor Show* to NBC-TV. That network had been considering 3 other shows for the slot, but, as a net executive explained to us: "When we learned the Taylor show was suddenly available, we took it."

Executives put politics & influence foremost, because, they contend, if a company or its sales agent doesn't have the entry with the top echelon at a network, it has virtually no chance of selling. Producers and agents have even lined up sponsors, but got nowhere because they didn't have an "in" with the networks. As for the political aspects, they say this is a complex business fraught with intrigue and tactics which would make the title character in *What Makes Sammy Run* look like a slowpoke.

It's no secret that network ownership in a series is a dominating one. There are few shows on network TV in which the nets don't have an interest, and sometimes that interest is as much as 50%. We have talked with producers of series now on networks who frankly admit they had to give away a substantial "piece" of their property to get on the air.

Merit, which by normal standards would be the overriding consideration, ranks third on the list. The belief in Hollywood is that while a network will not intentionally buy a bad show, it is greatly influenced when it owns a big piece of a property. This, executives say, is why some shows of questionable merit remain on TV today.

It adds up to a cynical appraisal, but one which executives think is an honest one. Unlike the period before networks exercised so much control, they do not blame advertising agencies. Agencies, they contend, are as much victims of network domination as they are. And some agency executives say they have never taken such a "pushing around" from the networks as they do today.

Tri-Video Corp. (15 Central Park W., N.Y.) will film a new half-hour weekly series *The Presidents*, based on highlights of each President's administration and aimed at network sale. Jack Goldstein is exec. producer, Eric Barnouw script editor, Steven Sharf producer-director.

SAG Warns Commercial Producers: In a stern warning to producers of TV commercials and ad agencies, Screen Actors Guild said last week it will strictly enforce a contract proviso stating every player in commercials must be a SAG member in good standing. If he is not a SAG player, he is required to join the Guild not more than 30 days after his first job, the actors' union pointed out.

A SAG spokesman told us use of non-SAG players or actors not in good standing (usually because they haven't paid their dues) is practiced by companies both in N.Y. and Hollywood. He said the Guild did not know how many companies & agencies are involved, but asserted there has been sufficient investigation to warrant the crackdown.

SAG charged certain agencies have "consistently failed" to check SAG on the Guild standing of players they plan to use. As a result, the Guild has sent all signatories letters reminding them the contract provides for monetary damages for breach of contract, and asserting that effective May 1, it will file claims for \$215 per infraction against any employer who uses players in violation of the contract.

MGM's First Post-'48s: MGM is the latest movie major to take the plunge in selling its post-1948 backlog to TV. Although MGM hasn't announced the package officially, it's due to be showcased at the upcoming NAB convention and details of it are quietly circulating among some key film buyers. The package will be called "Best of the Fifties" and will contain 30 features drawn from MGM's backlog of some 400 features not in TV circulation. Asking prices, we've learned, will be above the per-picture levels for MGM's pre-1948s by a considerable margin but are comparable to prices sought by 7 Arts for Warner Bros.' post-1948s.

Station film buyers will find that the package contains the usual spread of good, fair and indifferent pictures, with nothing that really qualifies as a blockbuster (i.e., no films like "An American in Paris," "Bridge on the River Kwai," "Exodus," etc.). A pre-NAB preview of some of the stronger titles in the MGM package: "The Actress," "Kind Lady," "In the Good Old Summertime," "Lone Star," "Crest of the Wave," "Mr. Imperium," "Red Danube," "Skipper Surprised His Wife," and "Yellow Cab."

* * *

New 7 Arts Package: Expected to be showcased at NAB is a new package of at least 40 post-1948 pictures by 7 Arts, which has begun to talk details of another group of Warner Bros. movies with film buyers. All of the 7 Arts films, it's said, are post-1950 but non are post-1955. Nearly 40% of the pictures will be available in color. Titles haven't been officially released, but reportedly the package heavyweights will be "Young at Heart" (Doris Day), "East of Eden" (James Dean), and "Captain Horatio Hornblower" (Gregory Peck). The price line, as in the 7 Arts release of the previous "Volume I" 40-picture package, will be high.

Sturm Studios, currently branching out from its present commercial-production base, is planning pilot production shortly on a 30-minute cartoon show titled *Cactus Sidney*. According to Sturm Studios Pres. Harold Hackett, the show will be "a slapstick satire on Westerns aimed at a kid audience and designed for a time period of around 7:30 p.m." Cartoon shows, currently booming in popularity, aren't cheap, according to Hackett. Their average budget this fall will be \$60-65,000 per episode as against an average of \$48-52,000 for live-action shows.

NTA BUYS DESILU SERIES: NTA and Desilu Productions last week settled their lengthy squabble when the syndication company bought out Desilu's interests in 6 half-hour film series and 9 pilots (Vol. 17:7 p12).

Consideration involved is approximately \$200,000, we're informed by insiders. In addition, NTA is paying the Screen Actors Guild about \$175,000 in residuals on the series. SAG had demanded residuals last February, alleging Desilu was delinquent in its payments. At that time Desilu administrative vp Edwin Holly acknowledged Desilu was originally responsible for payments, but said he thought there was a change when Desilu terminated its distribution contracts with NTA. Under terms of the original deals, NTA financed and Desilu produced the series.

The 30-min series, valued by NTA at \$8 million in original production costs: *U.S. Marshal*, (78 episodes); *The Sheriff of Cochise* (78); *Grand Jury* (39); *This Is Alice* (39); *Walter Winchell File* (39); *Official Detective* (39).

Pilot films bought are *You're Only Young Twice*, starring George Murphy & Martha Scott; *The Last Marshal*; *The Wildcatters*; *Tonight in Havana*, starring Ricardo Montalban; *Rikki of the Islands*; *The Silver Frame*; *Country Doctor*; *Just Off Broadway* and *Dallas*.

NTA is currently marketing the 156 *Marshal* and *Cochise* films in combination for across-the-board stripping under the title *The Man from Cochise*.

Announcement of settlement of the NTA-Desilu situation was made by NTA Chmn. Oliver A. Unger and Desilu Pres. Desi Arnaz.

Desilu ownership in *U.S. Marshal* was 34.4%; *The Sheriff of Cochise*, 26.7%; *Grand Jury*, 40%; *This Is Alice*, 42.5%; *Walter Winchell File*, 34.5%; *Official Detective*, 40%.

REVUE STRENGTHENS FILM LEADERSHIP: Revue Studios will dominate the Hollywood TV film production picture again in the 1961-'62 season. The MCA subsidiary already is assured of 16 series even though all sales for next fall aren't wrapped up. Revue was leader this season in total sales with 14 shows. For the current 1960-'61 season, Revue also leads in sales of new series, with a total of 7. Runners-up in new-show sales were Four Star Television, MGM-TV, Screen Gems and 20th Century-Fox, 3 each.

Following Revue in sales for next season are SG and Warners with 8 series each; CBS Films with 7 shows; Four Star and Marterto with 5 each; MGM-TV and 20th Century-Fox TV with 4 each.

Next-season sales represent an increase for SG, which has 7 this season; Warners' total is unchanged; CBS is up from having 6. Four Star's total is down sharply from 12 shows this semester. MGM-TV is up from its 3, 20th Century-Fox TV is the same, and Marterto raised its score from the 3 shows it has this season. (Marterto is the Danny Thomas company in which producer-director Sheldon Leonard and exec. producer Louis Edelman are partners.)

Barring any last-minute sales, Desilu Productions will wind up with just one series—*The Untouchables*.

Three of last year's half-hour entries have been expanded to 60-min. shows, in line with the trend toward the hour. These are Four Star's Robert Taylor series; Revue's *Wells Fargo*, and CBS-TV's *Guns, Smokey*.

Among the new sales, comedies are dominant, with action-adventure second.

NEW YORK ROUNDUP

Film-Tape Marriage in N.Y.: "One out of every 4 tape commercials made today has film inserts, and film-in-tape is becoming more common all the time," Videotape Productions vp-gen. mgr. John B. Lanigan told us last week. A "gentlemen's agreement" for film-tape co-operation between Videotape Productions and Robert Lawrence Productions, announced April 24, was motivated by this growing trend, Lanigan explained.

Not a merger in any way, according to Lanigan, the Videotape-Lawrence "co-operative deal" will combine both firms' creative and sales forces "to complement our individual activities in tape and film commercial production." It is primarily a "business-getting device," he said, based on "the highly successful concept of department-store shopping." Since an advertiser's requirements "are different at different times," added Lanigan, "we will provide the client with production continuity, and it will put both Videotape and Robert Lawrence in a better competitive position." No financial formula has been worked out as yet, according to Lanigan. He also stressed that, because of union regulations, no production personnel will be interchanged. The first co-operative commercial, for an unnamed client, goes into production this week.

Cartoon Award: National Cartoonists Society awarded its silver plaque for "best animated cartoonists" to Bill Hanna and Joe Barbera in N.Y. April. 25. Specially cited was *The Flintstones* as "the first 30-min. situation comedy to be produced in animation and the first all-original, animated cartoon program to play prime network time." Screen Gems vp Charles Fries accepted the plaque for the creative team, which will have 5 hours per week in network & spot TV next fall (*Flintstones*, *Huckleberry Hound*, *Quick Draw McGraw*, *Yogi Bear* and *Top Cat*). SG announced last week that *The Flintstones* has been sold in Japan and 4 Latin American countries—Mexico, Venezuela, Argentina and Uruguay. *Huckleberry Hound*, "the first made-for-TV animated series to undergo any dubbing," is now syndicated in over 30 countries.

Winnie All Over: ABC-Screen Gems documentary series, *Winston Churchill—The Valiant Years* may well be the "most available" TV property around. The show is still running on ABC-TV (Sun. 10:30-11 p.m.); Screen Gems is syndicating it internationally; ABC plans re-run episodes for next season. Now Edward Dalton (Metrecal), in a low-pressure promotion drive, is offering 16-mm prints "for free group loan," available to any educational or social organization "simply by addressing a request to the nearest office of Association Films."

Barry Re-enters TV: The ex-host of *Twenty-One*, *Tic Tac Dough* and other now defunct quiz shows will produce, host and syndicate a new "interview-variety show with children"—*Kidding Around*—which debuts on WNTA-TV N.Y. May 6 (Sat., 7-7:30 p.m.). He thus follows his former quiz-show-producer partner Dan Enright, who entered the syndication field 2 months ago via a co-production deal with Screen Gems (Vol. 17:9 p8).

Add Syndication Sales: Ziv-UA's *King of Diamonds* has now been bought by 83 stations, including the 5 largest cities in the country. Newest sales include WGN-TV Chicago, WCCO-TV Minneapolis.

HOLLYWOOD ROUNDUP

How to Purify an 'Outlaw': NBC-TV is revamping its 60-min. *The Outlaws* series for next season, in line with the network's policy on physical violence (Vol. 17:17 p14).

Just what the new format will be hadn't been decided at week's end, but there was talk it might be more of a "family show" than a Western. When we asked an NBC-TV source if the title would remain, he replied "I don't know."

As a result of the "purifying" process, star Barton MacLane has quit the series. Producer Joe Dackow is out of the picture, and the show has temporarily been taken over by Frank Telford, producer of *The Americans*. Whether Telford remains with what was once *The Outlaws* depends on the fate of *Americans*—still undecided.

MGM-TV puts *National Velvet* into production June 19 for next season. Robert Maxwell is exec. producer and Rudy Abel is producer . . . Screen Gems' *The Donna Reed Show* goes into production for next season May 15, with no production hiatus. Production began last week on the final 3 episodes for this season . . . Four Star Television producer Sam Peckinpah (*The Westerner*) has left the studio. . . . Four Star is considering expanding its half-hour *McKeever & the Colonel* to 60-min. . . . CNP finished production on its *The Jim Backus Show* at MGM.

AAAA Mulls Modernization: Representatives of the branches of Associated Actors and Artistes of America met last week in Hollywood to discuss, among other subjects, interchangeability of membership and modernization of AAAA procedures. Actors' Equity, AFTRA, American Guild of Musical Artists, AGVA, Screen Actors Guild and Screen Extras Guild were represented.

Marterto Productions, the Danny Thomas-Sheldon Leonard-Louis Edelman company, is working on plans for the 1962-63 season, its first pilot project to be *My 15 Blocks* . . . Desilu Productions Pres. Desi Arnaz is recovering from a virus infection.

KTTV Los Angeles' syndication div. will handle syndication of the *Lie Detector* series . . . Warners is sending a company of 60 to Miami in June for filming of *SurfSide 6* sequences . . . Ex-Ziv-UA casting director Larry Parke has turned actor with a role in a *Roaring 20's* segment.

Moffett Enterprises Inc. will film its syndicated series, *The Peter Lorre Playhouse*, at KTTV Los Angeles . . . Desilu's 2 music companies, Bruin Music & Addax Music, have signed Lou Levy as publishing representative.

Ziv-UA has completed production of its *Case of the Dangerous Robin* series, and producer Richard L. Bare has left the company.

Producer Jerry Wald tells us he is continuing his negotiations with NBC-TV to produce specials, and he expects to do one 3-hour special a year beginning next fall.

People: Bert Granet, Desilu Productions exec. producer has left Desilu after 5 years with the company. Re-marked Granet to us: "TV is stultifying. I am terribly disgruntled and disappointed with the medium. I hope to return to motion picture production." . . . George Le Maire named exec. asst. to MGM-TV production vp Robert Weitman . . . David Davidson, president of Writers Guild of America East, has been elected WGA national chairman . . . Keith A. Culverhouse named MGM-TV sales prom. dir.

Television Digest

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Personals: John F. Day, ex-CBS News vp, named exec. vp of Pacifica Foundation and gen. mgr. of its radio WBAI N.Y. . . . Arthur J. Johnson appointed co-op & network station sales & planning mgr., NBC-TV . . . William J. Hubback, ex-KOMO-TV Seattle, named mgr. of upcoming KOXO Portland, Ore., due to begin operations next fall.

Harold McFadden, ex-McCann-Erickson, San Juan, P.R., named gen. mgr., WKAQ-TV San Juan, P.R., succeeding Robert Lands, now in agency field; since the death of *El Mundo* publisher Angel Ramos last September, ownership of his TV-radio stations as well as newspaper is in the hands of a foundation trust . . . Ernest G. Byrne, ex-KMOX-TV St. Louis, named exec. producer, Irish Television. He was born in Dublin . . . Gordon Fuqua named mgr. of NT&T's newly-acquired CATV systems in Man, Logan and Bluefield, W.Va.; he had held same post with Bluefield TV Cable Co., before NT&T bought it (Vol. 17:16 p10) . . . Don and Lee Colee, ex-WTVH Peoria vp-gen. mgr. and gen. sales mgr., respectively, assume same posts at WTTG Washington . . . George Finnegan and Clyde Dutton replace the Colees at WTVH as gen. mgr. and sales mgr. respectively . . . John H. Bone named gen. mgr., WTVP Decatur, Ill.

Gordon Davis, radio WIND Chicago gen. mgr., appointed West Coast mgr., WBC Productions . . . James Burke, ex-CBS, named news & public affairs dir., WGR-TV & WGR Buffalo . . . George S. Bertram, Swift Canadian Co., re-elected pres., BBM. Ross A. McCreath, All-Canada Television, and John F. Glasier, Ford Motor Co., named vps.

William Moyers, associate dir. of the Peace Corps, speaks at Station Representatives Assn. Silver Nail Award luncheon May 3, Waldorf-Astoria, N.Y. . . . Joseph W. Shea, legal advisor on deceptive practices in FTC's Bureau of Investigation, promoted to Commission secy. . . . Charles E. (Chili) Nobles, inventor & developer of airborne TV, receives Westinghouse Electric Corp.'s Order of Merit . . . Jack Thompson named to head TV-radio sales development dept., Branham Co. sales reps . . . Kenneth L. Yourd resigns as business & legal affairs vp, NET . . . Ben Kaufman, TV reporter & publicist, will head the Zakin Co.'s new PR div.

Meetings Next Week: NAB annual convention (May 7-10). Sheraton Park Hotel, Washington, D.C. • Society of Motion Picture & TV Engineers 89th semi-annual convention (7-12). Theme: "International Achievements in Motion Pictures & TV." King Edward Sheraton Hotel, Toronto • IRE national aerospace electronics conference (8-10). Biltmore & Miami Hotels, Dayton, Ohio • Best. Pioneers 20th annual dinner (9). Sheraton Park Hotel, Washington • Assn. of National Advertisers workshop on international advertising (11). Plaza Hotel, N.Y. • Conn. Bestrs. Assn. annual meeting (12). The Waverly Inn, Cheshire, Conn.

Stations

WNTA-TV Saga Nears End: That sale of WNTA-TV N.Y. to an ETV group (Vol. 17:17 p7) inched along toward completion last week. NTA Chmn. Oliver Unger termed the relationship between NTA and the purchasing group (which is headed by onetime First National City Bank Chmn. Howard E. Sheperd) as "agreement in principle." Other members of the blue-chip group include: John D. Rockefeller III, Steuben Glass Pres. Arthur A. Houghton Jr., ex-N.Y. Life Insurance Co. Chmn. Devereux C. Josephs, N.Y.U. Chancellor Dr. George D. Stoddard, and National ETV & Radio Center Pres. John D. White. Why was the sale taking so long? Sources close to WNTA-TV gave us 2 unofficial reasons: (1) Several WNTA-TV depts.—such as sales, promotion, commercial traffic, etc.—would be eliminated if the station became an ETV outlet, and the present job-holders are being given a chance to re-locate. (2) The new group has only the most general plans concerning the station's program structure, and wants to map them later in more detail for FCC's benefit. The 6 commercial TV stations in N.Y. have reportedly requested a legal green light from the Justice Dept. to aid in the establishment and financial support of WNTA as an ETV outlet.

CBS-TV Affiliates to Meet: Chmn. William S. Paley, who has lately been taking a more active hand in maintaining solidarity within the CBS-TV network, and exec. vp Henry Schachte of Lever Bros., who has lately been throwing a king-size scare into networks with his firm's study of declines in nighttime TV viewing (Vol. 17:17 p7), will be the 2 key speakers during the May 4-5 annual conference of CBS-TV affiliates in N.Y. Business sessions, according to CBS, will treat with such network problems as "recent developments & future plans concerning programs, sales, the network's competitive position, program practices and pending legislation."

KXTV Sues Striking Unions: Corinthian's Sacramento station, struck by AFTRA and NABET since last Sept. 26 (Vol. 17:11 p11), filed suit for \$105,000 damages against both unions in federal court in Sacramento.

Briefing on Ratings: NAB Pres. Collins, intensely interested in program ratings, had 3 top Nielsen executives—Henry Rahmel, John Boesel and Warren Cordell—in to educate his staff April 26 in a session lasting all afternoon. Earlier this year, Collins inspected Nielsen, ARB and Pulse setups, plans to sit down with the Sindlinger group.

Obituary

Pamela Garroway, 34, wife of NBC's *Today* host Dave Garroway, died at her home in N.Y. April 28. The former actress & ballet dancer, who succumbed to an overdose of sleeping pills, is survived by her husband and 3 children.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

3 MILLION TV SETS SCRAPPED LAST YEAR: More than half of the TVs sold at retail in 1960 were replacements for worn-out sets. The 3,145,000 sets which breathed their last and collapsed in 1960—and presumably were replaced—were equivalent to 53% of the total 1960 retail sales of 5,945,045 TVs.

Last year's scrappage figures—as estimated by Sylvania marketing research dir. Frank Mansfield and featured among the statistical tables in our forthcoming Television Factbook No. 32—show the TV replacement market is finally coming of age. Last year marked the first time that replacements accounted for more than 50% of TV sales. The 1959 figure was 42% (Vol. 16:17 p14).

Thus 1960 marked the year when TV market became largely a replacement market. Based on about a million new homes established in 1960, it's good estimate that nearly a million of 1960's TV set sales went to brand-new TV homes. This means that about 1.8 million became "additional" sets—2nd or 3rd sets—in multi-set homes. Translated into percentages, 1960's retail sales were: Replacements, 53%; additional sets in TV homes, 30%; first sets in new TV homes, 17%.

Multi-set homes are now increasing by about 2 percentage points per year. At end of 1960, about 14% of all TV homes had more than one set. Mansfield predicts that 1961 will see this figure increase to 16%. Stated in another way, at the end of last year, the average TV home had 1.14 sets, and this figure is increasing by .02 sets per year.

Last year's scrappage figure set a new record—by a large amount. Here are the ups & downs of TV-set replacement by years, since 1950:

1950	27,000	1954	1,492,000	1958	2,010,000
1951	100,000	1955	2,836,000	1959	2,459,000
1952	275,000	1956	1,400,000	1960	3,145,000
1953	911,000	1957	2,745,000		

From start of TV production in 1946 until Jan. 1, 1961, a total of 76,188,000 TV sets were built in U.S., 73,090,000 of them sold to American consumers. Of the 73 million sets sold, some 17.4 million are no longer in existence—leaving about 56 million sets in use.

"Large-screen" sets—19-in. and larger—now account for about 67% of the total sets-in-use (37.9 million), 16-to-18-in. sets 28% (15 million) and screens smaller than 16-in. are down to a paltry 7% (3.4 million) of the U.S. total.

TV-RADIO PRODUCTION: EIA statistics for week ended April 21 (16th week of 1961):

	April 15-21	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	101,043	112,364	101,809	1,616,748	1,892,893
Total radio	271,157	268,604	317,964	4,404,757	5,394,959
auto radio	85,756	83,645	105,218	1,341,414	2,165,257

Feb. Factory Sales of Transistors: 13,270,428 units valued at \$25,699,625—compared with Feb. 1960's 9,527,662 units at \$24,831,570. The Feb. 1961 performance also topped the preceding month's volume by more than one million units and \$2.7 million. Here are EIA's tabulations:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
TOTAL	25,454,359	\$48,654,792	19,134,292	\$49,546,150

Rumor of the Week: The Ronson Corp. poured cold water on a hot Wall St. rumor last week that the lighter-shaver company was moving into the production and/or import of color-TV receivers. "Not only is it not true," gen. sales mgr. Herbert M. Stein told us, "it's the first rumor I've heard about it." He said that Ronson had been toying with the possibility of bringing out a transistor clock radio but has dropped the project and has no plans at this time for any consumer electronic products.

MORE STEREO RADIO PLANS: Having digested FCC's standards for FM stereo (Vol. 17:17 p1 & Supplement), most set manufacturers last week were hastily planning changes in their new lines so they would have complete multiplex equipment to show at the NAMM Music Industry Trade Show beginning July 17 in Chicago. As we reported in our industry roundup last week (Vol. 17:17 p18), several were far enough along to promise sets & converters on or shortly after the June 1 starting gun for FM stereocasting.

Here are some additional comments & plans:

Olympic, whose sales of TV stereo combinations constitutes a heavy percentage of its total business, hopes to show samples of converters & stereo consoles next month and to deliver by the end of July or early August. Pres. Morris Sobin told us that Olympic's fall combination line will be equipped for FM stereo and that converters will be offered for previous Olympic sets. The differential for stereo FM will be about \$20 at retail, he estimated, and stereo converters for existing Olympic sets will sell for about \$30, including installation. The converter will be a "well-engineered unit," he said, with complete installation instructions. He estimated that about 8 or 10 connections must be made to properly install a good converter for high-quality performance.

Last week the component hi-fi manufacturers were heard from, and—like their packaged hi-fi counterparts—they expect FM stereo to give their business a big push.

Institute of High-Fidelity Manufacturers, the component hi-fi makers' association, saluted the FCC decision as one "which will revolutionize the high-fidelity industry." But IHFM Chmn. Hermon H. Scott, who also is pres. of H. H. Scott Inc., warned that "only an adapter recommended by the tuner manufacturer should be used." Because of the stringent design requirements, he reasoned that "the manufacturer of high-quality components should be at a considerable advantage compared with the manufacturer of ordinary radio sets; low quality receivers will inevitably produce unsatisfactory results." He also cautioned that the tuner business "will probably fall off" until stereo receivers & adapters are available.

Pilot, which makes both components & packaged hi fi hopes to have an adapter for its own sets around June 1, and plans to show a complete FM-stereo line at the Music Show. Sales vp L. M. Sandwick estimates that stereo may add \$50-60 to the price of a quality set.

The Muter Co., manufacturer of speakers & other components, hailed the FCC decision as a business-booster. Said Pres. Leslie F. Muter: "With this decision, the FM receiver can leap forward into the popular stereo sound category with greatly enhanced consumer appeal and stepped-up sales possibilities."

Plans of other components hi-fi manufacturers, were reported in *Radio-Electronics Weekly Business Letter*:

Bogen-Presto plans an adapter at \$69.50-79.50 in July for its own sets, but will hold off until it can be field tested using actual stereocasts. **Dynaco** will market an adapter for its own tuners, but also will await stereocasting. **Fisher** plans a self-powered adapter at about \$89.50 by the end of June. **Heath Co.** (Daystrom) will have both kit & wired tuners "very shortly." **H. H. Scott** will offer a self-powered adapter for its own tuners in "2 or 3 weeks." **Sherwood Labs** aims for June delivery of adapters at \$49.50 (self-powered) & \$39.50.

For report on FM stereo broadcast equipment, see story on p. 4.

Sylvania's 5-Year Labor Warranty: Sylvania injected new life in the warranty hassle last week by drastically extending its standard 90-day parts & labor guarantee to 5 years on transistor radios, one year on tube radios. The long-life warranty is effective May 1, covers all but a few of Sylvania's current 1961 radios.

Sylvania Home Electronics Corp. Pres. Peter J. Grant explained the move as a strike against import competition: "We believe that our willingness to stand behind components & workmanship for these extended periods of time, and the ease of obtaining service from convenient repair stations, will aid us greatly in competition with foreign imports."

To obtain warranty service, the customer or his dealer is required to deliver or send the radio prepaid to the nearest of some 150 authorized Sylvania radio repair stations. Repaired radios will be returned to customers prepaid.

Industry reaction to the warranty stretch ranged from conventional expressions of "watchful waiting" to downright opposition. RCA retorted that "any extension of radio warranties will result in higher prices to the consumer, if not today, then certainly tomorrow. We do not think the public is unrealistic enough to believe that the higher cost of longer warranty programs would be absorbed by manufacturers, distributors and/or dealers. They already are operating at minimal profit conditions due to strong domestic & foreign competition."

Industry consensus: Let's wait & see.

Mergers & Acquisitions: **Lionel Corp.** proposes to acquire **Textron Electronics**, subject to the approval of the boards & stockholders of both concerns. Tentative merger terms call for the exchange of one share of Lionel for 3½ shares of Textron Electronics. The latter is 76% owned by Textron Inc., which would become a major stockholder in the combined company. Lionel Chmn. Roy M. Cohn & Pres. John B. Medaris would have those posts in the amalgamated firm; Textron Electronics Pres. Royal Little would become chairman of the executive committee. Other merger news last week:

Standard Kollsman Industries has purchased for cash the assets of **Lee-Der Mfg.**, Briarcliff Manor, N.Y. maker of dry chemical fire extinguishers. The acquisition was by subsidiary **Casco Products**.

Loral Electronics has completed negotiations to acquire **Accurate Specialties Co.**, Hackensack, N.J. manufacturer of high-purity metals & ceramics for semiconductor components (Vol. 17:13 p21). Loral would exchange approximately 150,000 common shares, valued last week at approximately \$6.3 million, on the basis of one Loral share for each 2½ of Accurate Specialties. The amalgamation still requires approval of latter's stockholders.

Raytheon's Italian affiliate **Selenia SpA** and **Vitro Corp.** have formed a new Italian company—**Vitro-Selenia**, headquartered in Rome—to design & install missile systems and other electronic equipment. Raytheon & Vitro will be joint owners, will each have 3 posts on the 6-man board. Raytheon has a 40% interest in Selenia.

Polarad Electronics has completed negotiations to acquire for undisclosed terms **Federal Scientific Corp.**, N.Y. electronics concern.

GE's New Dallas Location: The Dallas sales office of GE's Communication Products Dept. has been moved to 4447 N. Central Expressway, Dallas 5, from 3200 Maple.

3M Tape-Cartridge Progress: Target date for marketing of the tiny tape cartridge & player developed by Minnesota Mining and CBS Labs is still "early next year." 3M has turned the development over to its tape-recorder-manufacturing subsidiary Revere Camera Co., which says it is now "fairly close" to a producible item. Revere will build automatic changers for the tape cartridges, and presumably 3M will license other manufacturers to manufacture them. Last year, it was reported that Zenith, Columbia & Grundig (Germany) were licensed to produce the equipment, but 3M has suspended licensing operations pending completion of development. Zenith Pres. Joseph Wright, in answer to a question about the 3M project at last week's stockholders meeting, said: "We dropped out of cartridge tape some time ago." The pocket tape cartridges (3½-in. square) play up to 64 minutes of stereo music at 1⅞ in. per second and are designed to be stacked in an automatic changer and to sell at prices competitive with LP discs (Vol. 16:13 p18).

New Packard Bell Portable: The 19-inch TV set is with "drop-proof, shock-proof wireless remote control" and "computer dial," lists at \$259.95.

Trade Personals: James M. Toney named division vp, headquartering in N.Y., for RCA International's program to assist the Italian govt. in establishing an electronics manufacturing complex in Southern Italy (Vol. 16:17 p15).

Sidney Harman, Harman-Kardon pres., named also exec. vp, Jerrold Electronics, following the Feb. 28th merger of the companies (Vol. 17:10 p19) . . . Charles Mathes elected chmn. & chief exec. officer, Curtis Mathes Mfg. Co., Dallas, succeeding Curtis Mathes Sr., who becomes exec. committee chmn.; Curtis Mathes Jr. elected pres., continuing to head electronics & product development; Horace B. Kelton named exec. vp, continuing as secy.-treas.; Charles Mathes will also continue to head divg. . . . R. L. Beam, exec. vp of Hazeltine Electronics div., elected exec. vp of Hazeltine Corp.

J. A. (Shine) Milling, pres. of Howard W. Sams' Sams Div., will receive Clemson College Alumni Assn.'s Distinguished Service Award June 10. He's being honored for "personal life, professional achievements, community service, loyalty to Clemson" . . . Thompson H. Mitchell, RCA Communications pres., receives commendation from Commerce Secy. Hodges for company's export-promotion campaign, including distribution of 60,000 copies of brochure describing dept.'s export aids . . . Robert Just has been named to new post of chief industrial engineer at Indiana General's Indiana Steel Products Div.

Frederick Shuh appointed gen. mgr., General Instrument-F. W. Sickles of Canada . . . Dr. James E. Storer named acting dir., Sylvania applied research lab, replacing Dr. Leonard S. Sheingold, recently appointed chief scientist for the U.S. Air Force . . . Edwin D. Campbell promoted from vp-treas. to new post of vp-gen. mgr., Lab for Electronics; David A. Stuntz promoted from asst. treas. to treas. . . . Dr. Walter R. Hedeman, ex-Texas Instruments, appointed advanced development co-ordinator, GPL engineering div.

Obituary

H. A. Renholm, 61, RCA distributor & commercial relations central region staff vp, died April 23 in Chicago. Before joining RCA in 1927, he had been with the Chicago Talking Machine Co.

SONY TV DUE NEXT MONTH: Sony's 8½-in. battery-operated TV is slated to go on the market in N.Y. next month in limited quantities. Toward the end of the year, the sets will arrive in "tremendously increased quantities," a Sony official told us, and they will be distributed nationwide.

What are "tremendously increased quantities?" Sony won't say—probably won't even know pending results of the N.Y. market test—but the company says it is now producing 5,000 of the midget sets monthly in Japan and its capacity will be doubled toward year's end. Sony has established a list price of \$249.95 for the set, plus about \$30 for the sealed wet battery.

The set will play about 3 hours on a battery charge, and the battery may be recharged at least 100 times. It can be recharged while the receiver is playing on AC line power. The 13-lb. set will be a competitor to Delmonico's transistor portable (made by Japan Victor) of similar size, which may also be on the market here this summer (Vol. 17:14 p20). Sony's TV portable will be marketed by Sony Corp. of America (N.Y.), which has retained Ellis Advertising to conduct a local newspaper ad campaign next month, to be followed by magazine ads when the set goes into national distribution, possibly in August.

Sony expects to market other TV sets in this country, including a "new type of transistor TV"—possibly with a 14-in. screen. Further on the horizon is a program for the export of color sets, after more experience in Japan.

There's still plenty of trade speculation whether many more importers will follow the lead of successful Delmonico and bring Japanese TV sets into this country in quantity. As we reported last winter (Vol. 17:6 p17), Olympic is studying the TV import question carefully. Recently returned from a trip to Japan, Olympic Pres. Morris Sobin told us last week that a decision will be made before the end of this year.

These questions will enter into the decision, he said: "How much business will it bring? Will it be a mass-market product? Do we have to import TV to keep competitive?" The latter question is the heart of the matter, said Sobin, indicating that if others begin TV imports, Olympic will be forced to come along.

Power Transformer for Sylvania: The last holdout against transformer-powered TV sets, Sylvania last week announced a new chassis will be featured in its 1962 line which will use the new small & light Flexicore transformer developed by its lighting division. The former silicon rectifier chassis will be continued in some models. The new "GT-555" chassis will feature ease of servicing, Sylvania pointed out, including quick accessibility of chassis & picture tube, plug-in circuits, roadmap color-keyed printed-circuit boards, part & tube-pin designations printed on the chassis. All metal parts will be plated in gold-colored copper to prevent corrosion. District service managers were due to begin tours of distributors May 1 to familiarize themselves with the new chassis.

New Plants & Expansions: Philco has opened a \$1-million, 45,000-sq.-ft. hq for its Communications Systems Div. at Fort Washington, Pa. • Howard W. Sams has transferred its N.Y. offices from the Corning Glass Building to larger quarters in the Greenwich Savings Bank Building, 3 West 57th St., N.Y. 19.

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	1961—qtr. to Mar. 31	\$ 34,556,429	—	\$ 612,946	\$0.31 ³	1,902,041
	1960—qtr. to Mar. 31	32,617,486	—	664,905	.34 ³	1,885,254
AB-PT	1961—qtr. to Apr. 1	—	\$ 7,325,000	3,425,000 ¹⁻²	.81 ²⁻³	4,232,731
	1960—qtr. to Apr. 1	—	7,275,000	3,336,000 ⁴	.78 ³⁻⁴	4,149,362
American Electronics	1960—year to Dec. 31	22,609,422	—	(6,452,572)	—	1,177,708
	1959—year to Dec. 31	25,019,132	—	617,505	.70	874,944
Arvin Industries	1961—qtr. to Apr. 2	12,980,058	(165,901)	(79,632) ¹⁰	—	1,137,609
	1960—qtr. to Apr. 2	17,294,789	1,125,816	545,892	.48	1,132,134
Beckman Instruments	1961—9 mo. to Mar. 31	48,489,254	—	2,515,012	1.82	1,383,808
	1960—9 mo. to Mar. 31	39,420,243	—	2,406,327 ³	1.75 ⁵	1,377,412
	1961—qtr. to Mar. 31	17,065,749	—	929,002	.67	1,383,808
	1960—qtr. to Mar. 31	13,977,278	—	1,144,155 ⁵	.82 ⁵	1,377,412
Cohu Electronics	1961—qtr. to Mar. 31	—	—	209,155	.15	—
	1960—qtr. to Mar. 31	—	—	5,098	—	—
Walt Disney Productions	1961—26 wks. to Apr. 1	23,065,743	1,389,982	669,982	.41	1,626,023
	1960—26 wks. to Apr. 2	20,909,602	(185,485)	(90,485) ¹¹	—	1,626,023
Dynamics Corp. of America	1961—qtr. to Mar. 31	12,285,942	—	528,792	.15	2,787,027
	1960—qtr. to Mar. 31	10,072,708	—	502,283	.14	2,756,683
Eitel-McCullough	1960—year to Dec. 31	28,308,038	(644,940)	(662,961) ⁶	—	1,834,656
	1959—year to Dec. 31	29,227,734	3,390,041	1,509,667	.83	1,827,706
Esquire Radio & Electronics	1960—year to Dec. 31	4,296,250	253,241	137,786	.33	417,560
	1959—year to Dec. 31	4,838,228	299,747	155,800	.37	417,560
Fairchild Camera & Instrument	1961—qtr. to Mar. 31	20,655,000 ¹	—	877,000	.71	1,233,696
	1960—qtr. to Mar. 31	13,838,000	—	801,000	.65 ⁷	1,039,140
Friendly Frost	1961—year to Jan 31	25,693,162 ¹	903,899	574,899 ¹	.66	866,569 ⁹
	1960—year to Jan. 31	24,613,040	825,706	504,706	.64	784,620 ⁹
Gabriel	1961—qtr. to Mar. 31	6,723,237	216,602	140,953	.20 ³	678,238
	1960—qtr. to Mar. 31	7,664,554	72,363	34,734	.05 ³	675,838
GPE	1961—qtr. to Mar. 31	62,897,000 ¹	—	1,334,000 ¹⁻¹⁰	.87 ³⁻¹⁰	1,129,494
	1960—qtr. to Mar. 31	57,000,000	—	1,224,000 ¹¹	.77 ³⁻¹¹	1,126,646
Globe-Union	1961—qtr. to Mar. 31	12,864,000	—	356,870	.42	851,914
	1960—qtr. to Mar. 31	14,368,111	—	442,600	.53	837,415
Hoffman Electronics	1961—qtr. to Mar. 31	16,098,315	533,668	256,668	.16	1,530,254
	1960—qtr. to Mar. 31	10,215,897	4,530	2,530	—	1,513,955
Indiana General	1961—qtr. to Mar. 31	—	—	356,243	.31	1,131,522
	1960—qtr. to Mar. 31	—	—	365,359	.32 ¹⁹	1,124,552 ¹⁹
Magnavox	1961—qtr. to Mar. 31	32,200,000 ¹	—	1,430,000 ¹	.60	2,365,168
	1960—qtr. to Mar. 31	28,676,000	—	1,266,000	.54	2,353,571
MCA	1961—qtr. to Mar. 31	—	4,173,253	2,019,553 ¹	.50 ³	3,995,735
	1960—qtr. to Mar. 31	—	3,455,838	1,676,835	.41 ³	3,995,735
Packard Bell Electronics	1961—6 mo. to Mar. 31	16,439,816	(2,555,361)	(1,530,861) ¹¹	—	815,983
	1960—6 mo. to Mar. 31	23,712,089	1,071,101	491,101	.61	811,727
	1961—qtr. to Mar. 31	7,701,466	(1,965,192)	(1,164,892) ²¹	—	815,983
	1960—qtr. to Mar. 31	10,407,071	127,509	47,509	.05	811,727
Paramount Pictures	1961—qtr. to Apr. 1 ¹²	—	—	2,450,000 ¹³	1.46 ¹³	1,673,231
	1960—qtr. to Apr. 1	—	—	1,699,000 ¹⁴	1.02 ¹⁴	1,672,398
	1960—year to Dec. 31 ¹²	—	—	7,026,000	4.20	1,673,231
	1959—year to Dec. 31	—	—	7,519,000	4.47	1,683,598
	1960—qtr. to Dec. 31 ¹²	—	—	889,000	.53	1,673,231
1959—qtr. to Dec. 31	—	—	910,000	.54	1,683,598	
Howard W. Sams	1961—9 mo. to Mar. 31	7,487,519	947,150	467,404	1.10	425,450
	1960—9 mo. to Mar. 31	7,205,112	901,229	414,965	.98	425,450
Siegler Corp.	1961—9 mo. to Mar. 31 ¹⁵	73,646,826	4,469,729	2,330,228	1.05	2,214,363
	1960 ¹⁶	—	—	—	—	—
	1961—qtr. to Mar. 31 ¹⁵	24,592,863	936,164	553,363	.25	2,214,363
	1960 ¹⁶	—	—	—	—	—
Standard Kollsman	1961—qtr. to Mar. 31	24,670,723	1,576,573	770,149	.37	2,080,556
	1960—qtr. to Mar. 31	21,871,820	1,127,125	572,125	.27 ⁷	1,983,533
Stewart-Warner	1961—qtr. to Mar. 31	26,345,096	2,819,422	1,346,422	.41	3,318,721
	1960—qtr. to Mar. 31	30,325,131	4,067,019	1,940,019	.59	3,293,146
Thompson Ramo Wooldrige	1961—qtr. to Mar. 31	96,700,000	3,008,900	1,490,000	.45 ³	3,186,457
	1960—qtr. to Mar. 31	111,635,492	4,985,679	2,362,279	.73 ³	3,119,503

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Share
Tung-Sol Electric	1961—13 wks. to Apr. 1	15,282,327	570,011	274,011	.24 ^a	925,783
	1960—13 wks. to Apr. 1	20,008,795	1,659,627	796,627	.80 ^a	924,521
Westinghouse	1961—qtr. to Mar. 31	436,103,000	14,967,000	9,067,000	.25 ^a	34,837,472
	1960—qtr. to Mar. 31	458,817,000	36,196,000	19,496,000	.55 ^a	34,706,557
Zenith Story below	1961—qtr. to Mar. 31	63,965,865	—	3,446,030	1.16	2,954,784
	1960—qtr. to Mar. 31	68,144,876	—	3,855,129	1.30	2,954,784

Notes: ¹Record. ²From operations—before capital gain of \$3,914,000 (92¢ a share). ³After preferred dividends. ⁴From operations—before capital gain of \$44,000 (1¢). ⁵Includes non-recurring income of \$442,500 (32¢) from sale of subsidiary Shockley Transistor Corp. ⁶After \$655,574 tax credit. ⁷Based on shares outstanding March 31, 1961. ⁸Including Best. Div.—radio WGLI Long Island, N.Y. ⁹Average. ¹⁰Excludes special gain of \$578,000 (51¢) from sale of real estate. ¹¹Excludes special gain

of \$98,000 (9¢) from sale of real estate. ¹²Preliminary. ¹³Excludes investment profit of about \$400,000 (24¢). ¹⁴Includes special income of \$754,000 (45¢). ¹⁵Includes Jack & Heintz Inc., merged into Siegler Feb. 1961 (Vol. 17:6 p16). ¹⁶Comparison unavailable because of merger with Jack & Heintz. ¹⁷After \$95,000 tax credit. ¹⁸After \$86,269 tax credit. ¹⁹Adjusted for June-1960 2-for-1 stock split. ²⁰After \$1,024,500 tax credit. ²¹After \$800,300 tax credit.

Finance

ZENITH SALES & PROFIT SAG: "Intense competition in all phases of the business, including consumer products & govt. orders," took its toll at Zenith during 1961's first quarter, Pres. Joseph Wright noted last week. Shareholders at the annual meeting were notified that profit declined to \$3.4 million from \$3.9 million in Jan.-Mar. 1960 as sales slipped to \$64 million from \$68 million (see financial table). Wright emphasized that he was "very encouraged" by April sales, said "we look for a good 2nd quarter."

Chmn. Hugh Robertson told the meeting that Zenith, despite "intense competitive conditions, maintained its position of leadership of manufacture & sale of TV receivers and increased its share of industry deliveries to dealers over the record percentage obtained in the first quarter of 1960." The company, he continued, also "was able to show a sizable gain in transistor portable radio sales over the same quarter a year ago despite continuing aggressive competition from the domestic industry, imports from Japan and from cheap sets produced domestically from imported parts."

Stockholder interest in color TV was evidenced by questions asked from the floor. Queried on Zenith's color timetable, Robertson said that introduction of its first color sets is scheduled for October, "but we are trying to step it up and may have it in September." Sales Corp. Pres. Leonard Truesdell fielded a question about the advisability of marketing color TVs in the \$600 range and the possibility of a \$300 set. "We don't know how to manufacture a color set at the \$300 retail price tag," he said. "It cannot be done. Our job is to find the segment of the market" for high-priced color sets. "It's not a runaway market, however, but I might add we sell a lot of stereo at a high price."

Audio Devices' Sales Record: First-quarter volume jumped to \$2 million or 20% above the year-earlier level, Pres. William T. Hack told the annual meeting last week, adding: "We are optimistic that this trend will continue. This increase compares with a 15% increase maintained during 1960." Commenting on activities in TV tape, Hack noted: "Laboratory-produced samples of Audio Devices' new TV tape are now being thoroughly tested on video recorders with encouraging results."

Skiatron Deals Cited: Alleged manipulations in stock of Skiatron Electronics & TV are listed in a brief filed by an SEC investigating team in a long-developing Commission case against Re, Re & Sagarese, suspended American Stock Exchange specialist firm (Vol. 16:37 p19). The stock-rigging charges against Gerard A. Re & Gerard F. Re, father-&-son members of the firm, stemmed in part from SEC's 1960 fraudulent registration case against Skiatron, public sale of whose stock was stopped last October (Vol. 16:41 p18). The SEC staff investigators reported to the full Commission that sworn testimony from 70-odd witnesses linked the Res with alleged multimillion-dollar market-rigging of stock of Skiatron and a half-dozen other companies in which investors were victimized.

Decca Records profit in the first quarter ran well ahead of a year ago, Pres. Milton R. Rackmil told the annual meeting recently. "If business holds up," he added, "there's a good chance the dividend [now 30¢ a quarter] will be raised some time this year." Subsidiary Universal Pictures (87.6% of its outstanding common held by Decca) will turn in a lower profit in the 26 weeks to April 30 than the \$4.04 a share in the same 1960 period, he said. However, a "big 2nd half" is expected to bring the year's earnings up to fiscal 1960's level. Queried by a stockholder about Universal's plans for TV distribution of its 325 post-1948 features, Rackmil said: "We have completed arranging & classifying these films. When the money is right & the time is right, we'll do something about it."

American Bosch Arma expects its 1961 earnings to more than double those of 1960 and is "working to stretch them to 3 times the 1960 figure," Pres. Charles W. Perelle told the N.Y. Society of Security Analysts recently. He said that 60-70% of the company's sales are in electronics & space technology.

Avco Chmn. Kendrick R. Wilson will be "very much disappointed" if earnings in the fiscal quarter ending May 31 do not top "at least a little bit" the \$3,128,969 (30¢ a share) earned on sales of \$86,840,645 in 1960's May quarter. Wilson also told the annual meeting recently that Avco's Canadian home-appliance subsidiary is "running behind last year in both sales & earnings but is in the black, and we are confident will end up with a profit, although smaller than last year."

Clairtone Sound Corp., Canadian hi-fi radio-phono set maker, is offering 200,000 common stock shares to U.S. investors through Reiner, Linburn & Co. to raise money to develop "new product lines." An SEC registration statement (file 2-17835) didn't list the offering price.

Vote on New Contract for Disney: Stockholders of Walt Disney Productions will vote May 16 on a new, 7-year contract for Disney as exec. producer & gen. supervisor. Under terms of the agreement, dated Jan. 1, 1961, Disney will get \$3,500 a week (an increase of \$500) and \$1,666 each week in deferred payments to him or his family (if he should die) for a period of 1½ times the length of his services. Under the new contract, Disney's duties also include Disneyland Amusement Park and the company's TV programs. When the old contract was signed, the company had no Disneyland nor TV production. The deferred payments will begin with the expiration of Disney's 7-year term of employment. For the fiscal year ended Oct. 1, 1960, Disney received \$156,000. Other executive salaries: William H. Anderson, vp in charge of studio operations, \$89,000; Roy O. Disney, pres., \$52,000; E. Cardon Walker, sales & advertising vp, \$52,000; Gunther R. Lessing, vp & gen. counsel, \$31,300. Stockholders will also vote on the proposed merger of Disney and its wholly-owned subsidiary, Disneyland.

Stock Offerings: Motorola placed \$30 million of 4¼% debentures on the market last week via an underwriting group headed by Halsey, Stuart & Co. and Goldman, Sachs & Co. The 25-year obligations are non-refundable by Motorola for 5 years, are priced at 100 & accrued interest • Adler Electronics offering of 160,000 shares of common (\$11 each) was oversubscribed last week. Of the shares, 110,000 represented new financing; the remaining 50,000 were offered by present stockholders • Varian Associates plans to offer stockholders rights to purchase one new share for each 10 held. Subscription price & record date will be announced later. On record date, Varian expects to have 3,478,829 shares outstanding • Martin Co. plans to dispose of its 218,000 common shares of General Precision Equipment. GPE also has in registration a public stock offering of 150,000 common shares. GPE Chmn. J. W. Murray reports that the GPE & Martin offerings will be made at about the same time • Hallcrafters has filed an SEC registration (File 2-18003) for 300,000 outstanding capital stock shares to be offered for public sale by Chmn. William J. Halligan & 4 others in his family. Underwriters are headed by Paine, Webber, Jackson & Curtis. The price wasn't reported. The sale would reduce the Halligan family holdings from 70.3% to 56.8% of 2,218,600 Hallcrafters shares.

SEC Seeks Injunction: New England Electronics Components Inc., Holyoke, Mass., would be barred from "further violations" of the Securities Act under terms of a U.S. District Court injunction sought in Boston by SEC. The agency charged that the company and its Pres. George J. Rodgers, the controlling stockholder, violated registration & anti-fraud provisions of the law in the sale of Class A common stock.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more.

Reports & Comments Available: P. R. Mallory, discussion, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Clevite, discussion, Pennington, Colket & Co., 70 Pine St., N.Y. 5 • Loral Electronics, analysis, Ira Haupt & Co., 111 Broadway, N.Y. 6 • Foto-Video Electronics, report, Cortland Investing Corp., 135 Broadway, N.Y. 6 • Victoreen Instrument, prospectus, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 • Republic Corp., discussion, Purcell & Co., 50 Broadway, N.Y. 4 • Custom Components, prospectus, Mfrs. Securities Corp., 511 Fifth Ave., N.Y. 17 • Adler Electronics, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Sigma Instruments, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • Motorola, prospectus, Halsey, Stuart & Co., 35 Wall St., N.Y. 5 • Progress Webster Electronics, prospectus, Marron, Sloss & Co., 63 Wall St., N.Y. 5 • "Improved Picture for Movie Makers," profile of major film companies in April 26 *Financial World* • CBS, memo, Thomson & McKinnon, 2 Broadway, N.Y. 4.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Capitol Records	Q	\$0.50 Jun. 30	Jun. 15
Internatl Resist.	Q	.07½ Jun. 1	May 15
P. R. Mallory	Q	.35 Jun. 10	May 11
Paramount Pictures	Q	.50 Jun. 9	May 22
Siegler	Q	.10 Jun. 1	May 15
Siegler	Stk.	3% Jun. 29	May 15
Sonotone	Q	.07 Jun. 30	Jun. 2
Stanley Warner	Q	.30 May 25	May 9
Stewart-Warner	Q	.35 Jun. 10	May 19
Thompson Ramo Woold.	Q	.35 Jun. 15	May 31
Tung-Sol Electric	Q	.17½ Jun. 2	May 12
Westinghouse	Q	.30 Jun. 1	May 8
Zenith	Q	.40 Jun. 30	Jun. 9

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 27, 1961

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	21½	23%	Maxxon	27½	29%
Aerovox	9½	10%	Meredith Pub.	40½	44
Allied Radio	25	27½	Metro Media	21¼	22½
Astron Corp.	2½	2½	Milgo Electronics	23¾	25%
Baird Atomic	24½	26%	Nardo Microwave	6¼	7%
Control Data Corp.	111	118	Nuclear of Chicago	46	49%
Cook Elec.	11¾	13%	Official Films	3%	4-1/16
Craig Systems	15½	17	Pacific Automation	4½	5¼
Crosby Teletronics	5¼	6¼	Pacific Mercury	8	8%
Dictaphone	32¾	35%	Philips Lamp	162½	168½
Digitronics	32½	35%	Pyramid Electric	2¾	3-5/16
Eastern Ind.	20¼	21¾	Radiation Inc.	27¼	29%
Eitel-McCullough	18	19%	Howard W. Sams	52	56
Elco Corp.	13¼	14%	Sanders Associates	58	61½
Electro Instruments	27	30%	Silicon Transistor	9¾	11
Electro Voice	10½	11¾	Herman Smith	13½	15
Electronic Associates	36½	39	Soroban Engineering	75	80¾
Erie Resistor	14%	16%	Soundscribe	15	16½
Executone	20½	22¼	Speer Carbon	23¾	25¾
Farrington Mfg.	20½	22¼	Sprague Electric	72	77%
Foto Video	9¼	10¼	Sterling TV	3%	4%
Four Star TV	23½	25%	Taft Bestg.	21½	23%
FXR	20½	23	Taylor Instrument	50½	54
General Devices	17	18%	Technology Inst.	6	7½
G-L Electronics	9¼	10½	Tele-Broadcasters	3½	4¼
Gross Telecasting	22	24%	Telechrome	13%	14¾
Haydu	—	¼	Telecomputing	6%	7½
High Voltage Eng.	200	216	Time Inc.	94½	99
Infrared Industries	22	24%	Tracerlab	16¼	17¼
Interstate Eng.	24¾	26½	United Artists	7¾	8%
Itek	54½	59	United Control	22½	24%
Jerrold	7½	8¼	Universal Trans.	13½	14¾
Lab for Electronics	61	64½	Vitro	25½	27¼
Lel Inc.	10	11½	Vocaline	2½	3-3/16
Magna Theater	3¾	4¼	Wells-Gardner	29½	32
Magnetics Inc.	14¼	16	Wometco Ent.	18½	20¼

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

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NAB

NAB ASSESSES new govt.-industry leadership at its Washington convention; ready to gauge "promise vs. performance" of administration, Minow, Collins (p. 1).

AFFILIATE MEETINGS are held by all 3 networks on eve of NAB convention. Networks whoop it up for past achievements, future plans, but there'll be lots of competition (pp. 1 & 5).

TELECHROME TV RECORDER, at \$14,990, to be unveiled at NAB convention. Designed for broadcast use by Telechrome & Japan Victor, it's incompatible with others (p. 5).

FCC

FCC's "THIRD LOOK" AT OPTION TIME to produce rule-making & oral argument. New 2½-hour rules retained pending reconsideration (p. 2).

MOVE TO BLOCK FCC REORGANIZATION PLAN sparked by lawyers & some FCC members. Congress schedules hearings but prospects for blocking are considered slim (p. 3). Dept. (p. 15).

Stations

NEARLY HALF OF FM stations plan stereocasting, Motorola survey indicates, 27% planning to start this year. Halstead asking FCC to reconsider stereo rules (p. 2).

CANADIAN STATION CHALLENGES new licensee fees, which are based on a percentage of gross and are expected to skyrocket govt.'s take to \$3 million from \$600,000 (p. 15).

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LESS LIVE TV THAN EVER next fall. Production centers becoming "ghost towns" (p. 9).

Consumer Electronics

WHOSE FM STEREO SYSTEM? Whose patents? Battle-royal rages, with charges & countercharges by Zenith, GE, Crosby, Halstead (p. 19).

FM STEREO ADAPTERS stir controversy. Some sets reportedly can use simple single-tube converters, but others will require new detector circuit (p. 20).

RCA SALES RECORD of \$361.7 million reached in first quarter, although profits dropped 8% (p. 21). Motorola sales slip 16%, profit down 73.6% (p. 23).

SCOTT RADIO LABS, under new ownership, prepares TV-stereo line for showing at Music Show (p. 22).

ITALIAN TV seeks U.S. market at World Trade Fair. Toshiba shows transistor battery portable TV and unique "flat" stereo combination (p. 22).

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SYNDICATION BLUES ARE BEING SUNG as supply of new properties steadily dwindles. But some hope to reverse the trend (p. 3).

FOUR STAR AIMS 17 SERIES at foreign market. TV company considering whether to form distribution outfit (p. 12).

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EXPANDED-BREAK HASSLE rolls along, with FCC Chmn. Minow indicating disapproval of triple-spotting as agencies contemplate rate-cut pressure (p. 1).

Other Departments

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NAB CONVENTION—A TIME OF ASSESSMENT: Stage-setting for this week's NAB convention in Washington has the word "new" dominating backdrops—new administration, new FCC Chairman, new Commission attitudes & proposals, new NAB president.

Big question is, of course, how far govt. will go with its new "hands on" policies after so many years of "hands off." Move toward more govt. "firmness" or "interference" began year ago under GOP administration, so tightened regulation is no partisan novelty.

Most attention will be on (1) speech of FCC Chmn. Minow, who is putting his all into this maiden address, (2) the FCC panel discussion, and (3) NAB Pres. Collins's first address to full membership—also billed as an all-out effort.

You can assume, naturally, that "responsibility" will be keynote of all the foregoing. But that's the velvet glove. Is there a mailed fist? The convention will help provide answers.

AFFILIATES MEET ON EVE OF NAB: All 3 networks held meetings with their affiliates just before the NAB convention got under way. The 3 sessions had one thing clearly in common: Network brass went out of their way to turn the meetings into real pep rallies, telling affiliates that rough competition was ahead, but that their network franchises would see them through. Each network marshalled considerable rating & sales facts to show, on various yardsticks, that it was ahead of any other.

CBS affiliate session was the fanciest, since the May 4-5 meeting in N.Y. was the annual conclave

for the network outlets. ABC and NBC staged smaller-scale meetings—actually, status reports on network plans & presentations on fall lineups—but discussed many of the same things talked about at the CBS meeting.

There was plenty of backstage talk at all 3 meetings about such matters as: (1) Affiliate compensation formulas. (2) Longer station breaks. (3) Nighttime program-rating strength. (4) The value of nighttime specials which pre-empt regular programs. (5) ABC's constant struggle for better time slots & more exposure in dual-affiliation markets. (6) The value of the public image created by public-affairs programming. (7) Which network has the biggest audience these days.

Curious undercurrent could be found at all of the affiliate sessions. In past years, TV has boomed along so fast that—despite inter-network rivalries—affiliates could generally count on a continuing gravy train of audiences & revenue. Now, the fast growth is tapering off, network audiences are bitterly fought over in a 3-way split, and although the big buck is still to be found in TV, it comes harder. In general, the affiliate sessions are likely to produce more solidarity between networks & affiliates this fall as both sides realize that they must work together—or decline together (see p. 5).

FCC'S 'THIRD LOOK' AT OPTION TIME: Position of option time was a lawyer's nightmare—or dream—last week. Galaxy of attorneys for networks, affiliates and FCC has many opinions of what's what. Here's what we understood it to be:

(1) FCC announced that it would conduct rule-making and an oral argument to determine whether option time is in the public interest and what kinds of rules should prohibit it if it is not in the public interest.

(2) FCC said that its new rules, which were effective Jan. 1 (cutting option time from 3 to 2½ hours per segment of the telecast day), are law of the land pending rule-making & oral argument. Two weeks ago, when FCC asked the Court to remand case for reconsideration, it said that it would go back to old rules pending a "second look" (Vol. 17:17 p3); it has changed its mind.

What happened last week was that networks & affiliates urged Court of Appeals to give them more time to answer FCC's request that the case be sent back to it. They told the Court that they've written some 500 contracts based on the new rules. Ironically, they pointed out, if FCC goes back to the old rules, these new contracts will constitute violations of revised old rules.

In announcing rule-making, FCC said it wants to explore these issues:

"(a) Whether time optioning, apart from its legality vel non under the antitrust laws, is in the public interest. (That "vel non" bit is lawyer talk for "whether or not.")"

"(b) If time optioning should be found to be contrary to the public interest, what form of rule should be promulgated to effectuate its prohibition."

Comr. Cross dissented, calling FCC's notice a "strange document" based on speculation as to what the Court might do.

Attorneys are guessing all over the place, but there's still considerable consensus that Court will send case back to FCC, sooner or later, and that complete abolition of option time will be voted by 4-3 decision (Vol. 17:17 p3).

Interesting sidelight: Network & affiliate groups have been acting jointly, per Court order, but they may well split up again in actions before FCC. Although they agree generally, they differ on some specifics of option time.

370 FM STATIONS SEEN GOING STEREO: First poll of FM stations since FCC's adoption of stereocasting rules (Vol. 17:17 p1) indicates that nearly half of them plan to provide stereo multiplex service.

Survey was made by Motorola in the course of its marketing studies. After FCC rules were issued, Motorola sent questionnaire to the 821 commercial FM stations, asking about their stereocasting intentions. At press time, 204 stations—or 24.8% of the total—had replied. Here is breakdown of the 204 replies:

Just over 45% of those replying (92) said they planned to add stereo service. About 27% of the respondents (55) said they would start stereo this year; 9% (20) hope to start in 1962, the balance within 3 years. If the 204 respondents can be assumed to be a representative sample, it's indicated that perhaps 370 FM stations now are planning to go stereo.

Stereo picture should become clearer this week after NAB & National Assn. of FM Broadcasters sessions and after transmitting-equipment makers have displayed their stereo wares and quoted prices. Both Zenith & GE will demonstrate FM stereo at the convention, Zenith at the Executive House hotel (1515 Rhode Island Ave.) May 7-10, GE in Park Room at Shoreham Hotel May 7.

Though there's been little dissent from stereo standards adopted by FCC, this doesn't mean everybody's happy about them. William Halstead, who heads Multiplex Services Corp., told us last week he's petitioning Commission to rescind its stereo decision on grounds the chosen system may degrade monophonic reception, cause "serious problems" for off-the-air-relay FM networks and inject difficulties for stations multiplexing stereo and such SCA (subsidiary communications authorization) services as background music at the same time. Halstead, a multiplex consultant & equipment maker, had unsuccessfully espoused his own FM-stereo system in the FCC proceedings.

As NAB convention opens, hot dispute is under way between GE & Zenith over the question of who developed the system, and who should get credit and/or patent royalties for use of the so-called GE-Zenith (or Zenith-GE) system. Crosby Teletronics Corp., whose stereo system was rejected by FCC, is also claiming patent rights to the general principles used in the adopted system. And Halstead indicated he may be in there battling for royalties on "certain practical aspects" of FM-stereo receivers. For a roundup of industry developments in FM stereo, see Consumer Electronics section, beginning on p. 19.

MOVE TO BLOCK FCC REORGANIZATION PLAN: There's plenty of opposition, in & out of FCC, to the President's plan to reorganize the Commission (Vol. 17:18 p2), but there's no telling yet whether the objectors have a chance of stopping it.

Some FCC members are incensed about plan, some in favor, some noncommittal. Federal Communications Bar Assn. executive committee voted unanimously to oppose it. Forums for venting objections will be Sen. Pastore's (D-R.I.) Commerce Communications Subcommittee hearing May 23 and Rep. Dawson's (D-Ill.) Govt. Operations Committee in about 2 weeks. No witnesses have been announced, but FCBA will definitely be on hand—and FCC Commissioners may speak up. House group will hear testimony on all agency plans submitted to date. So far, these cover FCC, SEC & CAB. To come: FTC, FPC, ICC & NLRB.

Senate's Govt. Operations Committee, headed by Sen. McClelland (D-Ark.), and House Commerce Regulatory Agencies Subcommittee, headed by Rep. Harris (D-Ark.), also may hold hearings on reorganization plans, although no resolution of disapproval has been introduced in either Senate or House.

Biggest complaint at FCC is that plan would give Chairman power to assign chores to fellow Commissioners through his authority to delegate. Here's how one Commissioner put it: "Commissioners now work on what they consider most important. Under the new plan, the Chairman could load them up with trivia, he could assign jobs to those favoring his ideas, he could send the opposition to conduct hearings in Alaska for 6 months and get them out of the way. If he didn't like the way a Commissioner handled a job, he could take it back & reassign it. In short, he could rig decisions."

None of the objectors is worried by Minow; he seems to be regarded as very fair. However, they say: What if we had a Larry Fly? Former Chmn. James Lawrence Fly seems to hold record for "dictatorship." One source who favors plan said: "I think it's okay. If a Chairman wants to be a dictator, he'll be one regardless of the plan." Aside from fears, there are expressions of confusion. "I don't know what it means," said one Commissioner. "Schoolboy draftsmanship," said another.

FCBA objections center on elimination of oral argument. Said one attorney: "Oral argument is our only chance to try to convince the Commissioners directly."

But attorneys on Capitol Hill still believe it will be extremely difficult to muster sufficient Congressional votes to veto the plans.

SYNDICATION SINGS THE BLUES: Things have seldom been worse in the syndication field. First-run telefilm properties have dwindled from 29 new series released in 1955 to 15 in 1959, 8 in 1960 and only 4 in 1961. Rerun & off-network telefilm properties have taken up part of the slack—but only part.

Chief reasons for syndication's troubles are interlocked—one problem begins where another leaves off. Principal headaches: (1) A new syndicated series represents a production investment of at least \$1 mil-

lion. Producers & bankers are unwilling to risk such sums in a tight market. (2) Regional advertisers who want to build a strong "image" with a syndicated show nearly always demand brand-new series rather than off-network reruns, and the quality & quantity of such new shows are limited. (3) Networks have filled up the prime hours with network programming between 7:30 p.m. & 11 p.m. even in 3-station markets. In 2-station markets there's almost no time left for syndication. (4) Sales costs run in an inverse ratio to market size; sales costs in the major markets may run only 10-15% of the gross, but in small markets they can soar to 50%. Nevertheless, small-market station sales represent the real profit factor in the syndication business.

Sales staffs have been trimmed throughout the syndication business. MCA's current syndication sales staff of some 2 dozen is about a third of its former size. The syndication offshoots of all 3 networks—ABC Films, CBS Films, California National—have been cut back heavily in terms of personnel & new product. There is talk, in fact, that NBC may lop off California National entirely, apart from a holding operation in old reruns. ITC, once a major power, has become mostly a U.S. base for Britain's ATV. NTA has been running in the red. Official Films is down to minor properties.

Only syndication houses dealing in features have held up fairly well (Screen Gems, UAA, etc.)—and mostly because of station demand for feature film. Revenues, which syndicators guess at in millions, are being siphoned off from syndication by magazines that have expanded their split-run activities for regional advertisers. Station reps & station managers are aware of the trend, but have been relatively powerless (or unwilling) to do anything about it.

Fight to revive syndication is still being waged, however. Although many film executives feel they're treated like outsiders at NAB conventions, there's a large contingent of syndicators on hand at the Washington NAB convention this week. One plan to breathe new life into regional-level syndication is being showcased at NAB by TV Stations Inc. Pres. Herb Jacobs and Filmaster Productions. We expect to report on it in more detail next week.

COURT FIGHT WON'T DELAY PAY TV, SAYS RKO: RKO General won't wait for the outcome of litigation over FCC's pay-TV test. It is moving "as diligently as we can" to get system operating over WHCT Hartford as soon as possible.

That's latest word from an RKO spokesman, who said that theater exhibitors' challenge in Court of Appeals (Vol. 17:14 pl2) won't affect timetable. Though RKO had originally hoped to get going within 6 months after the FCC decision (which was issued Feb. 24—Vol. 17:9 pl), he said it was his guess that the start would come near end of year.

Prototype decoder equipment should be available "within days," he said, after which comes field testing, ordering of parts, setting up production lines, etc. Meanwhile, he reported, "we're highly satisfied with our program procurement, in which we've already made substantial investment."

NAB

Code Gets Double Feature: NAB TV Code Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) will make 2 speeches May 9—in Washington & Phoenix—on the joint responsibilities of the industry, programmers and advertisers to improve the medium.

His busy day starts at 10 a.m. in Washington's Shoreham Hotel at NAB's annual convention, where he'll review & preview Code problems in the annual presentation. Hartenbower will be aided by film clips and reports by NAB TV vp Charles H. Tower and Code staffers Edward H. Bronson, Frank J. Morris and Stockton Helffrich.

At 2 p.m., Hartenbower—via film—will address the Phoenix convention of the National Assn. of Better Business Bureaus Inc. His recorded talk—an illustrated lecture—winds up with: "I think it behooves the TV industry to change our motto from 'fast-fast-fast' to 'facts-facts-facts'—and let's have more of them." Hartenbower calls for closer TV-BBB liaison, more public education on bad

business practices through use of "imagination & showmanship" on TV itself.

Note: FTC Chmn. Paul Rand Dixon is set for a major speech on his agency's policies at the closing May 9 dinner session of the BBB's Phoenix convention, whose theme is "Self-Regulation—Challenge of the '60's."

NAB Membership Record: Reporting an all-time high, NAB station relations mgr. William Carlisle lists 370 TV members vs. 362 a year ago; 1,752 radio vs. 1,613, including 587 FM vs. 490; and 386 TV Code subscribers vs. 381. He said that the association had a net gain of 58 members in 1957, 81 in 1958, 106 in 1959, 202 in 1960. Since Jan: 1 of this year, the following new TV members have been added: KOCO-TV Enid-Oklahoma City; KPRC-TV Houston; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KBLR-TV Goodland, Kan.; WILX-TV Lansing, Mich.; WTTV Bloomington, Ind.; KSOO-TV Sioux Falls, S.D.; KMSP-TV Minneapolis. Among the larger new radio members are WQXR N.Y. & WIRE Indianapolis.

TELECHROME'S TV RECORDER: Another lower-priced TV-tape recorder—this one a combined U.S.-Japanese product designed for broadcast use—will make its debut at the NAB convention this week. Priced at \$14,990 (color extra), Telechrome's video-tape recorder uses 2 recording heads. It is incompatible with Ampex & RCA broadcast tape recorders.

The recorder is currently in production by Telechrome and uses parts manufactured both in the U.S. and in Japan. It was developed jointly by Telechrome & Japan Victor Corp. Among the features claimed for it by Telechrome: (1) Bandwidth of more than 5 mc. (2) Two recording heads and 2 separate playback heads make possible monitoring of the recorded picture during recording. (3) Because an entire frame is recorded by each recording head, the picture can be stopped at anytime for editing (showing a still picture on the monitor), shown in reverse, etc. (4) Freedom from venetian-blind effect & smearing.

Telechrome hopes to have 10 to 12 recorders available for delivery in June & July, getting into full production by early 1962. The tape speed is 15 inches per sec., the same as the Ampex & RCA broadcast models.

Both Ampex & RCA are expected to show prototypes of their forthcoming new low-priced non-broadcast TV tape recorders at the NAB show (Vol. 17:11 p14, 12 p12). Ampex's recorder will be priced at about \$21,000, RCA's at about \$25,000. (Broadcast TV-tape recorders by RCA & Ampex sell for \$42,000-\$50,000.) A non-broadcast transistorized TV recording system was shown last March by Sony, to be available in about 10 months for \$10,000.

Also being shown for the first time by Telechrome is a broadcast station device known simply as "Model 20/20." It's designed to remove ghosts & degradation from pictures before they are fed to the transmitter. Telechrome is recommending it to clean up remote, long-line & video-tape pictures. The 2-unit portable 20/20 costs \$3,000.

Late last week, Ampex reported that it would show a new \$41,950 VR-1002 recorder, new long-life video head, "AMTEC" distortion-control device, improved editing equipment, "Colortec" color conversion unit, Marconi 4½-in. image orthicon camera. It reported the sale of \$300,000 worth of Videotape equipment to Telesistema Mexicana, Mexico City. Market planning mgr. Robert Miner, calling attention to recently announced \$20,400 closed-circuit recorder, estimated that CCTV would be a \$200-million annual market within 5 years.

Other New Broadcast Equipment

In another equipment feature of the NAB convention, Visual Electronics Corp. will show its new complete TV program automation system. Following the close of the convention, Visual will sponsor one-day seminars on station automation May 11 & 12 at the Shoreham Hotel.

GE last week announced an addition to its line of TV transmitters—a single-cubicle 1-kw high-band vhf transmitter, convertible to a 5-kw transmitter through the addition of a 2nd cubicle. The 5-kw transmitter may be used to drive GE's new 35-kw amplifier.

A 2nd source of TV tape will be opened up with the NAB convention. EMI/US Ltd., displaying at the equipment exhibit, will offer video tape to U.S. stations for the first time. The British-made tape will compete with the only production tape currently available here, made by Minnesota Mining. Working toward eventual TV-tape manufacture are Reeves Soundcraft, Audio Devices, Star-kes Tarzian, RCA, Eastman Kodak and others.

Networks

More about

NETWORK AFFILIATE SESSIONS: Like the ghost of Banquo seated at Macbeth's table, the image of ABC-TV hovered over the affiliate gatherings last week of CBS-TV and NBC-TV—and, of course, in happier guise, over ABC's own pre-NAB session with its stations in Washington May 7 (see p. 1).

In a remark obviously aimed at ABC's rating success in the 1960-61 season with slam-bang action shows, CBS Chmn. William S. Paley told a N.Y. audience of CBS affiliates May 5: "The cheap or gaudy runs its course fast, and the competition for enduring acceptance & solid growth is based on the courageous rather than the brazen, the satisfying rather than the tantalizing, the moving rather than the shocking." CBS, said Paley, wants "the highest quality in every program category," since the true measure of network success in the long haul will be "character, standing, freedom to move, fundamental financial soundness."

Earlier, CBS-TV Pres. James T. Aubrey had told station executives: "We're going to show that your affiliation is the greatest franchise in network TV." Aubrey warned stations not to believe that "expansion is inevitable" and that "each year's ceiling is next year's threshold." He also warned that affiliates face "a rougher & tougher fight for network audiences & network advertising dollars"—particularly since some 70 of 200 CBS affiliates now have at least 2 competitive stations in their markets. Said Aubrey: "Our confidence rests in the fact that we will be delivering the best adjacencies in all TV to your local national spot prospects."

CBS Has New Compensation Plan

CBS affiliates this fall will be operating under a new compensation plan—but it won't be a blanket increase and will be subject "to individual negotiation," affiliate relations & engineering vp William B. Lodge told CBS station executives. The revised plan, in part, is aimed at film syndication & at local (as against network) TV. "Under the present compensation system," Lodge said, "there is a built-in incentive to substitute a local show for a network show. . . . We want to reverse that." Lodge declined, however, to discuss the present option-time arrangements with stations, and reiterated CBS-TV Pres. Aubrey's recent statement (Vol. 17:18 p2) that CBS may have to adopt a long station break this fall to meet competition from ABC—even though CBS doesn't basically like the idea.

Previewing the CBS-TV fall lineup for affiliates in a morning session (held, incidentally, in a N.Y. movie theater near the Waldorf-Astoria), program vp Oscar Katz also launched a shaft in the direction of his ABC-TV opposite number, program vp Thomas W. Moore. "Only 32% of CBS-TV's lineup is in the action category," he said, "whereas more than two-thirds of the ABC schedule consists of this kind of program." CBS-TV could have competed with ABC-TV this season by "just adding action show on top of action show," Katz said, "but this we have refrained from doing" because it might lead only to "a short-lived victory." Katz also reported that the number of entertainment specials on CBS-TV this fall will be "radically revised;" i.e., there are only 15 committed so far (pre-empting a total of only 16½ hours) as against 31 (pre-empting 43 hours) last year. Reason: "Many special shows hurt us in several ways," chiefly in lost ratings.

NBC's Washington meeting was built around an elaborate network presentation which was MC'd by announcer-host Hugh Downs, and was keyed to "the exciting new programs" & "vastly expanded public-affairs shows" promised to NBC-TV affiliates for fall. NBC, apparently, intends to concentrate this fall in areas of proven strength. There will be, Downs said, 2 new public-affairs shows in prime time (one with David Brinkley) and "40 prime-time news specials . . . including 6 *NBC White Paper* shows. Color will also be stepped up for fall with "60% more color" in the schedule this year than last year. NBC's daytime gains ("undisputed audience leader throughout the week") were also stressed. Like CBS, NBC will have fewer (possibly no more than 50) entertainment specials in the 1961-62 season, and several will be non-fiction rather than dramatic or variety shows. Brief speeches of affiliate encouragement were made by NBC Chmn. Robert W. Sarnoff, Pres. Robert E. Kintner, exec. vp Walter D. Scott, and programs & talent vp David Levy.

ABC's affiliate meeting, held like NBC's in Washington on the eve of the NAB convention, featured plenty of muscle-flexing. During the 1960-61 season, ABC-TV Pres. Oliver Treyz reported, ABC-TV became "the No. 1 network in the Nielsen competitive-market survey areas, and is pushing close to CBS in the national ratings, already having outdistanced NBC by a good margin." Added Treyz: "We are growing still stronger everyday . . . the result of a continuing combined effort on the part of the affiliates and the network."

ABC program vp Thomas W. Moore cited the rating track record of ABC shows new to the network this season. The average such ABC newcomer, he said, "achieved a 20-level rating, while CBS's new shows averaged a 17.3 and NBC programs trailed with a 13.7 rating in the national Nielsen 50-market rating index." Julius Barnathan, ABC affiliated stations vp, unveiled some interesting figures concerning the rating performance of individual ABC affiliates. In the 60 competitive markets which have 3 uhf or vhf stations, he said, "there are 29 ABC-TV affiliates which lead during the evening hours in their market."

Sarnoff is for Rating Study: In the latest of his periodic "open letters" to TV-radio editors, NBC Chmn. Robert W. Sarnoff saluted the Congressional report on ratings released by Chmn. Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee (Vol. 17:13 p3). He admitted that rating information can be "a vulnerable tool, subject to a variety of errors," and applauded the report's suggestion for an industry-wide study of research methodology. "We at NBC will try to help in any way we can toward improving the ratings as an even more effective research instrument, though in planning our programs they can never be more than just one of the instruments we use in shaping a balanced schedule," he said.

CBS Wins NFL Games: The first contract between the entire National Football League and a single network was signed recently by CBS-TV. The network will pay \$4.6 million annually, for 2 years, to be divided equally among the League's 14 teams. CBS will televise the League's 7 games each weekend on a regional basis, with each League city receiving live telecasts of "away" games of its particular team. There will be national telecasts on Thanksgiving Day and on the 2nd to 3rd Saturdays of December. The agreement includes any Conference playoff games, but not the championship game between the Conference runners-up played at the Orange Bowl in Miami (Vol. 17:17).

Network Television Billings

February 1961 and January-February 1961

For Jan. report, see TELEVISION DIGEST, Vol. 17:15 p8

February Billings Up 3.4%: Network TV's Feb. 1961 gross time billings totaled \$57.5 million—up 3.4% from \$55.6 million in Feb. 1960. Daytime billings were \$19.7 million, up 17.3% from the same month last year, but nighttime billings declined 2.6% to \$37.8 million.

TvB's latest compilation also shows ABC-TV to be Feb.'s biggest percentage gainer, with a 17.8% jump to \$14.9 million from \$12.7 million in Feb. 1960. NBC-TV again led in monthly dollar volume with a 6.8% rise to \$21.3 million. And for the 2nd consecutive month, CBS-TV slipped behind NBC as its billings declined 7.5% to \$21.2 million from \$23 million a year earlier.

NETWORK TELEVISION

	Feb. 1961	Feb. 1960	% Change	Jan.-Feb. 1961	Jan.-Feb. 1960	% Change
ABC	\$14,939,180	\$12,677,110	+17.8	\$30,837,490	\$25,937,120	+18.9
CBS	21,249,563	22,977,171	-7.5	44,144,418	46,454,529	-5.0
NBC	21,281,048	19,923,712	+6.8	44,312,166	40,904,609	+8.3
Total....	\$57,469,791	\$55,577,993	+3.4	\$119,294,074	\$113,296,258	+5.3

1961 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	21,249,563	21,281,048	57,469,791

Note: Figures revised as of April 20, 1961. 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.

NBC Talks Color & News: Putting its best foot forward for RCA stockholders last week (see p. 21), NBC confined its report to 1960-61 news advances and a sneak preview of color programming for next season.

"How come ABC does so well with only half the payroll we have?" One disgruntled stockholder asked NBC Pres. Robert Sarnoff. "You can't compare the two," replied Sarnoff. "They don't render the wide public service we do. Anybody can do something for one year. Wait till they're as old as we are."

Coverage "from conventions to cosmonauts" characterized NBC news activities, commentator Chet Huntley told the meeting. "This is a sudden business we're in," he said, "a constant race with the clock." Radio reporting "has become instantaneous" and "TV reporting is rapidly catching up." Noting the opening of 3 NBC Latin American news bureaus, the network's convention & election rating victories, and the imminent live coverage of Project Mercury, Huntley told stockholders they should have "a great deal of personal satisfaction."

A showcase film of next season's high-budget series, *Walt Disney's Wonderful World of Color*, included excerpts from such Disney post-48 features as "The Littlest Outlaw," "Hans Brinker," and "Light in the Forest." The series will be co-sponsored by RCA and Eastman Kodak.

DGA & Networks Still Disagree: The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America continued work without a contract last week while DGA & network negotiators continued their discussions at the bargaining table (Vol. 17:16 p8). No agreement on the employment status of the union members had been reached at week's end.

NETWORK SALES ACTIVITY

ABC-TV

- Stagecoach West, Tue. 9-10 p.m. Roaring Twenties, Sat. 7:30-8:30 p.m. Asphalt Jungle, Sun. 9:30-10:30 p.m. Hong Kong, Wed. 7:30-8:30 p.m. Cheyenne, Mon. 7:30-8:30 p.m. Walt Disney Presents, Sun. 7-7:30 p.m. Naked City, Wed. 10-11 p.m., part. eff. July.
Lehn & Fink (Geyer, Morey, Madden & Ballard)
- Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. July.
Colgate-Palmolive (Ted Bates)
- Lawman, Sun. 8:30 p.m. co-sponsorship eff. Oct.
Whitehall Laboratories (Ted Bates)
- 77 Sunset Strip, Fri. 9-10 p.m., part. eff. Oct.
Whitehall Laboratories (Ted Bates)
Beecham Products (Kenyon & Eckhardt)
- Naked City, Wed. 10-11 p.m., part. eff. Oct.
Beecham Products (Kenyon & Eckhardt)

CBS-TV

- GE College Bowl, Sun. 5:30-6 p.m., full-son. eff. Sept. 24.
General Electric (Maxon)

NBC-TV

- Tall Man, Sat. 8:30-9 p.m., part. eff. Sept. 16.
R. J. Reynolds (William Esty)
- Outlaws, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
Colgate-Palmolive (Ted Bates)
- David Brinkley's Journal, Wed. 10:30-11 p.m., co-sponsorship eff. Oct.
Pittsburg Plate Glass (BBDO)
- Wagon Train, Wed. 7:30-8:30, part. eff. fall.
Ford (J. Walter Thompson)
- Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept. 18.
American Home Products (Ted Bates)
- Michael Shayne, Fri. 10-11 p.m., part. eff. Aug. 11.
DuPont (BBDO)
- Daytime Programming, participations eff. June.
Lever Bros. (BBDO)
- The Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept.
P. Lorillard (Lennen & Newell)
Whitehall Laboratories (Ted Bates)

Foods Up 10.7% in January: With Jan. 1961 gross time billings of \$11,164,121 (up 10.7% from Jan. 1960), food & food products were the largest network spenders, said TvB recently. Drugs & remedies were runners-up, with Jan. 1961 billings of \$9,350,121 (vs. \$7,966,591 in Jan. 1960). Anacin was the leading brand advertiser in Jan. 1961, with billings of \$1,000,763, followed by L&M filter tip cigarets at \$756,827. Leading company advertiser was Procter & Gamble with billings of \$3,910,809.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more.

Programming

NETWORK CHARACTERS: In these days of discussion & controversy regarding the varying characters of the individual networks, it is interesting to look ahead at the programming to come. Here's a program-type breakdown of the latest network fall schedules in prime evening time:

Program type	ABC	CBS	NBC
Contemporary action	11	5	4
Suspense drama anthology	0	1	2
Period adventure	0	0	1
Western	3	3	4
Comedy	8	14	3
Cartoon shows	4	1	1
Variety	1	4	6
Audience participation	1	4	1
Public affairs	0	2	2

As the chart reveals (it was prepared for executive-level use by one of the networks), by far the heaviest weight of ABC-TV's programming will be in the field of "contemporary action shows" (fast-moving series such as *77 Sunset Strip* or *Follow the Sun*, which have week-to-week characters and action-adventure plots), along with strong emphasis on comedies, cartoons and Westerns. CBS-TV will have a sprinkling of shows in almost any category, but will put a solid concentration on 30-min. comedy (*Danny Thomas Show*, *Andy Griffith Show*, *Dobie Gillis*, *Mother Is a Freshman*, etc.). NBC-TV will have no one dominant category, hedging its program bets with no more than 6 shows in any one classification.

Space Shot a (Network) Success: Scores of TV cameramen, technicians and commentators who landed at Cape Canaveral over the April 30 weekend were probably as disappointed by the May 2 NASA postponement of the Project Mercury shot as was Commander Alan B. Shepard. But astronaut & networks finally got off the ground Friday, May 5 at 10:34 a.m. Live TV pool coverage began 10 minutes before launch time, and tapes of pre-flight preparations, the capsule recovery and interviews with Shepard were the subject of space specials on all 3 networks Friday.

Do-it-Yourself College Bowl: Questions based upon CBS-TV's *GE College Bowl* (Sun. 5:30-6 p.m.) have been compiled into a quiz-game book, *The First College Bowl Question Book*, edited by novelist-playwright Jerome Weidman & family, published by Random House (\$1.95).

Index of U.S. Home TV Usage

Viewing Down: Raising again the question of declines in TV viewing (spotlighted recently by Lever Bros. vp Henry M. Schachte—Vol. 17:17 p7), latest Nielsen figures on home TV consumption show that viewing during March 1961 was down 4.3% from viewing during March 1960. Nighttime viewing during the same period was down 4.5% (a matter of 2.8 percentage points) and daytime viewing went down 5.5% (representing 1.3 percentage points). The figures follow:

	Average Audience Per Average Minute		Daily Avg. Hrs Per Home
	Day (10 a.m.-5 p.m.) %	Night (7-11 p.m.) %	
March 1960	23.7 (10,712,000)	61.7 (27,888,000)	5 hrs. 47 mins.
March 1961	22.4 (10,516,000)	58.9 (27,624,000)	5 hrs. 32 mins.

Movies Beat Westerns In First Test: Will NBC's post-1948 features out-gun the solidly-entrenched *Have Gun, Will Travel* and *Gunsmoke* on Saturday nights this fall? NBC last week was pointing to interesting evidence.

In Rochester, NBC affiliate WROC-TV last November created a local-level version of NBC's fall plan by scheduling at 9:30 p.m. *Featurama*, a 90-min. movie show built around the 7 Arts-Warner Bros. package of post-1948 films. Previously, the station had carried in this time period NTA-syndicated *Play of the Week*, which drew ARB ratings around 8. In competition, the 2 CBS Westerns drew a 49 & 45 respectively on CBS-TV affiliate WHEC-TV.

But with the scheduling of the feature package, the rating fun began. *Featurama*, by March 1961, had zoomed upward to average a 41 ARB—a five-fold rating increase over its November 1960 position—while *Have Gun* dipped 26 points (to 19) and *Gunsmoke* dropped 27 (to 22).

Said NBC last week in a memo circulated among leading ad agencies: "While it is recognized that one city cannot be projected to the entire network, Rochester has demonstrated that the CBS Westerns are vulnerable to a strong movie package."

Court Raps WBAL-TV: Re-enactment of deliberations by a kidnap-murder trial jury on WBAL-TV Baltimore (Vol. 17:18 p10) was "against the public interest and should not be repeated or imitated," but didn't constitute contempt of court, 3 federal judges have decided. A 3-page memorandum by District Court Judges Roszel C. Thomsen, W. Calvin Chesnut and R. Dorsey Watkins in Baltimore said that the court's power to punish for contempt extends only to acts within the court or close enough to disturb order & decorum. The hour-long WBAL-TV show wasn't within that jurisdiction—and "general supervision of TV stations has not been committed by Congress to the courts," the judges said. Judge Thomsen said, however, that the affair would be referred to the Md. Bar Assn. to see "whether disciplinary proceedings should be instituted against counsel for the TV station."

TV Wrestling's New Look: TV's grunt & groan matches, familiar since the beginning, have taken on a new promotional twist. Old style TV bouts were filmed in arenas with paying audiences (TV exposure presumably cutting the gate at the live show). Now promoters throughout the country are staging unattended matches for TV only. But these are merely build-ups for later paid-admission arena matches with no TV cameras on hand. Local sponsors pay time & production costs for the TV shows, but the promoter charges nothing. His day comes when the series winners are pitted against each other in the paid & non-televised performance. A recent San Francisco bout so promoted, reports *The Wall St. Journal*, produced the record wrestling gate for the area of \$48,990. Professional wrestling in Michigan last year earned \$930,000, vs. \$95,000 three years ago, before TV promotion.

Brinkleymanship: From the April 26 *Washington Star*—"Dear Chet: Here's a goodie Dave may forget to pass on to you from Washington. Seems that Dave was driving one of his pair of white sports-type cars in Northwest Washington about 10 days ago when he had an accident. Ran into the rear end of another car. Dave appeared for a hearing at Municipal Court today to discuss the consequences. No charges. Fine so far. But there was one hitch. Mr. Brinkley had to sign up for two 3-hour sessions in traffic school this June. Good night, Chet."

CBS Captures NBC's ETV 'Angel': NBC-TV and Learning Resources Institute, the educational organization which has aided in the administration & financing of *Continental Classroom* (6-7 a.m.) for the past year, have had a policy falling-out. The Institute proposed that the course be fed when network lines were not in use for regular programming, to be taped locally and to be carried by stations at whatever times might be available. No, said NBC—"only 1/3 of the stations of any network are equipped to receive & tape in this manner." Added the network: "It would destroy the tremendous value of a simultaneous national broadcast which has developed a network of over 170 stations offering the courses in every part of the country." Despite the Institute's withdrawal, NBC plans to continue *Continental Classroom* and is now preparing a college credit course in government for the fall. "We have every expectation that the needed financing will be arranged and that we will be able to continue this dramatically successful use of network TV on behalf of education," said NBC.

CBS-TV will begin *The College of the Air* in the fall, it was learned at the network affiliates meeting in N.Y. May 5—and ex-NBC angel Learning Resources Institute will provide the programs. College credit courses will be transmitted on network lines from 1:05-1:30 p.m. and "every station on the network will have the right to broadcast it at that time or on a delayed basis through videotaping or kinescope recording," said CBS News Pres. Richard S. Salant.

"TV programming is the end result of a process fully as democratic as any Presidential election. Every time a viewer turns his dial to a particular show, he is casting a vote for that show. Everytime he decides not to watch a show, he is casting a vote against it. Those shows which receive a sufficient number of votes remain; those shows which do not, go. This democratic process of program selection is an affirmation of TV's belief that the people of this country are the best judges of what they want. There is nothing unique about such a belief, since it is the foundation of our traditional way of life. It is the heart of our political & economic systems, and it is only fitting that it should be the heart of TV. This means that TV can only go so far in creating public taste; for the most part, it is rather a reflection of public taste."—Stanley Cohen, dir., program planning & promotion, WDSU-TV New Orleans, to the Co-Operative School Club.

Senator Favors Congressional TV: Govt. Operations Committee Chmn. John L. McClellan (D-Ark.), in the May 6-12 *TV Guide*, declares that "I would favor a rule which made it clear that [Congressional] hearings might be televised at the discretion of the committee concerned . . . Wherever possible, the full hearing (or hearing session) should be televised. As a normal minimum, if a witness is televised his entire testimony should be covered." Weighing the pros & cons of Congressional TV, McClellan noted the tremendous public interest in the Kennedy-Nixon TV meetings. "No one can doubt that this interest [in govt.] is genuine. It should be encouraged."

International Telecast in Works: A talent search for the 90-min. telecast highlighting the ATAS international assembly was begun last week. The telecast's format will be entirely international, showcasing performers from all nations who participate in the Nov. 4 assembly. Exec. producer Robert Saudek is currently in Japan selecting the first of the foreign TV talent.

Less Live TV Than Ever Next Fall: Live TV series, laid low by the trend to film for some years, will be less in evidence than ever in network prime time next season. And what will happen in the diminishing area of specials is problematical at this point.

CBS-TV and NBC-TV have scheduled 7½ hours apiece of live programming next season (this season CBS had 8, NBC 13). ABC-TV will have the least of all—one-half hour plus *Fight of the Week*.

Live shows canceled this spring include Shirley Temple, Milton Berle, *Dinah Shore Chevy Show*, *This Is Your Life* and special series such as *DuPont Show of the Month* and *Family Classics*.

The continued trend to film programming (more than 80% of all night shows) is causing the big network TV production centers in N.Y. and Hollywood to achieve "ghost-town status," reported *Variety* recently. During a checkup of network facilities, the show-business trade paper learned: (1) NBC-TV is laying out \$300,000 a year for rental of the Ziegfeld Theatre in N.Y., but regularly originates only *The Perry Como Show* from it. (2) CBS-TV's huge "TV City" in Hollywood is being pump-primed with the origination of some CBS daytime shows; otherwise, most of the network's nighttime fare is film. (3) NBC's big color studio in Brooklyn, once quite active with specials by Max Liebmann and Henry Jaffe, will be closed this summer, because "just to open the doors of the plant costs \$12,000 a day."

MPATI Tests Start: Test signals in the Midwest Program of Airborne TV Instruction (Vol. 17:17 p24) are scheduled to be transmitted in experiments this week from the project's DC6AB plane, circling over Montpelier, Ind. at 23,000 feet. Tests of taped instruction courses are planned to start May 15. As part of the tests, WXIX-TV (Ch. 18) Milwaukee—200 miles away—has asked its viewers to report any reception.

Cal. TV-Radio Commentators May Get Immunity: The State Senate Judiciary Committee last week adopted by an 8-1 vote an amended bill which would give TV & radio commentators the right to withhold sources of information. Previously, the proposed measure had protected TV-radio newsmen, but not commentators. Commentators who testified before the Committee to complain that this would be discriminatory legislation included Cleve Roberts, KTLA Los Angeles; Sam Zelman, Western div. mgr., CBS-TV News; William Winter, ABC-TV's San Francisco commentator; and John Thompson, mgr., Pacific div., NBC News, & pres., Southern Cal. Radio & TV News Club.

European Circuses on NBC: Borrowing a leaf from Ed Sullivan's book of overseas production stunts, NBC has blueprinted a fall series which will give U.S. viewers an armchair view of some of Europe's top circus attractions. The show, slotted for Fri. 7:30-8:30 p.m. starting Sept. 15, has a working title of *Carnival Time* and will be produced by Lawrence White. Scheduled to be taped in Europe this summer (using the facilities of Intercontinental TV & Britain's ATV) will be 10 circuses, 4 ice shows, 2 magic shows and a Lilliputian program. The performances will be staged in the permanent arena-type theaters which are a standard for circuses in Europe. Among shows signed or in negotiation: The Vienna Ice Show, the Circus Schumann (Copenhagen), the Circus Togni (Rome), the Cirque Medrano (Paris) and the Kalanag Magic Show (Germany).

Colgate-Palmolive's Local Public Affairs: One of the country's leading national TV advertisers last week moved into a new programming area—the prime-time sponsorship of local public-affairs TV series. Colgate-Palmolive announced it was picking up sponsorship (beginning this week, May 11) of the U. of Pa.'s *Frontiers of Knowledge* on 5 Triangle stations—WFIL-TV Philadelphia; WNBC-TV Binghamton, N.Y.; WFBG-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-TV Fresno. Plans also are under way to make the programs available to stations in other sections of the country.

Although C-P has sponsored local programs in the past, a spokesman told us, the *Frontiers* sponsorship does mark the company's first regional public-service series. There are no current plans for additional similar sponsorships, he said, but "we're always alert to the possibilities of serious, worthwhile programming of this type."

Frontiers is a monthly series inaugurated last December by the University & WFIL-TV, in cooperation with other educational & research organizations. The 30-min. documentaries explore developments along a broad front of scientific knowledge, from space medicine & oceanography to atomic energy. Production units range the world to film & tape dramatic examples of basic research.

Coincidentally, the surge in public-service programming is charted by A.C. Nielsen in May 8 *Sponsor*. Among the findings: A 145% jump in such programming in the 6 months of Sept.-Feb. 1960-61 over the same months of 1957-58. Regularly scheduled public affairs soared 126%; specials 185%—and all were in prime time. The findings seemingly confirm a conclusion of Campbell-Ewald's recent TV study (Vol. 17:18 p9) that "the viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes."

Auxiliary Services

CATV Into Uhf? All-out entry of CATV systems into the uhf field has been proposed by exec. vp Leon N. Papernow of H & B American Corp.'s Transcontinent Communications System Inc. In a letter to NCTA Pres. William Dalton, the big CATV operator said it's time for the industry to "do all in our power to facilitate uhf progress in the 900 communities throughout the U.S. where CATV systems operate." His program pointed to "total prohibition of the construction of new vhf translators." Papernow said CATV systems could: (1) Build uhf translators. (2) "Go into uhf-TV broadcasting." (3) Subsidize purchase of all-channel sets by CATV subscribers. (4) Actively support existing uhf stations through promotion, advertising, etc. He also argued that CATV systems would be serving their own interests—particularly in fringe areas—by promoting uhf: "CATV fought an energetic but losing battle against vhf boosters . . . Certainly no transition to uhf in the fringe area can come out without a long-range plan to convert these 'coffin nails.'"

Uhf Translator Starts: K70CG & K74BG Grand Marais, Minn. began April 10 repeating KDAL-TV & WDSM-TV Duluth • K74BH Winnemucca, Nev. began March 15 with KBOI-TV Boise, Ida. • K71AX Fish Lake Valley, Nev. went on the air May 1 repeating KOLO-TV Reno • K78AW Carroll, Ia. has started operating repeating KRNT-TV Des Moines and companion Ch. 82 has a May 10 target for repeating WHO-TV Des Moines.

Advertising

LONGER-BREAK FIGHT LENGTHENS: Ad men have just about exhausted the immediate-appeal possibilities in their continuing battle against ABC-TV's proposed expansion of station breaks and CBS-NBC competition-meeting concessions (Vol. 17:16 p7). Direct appeal to FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins by Young & Rubicam Pres. George H. Gribbin (Vol. 17:18 pl) has elicited some sympathy—but no action—from Washington quarters.

The addition of 10 sec. to the present 30-sec. station-break time "is not objectionable," said Chairman Minow. He did say, however, that if the increased time were used for triple spotting he would "certainly want to do something about it."

After discussing Gribbin's wire with his colleagues, Chmn. Minow wrote a response saying: (1) FCC has no rules or policy on the matter. (2) If you think it should have, petition us to make some.

One Commissioner gave us his views: "This is peanuts. If we want to get into the whole area of over-commercialization, we've got to do it on an over-all basis—considering a station's program time vs. commercial time." He's satisfied that the Commission can regulate in that area, stating that commercials don't have First Amendment protection. Plenty of industry lawyers dispute that opinion, of course.

FCC Mum on "Over-commercialization"

FCC's proposed revised program form would have licensees tell the Commission how much time per hour they have devoted & will devote to commercials (see p. 3 of our Feb. 27 full text of the proposal). But the form doesn't indicate what, if anything, the Commission might regard as "over-commercialization." Some FCC sources believe that many licensees wish that the Commission would set a ceiling so that they & their competitors would know where they stand.

Although there are now station violations of the NAB Code provision prohibiting triple spotting, and the temptation will be even greater with a 40-sec. break, the expansion represents too much to stations for them to openly invite FCC-NAB interference by excess triple spotting, industry officials believe. The 5 ABC-TV o&o's have already issued a statement that they will allow only 2 commercials during the new breaks (Vol. 17:17 p8). As ABC adds it up, affiliates will garner an extra 15% annually in net profits from the additional 10 seconds—which represent a 33½% increase in time available for spot announcements between network shows. Added annual gross spot income for each group of 5 network o&o's could be as much as \$2 million.

There are indications that agencies & advertisers may take another tack in their skirmish with the networks on this subject of longer breaks. A major ad agency handling one of the 3 leading soap companies has begun to ask stations, through its media dept.: "What kind of rate reduction do you plan on nighttime station breaks if you expand them and thus reduce their efficiency?" The agency, we're told, isn't kidding—and thus raises a point so far overlooked in the arguments about 40-sec. station breaks: Major spot advertisers will undoubtedly agree to double spotting a pair of 20-sec. commercials during a station break adjacent to a top-rated show, but will they simply shift their budgets away from double-spot breaks which

are next to low-rated shows, unless stations cut the price?

Madison Ave. grumbling continued last week on a number of different fronts. Said Grey Advertising exec. vp. A. L. Hollender: "The plan presents a tremendous step back from what all of us have been working hard to achieve—more effective TV." Warned Lee M. Rich, Benton & Bowles media vp: "From the station's viewpoint, the longer station break is bound to increase the number of unsold station breaks . . . It will cause B&B to consider a downward adjustment on the value of spot time, and will make life a lot less flexible for the advertiser." An added protest came from *N.Y. Times* TV critic Jack Gould: "At a time when thoughtful leaders have properly worried over general programming standards, it is indeed disturbing that the great innovation for the season of 1961-62 should take the form it has: long 'spot' commercials."

The question of expanded station breaks wasn't on the official agendas of the ABC-CBS-NBC affiliate meetings last week (see p. 5), but it triggered considerable discussion which was likely to continue this week at the NAB convention. A number of admen still held to the slim hope that Minow and/or Collins would take a firmer stand on the matter at the NAB meet—but the hope began to look slimmer all the time.

Dixon Renews the Attack: Individual TV & radio stations as well as advertisers & agencies have been warned by FTC Chmn. Paul Rand Dixon to take closer looks at the commercials they carry. Dixon—appearing with House Judiciary Committee Chmn. Celler (D-N.Y.) on *Between the Lines* on WNTA-TV N.Y.—renewed the criticism of questionable commercials which peppered his April speech to the Assn. of National Advertisers (Vol. 17:17 p4). Reminding stations that FTC gives FCC copies of complaints against broadcast advertising, he said: "Now, every 3 years these stations must come up for relicensing and I would say that [they'd be smart] if perhaps they began to take that into account." Dixon also reported that his plans for revamping FTC's set-up include addition of 10 advertising-case hearing examiners to the present 15-man staff.

JFK Takes over FTC: It looks like the 5-man Federal Trade Commission will become the first regulatory agency to be dominated by President Kennedy's appointees. Rounding out his FTC-takeover schedule (Vol. 17:7 *et seq.*), the President formally nominated Democrat A. Everette MacIntyre, now gen. counsel of the House Small Business Committee, to take over hold-over Democrat Robert T. Secret's job. MacIntyre's 7-year term starts Sept. 26, when Secret's runs out. With MacIntyre installed to give the Kennedy administration a 3-member majority, the 2 hold-over FTC members left will be Democrat William C. Kern, whose term ends in 1962, and lone Republican Sigurd Anderson, whose tenure doesn't end until 1966. Already in FTC office are 2 Kennedy men—Democratic Chmn. Paul Rand Dixon & independent Philip Elman.

Big Newspaper Advertisers Love TV Even More: The leading 100 national newspaper advertisers in 1960 spent 92% more on TV than in newspapers. So reported Pres. Norman E. Cash at TvB's first 1961 sales clinic in Pittsburgh last week. The top 100 increased their TV billing 3.7% from \$671 million in 1959 to \$696 million in 1960, while their newspaper advertising gained 0.2% (\$361 to \$362 million).

Code Board Hits 30-Min. Commercials: Once thought buried & forgotten in TV's past, "program-length commercials" seem to be making a comeback, NAB's TV Code Review Board sadly reported last week.

On the eve of NAB's 39th convention in Washington, the Board put out a chiding notice to all Code subscribers to shun the temptation to sell time to sponsors for half-hour shows which turn out to be little more than advertising on a sustained pitch.

It's one thing, said the Board, for a station to run architectural documentaries, but another to present series of real-estate classified ads in the guise of tours of beautiful homes & gardens.

Local fashion shows sponsored by stores can be worth viewing as news, and auto shows may have their place on home screens, the Board indicated. These are cases where the program is "a singleton & serves a special community purpose," said Board Chmn. E. K. Hartenbower.

But 30-min. spiels by clothing store salesmen or inspection trips to used-car lots serve no Code purposes, subscribers were reminded. They were asked to check their current & upcoming schedules—then double-check with Code offices in Washington, Hollywood or N.Y.

"There is no question that some of the shows, particularly in the real estate field, should be checked with the Code staff," Hartenbower said. He assured subscribers that in judging whether such programs qualify under Code standards, they will rule out any show which devotes "28 minutes out of a half-hour to solid sell—hard or soft."

How prevalent are "program-length commercials" now? Not very, but any prevalence is too much, we were told at Code offices in Washington. Code monitors have come across such programs on 20-30 TV stations in recent months, and at least 3 film companies are syndicating them.

New Product-Protection Precedent: Garry Moore, who now peddles Plymouths on his CBS-TV show (Tue. 10-11 p.m.) will be pushing Oldsmobiles come fall. But, dubious about the public-relations merit of such an abrupt brand switch, Moore talked his network & new fall sponsor into what industry circles are calling "a TV advertising first." On the first 8 Oldsmobile-sponsored shows, Moore will assure viewers that he still favors "that other auto" in the "low-priced field," but, for "higher-priced car, nothing tops Olds."

Magazine Ad Linage Drops 10%: First-quarter 1961 ad lineage carried by general & farm magazines dropped 10% below the year-earlier level, reports PIB. In terms of pages, the decline was to 16,541 from 18,297. Ad revenue slipped 1% to \$190,330,230 from \$191,629,370 in Jan.-Mar.

Ad People: John J. Meskil, McCann-Marschalk media dir., named a vp . . . David M. Ricard named a McCann-Erickson vp . . . Edward W. Murtfeldt named exec. vp, Benton & Bowles . . . Gene Grayson, Alan Hahn and Joseph Sacco, Ted Bates creative supervisors, elected vps . . . William E. Holden, ex-Doherty, Clifford, Steers and Shenfield, named senior vp and mgr., N.Y. office of Fuller & Smith & Ross. John A. McKinven appointed F&S&R mktg. services vp from creative services vp. Kenneth E. Moore moves from vp-plans board chmn. to new post of client service vp.

Lee Emmerich, Geyer, Morey, Madden & Ballard bcst. production mgr., named a vp . . . Miss Frances Rutland named DFS vp . . . M. Carl Johnson named managing dir. of McCann-Erickson-Hakuhodo Inc. of Tokyo.

Film-Commercial Festival Winners: Awards to "best" in 30 product categories (1,352 entries) were made May 3 at the 2nd American TV Commercials Festival in N.Y. MPO Videotronics displaced 1960's top-scoring Robert Lawrence Productions as the most-lauded production company at the festival, winning 4 first-place honors, 2 second-place, and 2 special citations. A close runner-up was Television Graphics with 4 firsts, 2 seconds and no citations. Elektra Film Productions swept the animation honors with a total of 2 firsts and 3 seconds. The winning commercials, selected by a jury of 80 ad executives:

Wearing apparel: Du Pont, "Westbury Fashions" (Videotape).
Appliances: GE Refrigerator, "Tango" (VPI).
Automobiles: Chevrolet for Corvair, "Oasis" (American Films).
Auto accessories: Delco Replacement Parts, "Dynamo" (VPI).
Baked goods: Drake Bakeries, "Follow The Leader" (Sarra).
Bath soaps: Lever for Praise, "Laurie Peters" (B. L. Associates).
Beer & wine: Jackson Brewing Co. "Kangaroo" (Pelican Films).
Breakfast cereal: General Foods for Post Toasties, "Typewriter" (Craven Film) & Kellogg for Snack-Pak, "What To Buy" (Filmfair).
Cake mix: P&G for Duncan Hines, "Date Nut" (MPO Videotronics).
Cigaretts & cigars: American Tobacco for Lucky Strike, "Match" (MPO Videotronics).
Coffee & tea: General Foods, for Instant Maxwell House, "Iced" (Television Graphics).
Consumer services: Imperial Oil for Esso Oil Heat, "Cat" (Elektra Film).
Cosmetics & toiletries: Bristol-Myers for Ban, "Documentary" (WCD Productions).
Dairy products & margarine: Standard Brands for Blue Bonnet, "Squeeze & Closeups" (Transfilm-Wyde Productions).
Dentifrices: P&G for Crest, "Cheryl Clapham" (Television Graphics).
Gasoline & lubricants: Texaco, "Little Girl—Tricycle" (Craven Film).
Gift item: Eastman Kodak, "Take A Picture" (MPO Videotronics).
Hair preparations: P&G for Prel, "Fur" (Transfilm-Caravel).
Home furnishings: Aluminum Co. of America for Alcoa Colorib Panels (Television Graphics).
Household cleansers & waxes: Brillo, "99 Squeezes Calypso" (Elektra Film).
Institutional: Aluminium Ltd., "Man & Wife" (Group Productions).
Laundry soap & detergents: P&G for Ivory Flakes, "We Suggest" (MPO Videotronics).
Packaged food: Chun King, "Elevator" (Freberg Ltd. & Jacmar Productions).
Paper products & wraps: Scott Paper, "Picnic" (MPO Videotronics).
Pet food: General Foods for Gaines Gravy Train, "Dog & Cat" (Television Graphics).
Pharmaceuticals: Bristol-Myers for Bufferin, "Headache-Heartbeat" (On Film).
Public Service: United Cerebral Palsy, "One Little Hand" (News-film USA).
Retail stores: Barney's Clothes, "Boys Clothing—Party" (CBS-TV).
Soft drinks: Seven-Up, "Old Movie: Harried Housewife" (Sarra).
Travel: Northwest Orient Airlines, "Polo" & "Japanese Girls" (Desilu).
8-10 sec. IDs: Union Starch for Liquid Mist Reddi-Starch, "Mannequin" (Format Films).
Billboard, opening & closing: Ford Motor Co. Ernie Ford Show "Peanuts & Phonograph" (Playhouse Pictures).
Integrated program commercial: General Foods for Post Grape Nuts, "Danny Thomas Show" (Marterto).

AFA Schedules Kintner: Ex-FTC Chmn. Earl W. Kintner, now in private law practice in Washington, has been added to the speaker's list for the May 28-31 convention of the Advertising Federation of America in the Sheraton-Park Hotel there. New FTC Chmn. Paul Rand Dixon will address a luncheon session (Vol. 17:16 p13).

What Buyers Want from Reps: Answer, as provided by a 5-city survey of 62 agencies by National Advertising Agency Network: (1) Audience composition for each availability submitted. (2) Ratings of competitive agencies. (3) More complete station-coverage data. (4) Standardization of rating information. (5) Easy-to-understand cost data.

New Reps: WRGB Schenectady to Katz July 1 from NBC Spot Sales • KSD-TV St. Louis to Katz July 1 from NBC Spot Sales • KOA-TV Denver to Blair-TV July 16 from NBC Spot Sales • WFIE-TV Evansville, Ind. to Katz May 1 from Raymer • WXTV Youngstown, O. to Gill-Perna April 17 from Pearson • WLBZ-TV Bangor & WCSH-TV Portland, Me. to Katz May 1 from Weed.

Film & Tape

Film Men Head For NAB: The annual grumbles from syndicators & film distributors that they are treated like 2nd class citizens at NAB meetings were audible in both N.Y. & Washington last week. But most film executives couldn't resist the chance to renew acquaintances with station film-buyers and, in a few cases, to showcase their newest wares at the convention. Here are some of the film highlights NAB convention-goers can expect:

Delegations: ABC Films, headed by Pres. Henry G. Plitt. CBS Films, Pres. Sam Cook Digges. Cal. National Productions, vp Herbert S. Schlosser. Flamingo, Pres. Ira Gottlieb. MCA-TV, syndication vp David V. Sutton. MGM-TV, sales vp Richard Harper. Official Films, vp Russ Rayercroft. Screen Gems, syndication vp Bob Seidelman. Seven Arts, sales vp Robert Rich. Ziv-UA, sales vp M. J. Rifkin.

Feature packages: MGM will unveil 30 features for TV, drawn from its backlog of 400 post-48 films. The package, to be called *Best of the 50s*, includes "The Actress," "Kind Lady," "In the Good Old Summertime." Seven Arts will showcase 40 more post-50 Warner Bros. features, including "Young at Heart," "East of Eden," and "Captain Horatio Hornblower" (Vol. 17:18 p12).

New syndication series: Filmaster will be among the few syndicators to spring a new property at the convention. The entry, titled *The Beachcomber*, is a 30-min. production made in co-operation with TV Stations Inc. Ziv-UA will stage a sales push for its 2 current first-run properties, *King of Diamonds* and *Ripcord*. But most of the others will confine their sales efforts to re-run or off-network series.

Four Star Aims 17 Series Abroad: Four Star Television is considering how to go about distributing 17 series in the foreign market. Although most of its series have been sold in Australia, the company has held back broad global distribution because of restrictions & quotas. Vp George A. Elber told us regarding the virtually-undistributed backlog of more than 950 half-hours and 71 hours of TV film, that Four Star is deliberating whether to form its own distribution company or to make a deal with a distribution company. William Morris is sales agent for Four Star, but not a distribution company, Elber explained.

Four Star packages available for the foreign market are *Dante*, *Robert Taylor's Detectives*, *The Tom Ewell Show*, *The David Niven Show*, *Dick Powell's Zane Grey Theater*, *Hey Jeannie*, *Peter Loves Mary*, *The Rifleman*, *Johnny Ringo*, *Turn of Fate*, *The June Allyson Show*, *Michael Shayne*, *The Westerner*, *Stagecoach West*, *Black Saddle*, *The Plainsman*, and *The Law & Mr. Jones*.

MGM Buying NTA Telestudios: MGM is near a deal for the purchase of NTA Telestudios Ltd. in N.Y. for expansion of TV-commercial facilities by MGM-TV (which now makes film, but not tape, commercials). The price is understood to be about \$500,000. An MGM-TV executive told us that complete agreement on the deal to purchase the NTA subsidiary has been reached, although contracts hadn't been signed yet. NTA's Telestudios produce tape commercials and also have been used as studio facilities for WNTA-TV, which is being sold to an ETV group for \$5,750,000 (Vol. 17:17 p7).

HOLLYWOOD ROUNDUP

Screen Gems' *Winston Churchill* series and Don Fedderson's *My 3 Sons* were voted the best series of the current season by 260 TV editors polled by the Pat McDermott Co., Los Angeles and N.Y. PR firm. After *Churchill* and *3 Sons* came *The Untouchables*, *Project 20*, *CBS Reports* and *Play of the Week*. Voted the biggest disappointment: *The Nanette Fabray Show*. Many said *The Flintstones*, *Witness*, *Angel* and *Hong Kong* didn't live up to expectations. *Flintstones* was helped considerably by publicity, and *The Law & Mr. Jones* was hurt by lack of it. Editors criticized headache remedy and other "hard sell" sponsors as the most objectionable commercials.

Hollywood's animation business is headed for a record \$14 million this year, says Lawrence Kilty, business representative of Motion Picture Screen Cartoonists Union, Local 839, IATSE. About \$12 million will be spent on TV entertainment film and commercials, he predicts.

Bing Crosby Productions is immediately starting its 60-min. *Ben Casey* series. The Rosenberg-Coryell Agency has closed a 26-week deal with ABC-TV for the series which begins Oct. 2 at 10 p.m. Mondays. Producer is James E. Moser. Vince Edwards & Sam Jaffe star.

20th Century-Fox TV has shaken up the production staff of *Adventures in Paradise*, producers Fletcher Markle, William Froug and Charles Russell leaving, and Richard Goldstone due to depart soon. New *Paradise* producers are Art Wallace and Gene Levitt. 20th will film 3 *Paradise* segments in Tahiti in June.

20th Century-Fox TV puts *Dobie Gillis* into production for next season May 15; its new *Follow the Sun* and *Bus Stop* series in June, and *Margie* in July . . . Marvin Marx named producer of *The Joey Bishop Show*. Louis Edelman is exec. producer.

Revue Studios' *The Deputy* and *Bringing Up Buddy* have been killed, and the studio has quit production on syndicated *Shotgun Slade*.

Desilu's *The Untouchables* and Screen Gems' *Winston Churchill—The Valiant Years* have been sold to Japan.

Warner Bros. has purchased 72 stories for its 8 series, and now has 44 writers at work preparing scripts.

Revue Studios' *Bachelor Father* begins production for next season in mid-June.

People: Raphael Etkes has left William Morris to join MCA's international TV div. . . . MGM-TV's stars Leon Ames & Myrna Fahey (*Father of the Bride*) and Richard Chamberlain (*Dr. Kildare*) left last week for N.Y., Ames and Miss Fahey to speak before the CBS Affiliates dinner, Chamberlain before the NBC affiliates meeting in Washington. Miss Fahey goes to Europe this week for the Cannes Festival. . . . Sheldon Leonard has been signed for the 9th year as producer-director of *The Danny Thomas Show*. He is also owner of Sheldon Leonard Enterprises, for which he & Danny Thomas will be exec. producers on *The Dick Van Dyke Show* and *The Andy Griffith Show* . . . Desilu Productions has signed Del Reisman as story editor of *The Untouchables* . . . MGM-TV producer Rudy Abel (*National Velvet*) has gone to N.Y. for network and agency meetings on the series, and will then visit MGM exchanges in Brussels, Paris, Rome and London.

NEW YORK ROUNDUP

CBS Films notes "a world-wide interest in America's space program," evidenced by orders for the recent *CBS Reports* program, "Why Man in Space?" and CBS News film coverage of Project Mercury. TV outlets in England, Australia, Italy, Japan, Germany and Canada have bought prints of the 60-min. space special while 9 countries have requested Project Mercury films. "These latter countries will be supplied, practically at cost & as a public service, with from one to 5 hours of programming on this event," said international sales dir. Ralph Baruch.

Add Syndication Sales: Screen Gems has sold its 260-feature, post-1948 Columbia package to 4 more stations, upping the market total to 23. Latest sales: KCMO-TV Kansas City, KPHO-TV Phoenix, WNEM Bay City, WRBL-TV Columbus . . . MCA-TV has sold its 4 off-network, 60-min. series—*Suspicion*, *Overland Trail*, *Riverboat* and *Cimarron City*—in 45 markets to date. Latest sales include KGO-TV San Francisco, KPLR-TV St. Louis.

Closed-Circuit Home Show: NBC Telesales produced a 60-min. closed-circuitcast for the National Homes Assn. April 15, one week after the realty group conceived the idea. Originating from National Homes' office in Lafayette, Ind. and fed for both TV studio and large-screen viewing, the session presented the firm's complete line of homes to dealers in other cities, a progress report and details of the company's new incentive plan.

ABC-TV Won't Sell "Hunters" Share: 20th Century-Fox TV has been turned down by ABC-TV in its attempt to buy the network's financial interest in the pilot of *The Hunters*, which was rejected by ABC for fear that it might offend Negroes and prove too controversial (Vol. 17:15 p10). The studio, seeking to offer the show elsewhere, wanted to reimburse ABC for its approximately \$100,000 investment in the \$200,000 pilot.

Cal. National Productions' most recent syndication entry is *Funny Manns*, an 8-min., 104-episode series that "distills Mack Sennett-type comedies." Produced by new Merritt Enterprises and hosted by Cliff Norton, the series contains filmed segments of movie comedy classics. It has been sold in 43 markets to date. Sweets Company of America and Ideal Toy co-sponsor in 20 of the 43 markets.

Screen Directors International Guild is holding its first international convention in Cannes during the coming film festival there. Activities will include meetings with French film unions, studio inspections, and screenings of films directed by SDIG members, including the *NBC White Paper* documentary "Sit-in."

Ziv-UA's 2nd new syndication property to be released in 3 weeks is *Ripcord*, an Ivan Tors production on "the thrills & uses of skydiving." The same firm's *King of Diamonds*, the Broderick Crawford series released 3 weeks ago, has been sold in 118 markets so far.

Ray-Eye Productions is a new Kansas City-based firm with an eye on national TV production-syndication. A \$2-million production center is nearing completion and Ray-Eye has already scored 12 station sales for its first program property, a 30-min. series called *Builder's Showcase*.

People: Jerry Hyams, Screen Gems vp & gen. mgr., and Lloyd Burns, international operations vp, are in Europe on a 2-week sales jaunt.

MCA Outpoints Morris in Network Sales: MCA and William Morris, the giants of the talent-agency world, have emerged from this spring's selling period with MCA the definite leader in sales for next season. MCA made 24 series sales (20 film, 4 live) vs. 14 for Morris (12 film, 2 live). MCA's list included 13 half-hour series, 10 hour series, and the Alcoa anthology (a combination of 14 half-hours and 14 hours). Morris series were 4 hours and 8 half-hours. Ten of the MCA shows were new, 5 of the Morris shows.

The MCA film series are *Mr. Ed*, *GE Theater*, *87th Precinct*, *Thriller*, *Bachelor Father*, *Calvin & the Colonel* (animation), *Alcoa Hour*, *Plain & Fancy*, *Laramie*, *Alfred Hitchcock Presents*, *Checkmate*, *Wagon Train*, *The Adventures of Ozzie & Harriet*, *My 3 Sons*, *The Investigators*, *Frontier Circus*, *The Bob Cummings Show*, *Leave It to Beaver*, *Tales of Wells Fargo* and *The Tall Man*. The live shows: *Ed Sullivan*, *Jack Benny* (some on film), *Bob Newhart*, *Carnival Time*.

The Morris film series are *Adventures in Paradise*, *The Rifleman*, *The Danny Thomas Show*, *The Andy Griffith Show*, *Hennesey*, *The Dick Van Dyke Show*, *The Dick Powell Show*, *Mother Is a Freshman*, *The Joey Bishop Show*, *The Real McCoys*, *The Corrupters* and *Robert Taylor's Captain of Detectives*. The live shows: *The Garry Moore Show* and *Sing Along With Mitch*.

Westinghouse-Desilu Deal Dead? The conversations in which Westinghouse Bestg. Co. expressed interest in acquiring Desilu Productions are dead, we're told by usually reliable sources (Vol. 17:13 p10, *et seq.*). A major hitch: The demand by Desilu Pres. Desi Arnaz that he be signed to a personal-services contract at \$250,000 a year and be retained as head of the company. Our check on this with Desilu brought a terse "no comment" from administrative vp Edwin Holly. He had met with WBC Pres. Donald McGannon in March to discuss the possible acquisition.

At Desilu, meanwhile, there was an exodus of executive personnel. Rudy Petersdorf, in the business-affairs dept. 4 years, left to join NTA as dir. of business administration. Others who left: Exec. producer Bert Granet, producer John Auer and general executive Lee Savin.

Levathes Heads 20th-Fox Operation: For the 2nd time in 2 months, a TV-film executive has been placed in charge of over-all operations at a major Hollywood movie studio. This time it's Peter G. Levathes, pres. of 20th Century-Fox TV, who was named last week by 20th-Fox Pres. Spyros P. Skouras to supervise that company's facilities in movies as well as TV. Previously, Warner Bros. TV exec. producer William T. Orr had been placed in charge of all movie production, as well as TV, at Warners (Vol. 17:10 p5). But Hollywood observers were not ready to term this a trend, since Skouras' statement of the Levathes promotion did not clearly define his new duties. In addition, Robert Goldstein retains his position as exec. production head for movies. Sources at 20th indicated the re-alignment had been made to allow Goldstein to concentrate on creative work, while Levathes administers the studio operation.

Hour Trend May Cost Jobs: The trend to 60-min. series should result in loss of employment for TV-film-industry workers, believe Hollywood production executives. While over-all production volume may not be affected (and may even rise), fewer series in production means, said one executive, that "fewer people will be working more."

Stations

COLLINS SALUTES WOMEN: Sex aside, women broadcasters "probably had to be at least just a little better than some man" to get & hold their jobs, NAB Pres. LeRoy Collins told applauding members of American Women in Radio & TV last week.

Keynoting the 10th anniversary AWRT convention in Washington, where 700 delegates swarmed through hotels & over Capitol Hill for May 4-7 sessions preceding NAB's own convention, Collins said broadcasting had not yet caught up with another medium—newspapers—in utilization of womanpower.

But women's situation in TV & radio is getting better, Collins assured them in his banquet speech. "Since becoming a participant in the broadcasting industry, I have been quite pleasantly surprised to learn of the number of women in executive positions in radio & TV," he said, citing growing "industry recognition that women can handle almost any job in broadcasting."

The jam-packed convention agenda, preceded by 3 days of AWRT board & committee meetings, included a special White House tour, a news conference opened by Senate Majority Leader Mansfield (D-Mont.), inspections of broadcasting exhibits and an industry panel ("Looking Ahead") for which FCC Comr. Hyde was listed.

A special feature was a May 6 "Gold Mike" banquet at which winners of the annual *McCall's* magazine awards to women broadcasters for public service were scheduled to be presented. The "Gold Mike" winners: Pauline Frederick (NBC), Norma Goodman (KDKA-TV Pittsburgh), Sunnie Jennings (WRGB Schenectady, but now with KDKA-TV), Frances L. Morris (KWTW Oklahoma City), Polly Weedman (radio KOTA Rapid City, S.D.), Betty Adams (WBZ-TV Boston), Virginia K. Bartlett (WHDH-TV Boston). Judges of the *McCall's* contest included Collins and Ruby Anderson of WGN-TV Chicago.

Succeeding Washington newspaper correspondent & NBC panelist Esther Van Wagoner Tufty as AWRT Pres. was Montez Tjaden, public relations dir. of KWTW Oklahoma City.

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Collins on TV: Appearing on the May 4 *Today* show, NAB Pres. Collins expressed high regard for FCC Chmn. Minow, said that the Commission and broadcasters have the same objective: program improvement. Any "friction" between FCC & broadcasters, he said, would come only if they have strongly divergent approaches to the problem—but he didn't anticipate bitter disputes.

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SEC Hits Townsend Corp.: U.S. District Court in Newark has been asked by SEC to enjoin Investment Company Act violations by Townsend Corp. of America, investment firm whose interests include ownership of 3 AM stations—WKDA Nashville, KNOK Fort Worth and KITE Terrell Hills-San Antonio. In filing its court action, SEC charged that Townsend Corp., Townsend Management Co. and 9 directors of the 2 companies tried to evade registration requirements. It asked that the individual defendants be removed from office for "gross misconduct & abuse of trust" and that a receiver handle Townsend affairs.

Rename WJR, The Goodwill Station: Stockholders approved change in corporate title May 3 to The Goodwill Stations Inc. (radio WJR Detroit; WJRT Flint, Mich.; WSAZ-TV & WSAZ Huntington-Charleston, W.Va.).

TV for Virgin Isles: Virgin Islands' first TV station, WBNB-TV (Ch. 10) Charlotte Amalie, delayed by equipment deliveries, should get going by early June, reports exec. vp Robert E. Noble Jr., ex-ABC station relations (nephew of the late Ed Noble, one-time chief owner of ABC), co-owner with Pres. Robert Moss, ex-ABC, ex-NBC and former Martin Block producer. Their Island Teleradio Service also holds CP for radio WBNB (1 kw on 1000 kc) which they expect to inaugurate before year's end.

Encouraged as a territorial "pioneer industry", as were the commercial TV stations in nearby Puerto Rico (2 more being govt.-owned educational), WBNB-TV is designed to cover all of the Virgin Islands (pop. 33,000 with 200,000 annual tourist traffic) and populous Eastern Puerto Rico, notably big Roosevelt Roads naval base with its 30,000 people. Station will specialize in English-language programming, against Puerto Rico's dominantly Spanish-language TV stations, and expects to get shows from all 3 U.S. networks. Noble claims Virgin Islands already have 3,000 TVs, including the 400 served by William R. Lassingier's Texas Cable Co. (CATV) which proposes to add the WBNB-TV signals. Located on 1300-ft. Mountain Top Estates, St. Thomas, WBNB-TV has Jampro antenna, will use Gates transmitter, Dage cameras, RCA studio gear.

Also preparing to build, on St. Croix Island on Ch. 8, are owners of Puerto Rico's WORA-TV Mayaguez & WRIK-TV Ponce.

Note: Noble & Moss also have Canada Dry and other Virgin Island distributorships, hope to emulate ex-network announcer Ford Bond, who "retired" to St. Croix and has done extremely well in business there. Bond recently sold big landholdings to Rockefeller interests.

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Rochester Battleground: An educational-vs.-commercial programming battle-royal may be shaping up in Rochester, N.Y. over Ch. 13, which FCC proposes to drop in there as part of Rochester-Syracuse shifts (Vol. 17:17 p6). The prize: Public support for one or another of 4 prospective contenders for the new outlet. WVET-TV (Ch. 10) Rochester, which itself is taking over WROC-TV's Ch. 5, started things by offering 4 free hours to the Rochester Area Educational TV Assn. to show what it might offer on the air if FCC made Ch. 13 educational. Radio WSAY Rochester then demanded "equal time" on WVET-TV to demonstrate its ABC-TV programming plans if it wins Ch. 13 commercially. "Most unreasonable," retorted WVET-TV Pres. Ervin F. Lyke. Instead, he offered 4 free hours on WVET-TV to WSAY in combination with ABC-TV and 2 other prospective Ch. 13 applicants—Genesee Valley TV Co. Inc., organized locally as a bidder, and Star Bestg. Co. (WCBF-TV), whose inactive CP for Ch. 15 was dropped by FCC in March (Vol. 17:12 p4). Lyke said he was setting aside 3-4 p.m. on 4 successive Sundays—May 21, May 28, June 4 and June 11—for Ch. 13 commercial challengers. WSAY's owner Gordon P. Brown said he'd try to work out joint programming arrangements with the others. RAETA's 4-hour educational stint was scheduled to start on WVET-TV May 7.

Come & See Us!

TELEVISION DIGEST subscribers and all others attending the NAB convention in Washington are cordially invited to the TELEVISION DIGEST suite, 706-708D, Sheraton Park Hotel.

The FCC

New ETV Criteria Urged: FCC's proposals to convert a vhf channel in 7-station N.Y. & Los Angeles to educational use are all right so far as they go, but the Commission should take a broader look at ETV's vhf needs in the country, says the National Educational TV & Radio Center. In comments filed on FCC's notice that a "formal inquiry" on N.Y. & Los Angeles would be started (Vol. 17:14 p2), NET proposed that for all cities where all vhf channels already have been assigned commercially, the Commission start rule-making on ETV conversion if: (1) A channel has been abandoned. (2) Commercial programming hasn't been up to promises. (3) A community ETV group demonstrates that it's able to take over a going commercial operation and do a better job for the public. (4) "A reasonable price" is offered by a community group for station equipment which a licensee is willing to sell. Another comment on FCC's 2-city proposals came from the Riverside Church in N.Y. (FM WRVR), which has TV studios. It said that the Commission should make sure "all qualified institutions" would have access to a converted N.Y. vhf channel.

Agency Council Named: FCC gen. counsel Max D. Paglin, ICC Chmn. Everett Hutchinson and SEC's corporation-finance div. dir. Manuel F. Cohen will represent regulatory agencies on the 11-member council of the Administrative Conference of the U.S., set up by President Kennedy (Vol. 17:16 p1). As expected, the President named Court of Appeals Judge E. Barrett Prettyman as council chairman. Other members of the council, which will pick at least 50 Conference members, are White House agency advisor James M. Landis, Columbia U. Prof. Walter Gelhorn, Boston-Edison Co. vp-gen. counsel Joseph P. Healy, Washington lawyer John D. Lane, Amherst College Prof. Earl Latham, Chicago lawyer Carl McGowan, Northwestern U. Prof. Nathaniel L. Nathanson.

KORD Asks Renewal: Protesting FCC's scheduled June 5 test-case promise-vs.-performance renewal hearing for KORD Pasco, Wash. (Vol. 17:14 p11), attorneys for the radio station have asked the Commission to call it off and extend the license—even if only for a probationary short term. KORD said: "The designation for hearing of an initial application for renewal of license on matters of the kind here involved [no educational or discussion programs, too many spots] represents a departure from prior practice which raises grave policy questions. KORD's petition was accompanied by exhibits intended to show that the station's schedules weren't out of line with FCC policies. They included testimonials from civic groups & sponsors.

JFK Orders "Ethics": Top govt. officials & White House staffers are under new instructions from President Kennedy to watch their conduct in office. Carrying out part of his ethics-in-govt. recommendations in his message to Congress April 27 (Vol. 17:18 p2), the President issued an executive order May 5 which: (1) Prohibits officials from accepting payments from private concerns which have govt.-related business. (2) Bars office-holders from acting to increase their personal gain.

Allocations Actions: FCC has finalized its proposal to give Ch. 20 to WATR-TV Waterbury, Conn., replacing Ch. 53. The Commission also proposed to add ETV Ch. 46, to Lexington, Ky., substituting Ch. 75 for Ch. 46 in Bristol, Tenn., Ch. 80 for Ch. 60 in Richmond, Ky.

Canadian TV-Radio Fees Challenged: Radio CKAC Montreal initiated legal action last week to upset the govt.'s new licensee-fee schedule for privately-owned TV & radio stations. The new fees, based on a percentage of gross (1% to \$200,000; 1½% on additional), are expected to skyrocket the govt.'s take to \$3 million from the \$600,000 obtained under the previous schedule. Heretofore, fees were a fixed amount based on station volume—e.g., \$100 on \$25,000 revenue; \$1,000 fee on \$100-200,000; \$6,000 on revenue in excess of \$400,000.

The Montreal station asserts that the new schedule is invalid—on grounds that an assessment on a percentage of gross is a tax & not a license, and only Parliament can impose a tax. The new rates were established by an order-in-Council passed by the Prime Minister & his cabinet.

CBC is not involved because it is a Crown corporation, or govt. agency, and pays no license fee.

Other Canadian news:

John B. Lewis, Montreal insurance broker, has been appointed to the BBG, succeeding Mrs. R. G. Gilbride.

The Canadian Dept. of Transport, in deference to the broadening space age, has removed "satellite" from the catalog of broadcast terminology. Henceforth, outlets which operate from a parent station and have no local origination will be identified as "rebroadcasting stations."

CBC has applied for BBG approval to establish rebroadcasting TV stations at Grande Prairie and Peace River, Alta.; Dryden and Sioux Lookout, Ontario.

Former Nixon Aide Sees Press-TV Threat: Onetime Vice-Presidential press secy. Herbert G. Klein charged last week that newspapers, particularly chains and those owning TV stations, were endangered by the Kennedy administration. Klein, now editor of the *San Diego Union*, asserted: "At a recent Women's National Press Club 'trial-balloon' dinner, Edwin Guthman, special asst. to Attorney General Robert Kennedy, said antitrust laws 'should be applied to prevent newspapers from owning radio & TV stations and vice versa.' He also urged the application of laws against group newspapers. This is . . . raw blackmail. The implication would be that those newspapers who are considered friendly to the administration would be spared, but there is a club to be held over the heads of the large newspaper operators who may be critical of young Bobby or his brother." Commented Guthman: "I don't know if Mr. Klein was present when I spoke. But if he was, he completely missed the point."

N.J. Fights for TV: A 14-member industry-labor-education citizens' committee has been named by N.J. Gov. Robert B. Meyner to see what can be done to hold on to the state's only home-based TV—WNTA-TV Newark-N.Y. And Attorney Gen. David D. Furman has been instructed by Meyner to get busy with his law books in preparation for intervention in the impending transfer of the NTA station to a N.Y. educational group (Vol. 17:16 p14). Furman also is drafting comments in opposition to FCC's proposals to designate a N.Y. vhf for education (see next column). Paul Busse, exec. dir. of the Greater Newark Development Council, is "project officer" of the citizens' group, assigned to explore problems involved in maintaining a TV station foothold on Jersey soil. Busse was in Washington May 3 on a feeling-out tour of Congressional & FCC offices.

Bartell Bcstg. Stock Sale: Process Lithographers, N.Y. printing concern, has agreed to purchase for an undisclosed cash sum about 22% of Bartell's 650,000 authorized but unissued capital shares.

Program-Form Comments: Texas Assn. of Broadcasters doesn't find FCC's proposed program form seriously objectionable, but Michigan Assn. of Broadcasters does. The former filed comments commending the Commission for its concept of asking stations to give pictures of their programming in "narrative" form. However, the Texans want clarification of "primary service area" of AM stations. They prefer a narrative statement on controversial issues and express concern over the difficulty of advance-reviewing programs—particularly those from networks. The Michigan group summarized its objections thus: "It would place an enormous additional burden upon broadcasters already plagued with heavy governmental requirements at federal, state & local levels. What is more critical, it would work against the public interest, since it compels stations, regardless of the character of the communities in which they operate, to program in a uniform fashion and would unduly restrict their efforts to provide quality programming to meet the special & distinctive needs & interests of their particular audiences."

Add Program-Form Comments: FCC must take care that its proposed program-form changes (Vol. 17:18 p6) don't lead to Commission interference with broadcasters' "primary duty & privilege to select the material to be broadcast," Storer Bestg. Co. warned in comments on the plan. Storer agreed that FCC has the right to determine whether station licensees are "reasonably responsive to the needs & interests of the public they serve." But this shouldn't lead to any requirements that stations must consult with selected civic leaders before programs are selected, since that would interfere with the right of licensees to manage their stations, Storer said.

Uniform Program Log: National Council of the Churches of Christ, telling FCC that it approves of the objectives sought in the proposed program-form revision, urged it to start rule-making on a new "uniform program log" with a comments deadline of June 1, the same as that of the program form. You can't measure promise vs. performance, the Council told the Commission, unless you have a uniform log to go by—and it appended its suggested form.

MST Allocation Comments: Use of uhf TV band 800-830 mc in Alaska for scatter communications (Vol. 17:16 p4) isn't opposed by Maximum Service Telecasters. The reasons, MST told the FCC, are that the band wouldn't be deleted from TV, no interference to TV would be allowed, the area involved is remote & small, there's an urgent defense need. MST continues to oppose efforts of the U. of Illinois to get Ch. 37 for radio astronomy, asserting that the school's petition for reconsideration is without merit (Vol. 17:16 p4).

FCC Seeks Record-Copying Bids: Contracts to supply the public with copies of various FCC records will be let by FCC, which is now seeking bids. One is a list of frequency assignments, now available through an informal EIA-FCC arrangement. Another covers photocopies of AM directional patterns and similar data, now handled through contract with the Goetz Co., Washington, that expires June 30. The Commission will accept separate bids for the frequency list, antenna patterns, "other records."

Clear-Channel Decision Delayed: FCC has decided to defer for several weeks a final action on the long-pending AM clear-channel case, thus bringing it beyond the May 7-10 NAB convention. There had been considerable speculation that action would come before the convention.

Wholesale Deintermixture Urged: Uhf-backed Committee for Competitive TV, headed by William Putnam, WWLP (Ch. 22) Springfield, Mass., petitioned FCC last week to make the following areas all-uhf: Montgomery, Hartford, Champaign-Urbana, Evansville, Binghamton, Erie, Lancaster-Harrisburg-York-Lebanon, Columbia, Madison. Other vhf-uhf areas, with little uhf conversion, should be made all-uhf, it said. Also filed last week was a petition by radio WVOK Birmingham, seeking the addition of Ch. 3.

Station Orphaned: Unless someone claims radio KBLT Big Lake, Tex., FCC says it will cancel its license and open its frequency for new applications. The history: (1) License transferred from Jim Sample & Donald Boston to Don Renault on April 29, 1959. (2) License transferred from Renault to Brown Morris on Jan. 11, 1961. (3) Morris died about Feb. 8, 1961. (4) Station went off air Feb. 9 without FCC permission. (5) Representatives of Renault & Morris told the Commission that neither would take responsibility for the station. Upshot: the Commission said that either party better take over the station or ask for a hearing within 30 days—or the license is dead.

Vhf Translator CPs: Ch. 12, Lovell, Wyo., to Lovell Byron Cowley TV; Ch. 10 & 6, Broadus, Mont., Broadus TV Club; Ch. 8, Wyodak, Wyo., Wyodak TV Assn.; Ch. 4, Gillette, Wyo., Gillette TV Assn.; Ch. 13, Monticello, Ky., Alex Radio & TV; Ch. 12 & 9, Sundance, Wyo., Sundance Community TV Assn.; Ch. 5 & 12, Powell, Wyo., Town of Powell.

Conelrad Rules Revised: FCC has followed up the April 28 civil defense drill (Vol. 17:18 p6) by revamping its Conelrad rules & manual to bring them up to date. Among procedures spelled out in the revisions: (1) Use of AP & UPI teletype networks. (2) Chain of command from the North American Air Defense Command. (3) Functions of FM state defense networks.

CBS-TV to Interview Minow: FCC Chmn. Minow will discuss his views on broadcasting on CBS-TV's *Washington Conversation* May 14. Paul Niven will interview.

Uhf Translator CPs: Ch. 70 & 80, Malibu, Cal., to R. F. Edouart.

Sale Approved by FCC: Radio KIOA Des Moines, for \$600,000, to Star Bestg. Inc. (George A. Bolas, pres.).

Technology

Space Decision in FCC Lap: With the filing last week of industry comments on space communications ownership & operations, the FCC is presumably in position to decide how the systems should be handled. With the exception of Lockheed & GE (Vol. 17:18 p6), the industry seems agreed that only common carriers should own the facilities. Lockheed & GE believe that space "hardware" makers and the general public should be allowed to participate in ownership. The consensus is that all carriers should have free access to the facilities and that there are no antitrust problems concerning joint ownership & operations. Notable is the fact that AT&T has liberalized its position, suggesting possible greater participation by others. Those filing included: AT&T, RCA, ITT, Lockheed, Western Union, GT&E.

Space CP: Ground-based space transmissions to the moon & passive satellites have been authorized to Westinghouse Bestg. Co. (Vol. 17:16 p5). WBC will use 5,500 mc, 2 kw, at Friendship Airport, near Baltimore.

Congress

ETV Hearings On Again: The fate of federal-aid-to-ETV legislation, passed by the Senate but snagged in the House, may be decided next week. House Commerce Communications Subcommittee Chmn. Moulder (D-Mo.), who suspended hearings on a half-dozen bills in March after HEW Secy. Abraham Ribicoff came out against the Senate's \$1-million-per-state subsidy plan (Vol. 17:13 p2 *et seq.*), set May 17-18 for new hearings. The principal witness will be Ribicoff, who is expected to repeat the Kennedy administration's opposition to outright, blanket ETV grants. Moulder also will submit replies to Subcommittee questionnaires sent to governors, asking what ETV plans the states now have. The questions included: (1) Do you need \$1 million from the govt. for ETV? (2) Assuming you get it and build an ETV station, what assurances can you give that operating funds will be available without further federal assistance? Replies have ranged all over the ETV lot, one Subcommittee source told us, indicating no clear consensus on requirements in the states.

Small Stations Exempted: TV & radio operators in smaller communities won't have to pay overtime to announcers, news editors and chief engineers under terms of the Kennedy administration's minimum-wage legislation which was finally passed by Congress May 3. The House approved a Senate-drafted amendment (Vol. 17:17 p8) exempting: "Any employe employed as an announcer, news editor, or chief engineer by a radio or TV station, the major studio of which is located (a) in a city or town of 100,000 population or less, according to the latest available decennial census figure as compiled by the Bureau of Census, except where such city or town is part of a standard metropolitan statistical area, as defined & designated by the Bureau of the Budget, which has a total population in excess of 100,000, or (b) in a city or town of 25,000 pop. or less, which is part of such an area but is at least 40 airline miles from the principal city in such area."

Exemption for FCC Reservists: At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a bill (S-1689) exempting members of the Commission's National Defense Executive Reserve from conflict-of-interest provisions of the Communications Act. In asking for the legislation, FCC Chmn. Minow pointed out that broadcasters recruited for the Executive Reserve would be unable to take over Commission duties in times of national emergencies because the law bars FCC employment of anybody who has financial interests in TV or radio fields. In the House, an identical bill (HR-6579) was submitted by Commerce Chmn. Harris (D-Ark.).

Licenses for Samoans: Such U.S. nationals—but non-citizens—as natives of American Samoa will be eligible for FCC radio operator's licenses under terms of a bill (S-1589) by Senate Commerce Committee Chmn. Magnuson (D-Wash.). The measure was introduced at the request of the Interior Dept., which pointed out that the Communications Act now limits licenses to citizens, causing hardship to Samoans who man ships. House Commerce Committee Chmn. Harris (D-Ark.) sponsored a similar measure (HR-6578).

Agency Hearings Set: Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee has scheduled May 18-19 hearings on his bill (S-1734) to upgrade agency hearing examiners into decision-making status (Vol. 17:18 p7). Sen. Long (D-Mo.) is co-sponsor of the measure with Sen. Hart (D-Mich.).

Space Hearings Delayed: Scheduled hearings last week by the House Science & Astronautics Committee on commercial use of satellite communications (Vol. 17:18 p7) were postponed until May 8-12. Chmn. Brooks (D-La.) had intended to explore all aspects of proposals for exploitation of space by N.S. companies (see p. 16) in hearings starting May 4. But his Committee got tangled up instead with the fiscal 1962 budget for the National Aeronautics & Space Administration, finally voting a \$1.36-billion authorization. In a space-related proceeding, the Senate Foreign Relations Committee meanwhile conducted a one-day hearing on ratification of 1959 Geneva radio regulations. Witnesses urging U.S. approval of the Geneva treaties, which laid groundwork for international space allocations, included FCC Comr. Craven (who led the American delegation at Geneva) and Asst. Secy. of State Edwin M. Martin.

FCC Asks New Sanctions: At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a Communications Act amendment (S-1668) authorizing the Commission to impose fines of up to \$500 on operators of safety & special-service radios for infractions of rules. FCC now can revoke licenses or issue cease-&-desist orders against the operators. But Chmn. Minow complained in a letter to Magnuson that such disciplinary measures are "too cumbersome" to control "a marked increase in the number of violations" in recent years. Minow said FCC's latest count of call letters assigned in the 2 license categories totaled 679,188. An identical bill (HR-6581) was introduced by House Commerce Committee Chmn. Harris (D-Ark.).

House Unit Filled Out: Freshman Rep. Thomson (R-Wis.) has replaced Rep. Avery (R-Kan.) on the House Commerce Communications Subcommittee following Avery's reassignment to the Rules Committee (Vol. 17:15 p5). Thomson goes to the bottom of the GOP seniority roster of the Subcommittee, which is headed by Rep. Moulder (D-Mo.). Thomson also is a junior member of the new Regulatory Agencies Subcommittee headed by Commerce Chmn. Harris (D-Ark.).

Duty-Free TV Imports: Tariff exemptions for sound recordings, films and slides imported into the U.S. by educational institutions for non-profit TV & radio programs would be continued under a bill (S-1715) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Such imports were declared duty-free in a 1958 amendment to the 1930 Tariff Act, but the exemptions are due to end July 1.

Tower Bill Advances: The Senate Commerce Committee has approved an FCC-requested bill (S-684) amending the Communications Act to require owners of unused broadcast-transmission towers to keep them painted & illuminated. Similar legislation against air-navigation hazards was sought unsuccessfully by Commission last year.

CATV Bill Reaches House: FCC-drafted legislation authorizing the Commission to regulate but not license CATV systems has been introduced in the House by Commerce Chmn. Harris (D-Ark.). His bill (HR-6840) is similar to a Senate measure (S-1044) submitted in February by Sen. Engle (D-Cal.) at FCC's request (Vol. 17:9 p4).

It's Just "Commerce": The name of the Senate Committee on Interstate & Foreign Commerce has been officially shortened to the Committee on Commerce. Without dissent, the Senate agreed to a resolution (S. Res. 117) by Chmn. Magnuson (D-Wash.), cutting it down (Vol. 17:14 p17).

Television Digest

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Personals: A. Donovan Faust, gen. mgr. of WJRT Flint, appointed vp-gen. mgr., WJRT Div., The Goodwill Stations Inc.; James H. Quello named vp-gen. mgr., WJR Div. (radio WJR Detroit); C. Thomas Garten named vp-gen. mgr., WSAZ Div. (WSAZ-TV & WSAZ Huntington-Charleston, W. Va.); William D. Birke, pres. of Huntington Publishing Co. & former pres. of WSAZ-TV & WSAZ, elected a director of The Goodwill Stations Inc.

Maitland L. Jordan, mgr. of radio KOMO Seattle, named sales mgr. of KOMO-TV, and is due to become KOMO-TV gen. sales mgr. this summer, succeeding William J. Hubbach, who will become gen. mgr. of upcoming Ch. 2 station in Portland, Ore. . . . Jack Donahue promoted to new post of national sales dir., Martin F. Connolly to national sales mgr., KTLA Los Angeles.

John McAvity promoted to Eastern sales service mgr., ABC-TV . . . Larry Pickard, ex-Dave Garroway Today Show, appointed to new post of dir. of news & special projects, WBZ-TV Boston . . . Larry Lazarus resigns as controller of Crowell-Collier Bestg. Corp. to form his own business management & tax consultant service . . . Dean Falkner, ex-KOA-TV & KOA Denver, forms Broadcast Promotion (Box 1116, Denver) catering to TV-radio stations which don't have their own promotion departments.

Joseph C. Drilling, ex-KJEO Fresno, Cal., appointed managing dir., WJW-TV Cleveland. He was Cal. Bcstrs. Assn. pres. . . . Charles R. Bergh promoted from salesman to central div. mgr., NBC-TV Spot Sales . . . George A. Baker, co-owner of radio WALY Herkimer, N.Y. and former NBC-TV Washington director-producer, joins Greater Washington Educational TV Assn. as mgr. of planned Ch. 26 station . . . Garry Greenberg named news dir., KVOA-TV Tucson.

John Neal Wheelock, FTC career employe since 1937, appointed exec. dir.; James McInnes Henderson, attorney in appellate div., promoted to gen. counsel . . . M. Spencer Leve retires May 31 as vp of NT&T and pres. of its subsidiary, Fox West Coast Theaters Corp.

Awards: Albert Lasker Medical Journalism Awards of \$2,500 each to CBS-TV for "Biography of a Cancer," an account of Thomas Dooley's struggle with the disease, and to KCRA-TV Sacramento for a program on mental illness.

Foreign

Latin-American 'Eurovision' Urged: Addressing a May 7 meeting of the Inter-American Assn. of Bcstrs. in Washington, NBC Chmn. Robert W. Sarnoff forecast a new era in hemisphere communications. "Growth lies in international networking—as the broadcasters of Europe have demonstrated with far greater handicaps of language & differing technical standards," he said. "The basic obstacle has been the enormous cost that would be involved in tying the TV systems of our various countries into a network."

The best starting point for such a system, Sarnoff said, would be "a regional TV network paralleling the Common Market that has already been projected by 7 Latin-American countries." Hinting that NBC might well become involved in such a project, Sarnoff said "I would certainly look to the prospect of establishing ties between such a network & North American TV broadcasters."

Much the same Eurovision-type exchange of programs between Western Hemisphere nations was urged May 6 at the IAAB meeting by Donald W. Coyle, pres. of ABC International TV Inc. "We must create a common market of communications," he said. "Without question, TV's international future is a dynamic fact of the present."

Three factors, said Coyle, aid the concept of international TV between North & South America: (1) "We have a great advantage in that only 3 major languages are spoken . . . as compared with Asia's innumerable dialects & Europe's multi-lingual condition." (2) The nations of the Western Hemisphere fall into the same time zones and "the absence of time differential makes possible live coverage of events as they happen." (3) "Our broadcasting systems are relatively free of government control . . . We are our own masters."

The weekend schedule for IAAB included a State Dept. reception and a speech by exiled Cuban broadcaster Goar Mestre. Dr. Raul Fontaina of Uruguay is IAAB president.

New Argentine Station: LV89-TV Mendoza (Ch. 7) became that country's 6th operating TV outlet, with a 2-kw U.S.-built transmitter. Also starting operation recently was a booster station in Rosario (Ch. 7) repeating programs of LS82-TV Buenos Aires (Ch. 7). LS84-TV (Ch. 11) is now in the signal-test stage, reports the U.S. Embassy in Argentina, and is due to be the next starter. Argentina plans to allocate channels for 26 additional stations in the provincial cities. The country is the only one on the Western Hemisphere mainland which uses the Western European 625-line standards, although its channel frequencies are the same as those in the U.S.

Austin Co. Expands: The international engineering & construction firm, which has done extensive building of broadcasting plants, recently announced formation of new firms in Australia & Argentina, to provide its services to American firms in those countries. Austin-Anderson (Australia) Pty. Ltd., Sydney & Melbourne, will be managed by A. J. Anderson, founder & managing dir. of A.J. Anderson (Australia) Ltd., industrial building specialists. Austin-Graziani S.A., Buenos Aires, is jointly owned by Austin and the Graziani family, engineering & construction specialists. Austin also offers its services in Canada, Mexico, Brazil, U.K. & France.

New British TV Station: Westward TV began programming April 29 at The Crescent, Plymouth.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

WHOSE FM STEREO SYSTEM? WHOSE PATENTS? Industry infighting erupted, on schedule, over the FM stereo system chosen April 20 by FCC (Vol.17:17 p1). Two firms—GE & Crosby Teletronics—posted royalty schedules for those who wish to make stereo transmitters, receivers or adapters. Zenith protested to FTC over GE's claim that it had invented the system. Another firm, Multiplex Services Corp., complained to FCC, Justice & FTC about GE's plans to hold stereo seminar for royalty-payers only.

Here are highlights of the confusing developments:

GE informed receiver manufacturers that it will charge royalties of 25c per adapter, 50c per receiver, \$50 per transmitter, on all sets made to use the FCC-approved FM stereo system. At the same time, it announced a symposium May 15 in Utica, N.Y., on principles & manufacturing techniques for the stereo system. Admission price is \$1,000 for receiver manufacturers, \$250 for transmitter makers—the money to be credited against royalty payments. GE has patent applications pending.

Zenith Pres. Joseph S. Wright protested to FTC & GE Chmn. Ralph Cordiner against newspaper ads which claimed the chosen FM stereo system was "pioneered & proved by GE." A former FTC attorney himself, Wright told FTC that Zenith had pioneered the basic system and had made public the details July 16, 1959, six months before "GE abandoned its previously recommended system and proposed [that] a system almost identical to Zenith's be adopted." He asked FTC to "investigate the matter & use its power to stop this unfair method of competition." He accused GE of launching "a deliberate campaign of misrepresentation." In a wire to Cordiner, he urged a halt to "flagrant misappropriation by publicity."

At FTC, there was no evidence by week's end that the Commission was doing anything about the protest beyond noting & filing it.

Then GE was heard from. Radio-TV receiver div. gen. mgr. Hershner Cross stated that GE's big contribution to the system ("the use of a pilot signal in lieu of a subcarrier signal with the pilot having a frequency that is a subharmonic of the suppressed carrier") was, in fact, later adopted by Zenith in an amendment to its system standards. A counter-reply from Zenith called the GE development "only a minor variation in the system developed by Zenith." And so on.

Zenith is asking no royalties—at least not for the present. Zenith Pres. Wright told us at week's end that his company has "no intention of attempting to license manufacturers under our patent applications"—like GE, Zenith has patent applications on file. "The patent situation won't be clear for some time," he said. Zenith is willing to discuss techniques and share its know-how with the industry, he added.

Along comes Crosby Teletronics, meanwhile, saying that its 1958 FM stereo patent covers general principles of the GE-Zenith (Zenith-GE) system, and sending forms for manufacturers to apply for licenses. Although the Crosby FM stereo system was rejected by FCC, Pres. Murray Crosby told us last week his patent covers the plus-&-minus principle of stereo multiplexing "plus the method of obtaining a signal-to-noise gain using this principle."

Crosby is asking royalties on receivers & adapters of 50¢ per unit for the first 25,000 units manufactured, and 25¢ per unit thereafter. Crosby told us that he would invite manufacturers to a "free" seminar on engineering techniques & know-how. He pointed out that Crosby already has 21 licensees—all of which had taken out licenses before FCC chose Zenith-GE (GE-Zenith) system. Biggest Crosby licensee is Admiral. Others include Heath (Daystrom), Fisher, Harman-Kardon, Pilot, Sherwood.

And that's not all. Pres. William Halstead of Multiplex Services Corp., another unsuccessful contender in the stereo-system sweepstakes, wired FCC, FTC & Justice Dept. at week's end, protesting GE's policy of charging \$1,000 admission to its symposium as "an attempt to extort an advance license payment of an

unreasonable amount from manufacturers in the face of a questionable patent situation." He told us he planned to petition FCC to overturn its stereo decision on the grounds that the chosen system would degrade monophonic reception, be a potential source of "serious interference" with such subsidiary multiplex services as background music and cause extreme difficulty in attempts to network FM stereo via off-the-air relay. Halstead added that he, too, is in "a good patent position in multiplexing" and that his patents might cover "certain practical aspects" of design for receivers to be used with the chosen system.

Most set makers aren't too worried about the intra-industry squabbling. However, they do want to get as much receiver-design know-how as possible. Therefore, the seminars (and Zenith's offer to share its technical knowledge) are important to them. In the meantime, engineering staffs are working day & night and weekends in an attempt to have acceptable receivers ready this fall.

Patent-royalty situation will be turned over to corporate lawyers in most cases. No manufacturer is going to let patent mixup stop him from making receivers. If public accepts FM stereo, manufacturers will gladly pay reasonable royalties—and they won't care to whom. Lawyers will be battling over the "to whom" for many years after FM stereo becomes a household term.

(Other stories on FM stereo in this issue: Motorola survey indicates 45% of FM stations plan stereo-casting, p. 2; two types of stereo adapters required, see below.)

TV-RADIO PRODUCTION: EIA statistics for week ended April 28 (17th week of 1961):

	April 22-28	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	103,418	101,043	110,499	1,720,166	2,001,998
Total radio	298,512	271,157	301,665	4,703,269	5,696,029
auto radio	111,367	85,756	97,682	1,452,781	2,263,057

More about

FM STEREO ADAPTERS: The battle of the adapters is about to begin. Regardless of the outcome of claims about who invented the FCC-approved system and who owns patent rights (see above), there's going to be plenty of dispute for quite a while on the value of stereo adapters, their quality and their marketability.

Obviously, the most practical place for an adapter is in a stereo-phono-FM console, which already has a 2-channel amplifier & 2 speaker systems. For table-model FM sets, an adapter must also incorporate a separate amplifier & speaker system, at the minimum. In some cases, it must also include a detector system.

It's still too early to say what ingenious approaches industry engineers will come up with, but one prominent industry engineer gives this analysis of the possibility of using adapters with FCC's chosen FM stereo system:

"Only about 30% of the existing FM receivers will work with the simple single-tube adapter which has been proposed. As I see it, there must be 2 different types of adapters on the market. The simple type of adapter will work with any good FM set which uses a ratio detector. But unfortunately, about 70% of the sets now being used employ a limiter-discriminator type of detector.

"Used with a limiter-discriminator set, the simple adapter won't give satisfactory performance. With this type of set, a more elaborate adapter will be required—one with an extra tube & diode—which will, in effect, replace the detector in the FM set. In either case, however, one or the other type of adapter should work with any reasonably good set on the market which now has a multiplex output jack, or on a set which doesn't have such a jack, if it's connected to the output of the detector. This should be true of low-priced as well as high-priced sets."

Zenith still stands firm in its resistance to adapters of any type. Pres. Joseph Wright told us last week that his company believed that adapters would be unsatisfactory

from both the technical & marketing standpoint. He said, however, that recent Zenith stereo phonos are equipped to receive drop-in FM tuners and that Zenith will offer complete stereo FM tuners to fit these sets.

Another angle of the adapter story was brought up last week by Lafayette Radio Electronics Pres. Abraham Pletman. Said he: "Once multiplex is installed in an FM set, the set will have to be re-aligned and an FM antenna will have to be used if multiplex [stereo] is to be received at all. 'Rabbit ears' won't do it. FM antennas range in price from \$3 to \$30." Lafayette plans to market 5 types of adapters by the end of summer, he said, in both kit & wired form. They'll range initially from \$25 to \$100.

Mergers & Acquisitions: Thompson Ramo Wooldridge has acquired a 94% interest in Radio Condenser Co. via a stock exchange (Vol. 17:1 p19). The Camden, N.J. firm will be operated as a subsidiary by its present management, headed by Pres. Albert Shafer. The acquisition involved the exchange of one share of Radio Condenser for 0.2374 share of TRW ● Oak Mfg. is "actively" negotiating for the acquisition of 4 companies which manufacture products related to Oak's lines of electronic components, Pres. E. A. Carter told the annual meeting last week. Stockholders approved the doubling of authorized shares to 2 million ● Belock Instrument has purchased for stock Diners' Record Club (not affiliated with Diners' Club Inc.), which distributes stereophonic records to a national membership on a monthly basis.

Man-Made Stylus Diamonds: GE is investigating use of its artificial man-made diamonds in phono styli. Initial results of the study are said to have indicated that synthetic diamonds are superior to natural ones for hi fi.

DuMont TV for Plaza: New York's luxuriously appointed Plaza Hotel has ordered 1,000 DuMont TV sets—including about a dozen color sets—for installation in its guest suites, DuMont Emerson Corp. announced.

RCA SALES RECORD: Although profits were down 8%—to \$12 million—RCA's sales of \$361.7 million set a new first-quarter record for the company, Pres. John L. Burns told 1,714 shareholders last week in NBC's big Studio 8H in Rockefeller Center (see financial table).

"For the year as a whole," said Burns, "RCA's sales & profit expectations are optimistic. Six important areas of our business are hopeful of record earnings. If the national economy continues its upward momentum, RCA's sales & earnings should surpass last year's levels." Both Burns and Chmn. David Sarnoff pointed out that the decrease in earnings resulted from continuing expenses in the data-processing field. But, said Burns, these expenses have reached their peak, and "we expect they will decline appreciably, beginning next year."

RCA's elaborate stockholder show seemed to be keyed to space, NBC News & color (see also p. 6)—all 3 coming in for considerable attention and keynoted in a huge 3-dimensional stage backdrop. It was an affectionate meeting, even normally dissident minority-stockholder spokesmen joining in the love feast with tributes to Gen. Sarnoff & RCA, and with very few barbed questions. Traditional needlers Lewis Gilbert & Wilma Soss were full of praise for the company's policies, and Gloria Parker, who nearly broke up the 1959 meeting in a handbag-swinging melee (Vol. 15:19 p24), was understood to have come & gone without opening her mouth. The United Shareholders of America presented RCA an award for "good management-shareholder relations."

Highlights of the meeting, by topic:

Reaching for the moon: RCA always unveils a surprise—usually a photogenic one—at stockholder meetings. This year it was the "moon crawler," or lunar exploration vehicle, a 4-legged monster with a TV eye designed for remote-controlled exploration of the moon. The 3,000-lb. vehicle was said to be "representative of concepts being developed in a continuing study program" by RCA Labs.

Consumer products: Burns noted a "strong revival of consumer buying interest in many areas [and] the better-than-usual spring rebound in home-building." Sales of consumer products, he added "improved markedly in the first quarter."

Color TV: "No segment of consumer products gave us more encouragement than color TV," said Burns. Reiterating that color-receiver sales "now contribute approximately one out of every 3 dollars of RCA's total TV sales, and an even larger share of receiver profits," he predicted that "9 companies will soon be driving for a major marketing breakthrough in color." (By latest count, 8 major TV firms have announced color sets.)

FM stereo: "All our new [Victrola] equipment coming out in May will [be] designed to receive stereo FM broadcasts, and we will follow this with an appropriate line of stereo radios."

Competition: Asked whether "we should allow competitors, including such great joys to the stockholder as Zenith and Magnavox, to run ahead of us on color profits," Gen. Sarnoff replied that RCA cannot determine who should make color sets, and welcomes such competition. Then he added: "You can't compare the operations of RCA with those of some small competitor—we spent money on research without which the other companies wouldn't exist. If you look back over the history of radio, you will see that some of the greatest names—and 'greatest joys to the stockholders'—are dead."

Pay TV: Also answering a stockholder query, Sarnoff said: "As far as we're concerned, we don't believe in toll TV. On the other hand, we won't obstruct this [RKO-Zenith] experiment. We don't believe it will succeed. If it proves to be a success, we would have no objection to going into toll TV."

Ownership of space communications: "Within the next decade," said Sarnoff, "world-wide satellite communication will be possible on a more economical & more reliable basis than with existing facilities. All potentialities of world-wide communication should be made available to all, and it doesn't matter who owns it."

RIAA Traps Counterfeiters: Undercover work by the Record Industry Assn. of America helped to break up an alleged ring of phono-record counterfeiters in a dramatic raid at N.Y.'s swank Plaza Hotel last week. According to police, the group was planning a nationwide phony-record operation for the pressing of some 20,000 bootleg records a week with a profit of more than \$1 million a year.

In a dramatic 9 p.m. news conference May 2 at the Plaza, Nassau County District Attorney Manuel W. Levine told how the arrests had been made just 90 minutes earlier in the same hotel. The news conference had been called the preceding day by RIAA exec. dir. Henry Brief, who declined at the time to announce the topic of the conference.

Undercover work by RIAA & police depts. of Nassau County, N.Y. City and Nyack, N.Y., succeeded in gathering together the participants in the alleged counterfeiting venture for a "business meeting" in a deluxe suite at the Plaza. Host of the meeting was "Big Mike," known to members of the venture as self-proclaimed "rackets boss," potential financier, bogus-record distributor and general fixer. After drinks & dinner, "Big Mike" stood up to make an important announcement. "You're under arrest," he told his erstwhile henchmen. "Big Mike" in real life was Inspector John Lada of the Nassau County police.

Arrested in the startled group and charged with grand larceny & conspiracy to violate trademark laws & to commit grand larceny were: Norman Berman, pres. of Monarch Productions Corp., N.Y. TV-film producer-distributor; Milton Rabuse, real estate man of Little Neck, N.Y.; Rev. Richard L. Engel, owner of Bibletone Records, East Orange, N.J.; Harold Zatal of the Starr Offset Photo Service, N.Y. Arrested separately was Henry Arak, head of Aqua Life Products, Brooklyn. The arrested men pleaded not guilty the next day in Nassau County Court.

Police said members of the group had boasted that they had turned out 50,000 copies of "Persuasive Percussion," a stereo LP which lists at \$5.95 (Command label). On the group's list for future counterfeiting reportedly were "Do Re Me," "Calcutta" (Lawrence Welk), "Great Motion Picture Themes" and "Nice & Easy" (Sinatra).

Last week's arrest dramatized an increasingly important problem in the record business. RIAA Pres. George R. Marek (RCA Victor) estimated that counterfeiting "drains some \$20 million a year from the music industry." One of the undercover police told us record counterfeiting now "seems to be more profitable than dope-peddling."

* * *

Bogus Record Ban: Counterfeiting of phono records would be a Federal offense under HR-6354 by House Judiciary Committee Chmn. Celler (D.-N.Y.). In addition to setting up criminal penalties, the measure provides civil remedies by which legitimate manufacturers can collect damages from counterfeiters.

SCOTT TV-STEREO LINE DUE: Scott Radio Laboratories this summer will rejoin the list of old TV brand names being revived under new management—a list which includes Capehart, Philharmonic (a Symphonic private brand), Sonora, all of which resumed after a hiatus.

The new Scott Radio Labs is no corporate relative of the Midwestern firm which made a name for itself in radio with super-powerful sets but which didn't cut much ice in TV, and eventually was sold to John Meck interests in Chicago, later showing up as a private brand in Liberty Music Stores, N.Y. It also is not related to H. H. Scott Co., maker of hi-fi components, which sometimes is confused with the old Scott.

All rights to the Scott Radio Labs name have been purchased by a group headquartered in Annapolis, Md., which will debut a stereo line (with some TV) at next July's Music Industry Trade Show in Chicago. Liberty Music Stores currently is liquidating its Scott-branded merchandise, under the arrangement.

The new Scott Radio Labs is headed by Pres. Leon J. Knize, former Stromberg-Carlson sales mgr., with Richard W. Jones, ex-Stromberg asst. sales mgr., as vp, and Stanley Bogard, a Symphonic Radio founder, engineering vp.

Scott will emphasize high-quality console stereo systems built around a unique reflective speaker system which provides great flexibility of cabinet design. The speaker system, already being sold separately in several audio & music stores, features loudspeakers mounted in the rear of the set facing the wall, in effect using the wall as the audio source and providing an extremely wide spread of sound, according to vp Jones. The system makes possible good stereo in a cabinet 45 inches wide, Jones told us—and a TV chassis can easily be mounted in the same cabinet without requiring additional space.

Scott plans to introduce a "full line" of phono instruments, including portables, consoles, radio-phonos & TV-stereo theaters, according to Jones, and may also show portable & console TV. Whether Scott will make its own TV chassis or buy from others is "not yet set," Jones said.

The stereo line will be priced from \$369.95 to \$1,500, with "the bulk of sales expected to be in the range up to \$800," said Jones. Distribution will be direct to dealers—one dealer in each area, except in the 2 or 3 largest markets, where more than one probably will be franchised.

The stereo, phono & radio chassis will be manufactured by Chesapeake Instrument Corp., Shadyside, Md., whose principal stockholders own Annapolis Electroacoustical Corp., which in turn is the owner of Scott.

Scott Radio Labs' address: 241 West St., Annapolis.

New Admiral Portable Phonos: Two automatic monaural models were announced last week at \$49.95 & \$59.95.

RCA-Canada's U.S. Car Radio: Auto radios made by RCA Victor Co. Ltd., Montreal, will be sold in quantity in the U.S. this fall. The initial order—for 5,000 sets at \$250,000—was placed by Charles Kreiser Inc., N.Y. auto & accessories distributor which is setting up a nationwide auto accessories distributorship. The radio, Model AT-105, is a 6-transistor set. Canadian RCA estimated the sales potential of its car radios in U.S. under the Kreiser contract as at least \$1 million in 1962, exceeding \$3 million a year eventually. Said to be the first Canadian-made radio to be sold in quantity in the U.S., it's expected to retail at about \$69.50. RCA-Canada's parent company in the U.S. does not make car radios.

Trade Personals: Jack S. Beldon, ex-RCA & GE, promoted to Magnavox radio & TV mktg. vp; John P. Ryan promoted to radio & TV field sales vp, David N. Martin to military mktg. vp . . . James J. Clerkin Jr., Comptometer Corp. exec. vp, named pres., General Telephone & Electronics International, effective June 1. He succeeds Gene K. Beare, recently elected Sylvania president.

Donald G. Fink, internationally known electronics engineering leader and TV pioneer, former editor-in-chief of *Electronics* magazine, onetime IRE pres., promoted from Philco research dir. to research vp . . . John O'Hara, ex-RCA International, named mktg. mgr., Bell Sound Div., Thompson Ramo Wooldridge . . . Allan W. Greene, pres. of Heath Co., named also vp of parent Daystrom . . . Edward D. Chalmers promoted to engineering vp, Edward J. Mastney to advanced engineering & mfg. vp, Oak Mfg. Co. . . Bryce S. Durant, ex-product planning & development mgr., elected product planning & development vp, RCA Sales Corp.

David S. McNally ex-Smith Corona, elected vp-mktg. dir., ITT industrial-products div. . . Thomas I. Harkins named purchasing & contracts mgr., Sylvania Electronic Systems. George E. O'Rourke Jr. appointed systems research dept. mgr., Sylvania applied research lab.

L. Donald Cole promoted from sales-service mgr., CBS Electronics, to mktg.-services mgr. E. Gordon Burlingham promoted from warehouse-administration mgr. to distribution-services mgr. . . Dr. Allen B. Du Mont, founder of Du Mont Labs, named an honorary member AIEE.

Italian TV Seeks U.S. Market: Electronic products are noticeably scarce at this year's N.Y. World Trade Fair, now in progress at the Coliseum. In contrast to last year's Fair, we observed only 2 exhibitors displaying TV this year—both with products not yet on the U.S. market.

Italy is putting out feelers on U.S. marketing possibilities for its TV sets. Ultravox showed a handsome walnut-cabinet 23-in. table model and invited inquiries. We were told that the 17-tube set will sell for about \$113 F.O.B. Genoa (\$120 with uhf).

Toshiba demonstrated its 8-in. battery-powered transistor TV set, which a company spokesman said would be distributed in U.S. by Transistor World Corp., Toshiba's transistor-radio outlet. The set is still unpriced, we were told. It is similar in appearance to the Japan Victor (Delmonico) and Sony battery sets, except that the Toshiba's nickel-cadmium battery pack is carried separately in a plastic case with carrying handle.

Known for its unusual designs, Toshiba displayed an *avant-garde* FM-AM-stereo phono combination which isn't yet available in the U.S. Best described as a "flat" set, it's a large table model—only about 6-in. deep. The non-automatic phono folds out from the set in a door hinged at the bottom. The whole set is about 36-in. wide & 16-in. high and stands on brass legs.

Imports Make Jobs: That's the gist of the 2nd ad in the campaign by American Radio Importers Assn. (Vol. 17:13 p22) in the trade press last week. Captioned "Creative Japanese Pioneering Increases Employment in the U.S.," the ad says that sales of U.S.-made transistor radios increased 10% last year, that imports have made jobs for retail dealers, that such Japanese inventions as the yagi antenna and the tunnel diode have broadened the horizons of the American electronics industry.

Finance

Motorola Profit Drops 74%: The recession left its mark on Motorola during 1961's first quarter, Pres. Robert W. Galvin told the annual meeting last week. Compared with 1960's initial 3 months, profits plunged 73.6% after a sales skid of 16% (see financial table). The outlook for 2nd-quarter sales & earnings, Galvin said, is for "improvement" over the first quarter, but a lag behind April-May 1960.

Retail sales of Motorola TVs, radios and phonos followed the industry pattern, Galvin said, but factory sales fell considerably because of high year-end inventories. Military sales declined about 15%; deliveries of radios to automobile manufacturers dropped some 50%. "The effect of the substantial sales decreases was naturally even greater on profits," he continued, adding: "Profits were further affected by increasing expenditures on research & product development."

Queried about color TV by various stockholders, Galvin made it clear that Motorola will continue its policy of watchful waiting—from the sidelines. "The status of color is essentially the same as it has been in the past years," he said. "It cannot be retailed at a profit for less than \$600, and it is not practical for all echelons of the trade to make a profit in it. Further, the public shows no inclination to buy at the \$600 tag."

Galvin said that annual sales of color TVs approximate 100,000 units. The recent influx of manufacturers into color, he interpreted, means only a smaller share of the over-all sales pie for each. Summing up, he told stockholders: "At the present time, color TV does not appear a profitable prospect nor is there any technological advance on the horizon to change this picture."

Wells-Gardner Profit Up: The private-brand TV-radio-phonograph manufacturer reported increases in both sales (\$4.1 million from \$3.8 million) and net earnings (\$34,572 from \$20,543) for the first quarter, compared with the same 1960 period (see financial table). Pres. Robert S. Alexander told stockholders: "It appears that sales for the 2nd quarter may be slightly lower than for 1960. However, the outlook for the entire year is favorable and should equal or exceed 1960." ITT, which owns approximately 10% of Wells-Gardner stock (Vol. 17:12 p16), is now represented on W-G's board by ITT vp L. T. Rader Jr., who succeeds Charles L. Kaufmann.

Reports & Comments Available: "Five Midwestern Electronics Companies," comments, H. Hentz & Co., 72 Wall St., N.Y. 5 • Advance Ross Electronics, report, H. M. Byllesby & Co., 135 S. La Salle St., Chicago 3 • International Rectifier, report, Ball, Burge & Kraus, Union Commerce Bldg., Cleveland 14 • GPE, prospectus, The First Boston Corp., 75 Federal St., Boston 6 • Perry Electronic Components, offering circular, S. B. Cantor Co., 79 Wall St., N.Y. 5 • "New Records Ahead for Broadcasters," profile of 6 "major broadcasters" in May 3 *Financial World*.

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt.	Payable	
Canadian GE	Q	\$2.00	Jul. 4	Jun. 15
General Tire & Rubber	Q	.25	May 31	May 15
Magnavox	Q	.25	Jun. 15	May 25
Maxson Electronics	Q	.05	Jun. 1	May 12
Minneapolis-Honeywell	Q	.50	Jun. 10	May 19
Speer Carbon	—	.12½	Jun. 15	Jun. 1
TV-Electronics Fund	—	.04	May 31	Apr. 28

Magnavox Proposes 3-for-1 Split: Board voted last week to split the capital stock and also approved an increase in authorized shares to 10 million from 3.5 million. Both actions are subject to stockholder approval at a special meeting called for July. (Magnavox closed at 90¾ on May 4.) Pres. Frank Freimann reported at the annual meeting last week that Magnavox is operating at its high first-quarter level (Vol. 17:18 p18). April marked the 10th consecutive month in which sales records were achieved, he said. April sales were 26% higher than a year ago. Consumer-product sales were up 11% over April 1960; govt. & industrial sales gained 47%. He said that military & industrial products were increasing sales rapidly.

Sony's U.S. Stock Offering: Japan's Sony Corp., volume producer of transistorized TVs, radios and tape recorders, has registered with SEC (File 2-18035) a public stock offering of 2 million common shares, now trading on the Tokyo Stock Exchange at the equivalent of \$2 a share. The transaction will mark the first public offering of Japanese common under the U.S. Securities Act of 1933. Named as principal underwriters: Smith, Barney & Co. of N.Y. and the Nomura Securities Co., a Japanese firm with N.Y. offices. Sony also asked SEC (File 2-18067) to register 798,200 shares for subscription offerings to U.S. shareholders of record March 1. These shares are part of an 18-million-share offering being made generally to Sony holders. Sony's U.S. sales in 1960 accounted for 9.1% of its total volume. (For 1960 sales & profit, see table.)

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 4, 1961

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	Bld	Asked	Stock	Bid	Asked
Acoustica Associates	22½	24½	Magna Theater	3½	4-1/16
Adler Electronics	18¼	20½	Magnetics Inc.	14	15¾
Aerovox	11¾	13¾	Maxson	28¼	30¾
Allied Radio	27½	29¾	Meredith Pub.	39½	42½
Astron Corp.	2¾	3-3/16	MetroMedia	21½	22½
Babcock	33¾	36¾	Microdot	29	31½
Baird Atomic	23¼	25¾	Milgo Electronics	25½	27¾
Cannon Electric	38	40¾	Narda Microwave	6¾	7½
Capehart	9¼	10½	Newark Electronics	16	17¾
Chicago Aerial Ind.	26	28½	Nuclear of Chicago	45	48¾
Control Data Corp.	108	115	Official Films	3¾	4¼
Cook Electric	12	13½	Pacific Automation	4¾	5½
Craig Systems	15	16½	Pacific Mercury	8	8¾
Crosby Teletronics	7¼	8¼	Philips Lamp	163¼	168¾
Dictaphone	31½	34¼	Pyramid Electric	2¾	3-3/16
Digitronics	34	37½	Radiation Inc.	28¼	30¾
Eastern Ind.	19¼	20¾	Rek-O-Kut	1¾	2¼
Eitel-McCullough	16¾	18¼	Research Inc.	7¾	8
Elco Corp.	12¼	13¾	Howard W. Sams	53	56¾
Electro Instruments	23½	26¾	Sanders Associates	57	61
Electro Voice	12	13¾	Silicon Transistor	13¼	14¾
Electronic Associates	34¼	37	Herman Smith	14¼	16
Electr. Capital Corp.	53	57½	Soroban Engineering	75	80¾
Erie Resistor	15¾	16¾	Soundsciber	14	15½
Excutecon	20¾	22½	Speer Carbon	24½	26½
Farrington Mfg.	19¼	21	Sprague Electric	73½	78¼
Foto Video	8¾	10	Sterling TV	4¼	4¾
Four Star TV	24	26¼	Svstron-Donner	44½	47¾
FXR	20½	23	Taft Bestg.	24½	26½
General Devices	16¼	18	Taylor Instrument	52½	56½
G-L Electronics	9	10¼	Technology Inst.	6¼	7¾
Goodwill Stations	12¼	13¾	Tele-Broadcasters	3¾	4-1/16
Granco Products	4¾	5¼	Telechrome	15	17½
Gross Telecasting	22	24¾	Telecomputing	7	7¾
Hallcrafters	49	53	Time Inc.	93	97½
Hathaway Instr.	27¾	30¾	Tracerlab	15¼	16¾
High Voltage Eng.	185	198	United Artists	7¾	8¾
Infrared Industries	19½	21½	United Control	19¼	21¼
Interstate Eng.	27¾	29¾	Universal Trans.	1¾	2¾
Ionics Inc.	40	44	Vitro	247½	26¾
Itek	57	61½	Vocaline	2¾	3-3/16
Jerrold	7¼	8¼	Wells-Gardner	29¼	31¾
Lab for Electronics	58	61½	Wilcox Electric	10¾	11¾
Leeds & Northrup	39½	42¼	Wometco	21	23
Lel Inc.	11½	12¾			

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
Adler Electronics	1961—12 wks. to Mar. 11	\$ 2,100,345	—	\$ 39,000	\$0.07	552,129
	1960—12 wks. to Mar. 5	749,957	—	74,000	.27	278,129
Advance Ross Electronics	1961—qtr. to Mar. 31	941,069	—	127,484	—	—
	1960—qtr. to Mar. 31	803,087	—	106,215	—	—
Clevite	1961—qtr. to Mar. 31	22,697,974	\$ 2,375,550	1,169,550	0.60 ¹	1,884,713
	1960—qtr. to Mar. 31	25,978,895	4,536,953	2,315,953	1.21 ¹	1,872,429
Cohu Electronics	1961—qtr. to Mar. 31	2,101,507	—	209,155	.15	—
	1960—qtr. to Mar. 31	1,492,287	—	5,098	.01	—
Fleetwood Corp. (Canada)	1960—year to Dec. 31	11,381,423	1,362,777	658,978	1.01	650,000
	1959—year to Dec. 31	12,437,600	1,563,769	752,756	1.16	650,000
General Bronze	1961—qtr. to Mar. 31	4,836,471	(442,877)	(212,877) ²	—	391,820
	1960—qtr. to Mar. 31	7,637,149	286,697	138,697	.36	384,137
Indiana General	1961—qtr. to Mar. 31	4,813,462	—	356,243	.31	1,139,522
	1960—qtr. to Mar. 31	5,148,876	—	365,359	.32 ³	1,124,522 ³
International Rectifier	1961—9 mo. to Mar. 31	10,763,278	—	928,201	.39	2,405,994 ¹³
	1960—9 mo. to Mar. 31	9,934,386	—	924,248	.38	2,405,994 ¹³
International Resistance	1961—15 wks. to Apr. 16	6,495,550	—	567,000	.41	1,386,998
	1960—15 wks. to Apr. 16	6,191,383	—	677,398	.49	1,381,098
Lynch Corp. (Symphonic)	1960—year to Dec. 31	25,989,077	—	(623,935)	—	692,779
	1959—year to Dec. 31	25,861,881	—	430,648	.62	692,779
	1961—qtr. to Mar. 31	4,642,566	—	45,193	.07	692,779
	1960—qtr. to Mar. 31	5,467,815	—	1,051	—	692,779
Meredith Publishing	1961—9 mo. to Mar. 31	43,961,618	—	1,347,503	1.02	—
	1960—9 mo. to Mar. 31	44,611,954	—	3,702,578	2.80	—
Microwave Associates	1961—6 mo. to Mar. 31	4,806,000	—	366,500 ¹⁴	.37 ¹⁴	999,200
	1960—6 mo. to Mar. 31	4,259,300	—	263,800	.27	986,700
Motorola Story on p. 23	1961—qtr. to Mar. 31	59,758,600	1,545,921	802,977	.20	4,028,652
	1960—qtr. to Mar. 31	71,077,994	6,378,467	3,036,475	.75 ⁴	4,030,262 ⁴
NAFI Corp.	1961—qtr. to Mar. 31 ^c	17,380,269	954,971	544,971	.45	1,215,755
	1960—qtr. to Mar. 31 ^c	6,210,385	282,413	262,413	.25	1,029,155
Paramount Pictures	1960—year to Dec. 31	131,325,000	10,379,000	7,026,000	4.20	1,673,231
	1959—year to Dec. 31	115,216,000	5,816,000	7,519,000 ⁹	4.47 ⁹	1,683,598
Philips' Lamp ⁷	1960—year to Dec. 31	1,333,000,000	241,000,000	111,000,000	—	651,421,000
	1959—year to Dec. 31	1,170,000,000	207,000,000	98,000,000	—	619,030,000
RCA Story on p. 21	1961—qtr. to Mar. 31	361,700,000 ⁵	22,600,000	12,000,000	.68 ⁵	16,553,000
	1960—qtr. to Mar. 31	361,200,000	25,400,000	13,000,000	.85 ⁵	14,344,000
Sangamo Electric	1961—qtr. to Mar. 31	11,948,000	746,000	390,000	.24	1,622,636
	1960—qtr. to Mar. 31	11,743,000	571,000	296,000	.18 ⁹	808,398
Sony Corp. (Japan) Story on p. 23	1960—year to Oct. 31	36,775,000	—	1,936,000	—	36,000,000
	1959—year to Oct. 31	23,607,000	—	2,046,000	—	—
	1961—4 mo. to Feb. 28	10,584,000	—	720,000	—	36,000,000
Speer Carbon	1961—qtr. to Mar. 31	6,009,421	572,380	264,380	.29 ¹	881,700
	1960—qtr. to Mar. 31	6,761,995	1,239,900	572,900	.64 ¹	881,400
Technicolor	1961—qtr. to Mar. 31	11,807,564	—	451,479	.18	2,543,179
	1960—qtr. to Mar. 31	8,818,593	—	259,350	.13	2,036,235
TV & Radar Corp.	1960—year to Nov. 30	6,659,258	—	79,272	.04	2,264,910
	1959—year to Nov. 30	7,364,061	—	174,702	.08	2,264,910
20th Century-Fox Film	1960—year to Dec. 31	118,356,457	(3,490,839) ¹⁰	6,213,101 ¹¹	2.54 ¹¹	2,445,486
	1959—year to Dec. 31	119,851,807	3,605,595	4,163,135 ¹²	1.78 ¹²	2,338,536
Varian Associates	1961—6 mo. to Mar. 31	27,322,793	—	1,716,501	.50	3,461,744
	1960—6 mo. to Mar. 31	22,249,265	—	1,439,405	.46	3,146,705
Wells-Gardner Electronics Story on p. 23	1961—qtr. to Mar. 31	4,084,707	59,572	34,572	.08	422,400
	1960—qtr. to Mar. 31	3,801,338	30,543	20,543	.05	421,800
Wometco Enterprises	1961—12 wks. to Mar. 25	3,434,453	583,293	301,293	.30	1,006,757
	1960—12 wks. to Mar. 26	2,418,950	375,321	200,321	.22	896,980

Notes: ¹After preferred dividends. ²After \$230,000 tax credit. ³Adjusted for June-1960 2-for-1 split. ⁴Adjusted for July-1960 2-for-1 split. ⁵Excludes Chris-Craft Corp., acquired April 1960. ⁶Includes profit of \$3,109,000 (\$1.85 a share) on disposal of films & investments. ⁷Figures converted from guilders at the rate of 28¢ per guilder. ⁸Record. ⁹Adjusted

for May-1960 2-for-1 split. ¹⁰After \$2 million provision for inventory losses. ¹¹After \$9,081,214 (\$3.71) in special credits. ¹²After capital gains of \$1,830,000 (78¢). ¹³Average outstanding. ¹⁴Includes capital gains of \$70,900 (7¢).

Paramount Pictures is setting aside 155,000 common stock shares for use in its stock-option plan for manage-

ment & key employees, according to an SEC registration statement (File 2-18069).

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

WITH THIS ISSUE: Full texts of the speeches by
 Chairman Newton N. Minow of the Federal Communications Commission
 President LeRoy Collins of the National Association of Broadcasters
 at the 39th annual convention of NAB in Washington, D.C.

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NAB

CAPSULE REACTION TO MINOW:

Broadcasters: Madison Avenue: Hollywood:
 "How dare he!" (p. 1). "How wonderful!" (p. 6). "How?" (p. 6).
SLOW START FOR STEREO broadcasting seen at NAB convention due to equipment shortage, economic questions (p. 3). Stereo broadcast equipment roundup (p. 11).
TV TAPE & AUTOMATION highlight NAB equipment exhibits, with on-the-spot sales reported good. Trend toward lower prices, wider variety of equipment (pp. 4 & 11).
MOVIE CENSORSHIP NEXT on NAB agenda for TV Code. Convention delegates told that "pre-screening service" is planned to cut sex & violence from feature films (p. 5).
JFK RATES TV-RADIO TOPS AS POWER in Communism-vs.-freedom contest. In NAB convention surprise, President also presents astronaut as "No. 1 TV performer" (p. 8).
RIBICOFF BACKS ETV AID in Kennedy administration plan for govt. grants matching state funds for planning systems & buying equipment, he tells NAB convention (p. 8).
FCC PANEL PROS & CONS touch on major topics, giving broadcasters glimpse into Commissioners' thinking (p. 9).

Consumer Electronics

SEARS TO OFFER COLOR late this fall, probably under Silvertone brand name (p. 19).
FM STEREO ADAPTERS begin to appear, as GE & Zenith demonstrate stereo before broadcasters' convention. Marketing plans develop for stereo radio (p. 19).
COLUMBIA PHONOS GOING: Insiders tell us instruments will cease to be marketed via distributors & dealers, will be used only to promote record sales (p. 20).
TV RETAIL SALES in March showed gain over 1960, according to EIA; radio sales also up (p. 21).
NON-TV HOFFMAN EYES A SALES RECORD. No dissident voices raised over withdrawal from TV, at shareholder meeting (p. 22).

Other Departments

STATIONS (p. 11). **CONGRESS** (p. 12). **FCC** (p. 13). **AUXILIARY SERVICES** (p. 13). **NETWORKS** (p. 14). **FOREIGN** (p. 14). **ADVERTISING** (p. 15). **FILM & TAPE** (p. 16). **PROGRAMMING** (p. 16). **PERSONALS** (p. 18). **EDUCATIONAL TV** (p. 18). **FINANCE** (p. 22).

MINOW & COLLINS—'COP' & 'POP': Shock. Fear. Anger. Dismay. Confusion. Those words are perhaps too mild to describe reaction of broadcasters to FCC Chmn. Minow's May 9 speech at NAB convention in Washington last week.

Feelings were so high that some resentment rubbed off on NAB's new Pres. LeRoy Collins, who had taken broadcasters to task in his own way in speech May 8. The speeches are so important, bound to serve as fundamental references for months if not years, that we've reprinted full texts in special supplement herewith. We urge you to study them carefully and keep them close at hand.

What now? Though there will be a drive to "contain" Minow—through his fellow Commissioners, Congress and White House—we find little evidence that it will be successful.

FCC majority which generally shares Minow's views certainly looks as if it will continue to do so. In fact, in its meeting only 2 days after speech, Commission designated 2 radio cases for hearing (sale of KGMS Sacramento and new application for Holly Springs, Miss.)—both on "concentration of control"—questioning whether each licensee would own too many stations in same general area. In addition, Holly Springs applicant was questioned on programming plans, the Commission wondering whether it would meet community needs because it proposed little educational, discussion or live programs; not a single Commissioner dissented. Commissioners themselves regard these actions as important evidence that majority is still solid.

Congress, which a year ago was castigating FCC as a "do-nothing" agency, is unlikely to move to emasculate it now—though there is some concern that Commission may go too far.

There's no question that White House is strongly behind Minow and his majority. It passed word to that effect after speech. Minow pointedly related that President Kennedy had asked him whether astronaut Shepard should be brought to convention and then invited Minow to ride with them from White House (see p. 8).

At week's end, after several days of reaction to his speech, Minow told us he was confident FCC had backing where it counted. His staff reported receiving more than 300 calls, wires and letters—every one of them commendatory and including praise from man-in-the-street and high Congressional and administration figures. TV critics and editorialists sang hosannahs. Exceptions: Wall St. Journal & columnist David Lawrence.

Gov. Collins, whom Minow commended several times in the address, offered us his first, immediate reaction—with a wry smile: "I think he made me look like a middle-of-the-roader." He went on: "I believe he's sincere & earnest. He said what's in his mind & heart. I have every respect for him. We have divergent views on some matters. On ratings, he questions their use and I question their accuracy. He believes there should be more stations in TV. Our experience with radio shows that's not the answer. When competition is too keen, stations strive to cut every possible corner to make every possible dollar." Asked if he believes that Minow was using threats in an attempt to dictate programming, he said: "I don't believe that at all. I take him at his word. He wants broadcasters to strive to uplift their programming."



Of the TV networks, which got their share of Minow lumps, only ABC chief Leonard Goldenson gave us a comment last week, off the cuff right after speech: "I agree with the principle. I agree with what he says. If we get more stations we'll get more competition & better programs." His press vp Michael Foster was quick to add that ABC-TV would have a children's news program this fall, something Minow had urged, and that Goldenson had discussed it previously with Minow. (And Taft Bcstg. Co. quickly announced that all 4 of its stations in Cincinnati, Columbus, Birmingham and Lexington, Ky., would integrate a 5-min. children's news show entitled "Young People's World" into the existing programs in the 5 to 6 p.m. period Mon. through Fri. beginning June 5.) CBS & NBC topkicks offered no reaction although the press quoted unnamed network aides who allow as how Minow was wrong on several points but criticizing the speech would be like attacking Mother's Day or the Flag. Curiously, Madison Ave. generally cheered the speech, blamed the networks for TV's shortcomings—and opined that Minow's kind of programming wouldn't devalue TV as an advertising medium (see p. 6). Hollywood adopted a show-us attitude regarding "better" programming (see p. 6).

Broadcaster reaction at convention was almost unanimously critical, of course. Most of it stemmed from the question as old as broadcasting itself: How can FCC do anything to "improve programming" without indulging in censorship and violating First Amendment?

Paradoxically, broadcasters have heard similar ideas from Commissioners before without getting so upset. Here's why they're disturbed now: (1) FCC had been doing something about it in many areas, for a year before Minow arrived. (2) Minow's strong language.

Even some of the new Chairman's supporters at FCC were irked by his use of pronoun "I". It encouraged them to worry more about the President's reorganization plan and the power it might put into Minow's hands (see p. 12). Said one Commissioner, however: "If you strip away all the adjectives & adverbs and just look at the nouns & verbs, you'll find that he simply said what we've been saying & doing for the last year." Some observers, not questioning Minow's sincerity, say he chose strong words for shock value. Others accuse him of nurturing an ominous, overpowering ambition.



FCC panel discussion on Wednesday, day after Minow speech (see p. 9), didn't do much to illuminate situation. All Commissioners vowed absolute devotion to freedom of speech and abhorrence of censorship, and minority members such as Hyde & Craven spoke out at length and with vigor. But, on Thursday, even they voted for the Holly Springs hearing. As one veteran FCC staffer put it: "It isn't what FCC says at conventions that counts. It's what it does between."

Now, what does FCC want stations to do? Scanning & rescanning Minow's words and looking at FCC's actions of the last year, we come up with this excerpt from his speech:

"What the Commission asks of you is to make a conscientious, good-faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public-service programming. Every one of you serves an area which has local needs—as

to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest."

FCC intends to enforce some standards. Suppose it makes them stick? Broadcasters are saying that it would be grossly unfair of Commission to punish stations harshly after changing ground rules in middle of the game, after all these years of laissez faire. One Commissioner's reply: "They needn't worry about that."

In contrast with their reaction to Minow, broadcasters accepted with reasonably good grace the indictments delivered by their own Pres. Collins. Apparently, it's the difference between "cop" & "pop."

Collins showed there's no-nonsense toughness behind his charming manners & delightful Southern-locale stories by delivering the harshest keynote speech ever heard at an NAB convention. His audience loved it. He was stopped by applause 15 times and when he finished, a long line of members crowded to congratulate him. Venerable former NAB Pres. Justin Miller said: "Wonderful." Minow said: "Magnificent. Absolutely magnificent. And I know he means it." Read full text in our special supplement. It doesn't read quite as well as it sounded, because Collins is clearly one of nation's great speakers.

Very important from here on out is where Congress stands or will stand. There was an extraordinary turnout of Congressmen at convention's reception only 4 hours after Minow spoke—and broadcasters poured out bitter reactions to their representatives. Rep. Avery (R-Kan.) & Sen. Proxmire (D-Wis.) inserted text of speech in the May 11 Congressional Record, the former fearing "program control," latter commending "brave words."

It's not at all inconceivable that broadcast-regulation issue could ignite a major battle in Congress—and that Kennedy, despite his current support of Minow, may wind up curbing or dumping him to gain votes for issues he considers more vital.

Note: Registration was a record 3,099 compared with 2,810 in 1960 and 2,448 in 1957, the previous high.

(For detailed coverage of other convention facets, see pp. 3 to 11. On the last day of a strenuous week, we ran into NAB radio vp John Meagher. "John," we said, "you look relaxed. How come?" He stared at us for 5 seconds, then said: "I'm not relaxed. I'm dead.")

SLOW START FOR FM STEREOCASTING: A few FM stations may begin broadcasting in stereo in about 30 days under FCC's newly adopted multiplex standards—but there won't be much momentum until fall or winter at the earliest.

This was obvious last week at the NAB convention's FM sessions & equipment exhibits, and in our conversations with FM broadcasters. Most transmitter makers showed hastily assembled prototype or mock-up stereo generators, promising production delivery in late summer, fall, or by end of year (see p. 22 for description, prices & availability dates). At panel sessions and in the halls, experts warned broadcasters against undue haste.

FM broadcasters showed interest in stereo as they crowded GE & Zenith demonstrations, but no desire to rush into it. Almost everybody was confused. Some broadcasters weren't even sure what FM stereo was. The questions asked most by broadcasters were: "What will this do to my service area?" "How will it affect my SCA background-music operation?" "How can I make this pay?"

All questions were answered more or less satisfactorily—except the last one. FCC stereo-expert Harold Kassens told the broadcasters that the stereo reception area would be about 33% less than the corresponding monophonic reception area—in other words, when a station converts to stereo, its stereo signal can be picked up in stereo only two-thirds as far as its mono signal could be picked up on a mono set. This means that greater use of outdoor antennas will be required in fringe areas, said Kassens.

The nearly-200 stations now broadcasting background music and other SCA signals will have to study stereo problems very closely before making any moves on the stereo front. In some cases, the addition of stereo will require cutback in area covered by SCA. Poor or sloppy stereo-equipment installations can result in interference to SCA channels.

"FM stereo has got to be as good as any stereo," warned Kassens in a panel session. "The requirements for this system are even stricter than you'll get on records, and maybe this will challenge the record industry to improve its standards." NAB engineering mgr. A. Prose Walker added: "From the engineering standpoint, the future for stereo looks good—but we will need a high degree of stability in both transmitting & receiving equipment. Only time & you & the public will determine the future of stereo."

Most broadcasters were more interested in economic answers than engineering answers. There were few. There's no money in stereo multiplexing as such. Nevertheless, there's no question that leading stations in each major FM community will adopt stereo, and others will follow—reluctantly. Stereo can help FM financially only by increasing listener interest and boosting set sales & circulation—and this is the slow way.

Some receiving equipment will be available by June 1 (see roundup, p. 19)—but we doubt if any stations will make it by that date. FCC sources told us at press time that no applications for type-approval of stereo transmitting equipment had been submitted—a requirement before any such equipment can be used. Any station which intends to start stereocasting must use equipment which has already been type-approved by FCC, and must notify the Commission 10 days before it plans to begin. Notifications will have to be filed by next Monday (May 22) in order for a station to meet the June 1 target.

TV TAPE, AUTOMATION HIGHLIGHT EXHIBITS: Broadcast equipment exhibition at last week's NAB convention was biggest in recent years in 3 respects—size of exhibits, amount of new equipment shown and number of orders taken.

Most exhibitors reported business better than usual, and there was speculation that many TV stations are coming to the end of an obsolescence cycle, and beginning to replace large amounts of equipment.

In field of new equipment, these were highlights:

(1) TV tape recording equipment. Prices are coming down; equipment is getting better; wide variety of accessories is being offered. Telechrome's \$14,990 2-head TV tape recorder (Vol. 17:19 p5), designed in cooperation with Japan Victor and Epsilon (England), attracted continuous crowds. Impressive features are simplicity, flexibility & low price. Excellent broadcast-quality picture may be stopped, sped up, played backwards, slowed down without losing image on monitor, razor-blade splices may be made anywhere without roll-over. Despite its incompatibility with Ampex-RCA standards, broadcasters displayed strong interest, had ordered 6 machines by close of show.

Ampex & RCA showed lower-priced TV recorders, automatic timing controls (which clarify the picture by removing skews, scallops, etc.), electronic tape editing systems. One significant Ampex development was a long-life ferrite recording head, claimed to operate 10 times as long as the present (150-200-hour) heads. Two new sources for video-tape stock opened up—EMI (British-made) and Telechrome (Japanese). [Details of new Ampex & RCA tape equipment on p. 4.]

(2) TV automation systems. Complete automation of all TV operations, from logging to billing, appeared to be leaving the curiosity-&-luxury stage and approaching the status of a necessity for stations planning major expansion. RCA and Visual Electronics devoted much space & energy to plugging their automation systems, drawing heavy interest from station operators & engineers.

(3) Live TV cameras. Continuation of 2 important recent developments—toward 4½-in. image orthicons & studio-quality vidicons—was apparent. Sarkes Tarzian, showing an extensive line of TV station equipment this year, joined the march to the 4½-in. camera, with RCA, GE, Marconi & EMI/US demonstrating improved models. About a dozen studio vidicons were shown, with quality improved substantially enough to qualify these low-priced cameras as satisfactory for standby or small-station use. Remote tilt, pan & focus systems, offered by several makers, underlined new trend to manless camera operations.

(4) Film equipment. GE-Eastman continuous projector was shown in new model, with optical multiplexer which enables it to be used in conjunction with standard film & slide equipment. Two companies showed high-definition cameras for film-chain use. Fairchild demonstrated its new economical & flexible 8-mm sound news camera—opening field of on-the-spot sound-&-picture news coverage to small stations. (Simple modification of 16-mm film chain can convert it for 8-mm use.)

(5) Color. RCA gave its usual heavy play to color equipment, with live color cameras also shown by GE and EMI/US (3-vidicon camera). A new line of color equipment was displayed by Foto-Video. Interest in color by telecasters was mild, perhaps somewhat greater than last year, but not of runaway proportions.

Attention of NAB equipment show has swung from TV transmitters to new studio & electronic equipment, apparatus to improve TV's product—the picture—and to deliver it more economically. Most of new equipment is designed for ease of service; much of it is transistorized and of modular construction. End result of this year's new equipment is a cleaner, sharper, far superior TV picture.

NETWORK NEWSFILM-BY-WIRE EXPANDS: Another headache for film syndicators, who have had a rough season (Vol. 17:19 p3), is developing rapidly in the area of local news & public-affairs programming. The problem, from the telefilm standpoint: Networks are moving into the rapid syndication of newsfilm footage by feeding it, on a contract basis, via network lines.

All 3 networks are now active in this field and are adding to the trend to greater program interdependency between stations & networks. Here's the latest lineup:

ABC-TV: Under "study" by ABC is a plan to wire-syndicate ABC newsfilm footage due to be produced when news vp James Hagerty's plans for an expanded network news operation go into high gear. Not having a large team of reporters & photographers, ABC currently relies on news footage from Hearst-owned Telenews—but has evolved a deal whereby affiliates which subscribe to Telenews can record Telenews footage from 3 daily ABC network newscasts (1:24 p.m. series with Al Mann, 6 p.m. series with Bill Shadel and the new 11 p.m. newscast). Thus, ABC-TV at the moment is acting somewhat in the role of "distributor" for Telenews to its subscribers. In the near future, ABC will also be in the newsfilm business for itself.

CBS-TV: Starting May 15, CBS-TV affiliates (which sign an amendment to their affiliation agreements) will have the right to record (tape or film) CBS newsfilm and certain special events for use in local news programming. The programs from which such recordings will be made include 3 daytime newscasts, Douglas Edwards with the News, mid-day Sunday & Saturday newscasts, and the Sunday News Special. CBS won't permit stations to use "the voice and/or image" of CBS-TV correspondents or newscasters, including voice-over narratives, but there's plenty of newsfilm coverage left. Weekly charge for the service, offered exclusively to CBS affiliates and available on a trial 3-month contract: "15% of the station's one-hour network class A hourly rate, with a minimum fee of \$60."

NBC-TV: Newsfilm has been fed by NBC on a contract basis to affiliates since Feb. 6 (Vol. 17:16 p7), drawing on the resources of NBC News and its international staff. The arrangement is like that of CBS's (which has largely modeled its plan on NBC's) although the newsfilm material to be taped locally is fed on afternoon closed-circuitcasts and affiliates pay for it on flat-rate arrangements geared to market size. About 4 out of every 10 NBC affiliates have video-tape recorders; most of these now take the NBC newsfilm service.

NAB

MOVIE CENSORSHIP FOR TV: NAB staffers are working up a pre-screening system by which objectionable scenes in movies can be kept off TV screens, TV Code Dir. Edward H. Bronson reported last week.

Some horrible examples of what he had in mind—rampant sex, sadistic violence and slapstick vulgarity—were screened for a TV assembly in the Shoreham Hotel at Washington's NAB convention.

"Feature films have always constituted a major concern to most Code stations," Bronson said. "This material was not planned nor made for the home viewing audiences. The Code Review Board hopes, in due time, to be able to offer a pre-screening service to stations for feature films like that provided for syndicated films & commercials."

Bronson didn't indicate just how Code censorship of movies—particularly the new flock of post-'48 features—would be worked out. He was in conference early in the convention with representatives of major film distributors, but no agreement with them on possible methods was reported reached immediately.

How the Code works to delete some episodes from Hollywood's TV film series was demonstrated at the TV session by Frank Morris, who heads the Code office there. "The men I work with are almost uniformly co-operative," he said. "They want to make good, acceptable TV shows. They also want to make a profit. If they can do both, they're only too happy to try."

Before-&-after editing of beating scenes in *Have Gun,*

Will Travel and *The Alaskans* and of a sex scene in *Miami Undercover* were shown on the screen to illustrate what was "left on the cutting-room floor" by the films' producers in cooperation with the Code.

In another Code presentation, the N.Y. office's Stockton Helffrich showed some results of missionary work among advertisers in such areas as commercials for beer, laxatives and deodorants. Also screened for the delegates were samples of winners of the American TV Commercials Festival—described by Helffrich as exhibiting "wit, ingenuity and increasing good taste."

Down-the-line support of Code rules was called for by TV Board Chmn. W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), who said they're "the conscience of TV." Similar pleas were made by Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City), who reported that the number of subscribers—385 stations, the 3 networks, 18 film producers—was the highest on record.

At the convention's corollary radio session on NAB's Radio Code, Radio Board Chmn. Thomas C. Bostic (Cascade Bcstg. Co.) said 1,237 stations were lined up with it now—"only a good start" toward industrywide participation. "We must recognize that we have come to the point where we must make a choice," Bostic told the radio delegates. "Either we will regulate ourselves, or we will be regulated."

Radio Board Chmn. Cliff Gill (KEZY Anaheim, Cal.) put it up to the radio delegates: "We can only hope that when the Commission asks us to provide a list of subscribers, your name will be on it."

HOLLYWOOD AGREES, BUT—: FCC Chmn. Minow was correct in telling NAB conventioners TV needs to improve its programming (see supplement), but he came up with no constructive ideas as to how to achieve this goal. That's what the majority of TV-film executives we checked in Hollywood think. Consensus: It's not enough to say TV needs to be improved; the real question is how do you go about it?

The producers also said that improvement really depends on the decision-makers in N.Y.—the networks & ad agencies. They uniformly dislike the rating system, but point out that this is the system by which their shows live or die, and no one has come up with any substitute measure.

Government intervention is not the answer, executives agreed. There was little thought that Minow's talk would be reflected in better Hollywood product in the future, since companies now say they do the best they can to turn out good shows within the restrictions & limitations of the networks & sponsors.

One executive expressed the fear that Minow had simply strengthened the networks' virtually complete control of programming, to the detriment of quality. He commented caustically: "The networks may decide a program is good for the viewer because they own 60%."

Here's our sampling of executive opinion:

Roy Huggins, production vp, 20th Century-Fox TV: "I was appalled at Minow's remark that TV is not doing as good a job as the newspapers. I'd argue that point any day in the week. I read the Los Angeles newspapers, and I see nothing on TV as sickening as their sensationalism. He is not attacking TV realistically, in relation to other media, but is attacking it in limbo. There is a lot to be said of the low quality in all media. There is a shortage of excellence in the world in which we live. The vast size of the TV audience calls attention to its defects, although there are defects in all fields. As for Minow's remarks about violence, if he means violence for its own sake where it is unrelated to the story and used for its assumed intrinsic appeal, then I agree with him. This is bad storytelling & bad taste. But if you take violence integrally related to a worthwhile story out of it, then you are going to be in trouble with the American people, because you will be forcing bad entertainment on them. Shakespeare used violence. Minow's talk might force those producers who use violence for sensationalism to stop this practice. I'm in favor of that. It should be the aim of every producer to lift the quality of what goes on TV. We suffer from a shortage of excellence in writing, direction, acting and producers."

William Dozier, vp in charge of West Coast activities for Screen Gems: "I agree with what Minow said about the need for improvement for lofty & educational programs. However, this is no good unless everybody does it. If CBS puts a public service show on Tuesday night, and another network slots a comedy opposite it, nobody will watch the public-service show. If all 3 networks volunteered to put on such shows at the same time it might work, but I doubt it. As it is, public-service shows get killed in the ratings by entertainment shows. The networks have a responsibility to their stockholders as important as their responsibility to the public . . . I hope the determination to have shows with high ratings will subside to the point where there can be an upswing in quality, with the shows not contingent on ratings. As long as the networks live by ratings & cost-per-thousand, there will be no improvement."

Tom McDermott, exec. vp, Four Star Television: "I

agree with a lot of what Minow said, but it's not that easy to get good programming and it's awfully tough to get the public to look at it when you do. I think better programming will come, but government intervention is not the answer. Part of it is that we've got to be more concerned about quality and less concerned about ratings. TV won't improve immediately because producers don't *try* to make bad pictures. The quality depends on the decision-makers—the networks & agencies. Minow has to recognize that until there is a change in the structure of our country, TV is the advertising business, and as yet we have found nothing to replace ratings. By placing too much emphasis on ratings, we are making a big mistake and killing the medium."

Gordon Oliver, exec. producer, Spartan Productions: "Minow's remarks will strengthen the position of the networks. He said the networks would have to tell the sponsors what is to be on the air and what they can take so that the public interest can be best served. It gives the networks complete power in this area, and I think that's dangerous. Such decisions should be made by an independent body. The producers haven't lived up to their responsibilities, and networks and agencies are interested in product to make a buck, not to please the people. I see no change as a result of Minow's talk except that networks will use it to program without criticism. In fairness they should be given a chance to prove themselves now that they're on their own."

Howie Horwitz, Warner Bros. producer: "Neither the government nor any individual can tell the public what it wants. Years ago Samuel Goldwyn tried to foist Anna Sten onto the public as a star, but it didn't want her. Today the public is getting what it wants on TV. Otherwise they would switch the knob on the dial. There is improvement in all areas of TV. We have proof the public likes what it gets—it's buying the sponsor's product. I don't think Minow's talk will change anything. Hollywood itself is constantly seeking to improve product by reason of competition. This is just a momentary tempest in the teapot. A well-qualified, experienced producer hasn't the right to more than suggest he may know what the people want. Yet here is a man recently appointed to his job who thinks he is qualified to know what the people want."

Rod Amateau, producer of "Dobie Gillis": "Who's Newton Minow? I never heard of him."

MADISON AVE. MULLS MINOW: Agency men & advertisers, who have watched—often sourly—the 3 TV networks create a control over TV programming that's virtually ironclad, were generally tickled pink last week by FCC Chmn. Newton N. Minow's blast at TV programming delivered at the NAB convention (see Supplement No. 5). In effect, most top Madison Ave. brass said: "That's exactly what we've been telling the networks for the past couple of seasons. Routine TV programming is rubbish. TV is due for a shakeup—and one which won't hurt it as an ad medium."

In more detail, here are some reactions voiced by agency men to Minow's speech:

Roland Martini, vp & exec. TV dir., Gardner Advertising: "Greatest thing I ever read. We've been backing public-affairs shows right along (*Conquest, Expedition, etc.*) and have gone light on TV violence. Minow's attack on general programming was highly justified. Broadcasters

have downgraded the public too long. I don't think it will have any adverse effect on TV as an ad medium if programming is improved."

A. L. Hollender, exec. vp for TV-radio, Grey: "The over-whelming majority of people in the advertising industry want the best TV product attainable. But achieving this goal is made complex by many factors [such as] the need over the long run to give due weight to what interests the vast majority of the American public."

Lee Rich, senior vp for media, Benton & Bowles: "They [the 3 networks] have taken the attitude that all of the creative talent is held by them. The result is that only 9 of the more than 100 shows scheduled for next season are by advertisers & agencies. I don't say that advertisers are lily-white, but the sameness in programming stems from the fact that nobody but the networks is given a chance . . . you have your hands full trying to get a show on the air that the networks don't control."

Robert L. Foreman, exec. vp, BBDO: "We . . . are most enthusiastic. For 10 years we have been advocating the kind of superior TV programming that he has proposed. Many of our client shows on the air for the past 10 years have demonstrated BBDO's attitude . . . what is good for the public is also good for advertising."

Rollo W. Hunter, vp & TV-radio dir., Erwin, Wasey, Ruthrauff & Ryan: "A guy who's been in office for two months ought to come on a little softer."

Richard A. R. Pinkham, senior vp for TV-radio, Ted Bates: "The medium certainly needs refreshment and revitalization . . . I was very impressed by [the] speech."

George H. Gribbin, pres., Young & Rubicam: ". . . a fine, pertinent talk. I agree with Mr. Minow that there can and should be a lot more good programming. But I do not think TV is quite as vast a wasteland as he pictures it. Anything that will encourage TV stations to meet their full responsibilities . . . is bound to be not only in the public interest but also in the best interest of TV itself."

C. Terence Clyne, vice chmn., McCann-Erickson (which handles the NBC account, worth some \$2 million in annual billings): "No comment."

L. H. Titterton, senior vp & dir. TV-radio programming, Compton: ". . . The first blunt, forthright statement to issue from any member of FCC in many a year. Perhaps Minow necessarily flays everybody when speaking to a gathering such as NAB—among whose members are all shades of coloring from villainous black to at least an approximation of white. The scrutiny of the Commission as it watches programs offered in 1961 will be worthwhile—if it results in the return to wider diversification . . . truly in the public's convenience, interest, and necessity."

Nicholas E. Keelsey, senior vp & TV-radio dir., Lennen & Newell: "I think the industry got the message. Network schedules have been top-heavy with violence—and advertisers have been forced into too many of them. The networks allowed themselves to follow ABC with its rating success and to go overboard with action shows. The public is still watching, but it's beginning to get bored. Next fall will be the acid test—the networks will try to prove that what they're doing is right. But after the 1961-62 season, I think you'll see the return of fine anthologies, musical shows and other quality programming."

William T. Young, pres., Leo Burnett Co., Chicago: "A stimulating & challenging speech. I'll be very interested in seeing what action is taken to implement it."

Editorial

This is no time for indignation, for bitterness, for argument. Both men, the Chairman of FCC and the President of NAB, are admittedly novices in broadcasting. Grant that they cannot possibly understand the frustrating complications of doing business in television. Grant that they never have had to deal with stockholders, never have worried over a network or station P & L sheet, never have had to answer complaints from viewers who wanted to see a second-rate prize fight instead of the President of the United States explaining a dangerous international situation.

They are nevertheless the men selected by government and by broadcasting itself to lead this industry. Their motives are honest. Not even the most jaded cynic among us would doubt their sincerity or their dedication to duty.

LeRoy Collins is tough and he is determined. To those who were aghast at his frank criticism of television last week, who wondered why he of all men had been picked to be the spokesman for broadcasting, we say he was an excellent choice for the job. It's a job—and it's more evident now than ever before—for a fighter. And the best fighters analyze their weaknesses and overcome them before entering the ring.

Newton Minow is a young man—a young man who personifies the New Frontier compulsion for haste. It was strange to hear the standard egghead criticism of television, and some of the standard egghead cures, voiced by the Chairman of the Federal Communications Commission.

It was strange, on the subject of public service, to hear the entire medium tarred with a brush that should have been limited to the mere handful of station operators who are shirking their responsibility.

And it was difficult to reconcile the Chairman's abhorrence for government censorship with his warning that license renewals will depend upon whether a station is trying to meet community needs—in the judgment of a government commission.

But it was one hell of a speech. He said what he meant clearly and courageously. Even if there is some question whether the majority of the Commission will go along with his broad interpretation of public service, even if there is even more question about the practicality of the idealism that filled passages of his speech and to a degree reduced its impact, his basic message was undeniable.

Television *isn't* as good as it should be—as it can be. Much of the standard network programming is formula stuff, ground out by hacks in Hollywood who have even less respect for the public than the men in New York who buy their product. Violence (and gentlemen, isn't this what started the whole new wave of criticism?) is being used indiscriminately. And more diversity in programming is absolutely necessary.

Collins said, "Wake up!" and Minow said, "Wake up or else!" Whether all they said was right or fair or practical is not too important. What is important is that no one in the industry can say, "They weren't talking about me." What is *more* important is that everyone in television—from Hollywood writer to station owner to network president—start working now toward the day when he can take pride in *everything* he places before the public.

More about

JKF TO NAB (WITH AOK): U.S. broadcasters "are the guardians of the most powerful & effective means of communication ever designed," President Kennedy told the opening general session of NAB's Washington convention May 8.

In a somber speech stressing the combatant role of TV & radio in the world contest between communism & freedom, the President told some 4,000 NAB badge-wearers in the Sheraton Park Hotel: "There is no means of communication as significant as that in which you are involved—to hear, and to see, and to listen."

The jampacked delegates applauded repeatedly as the President called on broadcasters & the country to exploit "the great inner resource of freedom"—the "better advantages of a free society."

Mr. Kennedy had been billed in advance for little more than a ceremonial appearance at the convention. Instead, he unexpectedly took over the rostrum from an old friend—NAB Pres. LeRoy Collins—for a 2,500-word address on world perils and "painful choices" ahead for the U.S.

The wildest ovation of the convention was given to an unscheduled NAB guest who shared the platform with the President, however. Introduced by Mr. Kennedy as "the nation's No. 1 television performer, who I think on last Friday morning secured the largest rating of any morning show in recent history," the surprise star was Comdr. Alan B. Shepard Jr.

Astronaut Shepard Speaks to NAB

On his own impulse, the President had brought astronaut Shepard, Mrs. Shepard and Vice President Johnson direct to the Sheraton from the White House reception for the space hero. Shepard made a 3-sentence speech, the first third of which was heard only by those on the platform: "How do you get them to stop? We only have time for a few words here, because I understand we have a rather busy day ahead of us. I just want to say, thank you very much for such a warm welcome."

In his own speech, the President used Shepard's May 5 flight and the broadcast coverage of it as a springboard for remarks on essential differences between totalitarian & free societies. The "very public flight" and its potentials for failure were hazardous not only for Shepard but for the nation's prestige, Mr. Kennedy said, but the step-by-step coverage was "the kind of risk which members of a free society must take." He went on:

"There had been before the flight, as you know, a good many members of the community who felt that we should not take that chance. But I see no way out of it. I don't see how it is possible for us to keep these matters private, unless we decide on the highest national level that all matters which are risky, which carry with them the hazard of defeat, which could be detrimental to our society, that none of them will be printed in the paper or carried on radio or television. The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes . . .

"The full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry. And here in our own country this power can be used—as it is being used—to tell our people of the perils & the challenges & the opportunities that we face—of the effort & the painful choices which the coming years will demand."

Ribicoff Backs ETV Aid: Uncertainty about the Kennedy administration's attitude toward federal-aid-to-ETV legislation in the House (Vol. 17:19 p17) was ended last week by HEW Secy. Abraham Ribicoff. He told the NAB convention in Washington that he'll support matching-fund measures to help states develop educational TV systems.

Addressing a May 10 management conference luncheon at the convention, Ribicoff said he'd detail Administration plans for ETV in May 17-18 hearings by the House Commerce Communications Subcommittee. He didn't disclose in his NAB speech how much government money would be sought to match state-appropriated funds.

Unlike a Senate-passed bill by Sen. Magnuson (D-Wash.), which provides for outright \$1-million federal grants for ETV to each state & D.C., most of a half-dozen ETV bills pending in the House set up matching-grant aid systems. Ribicoff had opposed the Magnuson measure because it lacked sufficient self-help standards for the states and didn't require assurances that ETV operating funds would be provided.

The administration's plan, Ribicoff said, would include provisions that states & localities could use matched funds for ETV planning as well as for buying station equipment.

"We believe that federal funds should be available on a matching basis to enable states & localities to further the use our nation has thus far made of TV in its educational processes," Ribicoff told the NAB delegates. At the same time, he warned them that ETV progress won't "take commercial broadcasters off the hook."

Echoing ETV comments in FCC Chmn. Minow's earlier speech to the convention (see p. 1), Ribicoff said broadcasters have a duty to provide "balanced programming, including programs which significantly contribute to education."

There was ETV talk at another NAB convention session, too. While Ribicoff was addressing the management conference luncheon, atomic physicist Dr. Edward Teller was telling an engineering luncheon that it's time for commercial broadcasters to offer more educational programming in prime time. This could make "an enormous contribution to the future of our country," Teller said. Teller's ETV plea, interposed in a technical discussion of satellites, was applauded at the luncheon.

David Lawrence: "Mr. Minow makes the usual disclaimer that any governmental censorship is intended. What the FCC Chairman proposes, however, is broader than censorship. No particular program or particular declaration or particular form of speech-making will be ordered suppressed—that's "censorship." Instead, a whole broadcasting company would be suppressed and put out of business and its source of revenue taken away altogether unless that company toes the mark and conforms to the doctrines of the administration which happens to hold office when a broadcasting license comes up for renewal. This is a form of dictatorship which it is surprising to see advocated under a so-called 'liberal' administration."—*N.Y. Herald Tribune*.

John Crosby: "Newton Minow is a courageous man to state these glaring truths. Now let us see how the broadcasters plan to grapple with them and the man who uttered them. As for the threat not to renew a license just because the licensee asks for it in perpetuity, we should all live so long as to see a single license revoked."—*N.Y. Herald Tribune*.

FCC PANEL PROS & CONS: The traditional question-&-answer session at NAB's conventions, in which FCC members subject themselves to written & oral queries, no longer appeals to a majority of Commissioners. However, a minority pressed for it last year & this—so they all went along with it. Predictions at the FCC are that the session will be discontinued next year or soon thereafter. Herewith is a summary of the major topics discussed—NAB Chmn. Clair McCollough again serving as genial & agile moderator:

FCC's role in programming—Comr. Ford referred listeners to the Commission's policy statement of July 1960 (Special Supplement No. 7) which, he said, proposes that broadcasters tell FCC what they've done to determine their community needs and what "you, not we, propose to do to meet them." Comr. Hyde referred to a 1949 statement calling for "fairness, freedom of speech and the right of the public to know." He said he hoped FCC wouldn't attempt to require "outlines in advance and adherence to strict formulas regardless of changing situations." Chmn. Minow said that the Commission would continue to look into "legitimate complaints, not those from crackpots, and to do spot checks as renewals approach."

Allocations—Comr. Lee said that the start of FCC's N.Y. uhf project is due Oct. 1, with programming to begin Nov. 1. At the end of the project, he said, the plan is to turn the facilities over to the city of New York. He said that engineers tell him that the Empire State Bldg. tenants will be able to get TV for the first time through uhf—though neither he nor Comr. Craven could tell why. All 7 N.Y. vhf channels transmit from atop the building, as will uhf. Craven predicted that Congress won't pass FCC's proposed all-channel-receiver bill and added: "I'm fearful that uhf-vhf sets will cost more than people are willing to pay."

Editorializing—Comr. Bartley stated his belief in equal time on controversial issues. He was bearish about broadcasters' endorsement of candidates: "I doubt whether we're mature enough to do it in many markets." Lee noted that the fairness doctrine is now law and expressed concern lest the presentation of all points of view pre-empt too much station time.

Station sales—Comr. Cross, referring to FCC's proposal to make broadcasters keep stations at least 3 years except in hardship cases, said that an analysis of recent sales showed an "unhealthy" turnover. Hyde urged retention of the case-by-case system, though he added: "Maybe we should look into each more." Craven said the 3-year proposal smacks of "govt. interference into private enterprise." Lee said the proposal "is not unreasonable" but should have exceptions for good cause.

NAB Codes—Minow endorsed them heartily, saying: "I'd prefer you set your own rules and revitalize the Codes." Unfortunately, he said, the people who should be reached by the Codes don't even attend the conventions. Hyde was strong for the Codes, said that FCC must steer clear of censorship.

AM stations—There are too many AMs, Lee asserted, and he'd grant no more. Craven said that he was worried about FCC's attempting to judge the economics of "too many stations," fearing that it would lead to "govt. interference in industry business affairs." Minow said that radio offers a much more difficult problem than TV because it makes much less money and has to compete with TV. He said he was making an "earnest study" of radio but is

deferring judgment for the present. For this statement, he was applauded.

Pay TV—Cross had the short answer: We granted RKO's application for Hartford—and the case is now in court.

CATV—Lee said that CATV-station conflicts have almost disappeared and the need for legislation "may become moot." Ford thought, however, that it would be good to have the law on the books to keep the problem from rising again.

Ratings—Minow repeated the theme in his speech—that he isn't concerned with accuracy but with their use in scheduling programs—and urged that NAB follow through on Collins' suggestion that the Association sponsor research on accuracy.

FM radio—Hyde said there are plans in the works to negotiate Canadian & Mexican agreements to protect stations on both sides of the border.

"First Amendment"—A question from the floor sparked a roundup on freedom of speech. Bartley said "I don't find advertising in the First Amendment." Hyde repeated his concern about govt. censorship. Ford called FCC's July 1960 policy statement "quite a charter of freedom for the broadcaster" and asserted that "I don't see how anyone can point to anything we've done interfering with the First Amendment." Lee pleaded for adherence to NAB's Codes. Craven stated flatly: "We invade the right of free speech every time we check balance." Bartley spoke for "self regulation" and urged resistance to "all pressure groups." Minow wrapped it up with: "There will never be any censorship by the FCC. Why are we here? There are not enough frequencies. We've got to pick out responsible broadcasters and see that you operate in the public interest."

On the non-broadcast agenda, Ford was asked when "a final decision" was due on "another Ford in your future"—referring to his upcoming offspring. Ford quipped: "I hope you don't poll the Commission on that question." It's understood that the target is mid-July. Minow concluded the session with: "I will always talk to you plainly so you'll know where I am." This produced substantial applause.

Space Coverage Lauded: TV-radio & newspaper coverage of the May 5 manned Mercury shot into space "was handled wonderfully," Chmn. Kerr (D-Okla.) of the Senate's Aeronautical & Space Committee told a meeting of the Okla. Bcstrs. Assn. at last week's NAB convention. In a footnote to President Kennedy's opening convention speech (see p. 8), Kerr related that the White House gave the go-ahead on the flight despite scientific advice that money required for the project could be spent more profitably in other space-development areas. Kerr said that he & other administration leaders urged the President to proceed with the exploit as quickly as safety permitted. It was needed by the U.S. as an antidote to Russian successes in space, Kerr said, adding that all future shots should be made with as much publicity as possible. "When we put a man in orbit, he'll be talking to the world from space," Kerr told the broadcasters.

Raymond F. Guy, retired NBC senior staff engineer, was presented NAB's engineering achievement award at the Association's annual convention. Guy recently returned from a 90-day mission to Viet Nam as a U.S. consultant on the construction of a communications network.

NBC & ABC Affiliate Sessions: NBC-TV's meeting for affiliates before the NAB convention stressed "diversity" in programming, tailored to the Washington setting. After a rundown on the fall schedule by NBC executives, producers & talent, Chmn. Robert Sarnoff summarized:

"We have heavy commitments & heavy sales. This is going to be our year." He said there would be a "well-rounded schedule of news & public affairs" and asserted "we have no fear how our affiliates will fare under govt. scrutiny." He urged affiliates to consider "program balance" and to "be diligent about what you add to the network schedule." And, he said, "we must guard against over-commercialization."

"The govt. shouldn't tell us what to program," Sarnoff said, "and the only way to hold the line is self-regulation & self-improvement."

The ABC-TV affiliates group heard a strong top-executive pitch, including word from AB-PT Pres. Leonard Goldenson, stressing "youth" & "growth." Goldenson noted that ABC had financial interests in 19 foreign stations, hoped to increase the number to 38—to be ready when satellites bring instant global networking.

Pres. Oliver Treyz had 2 main points: (1) ABC-TV's audience has a higher percentage of post-war families than either of the other networks. (2) ABC-TV needs more full-time affiliates & clearances.

Other executives used rating figures in an effort to wean affiliates from CBS & NBC, showing how stations achieved sharp increases after switching to ABC-TV in Salt Lake City, Boston, Milwaukee, etc.

ABC announced that more than 95% of its affiliates had agreed in writing not to triple-spot in 40-sec. station breaks. The affiliates elected as Chmn. John F. Dille Jr., WSJV South Bend, Ind. He succeeds Howard W. Maschmeier, WNHC-TV New Haven.

Morency Honored: TV-radio-NAB veteran Paul W. Morency (WTIC-TV & WTIC Hartford) has been awarded a special Broadcast Pioneers citation for "leadership over the years." The Travelers Bestg. Service Corp. pres. was ill & unable to be on hand for the presentation at NAB's Washington convention, but the award was accepted for him by Gladden W. Baker of Travelers. At another meeting in conjunction with the convention, the Society of TV Pioneers re-elected all officers & directors at its traditional breakfast. The board is headed by W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). CBS radio Pres. Arthur Hull Hayes is the incoming Broadcast Pioneers pres.

"Summit Meeting" for World TV: The international assembly of the Academy of TV Arts & Sciences will hold a top-level meeting of world TV leaders Nov. 4-11 with U.N. Ambassador Adlai Stevenson as principal speaker. Alfred Stern, NBC enterprises vp, announced participation commitments from TV organizations in 10 countries: Great Britain, Japan, Canada, Argentina, West Germany, Panama, Australia, Belgium, Venezuela and Colombia. Puerto Rico also will be represented. The assembly, chaired by Ed Sullivan, has no U.S. govt. affiliation, and plans to subsidize itself by selling a telecast of the conference to the 3 networks.

More Uhf Bids Asked: Contractor bids on making & installing a special uhf-project directional antenna atop N.Y.'s Empire State Bldg. are sought by FCC, which said it plans to put it into test use Sept. 1. The Commission also set a May 31 deadline for quotations on radio frequency amplifiers to be used in the N.Y. project.

APBE Re-elects Linton: Meeting in advance of NAB's convention in Washington, the affiliated Assn. for Professional Bestg. Education re-elected Pres. Bruce A. Linton of the U. of Kan. TV-radio-film department. NAB Industry Affairs vp Howard H. Bell was named APBE exec. secy. Other officers: Vp, Harold Niven, U. of Wash.; Secy.-treas., W. Earl Dougherty, radio KXEO Mexico, Mo. Dougherty and W. C. Swartley of WBZ-TV & WBZ Boston were designated by NAB Pres. LeRoy Collins for new 3-year terms as board members. Speakers at the APBE sessions included NBC's Washington news mgr. Elmer W. Lower and exiled Cuban broadcaster Goar Mestre. Lower said that in the U.S. "politics & broadcasting have become inseparable bedfellows," that the impact of TV & radio on future Presidential elections will be even greater than it was in 1960. Mestre related how Fidel Castro had taken over Cuban broadcast facilities to pervert them to his own uses. A former supporter of Castro, he also criticized U.S. policies in Latin America.

TIO Reports: Schedules of their "better" programming are now being produced by stations in 26 markets, reported Louis Hausman, dir. of TIO, at the NAB convention. The schedules go to 135,000 opinion makers & community leaders. Hausman also reported that TIO's continuing study of 2,000 American homes by the Psychological Corp. indicated another increase in the number of people who think TV programming is getting better. The figures: 1959—18%; 1960—20%; 1961—23%. Hausman said TV is presently making it possible for 46 million American families to have cultural experiences which were available only 15 years ago to a relatively tiny group limited by geography & income.

TV Board Names Martin: Dwight W. Martin (WAFB-TV Baton Rouge) stepped up last week to the chairmanship of NAB's TV Board, succeeding W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). Martin was co-chairman of the NAB convention and had been TV Board vice chairman. Succeeding him as vice chairman was William B. Quarton (WMT-TV Cedar Rapids-Waterloo). Re-elected to the board were NAB Chmn. Clair R. McCollough (Steinman Stations) & Rogers. New members named: James D. Russell (KKTU Colorado Springs-Pueblo) & Robert F. Wright (WTOK-TV Meridian, Miss.).

IAAB Proclaims "Emergency": A "declaration of Washington," calling on Western Hemisphere broadcasters to rally against communist subversion in Cuba & elsewhere, has been issued by the Inter-American Assn. of Bestrs. Released during NAB's Washington convention, the manifesto was adopted by IAAB delegates from 21 countries—many of whom participated in the NAB sessions. It "declares a state of emergency & proclaims the positive duty of every member to contribute to the defense of the democratic system of representative governments, using the means they have at hand for its protection." Peoples Bestg. Corp. Pres. Herbert E. Evans represents NAB on the IAAB directive council. Delegates to IAAB's general assembly preceding the NAB convention presented Evans with a gold watch in appreciation of his services.

NAB Wins RFE Award: A special award to NAB for its help in promoting the Radio Free Europe Fund was presented to Pres. LeRoy Collins at the Washington convention. In giving the award to Collins, Westinghouse Bestg. Co. Pres. Donald H. McGannon, who heads "Broadcasters for RFE," said the industry's response to the RFE campaign in the U.S. was "nothing short of phenomenal."

More about

STEREO STATION EQUIPMENT: There won't be any shortage of equipment to convert FM stations to the new FCC stereocasting standards, judging by the manufacturers' displays at the NAB convention last week. And there won't be any hurry to buy it either, judging by the attitude of FM broadcasters who shopped the equipment exhibits but were reluctant about placing orders for new gear about which very little information was available (see p. 3).

Some orders were placed for hurry-up delivery of hand-made prototype equipment by stations which wanted to be first in their areas, but most FM broadcasters seemed willing to wait until equipment makers' claims could be studied and prices compared. Highlights of other manufacturers' FM stereo transmitter & studio equipment, as shown & discussed at NAB:

RCA: Showed a transistorized stereo generator at \$975 and stereo matrix unit at \$275. Production units of the generator will be available in Oct., the matrix unit next month. RCA is offering June delivery of pre-production stereo generators at \$1,495. The equipment is designed to work with any RCA FM transmitter ever built. Stereo studio equipment shown by RCA includes transistorized control console, tape recorder, stereo pickups & pre-amps.

ITA: As reported earlier this month (Vol. 17:18 p4), this Lansdowne, Pa. company is offering a stereo generator at \$995, complete stereo exciter unit for \$2,495—the latter for stations without multiplex equipment. Deliveries are being promised in 2-to-3 months. Also shown by ITA: Stereo monitor (\$1,380), 3-channel console (\$1,995).

Standard Electronics: Showed a stereo exciter unit at \$1,700, promising delivery of production units in 60 days. The first pre-production unit was purchased by an unidentified San Francisco station for delivery in 30 days.

Collins Radio: Displayed new 250-watt transmitter with stereo already built in, promising delivery in production quantities by year's end. A spokesman said Collins will also have conversion gear. Stereo console was shown.

GEL: Suppressed-carrier FM converter was shown at \$2,000; production-unit deliveries slated in 6-to-8 months.

Moseley Associates: This Santa Barbara, Cal. manufacturer of multiplex equipment, will have a stereo sub-channel generator at \$1,200 by this summer.

GE, which had been expected to show a transmitter modification kit at the convention, was silent, revealing neither prices nor plans, although it demonstrated the stereo system in a special showing.

Crosby-Teletronics, not represented at the convention, announced meanwhile that it "expects to be the first to deliver a complete line of stereo FM products including transmitters, laboratory & production test equipment, adapters & complete receivers."

Bartley Stereo Winner: Awarded a Westinghouse stereo set in *Radio-TV Daily's* daily drawing during the NAB convention, FCC Comr. Robert Bartley was asked by reporters whether he saw any problem under President Kennedy's new "ethics" rules. Said Bartley: "I don't think this presents any problem. Anyone could have won it, and I am told the drawing was completely fair."

Awards: To NBC, NBC-TV and affiliates—the Distinguished Service Award of the President's Committee on Employment of the Physically Handicapped.

More about

NEW TV TAPE EQUIPMENT: Highlights of TV-tape improvements launched at last week's NAB convention (see p. 4):

RCA showed both less expensive & more deluxe TV tape recorders. In addition to the standard model, now priced at \$44,900, RCA showed an incompatible 2-head tape recorder for closed-circuit use (non-EIA signal) at \$17,500 (delivery in 6 months), a stripped-down compatible 4-head recorder (also for closed-circuit) at \$27,500, a deluxe all-transistorized developmental console recorder in a single cabinet at \$59,500 (delivery in 2 years). RCA TV-tape accessories include the Pix Lock system (\$4,295) for synchronizing tape machine with any external picture source, for fades, laps & dissolves without rollover or loss of sync; Automatic Timing Control (\$4,500) which removes skew, scalloping, residual errors from picture.

Among Ampex's new developments are a closed-circuit single-head recorder (not shown at convention) at \$21,000; a new simplified upright model VTR at \$41,950; the AMTEC time element compensator (developed by CBS) at \$7,570, which automatically removes geometrical distortion on a line-by-line basis; the compact Colortec color-playback converter at \$9,750. In developmental stage is a Selective-Editing Accessory making possible electronic editing on a frame-to-frame basis, providing 2-camera effects with a single camera and recorder and possibly making possible animation on tape; when available, it will cost about \$2,500.

Stations

MST Renames Harris: Jack Harris (KPRC-TV Houston) was re-elected pres. of the Assn. of Maximum Service Telecasters at a directors' meeting held in conjunction with NAB's Washington convention. Also renamed were 1st vp Charles H. Crutchfield (WBTV Charlotte), secy.-treas. Harold Essex (WSJS-TV Winston-Salem) and asst. secy.-treas. Lester W. Lindow, who also is exec. director. Lawrence H. Rogers II (WKRC-TV Cincinnati) replaced Donald D. Davis (KMBC-TV Kansas City) as 2nd vp. In a report to MST members, Lindow said farm organizations are lining up solidly with the organization in pushing for big-station TV coverage of farm areas. Among them, he said, are the National Grange, Farm Bureau Federation, Farmers Union, National Council of Farmer Co-operatives.

WWL-TV Answers AFM: American Federation of Musicians has no legal standing to complain to FCC about the use of musicians at WWL-TV New Orleans, the station told the Commission recently (Vol. 17:18 p6). In addition, said the station: "They have merely shown an excessive preoccupation with statistics, coupled with an understandable, though irrelevant, desire to increase employment . . . Their inflexible view of the significance of a program plan proposed 8 years ago results in their absurd demand for 'legally enforceable commitments' which would be contrary to [licensee's] informed, honest and prudent judgment."

TV Music Negotiators: The all-industry committee gearing to negotiate with ASCAP on music fees (Vol. 17:14 p5) has appointed the following as an executive committee to do the actual on-the-spot negotiating: Hamilton Shea, WSWA-TV Harrisonburg, Va., chmn.; John McCoy, Storer; Cliff Kirtland, Transcontinent; Payson Hall, Meredith; Robert Smith, WCYB-TV Bristol, Va.; Allen Hartnick, MetroMedia; William Grant, KOA-TV Denver; Charles Tower, NAB (also secy.).

Congress

TROUBLE FOR JFK'S FCC PLAN: An unexpected groundswell of opposition to President Kennedy's reorganization plans for FCC & other federal regulatory agencies (Vol. 17:19 p3) began developing last week in Congress—particularly among Republicans.

The first formal resolutions of disapproval of the White House proposals cropped up in the Senate & House, either of which can veto any plan by majority vote by the end of June. Public hearings on the schemes to speed up agency processes were set in both Senate & House, a 3rd set of hearings was likely—and the President's agency advisor James M. Landis was subjected on Capitol Hill to private cross-examination about White House intentions.

Resolutions (S. Res. 142-3) disapproving Reorganization Plans Nos. 2 (covering FCC) & 3 (covering CAB) were submitted by Sens. Case & Mundt (R-S.D.). In the House, Rep. Hoffman (R-Mich.) fired away at all of the plans in resolutions (H. Res. 285-8). They covered not only FCC & CAB but SEC & FTC—Plan No. 4 on FTC having been submitted to Congress by the President May 9, just a day before Hoffman moved to the attack.

Getting the jump on Senate Commerce Communications Chmn. Pastore (D-R.I.), who had already scheduled a May 23 hearing on the FCC plan, Chmn. Dawson (D-Ill.) of the House Govt. Operations Committee meanwhile set hearings starting May 19 on all of the plans. Chmn. McClellan (D-Ark.) of the Senate's Govt. Operations Committee then called its members to a May 18 caucus to plan additional hearings.

Landis Questioned Behind Closed Doors

The House Commerce Committee under Chmn. Harris (D-Ark.) wasn't expected to get into the public-hearing act itself, but Harris planned to turn up at Dawson's hearing this week—as an observer if not as a witness. And the Commerce Regulatory Agencies Subcommittee, also headed by Harris, summoned Landis to the Hill May 11 for 4 hours of closed-session grilling on the plans which he drafted.

Also present at the private House Subcommittee session—but not called on by Harris to say anything—were FCC Chmn. Minow & all other Commission members except Comr. Lee. Minow was asked by Harris to come back for another executive session for questioning on the FCC plan May 16—and the invitation was extended to any other FCC member who wants to talk about it.

When the 4-hour meeting with Landis was over, Harris told newsmen that "some of the objectives of the proposed reorganizations are very good" but that he "can't say I prefer the methods." Rep. Springer (R-Ill.) chimed in that "one-man commissions" might result from the proposed reorganizations. "The party that controls the chairman under these new plans controls the commission," Springer said. "It could be dangerous."

Landis himself was reported to have argued stoutly at the closed session that both the intent & language of all of the plans were sound. One of the other participants in the meeting in Commerce Committee offices told us that nobody suggested that the plans be withdrawn by the White House for revision—and that Landis gave no hint that he'd even think of such a thing.

Subcommittee fire on the plans was reported centered—by Harris & other members—on provisions abolishing procedural rights to FCC hearings by parties in adjudicatory cases which are decided at staff levels under authority delegated by the Commission chairman.

"There would be legal difficulties under the FCC plan as written," one Subcommittee source told us. "They might not come up under the plans for the other agencies, but mandatory-hearing provisions of the Communications Act would still be standing even if the FCC plan becomes effective."

It's unusual for Congress to turn down a President's reorganization plan at any time. It would be particularly surprising this early in the Kennedy administration for a revolt to develop to the point where any of the new President's plans would be rejected. "But there's a chance of it now," our Subcommittee source told us.

"Influence" Hearings Set: After a 5-month delay, House Commerce Committee Chmn. Harris (D-Ark.) will open hearings next month on his omnibus measure (HR-14) to rid FCC, FTC, SEC, CAB and FPC of backdoor influences. He scheduled June 6-9 sessions on the bill—introduced at the start of the 87th Congress in January (Vol. 17:2 p2)—to tighten up *ex-parte* regulations in existing laws covering the regulatory agencies. Harris also said his Committee would look over broad conflict-of-interest proposals recommended by President Kennedy in his special "ethics" message to Congress last month (Vol. 17:18 p2). On the Senate side, Judiciary Administrative Practice & Procedure Subcommittee Chmn. Carroll (D-Colo.) meanwhile proposed a 3-point agency-reform package of legislation. Carroll's proposals would: (1) Increase terms of agency members to 10 years. (2) Outlaw back-door approaches to decision-making agency members & staffers. (3) Implement the President's authority to enforce good-conduct standards.

Free Time Up Again: Long-dormant proposals that TV & radio be required to provide free time to political parties during election campaigns have been revived in the Senate. Sen. Gore (D-Tenn.) said at a hearing by the Rules & Administration Elections Subcommittee that he thought such a free-time guarantee should be written into station grants & renewals. Last year the Senate Commerce Communications Subcommittee knocked down similar proposals requiring free prime time for Presidential candidates (Vol. 16:21 p2). Gore brought up the subject again during testimony on election-reform bills, including one (S-227) by Senate majority leader Mansfield (D-Mont.) providing \$1-million govt. subsidies to help major parties pay for broadcast time (Vol. 17:13 p15).

TV Blackout Proposed: Another bill to put professional baseball & football under the same antitrust exemptions—and permit TV blackouts of some games—has been introduced by Sen. Hart (D-Mich.). Co-sponsored by Sens. Keating (R-N.Y.), Humphrey (D-Minn.) and Dirksen (R-Ill.), the measure (S-1856) would protect college football from TV competition on traditional Fri.-Sat. game days. It specifies that a pro game on any day except Sunday couldn't be telecast within 75 miles of an intercollegiate game site without the home-college's permission.

Network Controls Sought: Rep. Bennett (R-Mich.), ranking minority member of the House Commerce Committee and longtime advocate of FCC regulation of networks, has re-introduced legislation (HR-7003) amending the Communications Act to subject them to "controls designed to assure that their operations are in the public interest."

The FCC

Plugola Rules Proposed: Following up its anti-payola guidelines, drawn for broadcasters in April (Vol. 17:18 p3), FCC last week proposed a 5-point set of rules to require plugola announcements under terms of Harris-Pastore act.

In its planned rule-making (comments due by June 19), FCC said that unless a program itself makes it apparent that somebody has a financial interest in a "service or commodity" plugged on the show, an announcement must be made if any of the following has such an interest:

"(1) The licensee of a station which broadcasts such promotional matters.

"(2) A network which furnishes such promotion matter for broadcasting.

"(3) Any officer, director, or employe of such station, licensee or network.

"(4) Any person who directly or indirectly holds an ownership interest of 10% or more in such station, licensee or network.

"(5) Any person appearing on a program during which such promotional matters is broadcast."

When are program plugs payola? The Commission listed 13 examples—most of them covering plugs which are permissible without announcements:

"(1) A radio network directly or indirectly has an ownership interest in a company engaged in the business of producing phonograph records. A popular music recording produced by that company is played during a program of the network, and program announcer gives the names of the selection, the composer, the performing band, the soloist and the record manufacturer. No announcement is necessary since it is customary to identify musical recordings in this manner.

"(2) Facts as under (1) but the announcer comments favorably on the popularity or appeal or merits of the record. Announcement is necessary where such comments are not customarily made, but not necessary if such matter is customarily interpolated in the program format.

"(3) The parent corporation of a television network is entitled to share in the proceeds of the sale in stores, of a game which is based on a similar game broadcast as a program of that network. During that program it is announced that the same or a similar game of the same name can be bought at stores. Announcement of the network's interest is necessary, since mention of the public sale of the game is not necessary to its performance on the program.

"(4) Facts as under (3) except that instead of the announcement that the game can be bought at stores, copies of it are given away on the program as prizes. An announcement of the network's interest is necessary since it is not necessary to the program that copies of the game be included in the prizes awarded to contestants.

"(5) Facts as under (4), except that the program on which the game is played is sponsored by the company which manufactures the game and the appropriate sponsorship identification is broadcast. Additional announcement is not necessary.

"(6) A person who is the licensee of a radio station owns shares in a publicly held corporation. That corporation sponsors a program broadcast over the station and proper sponsorship identification is made. No additional announcement is necessary.

"(7) A person appearing on a television program not associated with a particular game mentions and praises it. He has an interest in the proceeds from its sale. Announcement is required since its mention is not reasonably necessary to the program and his interest is not otherwise evident to the audience.

"(8) An actor who plays the leading role in a motion picture appears on a television program and mentions the film. The actor is entitled to a percentage of the income from exhibition of the film. No announcement is necessary since it is ordinarily to be expected that the actor will benefit financially from the success of the film.

"(9) The author or publisher of a book appears on a broadcast program and mentions the book. No announcement is necessary since it is readily apparent that the author or publisher will have a financial interest in the proceeds from its sale.

"(10) A singing celebrity appears on a regular or special broadcast program and sings a song which is available on records for sale to the public. No announcement is necessary.

"(11) Facts as under the previous example, but the singer refers to the fact that the song is available on records. Announcement is not necessary, since it is readily apparent that the singer will benefit financially from the sale of the record.

"(12) An employe of a radio or television station has an interest in dance band which performs on a broadcast over the station. Without more, no announcement is necessary.

"(13) Facts as under the preceding example, but the audience is informed that the band plays at a certain dance hall or other place or is available for engagements. Announcement is necessary since the additional matter is not ordinarily necessary to the performance of the band during the broadcast and serves to promote patronage of the band beyond listening to or watching its broadcast performances."

FCC REVISING PROGRAM FORM: After talking with NAB & FCBA representatives, FCC has decided to redo its proposed program form and postpone time for comments from June 1 to a date to be set later.

The Commission itself has new ideas and it has been given some by industry. Among them: Separate questions for radio & TV, inclusion of reports on clearances of various kind of network programs, reinstatement of the composite week (instead of the proposed "average" week), more specifics in other areas.

FCC said it would come out with a revised proposal "as quickly as possible." Meanwhile, it said, "no useful purpose would be served by interested parties expending time & effort to comment on the presently outstanding proposals."

Local Notices Clarified: FCC has taken note of some "confusion" among broadcasters on local-notice requirements for hearings on license applications under the Harris-Pastore Act. The Commission reiterated that except in assignment & transfer cases "local notice of hearing must be given in all cases designated for hearing on or after Dec. 13, 1960, even if the application was filed prior to that date." However, FCC said, applicants who filed prior to Dec. 12 but whose hearings weren't designated until then or later "will not be penalized for failure to obtain timely compliance with the local-notice requirement." The Commission granted an extension of time for all such cases—but warned the applicants to "take immediate steps to comply."

Agency Parley Planned: The first plenary session of the Administrative Conference of the U.S., set up by President Kennedy to recommend improvements in regulatory-agency machinery (Vol. 17:19 p15), probably will be held in Washington in late June. Court of Appeals Judge E. Barrett Prettyman, Conference chairman, told a D.C. Bar Assn. meeting that the initial session will be followed by another late this year. "If it works," Judge Prettyman said, the 50-member conference can become a permanent watchdog over agency procedures.

WHDH-TV Appeal Refused: The Supreme Court has refused a plea by WHDH-TV Boston to review a Court of Appeals decision sustaining FCC in its "influence" findings that the Ch. 5 CP should be set aside (Vol. 17:5 p3).

Auxiliary Services

Medical TV Guides: The Council on Medical TV (33 E. 68th St., N.Y. 21) has published 5 papers distributed at its 3rd annual meeting at Bethesda, Md. (Vol. 17:16 p7). Available without charge from exec. secy John K. MacKenzie, they are: *Progress Report of Closed-Circuit-TV Teaching System at Duke U. Medical Center, Preliminary Report on Intramural TV, Staff Summary & Critique of a Study on the Utah Open-Circuit Teleclinics, Medical TV Equipment & Utilization Report and Keynote Speech by Sen. Magnuson (D-Wash.)*.

Cal. Community TV Assn. Elects: Fred Rutledge, Ukiah, pres.; Dean DeFoe, Barstow, vp; Harry Ford, Barstow, secy-treas. Meeting in Sacramento April 23-24, the group lunched with state senators & assemblymen, discussed the formation of a Southwestern Regional Community TV Assn., to include Cal., Ariz., N.M. and Utah.

Networks

Filming Now OK at TV City: CBS-TV, previously prevented by union restrictions from filming its series at its huge Television City in Hollywood, is now free to do so. IBEW, in recent negotiations for a new contract, withdrew its objection to the network's bringing in IATSE workers to film shows. It was an "unwilling departure from previous practice," we were told by Andrew Draghi, business mgr. of Local 45, IBEW, Hollywood, but the union receded from its previous position as part of the over-all settlement.

Thus, CBS-TV, which has had virtually empty stages (Vol. 17:19 p9) can now quarter its film series, such as *Gunsmoke*, *Have Gun—Will Travel*, *Perry Mason* and *Twilight Zone*, at TV City. Currently, the network is paying huge rentals at Hollywood studios.

Red Parade Protest: NBC-TV has been reproved by the Veterans of Foreign Wars for carrying May Day scenes at the Kremlin. In a telegram to network officials, the VFW says: "It seems strange that NBC should ignore Loyalty Day celebrations in the U.S. while stimulating interest in communism through extensive coverage of the Moscow May Day parade." A copy of the protest was sent to Rep. Van Zandt (R-Pa.), former head of the VFW.

NETWORK SALES ACTIVITY

ABC-TV

- Adventures in Paradise, Sun. 10-11 p.m., part. eff. Oct.
Union Carbide (William Esty)
- Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
American Chicle (Ted Bates)
- The Untouchables, Thu. 9:30-10:30 p.m., part. eff. May.
Schick Safety Razor (Compton)
- Cheyenne, Mon. 7:30-8:30 p.m., part. eff. Oct.
Miles Laboratories (Wade)
- Daytime programming, Mon.-Fri., part. eff. May & June.
Clairol (Foote, Cone & Belding)
General Mills (BBDO)
Welch Grape Juice (Richard K. Manoff) ..

NBC-TV

- Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-
sponsorship eff. Sept. 29.
Gulf Oil (Young & Rubicam)
- Robert Taylor's Detectives, Fri. 8:30-9:30 p.m.; Laramie,
Tue. 7:30-8:30 p.m., part. eff. Oct. & Nov.
Pittsburgh Plate Glass (Maxon)
- Daytime programming, Mon.-Fri., part. eff. June & Sept.
Norwich Pharmacal (Benton & Bowles)
Bon Ami (Hoyt Associates)

CBS-TV

- Candid Camera, Sun. 10-10:30 p.m., co-sponsorship eff. fall.
Lever Bros. (J. Walter Thompson)
Bristol-Myers (Young & Rubicam)
- The New Breed, Tue. 9-10 p.m., part. eff. fall.
Brown & Williamson (Ted Bates)
Johnson & Johnson (Young & Rubicam)
Miles Laboratories (Wade)
Scott Paper (J. Walter Thompson)
- Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
Du Pont (N. W. Ayer)
- Mister Ed, Sun. 6:30-7 p.m., co-sponsorship eff. Oct. 1.
Studebaker-Packard (D'Arcy)
- Daytime programming, Mon.-Fri., part. eff. Sept. 16.
Colorforms (Kudner)

CBS Into Arbitron Orbit: The rare occasions on which all 3 TV networks simultaneously carry the same news event provide a fine opportunity to measure the competitive audience-attracting qualities of a network's general news "image." Such an occasion was the May 5 sub-orbital space shot from Cape Canaveral with its 3-network pool coverage. On first yardsticks, CBS-TV seemed to be the winner.

During the first segment of the space shot (10:15-10:30 a.m.), CBS was in front with an Arbitron of 10.8 vs. 8.4 for NBC and 3.0 for ABC. In the last segment (11:15-11:30 a.m.) CBS was still ahead in Arbitron with 14.5 vs. 11.5 for NBC and 3.8 for ABC. CBS also led in the rating race that night with space specials, drawing a 22.7 Arbitron for a 10:30-11 p.m. *Eyewitness to History* vs. 15.4 for *Law & Mr. Jones* on ABC and 11.7 for *Michael Shayne* on NBC. A Gulf-sponsored space special at 8 p.m. on NBC-TV drew a 10.6; a space report on ABC-TV at 7:30 drew a 9.6.

Researchers at the runner-up network in such 3-way races usually have a mathematical challenge (or at least an explanation) up their sleeves, and last week NBC was doing this slide-rule bit. NBC's footnotes to the CBS victory, however, made a pair of interesting points: (1) CBS's strong morning rating was helped, NBC said, by a lead-in from the reruns of *I Love Lucy*. The network was in the midst of a *Lucy* show with a 10.8 rating when the pool coverage of the shot began. (2) Since 45% of the "weight" of the 7-city Arbitron panel is concentrated in N.Y., Arbitron ratings tend to favor network popularity in N.Y. at the expense of a national cross-section, NBC added. During the space shot, the WCBS-TV N.Y. audience share was 50% in Arbitron, vs. only 29% for NBC. Out of town, things were different. In the other 6 Arbitron cities, NBC had a 43% audience share, and CBS had a 39%. Also, conspicuously absent from NBC's coverage were Chet Huntley & David Brinkley. Reason: The Canaveral shot was one of the "instant news" shows sponsored by Gulf Oil Co.—and Texaco, a rival, sponsors the nightly Huntley-Brinkley NBC newscasts.

What will really tell the story, NBC feels, is the audience split that will be shown by national Nielsens on the space shot. During last fall's Presidential election-night coverage (another 3-network competitive battleground), the 7-city Arbitrons gave CBS a 36% audience share and NBC a 34% share. When the Nielsens for the same event appeared later, they showed a switch; CBS still had a 36% share, but NBC's share had jumped to 45%. NBC's point: CBS may have won a skirmish at Arbitron creek, but may yet lose the battle of Nielsen bay.

Foreign

Swiss TV Festival: Networks in 20 countries, including U.S., are expected to enter programs in the International TV Festival in Montreux, Switzerland this year, starting May 15. The musical or variety program entries are being kept tightly under wraps, all networks assuming that the time to mention their program is after it has won an award and not before. Entries will be judged by a 7-man jury representing as many nations, the winner receiving "The Golden Rose of Montreux" award and a cash grant of 10,00 Swiss francs.

Malaya Plans TV Assembly: The Minister of Finance has announced intention to authorize the assembly of TVs as one of 4 pioneer industries in the country. The TV assembly companies now planned are reportedly joint ventures of Japanese & Singapore interests.

Advertising

DIXON HITS CODE FAILURES: Self-regulation by broadcasting & other advertising media is a good thing which everybody favors—"provided the concept never becomes too much 'self' & too little 'regulation'"—FTC Chmn. Paul Rand Dixon said last week.

Speaking to the National Assn. of Better Business Bureaus convention in Phoenix, where NAB TV Code Review Board Chmn. E. K. Hartenbower appeared via film (Vol. 17:19 p4), Dixon said he didn't "mean to be cynical," but many instances could be cited in which ad codes "shielded wrong-doing and delayed corrective action" by FTC.

Dixon observed that ANA, AFA, AAW, AAAA and ANPA were represented at the BBB convention along with NAB. He saw this as "a hopeful indication" that business organizations themselves are developing closer working relations for truth in advertising.

Moreover, he said, there's no doubt that "newspapers, magazines and broadcast stations refuse more deceptive advertising every day than the government can enter for investigation." He cited an ANPA report that U.S. & Canadian daily newspapers in 1960 rejected more than \$7.5 million in "hokum advertising." No comparable broadcasting figure was available—but if it were, it "would compare favorably with the printed media," Dixon went on.

Without mentioning NAB by name, Dixon nevertheless said that industry codes setting "a common standard of integrity" run into problems when they are administered by "private organizations dependent for their existence on financial or other contributions from their membership."

Members of such self-regulating organizations agree unanimously that "sin should be exposed & denounced [but there] is less unanimity on which sinners should be exposed," the FTC chief told the BBB convention, adding:

"And human nature being what it is, there is a disinclination on the part of organizations to identify which financial pillars are in need of repair. It is much easier to designate which shrubbery is in need of clipping in order to present a respectable appearance to the public.

"Or, to put it another way, it is extremely difficult, if not impossible, to design an impressive temple where provision must be made for care & feeding of sacred cows.

"I would urge instead that the FTC tend such cows so that the temple can better serve the vast majority of businessmen who have the honor & capacity to police themselves."

Dixon said he's not optimistic enough to tell self-policing industry groups: "Congratulations, boys, we're all doing a dandy job." Instead: "False advertising campaigns run their courses before they are stopped, with the public & sellers of competing products the victims. Our fine police force—self-regulation working hand in hand with government—chalks up another zero. And the triumphant advertiser grins & exchanges congratulations with his advertising agency."

Branham Gives Up Broadcast Div.: Thomas B. Campbell has been named pres. of a new organization formed to take over Branham agency's broadcast div., effective June 30 for an undisclosed price. The un-named company will have its hq in N.Y. and sales offices in Chicago, Detroit, Minneapolis, Atlanta, St. Louis, Dallas, San Francisco & Los Angeles, with present Branham broadcast div. personnel continuing under the new corporation.

Toys-Plus-TV Equals Sales: Leading national toy advertisers have moved to TV "to the virtual exclusion of all other media," TvB reported last week. Only 4 of the top 10 companies used magazines in 1960, the Bureau said, and none used newspapers. TV expenditures of the top 10 toy firms totaled \$4.8 million. Total 1960 gross time billings for network & spot TV were \$7.2 million, up 17% over 1959's \$6.2 million. Biggest toy spender was Mattel, with gross time billings of \$1.4 million, followed by Remco (\$796,990) and Ideal Toy (\$656,550). TvB also reported last week that food & food product advertising made the biggest network-TV dollar gains of all product classifications in the first 2 months of 1961. Gross time billings for January-February were \$22.2 million, compared with \$19.9 million in the like period last year.

Gardner Goes International: Gardner Advertising this month joined the growing list of TV-minded U.S. ad agencies with overseas liaisons. A "business association" with Basil Butler Co. Ltd. of London provides for a mutual stock exchange. Each agency will acquire "a substantial, non-controlling interest" in the other. Basil Butler, one of the first British agencies to start a commercial TV dept. & install closed-circuit TV, had 1960 billings of \$5 million. Gardner's billings were \$42.7 million. "We believe the day is not far off when most manufacturers will be engaged in international marketing," said Gardner Pres. Charles E. Claggett. "With that will come the need for ad agencies equipped to deal with international marketing problems." Operating under the same theory, Campbell-Ewald recently formed an international department. Based in N.Y., the new division will be headed by Monte Johnson, former Robert Otto & Co. executive.

Magazines Up 10.3%: While TvB was lauding TV's ad-getting superiority over newspapers (Vol. 17:19), Magazine Advertising Bureau was patting its own print medium on the back. The 100 leading magazine advertisers spent \$393.7 million in 1960—an increase of 10.3% from \$356.9 million in 1959, MAB said. General Motors was the biggest magazine advertiser, with billings of \$39.1 million, followed by Chrysler (\$13 million), Ford (\$11.7 million) and AT&T (\$11.1 million).

Non-Daily Newspapers Up: They rose 700,000 in circulation in 1960 over 1959, reports *N. W. Ayer's 93rd Directory of Newspapers & Periodicals*. The field, comprising English-language weeklies, semi-weeklies and tri-weeklies, had a total circulation of 23.5 million. Although total circulation rose, the number of publications in the field dropped 22 to 9,331. Free newspapers in this category (including shopper's guides) rose 76 in '59 to 653 in '60.

Add TV-Impact Testimonials: Robert Bovier, a gunsmith in Lafayette, Ind., said he was so engrossed in watching a TV program recently that he did not hear burglars drilling their way into his store. The thieves stole 8 pistols, 6 rifles, 9 shotguns and several boxes of cartridges.

Ad People: Charles A. Winchester named vp & TV-radio supervisor, Doherty, Clifford, Steers & Shenfield . . . John Hoagland, Ogilvy, Benson & Mather vp, named bcstg. dir. . . Richard D. Wylly elected a senior vp, Sullivan, Stauffer, Colwell & Bayles. George Frey resigned as network relations vp, will act as consultant to the agency, . . . L. E. Miller named Ted Bates vp . . . Laurence Frerk, ex-WPTA Fort Wayne, named asst. promotion & merchandising mgr., Needham, Louis & Broby TV-radio programming dept.

Programming

Crosby Scores 'Petulant' Programming: Bing Crosby has accused networks and/or agencies of "petulant" programming in slotting specials opposite each other. Never again, he told us last week, would he agree to his show being put in such a position. Crosby's ABC-TV special last March 20 was opposite Ingrid Bergman's *24 Hours in a Woman's Life* on CBS-TV.

Not only do ratings of competing specials suffer; the public is deprived of an opportunity to watch both shows, said the singer. "We won't do it again; we won't sign a contract until we know where the show is slotted," he said.

The normally easy-going Crosby said his special was slotted opposite Miss Bergman's due to a combination of factors. "Originally the agency didn't want to buck the Johansson-Patterson fight, although I don't know why; that was on closed-circuit and only about 1.5 million people saw it," he noted. "Then the networks started taking pot shots at each other. They're petulant. There were only 2 specials on that week, and they put them on against each other." As for his TV plans for next season, Crosby informed us he will film a special in Ireland this summer with an all-Irish cast. It will be telecast on St. Patrick's Day—March 17. His other ABC-TV special will be a Christmas show. Crosby's production company sold the 60-min. *Ben Casey* series to ABC-TV for next fall, and production begins on that as soon as possible.

Crosby, who recently golfed with President Kennedy, analyzed: "He would be a good golfer if he had the time to devote to it."



CBS Buys "Power & the Glory": Producer David Susskind, who recently formed a production & financing alliance with Paramount Pictures (Vol. 17:15 p9), last week found a customer for a project he'd been planning for several months: An adaptation of Graham Greene's *The Power & the Glory*, starring Sir Laurence Olivier. The show, which will be taped & filmed simultaneously and is expected to cost at least \$500,000, will be telecast "this fall," according to CBS. Susskind hopes to use a film version of the program (rather than a tape-to-film transfer) as a future theatrical release. Dale Wasserman has prepared the script adaptation. Actually, it will be the 2nd time that Susskind has produced the Graham Greene story for TV; it was done (with a lower-budget cast) as one of the early productions in *The Play of the Week*, tape-syndicated by NTA. No sponsor for the show was announced by CBS.

Minow Urges Viewers to Express TV Views: FCC Chairman calls on parents to deliver their opinions of programming direct to stations & networks. Replying in the May 13 issue of *TV Guide* to the magazine's April 8 open-letter request for action on TV problems, Minow declared: "If you parents feel the station is emphasizing too much violence, you should say so. Personally, as the father of 3 little girls, I think too many programs teach our youngsters that the solution to most problems is a punch in the jaw or a bullet in the belly. If information shows are rarely carried by your station and you want more information and less entertainment, say so. If you think too much attention is paid to the TV ratings, come forward with your opinions. Most broadcasters want to be responsive to the public and responsible about their use of your airwaves."

Food Sponsor Upstages NBC: Kraft Foods is jumping the gun on NBC's plans to put post-1948 features on the network this fall. As a summer replacement for the 60-min. Perry Como's *Kraft Music Hall*, Kraft's agency, J. Walter Thompson, has assembled a 16-picture package of low-budget British mystery features, and will start airing them on June 14 in the regular Como slot. There are no plans to carry Kraft's all-in-color program & commercial philosophy through the summer; the British films are b&w.

The films have been rounded up, an agency source told us, "from several British independent producers." They will be scheduled under the general title of *Kraft Mystery Theatre*, with Como announcer Frank Gallop (who once MC'd *Lights Out*) as program host. First trimmed-down suspense feature in the series is "The Professionals," with an all-British cast (William Lucas, Andrew Faulds, Colette Wilde). It was produced by Allied Independent Productions, a small British independent noted for fast-action crime films. Some subsequent titles: "Break-Out," "The Desperate Man," "Danger Tomorrow."

According to both NBC and agency sources, the features: (1) Have been shown theatrically in Britain, but not on TV there. (2) Have never been issued theatrically in the U.S. (3) May be shown theatrically in the U.S. if they prove a rating success. (4) Will be cut to 60-min. length for U.S. TV. NBC's own plans for featurecasts on the network are built around a package of post-1948 features from 20th Century-Fox ("On the Riviera," "Titanic," etc.) which will be slotted opposite *Have Gun, Will Travel* & *Gunsmoke* this fall on Saturday nights.

Film & Tape

TV CASUALTY LIST SETS RECORD: A dubious record of 48 axings has been set this season. Of the total, 39 are TV-film series.

NBC-TV leads the networks with 20 of its shows evicted. CBS-TV is runnerup, with 16, and ABC-TV follows with 12.

The heavy toll hasn't hurt most TV-film companies, because they have sold new series. However, it's been a blow for a number which had one series. Among these are Paramount TV, *The Garland Touch*; Shunto Productions, *The Tab Hunter Show*; Filmcraft Productions, Grocho Marx's *You Bet Your Life*; One Step Beyond Productions, *One Step Beyond*; Spartan Productions, *Peter Gunn*.

Actually, Hollywood executives have become fatalistic and expect a heavy casualty list each season because of various factors: The time slot; competition; quality; changing network policies; the fickleness of the public regarding shows which have been on for some time.

Few series can be classified as "veterans" in an industry where durability is a rarity. These few include *GE Theater*, *Walt Disney*, *Lassie*, *The Danny Thomas Show*, *Perry Mason*, *Wagon Train*, *Alfred Hitchcock Presents*, *The Adventures of Ozzie and Harriet*, *Gunsmoke*, *Wells Fargo*, *Have Gun—Will Travel*, *The Ed Sullivan Show*.

Veteran series which fade away after this season include *The Loretta Young Show*; *You Bet Your Life*; *Wyatt Earp*; Ralph Edwards' *This Is Your Life*; *The Dinah Shore Chevy Show*.



Caron Productions has been formed by Four Star Television producer Aaron Spelling and his actress wife, Carolyn Jones.

HOLLYWOOD ROUNDUP

Film's New Production Record: After a year in which it set a record for casualties (see p. 16), the TV-film industry is in the process of chalking up another record—for production volume. The casualty mark is for the season just ending; the production peak for the 1961-62 semester.

A check of series sold for next year indicates an overall production expenditure of approximately \$160 million—topping last year's record of \$150 million. The increase is undoubtedly due to the trend toward higher-budget 60-min. shows. There will be 30 next season, 13 of them new. In addition, Revue Studios has 14 hour shows, which, in its Alcoa series, will be intermingled with 14 half-hours. Revue leads in production volume with 16 series.

Desilu Productions' 13 hour-long Lucille Ball-Desi Arnaz shows were sold to Australia last week by Charles Michelson, Inc., N.Y. . . . Trojan Productions, in association with Field Education Enterprises, Inc., begins production May 24 at KTTV studios on *The World Book*, a 30-min. series dealing with the universe, science, natural history and biographies. Dr. Frank C. Baxter is featured in the series being co-produced by Trojan Pres. Erwin Buckspan and exec. vp Ralph Andrews.

Format Films producer Herbert Klynn signed Shep Menken to narrate a character in its *The Alvin Show*, scheduled on CBS-TV next fall . . . Television Producers Guild nominated Ben Brady for re-election as president; Everett Freeman, first vp; David Dortort, second vp. The annual election is May 27.

Producer Helen Ainsworth will pilot a series, *Man at the Top*, about a private investigator for the President . . . Roncom Productions exec. producer Alvin Cooperman: "TV has no trends—only treadmills. You're constantly trying to make something else of what already exists."

Revue Studios has resumed production on *Laramie* for next season and begins filming its new *The Tall Man* segments this week. *Laramie* star Bob Fuller has just returned from a personal appearance tour of Japan, where the series is distributed.

20th Century-Fox TV, which puts its 5 series into production this week, has a record number of writers—62—preparing scripts . . . Burt Metcalfe, who plays the groom in MGM-TV's *Father of the Bride*, became a real life groom May 7 when he and Toby Richman were married.

Cayuga Productions has begun production on next season's *Twilight Zone* at MGM . . . NBC-TV's *The Americans* has been canceled.

Benny Gatteys is signed as co-star of *The Boston Terrier*, a Blake Edwards pilot.

People: Mark Daniels and William Davenport were signed to producer-writer contracts by Four Star Television . . . Richard Whorf will direct 38 *My Three Sons* episodes for producer Don Fedderson next season . . . Frank Browne named sales mgr. of the syndication div. of the Los Angeles Times-Mirror Bestg. Co., and will headquarter in N.Y. and Mobile, Ala. . . . Samuel Goldwyn left for N.Y. and conversations regarding the disposal of his movies to TV.

NEW YORK ROUNDUP

Official Films, to "meet the demand for specialized programming," has 7 TV series in the syndication hopper—3 of them based on its recently acquired Paramount newsreel library: (1) *Humor in the News*, a 260-episode, 5-min. series using old Paramount footage. (2) An untitled 30-min., 39-episode biographical series including films on Admiral Byrd and Marshal Rommel. (3) A 29-episode, 60-min. series on "a wide range of subjects" (sample: "The Depression Years") utilizing Paramount news footage. (4) *Africa Now*, a 13-episode, 30-min. series now being shot on location. (5) *Around the World with Deleplane*, a 30-min. travel series in color hosted by news columnist Stanton Deleplane. (6) *Revolutions in Warfare*, a series devoted to changing military methods. (7) *Flight Nurse*, a proposed 30-min. action-adventure series aimed at a 1962-63 network berth. Also included in Official's "\$1 million expansion" are a 20% increase in sales & program-development staffs, and an extension of overseas sales of some 30 series to include Japan & Australia.

William H. Fineshriber, who heads the TV Film Export Committee and is also vp of the Motion Picture Export Assn., left N.Y. May 13 for what was described as "an extended tour of Latin America." One of Fineshriber's main objectives during the trip will be to argue against a new set of telefilm quota regulations issued in Brazil last month which sharply limits the amount of time available on Brazilian TV stations for imported motion picture films during prime-time hours. Fineshriber will also attempt some anti-quota lobbying in Argentina, where a bill passed by the Argentine Senate last October requires that all TV films shown on Argentine TV be dubbed in Argentina. The bill, largely created by pressure from Argentine film unions, is being opposed by the country's principal TV broadcasters, advertisers and agencies.

Seven Arts, the only other packager to unveil a new post-'48 package in Washington, racked up 6 station sales for its 2nd group of Warner Bros. features (Vol. 17:18 p12): WCAU-TV Philadelphia, KENS-TV San Antonio, WKBW-TV Buffalo, KGMB-TV Honolulu, WSOC-TV Charlotte, and KLZ-TV Denver. The latter station also signed for "Films of the 50s—Volume I," buying a total of 91 Warner pictures last week in its first feature-film foray.

CBS Films, to streamline its sales efforts for animated shows & commercials, has formed CBS Animations. The new div. will operate exclusively as a TV animation sales arm with CBS Terrytoons handling all productions & theatrical distribution of cartoons. Tom Judge, one-time head of CBS's production sales unit, which was closed down in January (Vol. 17:4 p11), has been named gen. mgr. of the new TV sales division.

MGM, showcasing its long-awaited post-'48 feature package at NAB last week, sold to all 6 Triangle stations its 30-feature group (Vol. 17:18 p12). Other sales scored by MGM on a 5-year, 5-run basis: WKBW-TV Buffalo, WCKT Miami.

MGM's deal for purchase of NTA Telestudios Ltd. in N.Y. (Vol. 7:19 p12) was finalized last week, effective June 1. The price is understood to be "about \$500,000." The facilities will be used by MGM-TV in a tape-TV commercials expansion, as reported.

Television Digest

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Personals: John F. Dille Jr., WSJV South Bend-Elkhart, Ind., elected chmn., ABC-TV Affiliates Assn. board of governors, succeeding Howard W. Maschmeier, WNHC-TV New Haven, Conn. John T. Gelder Jr., WCHS-TV Charleston, W. Va. named vice chmn. D. A. Noel, WHBQ-TV Memphis, Tenn., appointed secy. Mike Shapiro, WFAA-TV Dallas, treas.

John F. Lynch, ex-CBS News public affairs dir., named exec. asst. to John H. Secondari, ABC News special projects div. exec. producer . . . Ben B. Baylor Jr., ex-WMAL-TV Washington, WANE-TV Fort Wayne and Triangle Publications TV-Radio Div., N.Y., named gen. sales mgr., WVUE New Orleans.

W. Hugh Clark, ex-Young & Rubicam Ltd. TV-radio dir., named sales vp of CTV Canadian TV Network Ltd. . . . Arthur M. Griffin appointed business affairs vp and exec. asst. to the pres., National Educational TV & Radio Center . . . Arden E. Swisher, KMTV Omaha, elected pres., Neb. Bestrs. Assn. . . Harold G. Kern named exec. committee chmn., Hearst Corp. (WBAL-TV & WBAL Baltimore, WISN-TV & WISN Milwaukee, radio WCAE Pittsburgh, 50% of WTAE Pittsburgh). He succeeds the late Martin F. Huberth.

A. L. Hammerschmidt, former NBC engineering facilities vp, named chief engineer, RCA Missile & Surface Radar Div., Moorestown, N.J. . . . J. R. (Jack) Poppele, pres. of radio WAUB Auburn, N.Y. and former VOA dir., elected to board of Teleglobe Pay-TV. Other new board members: Ira Kamen, pres. of Portland Industries Corp.; Gerald Bartell, pres. of Bartell Bestg. System and Macfadden Publications; Lazaar Henkin, N.Y. attorney.

Milton J. Shapp, Jerrold Electronics pres., will receive the annual award of the American Jewish Congress in the Delaware Valley for advancing the aims of democracy . . . Sheldon Smerling, NT&T vp & chief operating officer named a dir.; he'll assume supervision of all theater operations . . . Benedict P. Cottone, Washington TV-radio attorney, and Joseph A. Fanelli, onetime chmn. of U.S. Board of Immigration Appeals, join to form Cottone & Fanelli, using Cottone's offices at 1001 Connecticut Ave. . . . Howard Cowgill, ex-FCC Broadcast Bureau chief, rejoins Washington law firm of Smith, Hennessey & McDonald.

Meetings Next Week: Assn. of Independent Metropolitan Stations spring meeting (May 20-24). Broadmoor Hotel, Colorado Springs, Colo. • IRE National Symposium on Global Communications (22-24). Hotel Sherman, Chicago • Best. Advertising Club of Chicago luncheon meeting (24). CBS Pres. Frank Stanton will speak. Sheraton-Towers, Chicago • Iowa Bestrs. Assn. annual convention (25-26). FCC Comr. Robert T. Bartley will speak. Roosevelt Hotel, Cedar Rapids • Radio-TV News Dirs. of the Carolinas annual meeting (26-27). Francis Marion Hotel, Charleston, S.C. • Pa. Assn. of Bestrs. annual convention (21-23). Sen. Hugh D. Scott Jr. (R-Pa.) and Drew Pearson will speak. Nittany Lion Inn, State College, Pa. • Electronics Parts Distributors Show (21-24). Hilton, Chicago.

Hollywood Ad Club Nominees for Annual Election: George Allen of Guild, Bascom & Bonfigli and Harry White of Western Airlines, for Pres.; Robert Light, Southern Cal. Bestrs. Assn., and Jack Lucas, *Valley Citizen-News*, first vp; Oliver Crawford, *TV Guide*, and Bob Sutton, radio KNX Los Angeles for second vp.

Obituary

Mrs. George C. McConnaughey, 62, wife of the former FCC Chairman, died May 7 at her home in Columbus, Ohio. Surviving are her husband and 2 sons.

Educational Television

Tape-Swap Among NET Outlets: A taped-program interchange between ETV stations is being developed by the National ETV & Radio Center. John F. White, NET pres., is expected to announce this week (May 15) a fund-raising campaign for the new service, which will be "separate from but parallel to" NET's present national distribution of its own taped programs to 51 ETV outlets. Reason for the ETV interchange, according to White: "Continued requests from many of our affiliates who wish to supplement their local TV instruction with the finest TV teaching produced elsewhere."

TV Reduces Illiteracy: Illiterate adults in the South are learning as much in 8 months from TV courses as average primary-school students absorb in 25 months in classrooms, according to Mrs. Pauline Jones Hord. A consultant on programs in the area, she told the International Reading Assn. in St. Louis that experimental literacy projects started in 1956 on educational WKNO-TV (Ch. 10) Memphis have been so successful that 10 commercial stations in the South now are rebroadcasting the TV lessons.

TelePrompter's Collegiate System: TelePrompter Corp. will design & install an audio-visual instruction center featuring several multi-screen projection units for the new Chicago Teachers College. The system will integrate the use of large-screen 3-sided TV, slides, motion pictures, and other devices, including a "classroom recorder" system to measure student comprehension. This last is a push-button device, akin to TelePrompter's pay-TV system, by which students record responses.

Washington ETV Application: With fanfare at FCC offices, Greater Washington Education TV Assn. filed its application for Ch. 26 on May 8. FCC and the group will also sponsor an exhibit at the Commerce Dept., inviting manufacturers to show uhf receiving equipment.

ETV Primer: *Teach with Television*, by Lawrence F. Costello & George N. Gordon, Hastings House (192 pp.).

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

SEARS ROEBUCK WILL OFFER COLOR: Joining the swing to color this fall will be the world's largest consumer-goods merchandising operation, Sears, Roebuck & Co. At press time, few details were available, except that company has decided on "limited introduction" of color TV late this fall.

Sets will probably be sold under Sears' Silver tone label—but it's not known what company will make them. Sears is largest stockholder in 2 consumer electronics suppliers—Warwick Mfg. Co. and Pacific Mercury Electronics—both of which manufacture Silvertone sets. But Sears also occasionally buys such equipment from other manufacturers. It's good guess that Sears' color sets will be made either by RCA or Warwick. No price information is available yet, nor is it known whether color sets will be offered by catalog as well as in retail stores.

Sears' biggest nationwide competitor, Montgomery Ward & Co., has been offering RCA color sets in about 50 of its retail stores for 2 years, and apparently has no immediate plans to offer color more extensively (Vol. 17:11 p16).

FM STEREO ADAPTERS SHOWN: FM continues to occupy consumer electronics spotlight—with 2 demonstrations at last week's NAB convention in Washington (see p. 3), showings of first commercial adapters, and plenty of comments & confusion. Here are highlights of last week's developments:

(1) Adapters shown: Two quality component manufacturers—H. H. Scott and Fisher—showed prototype stereo adapters to broadcasters at the convention. Now in pilot production, Scott's adapters will be on market in 3 weeks. They're designed & recommended for Scott FM tuners only, have 5 tubes and will be priced at \$99.50. Fisher adapter lists at \$89.95, has 4 tubes, is recommended for use with all sets having ratio detector design. It features "stereo beacon"—pilot light which indicates tuned station is broadcasting stereo. First mass-market FM stereo sets probably will be shown this week at Admiral's Las Vegas dealer convention, with more component adapters due next week at Parts Show in Chicago. Bell Sound Div. (Thompson Ramo Wooldridge) will show \$40 unit there.

(2) Patents, licenses & claims. There are indications that Zenith & GE are willing to bury the hatchet in the "who-invented-stereo" hassle (Vol. 17:19 p19). GE's William Clemmons said his company had notified FCC it's willing to sit down with FTC and discuss Zenith's recent complaint. Meanwhile, Crosby Teletronics, still claiming "the only FM stereo patent," held an FM stereo symposium for its 21 licensees May 12. At last report, only Pilot Radio had signed up for GE's May 15 symposium—other manufacturers balking at the \$1,000 registration fee, to be credited against royalty payments to GE (Vol. 17:19 p19). Crosby Teletronics announced it will start deliveries of its own stereo adapters this month, to be followed by a complete line of stereo FM products.

(3) Sources of Supply. The small manufacturer who wants to buy ready-made stereo adapters for conversion of his own-made FM tuners or inclusion in his own sets apparently has no source of supply at the moment. Such major suppliers of FM front ends as Standard Kollsman have no plans to make adapters for sale to manufacturers, but they're studying both technical requirements and demand.

(4) Adapter circuits offered. GE Receiving Tube Dept. announced it had developed adapter & complete stereo set circuitry using its multi-purpose Compacron tubes. Advantages, it said, are small size, lower cost. An adapter design uses one Compacron with function of 2 tubes or one tube & 2 diodes, at 25% below cost of 2 tubes, 10% below cost of tube-diode combination. The department also announced it had developed 12 designs for FM stereo radios using 5-7 Compacrtons, functioning as 11-12 tubes.

(5) Stereo demonstrations. GE & Zenith held separate demonstrations of FCC's chosen stereo sys-

tem at the broadcasters' convention. Both were impressive, with excellent stereo separation and fidelity. Zenith demonstrated use of the system with a simultaneous 3rd channel devoted to functional music.

(6) Dealers warned. In a letter to dealers, Zenith Sales Corp. Pres. Leonard C. Truesdell cautioned against haste and cheap-&-dirty receivers. "It is apparent," said Truesdell, "that some manufacturers are trying to rush this equipment to the market before they have had time to do a complete development job [and] there will be offered to you converters & adapters which quite possibly are not capable of doing a good job. We urge you to wait until you get sufficient information regarding these products so that you will be able to make a knowledgeable decision on what you plan to offer your customers." Truesdell reiterated that Zenith won't offer converters for FM table models because "it would be much cheaper to buy a new set."

(7) Marketing facts. At a pre-NAB panel in Washington, Zenith's Truesdell & GE's Clemmons estimated prices of FM stereo receivers. Truesdell said stereo probably will add \$25-40 to the price of a console, \$50-75 to a table model (bringing price of 2-piece stereo table model to \$150-175). Clemmons estimated stereo set probably will cost about 40% more than a comparable monophonic FM set. Both agreed that there'll always be a market for monophonic FM sets—and that interest in FM generated by stereo probably would actually boom sales of conventional sets.

Survey of GE dealers 2 weeks ago, reported by Clemmons, showed they were all interested in FM stereo but needed education; that they were not concerned about obsolescence of their present FM stock; that they expect FM stereo sets to sell as high as twice the price of monophonic sets.

Consumers are already pre-sold on stereo by phono manufacturers & dealers, Zenith's Truesdell said; they're pre-sold on FM, too, as evidenced by fact that some 15 million FM radios are already in use. Therefore, he reasoned, it shouldn't be difficult to sell public on combination of the two—FM & stereo. Clemmons pointed out that most of the stereo consoles sold last year included FM-AM radis—about 900,000 vs. 700,000 without radios. Many of these are prospects for adapters or complete new FM stereo tuners. Both GE & Zenith spokesmen said they will use FM radio as an advertising medium to sell stereo.

(8) When will it start? There'll be stereo adapters (and possibly complete FM stereo sets) on market before there's any appreciable amount of stereocasting. This was obvious from caution shown by FM broadcasters at convention and from advance delivery dates being quoted for stereo broadcast equipment (see roundup, pp. 3 & 11). We'll keep you informed of first new stereo broadcasting markets as they open up—or before they open up, whenever possible. Keep your eye on San Francisco, N.Y., Chicago, Boston, Washington, Los Angeles. They're almost certain to be among the earliest.

TV-RADIO PRODUCTION: EIA statistics for week ended May 5 (18th week of 1961):

	Apr. 29-May 5	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	110,397	103,418	103,432	1,830,563	2,104,110
Total radio	278,212	298,512	316,261	4,981,481	6,012,232
auto radio	100,944	111,367	110,266	1,553,725	2,374,470

COLUMBIA PHONOS GOING . . . GOING . . . : Reading between the publicity euphemisms, it's clear that CBS Inc. is bidding goodbye to large-scale phonograph operations. Officially, Columbia has announced that a major change in marketing operations becomes effective June 30 when the 2-year-old Columbia Record Dept. expires and its activities are transferred to the Record Division. Vp James J. Shallow, gen. mgr. of the departing dept., has reported that the phonograph line will be marketed through the Columbia Record Club and other division outlets.

So much for the official announcement. Insiders tell us that the decision to wash out the Phonograph Dept. was sudden, unexpected and completely puzzling, considering the department's progress. A CBS executive who should know told us that there probably always will be Columbia-brand phonos, "but the days of selling & marketing instruments in the traditional sense, via distributors & dealers, are over." From here on in, under present planning,

Columbia will retain and/or obtain a few token models and use them to fill out record-phono packages to be offered via the Columbia Record Club and its one-year-old experimental Home Music Library. Still to be decided, we understand, is whether to offer phonos through record distributors as a sideline to record sales.

Our informants disagree with Shallow who assured us last week that "Columbia is not going out of the phono business." Technically, Columbia will continue to sell phonos—but apparently only as a spur to record sales. Shallow told us he would be with the Phonograph Dept. through June 30, "wrapping things up here." Thereafter, he would not reveal his plans. Most of his staff, he said, already had been absorbed by the Record Division. Among them: National sales mgr. Milton Selkowitz who is now gen. mgr. of the Home Music Library.

Columbia's retrenchment involves no liquidation of plant or production facilities, because the company has never produced phonographs. Its Columbia-brand instruments are products of several private-label suppliers.

RETAIL SALES UP: Retail TV sales in March showed a surprising 5.6% upswing from March 1960, according to EIA figures. They indicated sales of 530,105 TVs vs. 501,829 for the same month last year. The retail-sales projections were particularly interesting in light of the fact that EIA's tally of distributor sales to dealers showed a decline in March. If retail sales did increase in March, this rise was not shared at the distributor & manufacturer levels.

EIA figures showed radio retail sales in March nearly 30% above the year-ago level. First-quarter figures showed radio retail sales slightly ahead of last year, TV sales still well behind last year. Production was being held to relatively low levels. The EIA TV-radio production & retail sales figures:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
TOTAL	1,390,811	1,579,447	71,324	139,067	1,382,178	1,600,369

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441

TOTAL .. 3,589,154 4,465,706 1,079,336 1,863,094 2,100,729 2,079,308
 FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127). Three-month total: 166,822 (192,764).

Trade Personal: P. J. (Pat) Casella, former RCA exec. vp and onetime chmn. of RCA Sales Corp., joins Endicott Johnson Corp. as senior sales & mktg. vp . . . H. Edward Rice named operations vp, Philco's govt. & industrial group.

Justin L. Albers named distributor operation services vp, RCA Sales Corp. He assumes the duties previously performed by Robert M. Ryan who has retired as regional finance vp . . . Robert F. Davis named sales mgr., GE TV receiver dept., succeeding Joseph F. Effinger, who has been placed on special assignments. John S. Chamberlin appointed product planning & mkt. research mgr., a new post in the receiver dept. . . . William R. Weir promoted from semiconductors Pacific regional sales mgr. to new post of national sales mgr., Sylvania semiconductor div.

Rear Adm. Rawson Bennett (U.S.N. ret.) named senior vp & engineering dir., Sangamo Electric Co. . . . Glenn E. Ronk named to new post of mktg. dir., Cornell-Dubilier . . . Louis H. Aricon named chief exec. officer of Daystrom's Weston Instruments div., continuing as a Daystrom vp.

Robert A. Elliot resigns as gen. mgr., Erie Distributor div. of Erie Resistor . . . Charles H. Coombe named Eastern sales mgr., Packard Bell home products div. . . . Robert B. Fisk named controller, Raytheon distributor products div. . . . Col. Robert C. Walton (USMC ret.) named to head West Coast office of Radio Engineering Labs . . . John T. Mallen named to new post of entertainment products equipment sales mgr., Sylvania electronic tube div.

H. T. Herick, Westinghouse attorney specializing in collective bargaining, appointed special aide to Asst. Labor Secy. James J. Reynolds . . . John A. Miguel Jr. Zenith Sales Corp. export vp, elected pres., International Trade Club of Chicago . . . Herbert Kabat, Delmonico International exec. vp., leaves May 20 for combination business & pleasure trip around the world.

RCA PREVIEWS 'SETS OF THE 70s': In what amounted to a 1-year progress report on the work of its Advanced Design Center, RCA in N.Y. last week unveiled 8 electronic devices which "are distinct possibilities for the consumer" in the next decade. Tomorrow's sets will be "smaller, thinner, more functional and in complete compatibility with the conception of the homes of the future," said RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. Predicting that the consumer electronics industry alone will "double its current volume (\$10.2 billion) in the next 10 years," he previewed these design concepts of products to come:

(1) Pocket-size, battery-operated color TV receiver-stereo radio set. "Every kid on the block will have one in 10 years . . . we hope," said Tucker P. Madawick, industrial design mgr. & Center director.

(2) Book-size color TV-stereo radio unit with a clock timer, housed in a hinged travel case and nicknamed "The Clamshell."

(3) Color TV set in an attache case with a video-audio tape player to show pre-selected TV shows and sales presentations.

(4) A sort of "Big-Brother-is-watching-you" home communications system which would also receive regular color TV broadcasts.

(5) "24-hour secretary" which the busy executive can use at home to record dictation & instructions and have the taped messages transmitted to his office by radio at a pre-set time. It uses the RCA tape cartridge system.

(6) 5-inch deep, large-screen color TV console with the screen covered by a tambour door that is raised or lowered by remote control.

(7) Console combining color TV, stereo radio and a video-audio tape recorder-player that permits the automatic pre-selection of "hear-see" TV tape cartridges.

(8) The "globe trotter"—a flip-over console with large color TV screen "capable of producing signals bounced from satellites" on one side of a 3-inch panel and an international stereo radio on the other.

"It now costs \$10,000, conservatively, to produce one of these sets," said Madawick. "Our greatest challenge is to mass produce them and take them to market at popular prices. But," he added, "after Alan Shepard's breakthrough the other day, anything is possible."

The futuristic sets are based on the anticipated development of thin TV picture tubes having a maximum depth of 4-5 inches (vs. about 18 in. in current tubes). An RCA spokesman reported the lab-development of a b&w kinescope only 2-in. deep. However, he said it produces a picture of rather poor quality and is "very expensive."

Obituary

Joseph K. Godfrey, 61, retired Western Electric Co. executive, died May 10 in Englewood, N.J. after a long illness. He had been in charge of various Western Electric mfg. & engineering programs. Surviving are his wife, a daughter and 2 sons.

Allen R. Eckman, 78, onetime (1940s) PR staffer of RCA Victor div. of RCA, died May 7 in Camden County Hospital, Lakeland, N.J. At his death, he was PR counsel for the city of Camden. Surviving are 3 daughters.

Merle N. Thompson Sr., 56, mgr. of value analysis for Philco, died May 6 in Abington Memorial Hospital, near his home in suburban Philadelphia. He is survived by his wife, a son, his mother, 4 sisters and a brother.

Mergers & Acquisitions: General Instrument has virtually acquired Pyramid Electric (Vol. 12:12 p15), Darlington, S.C. capacitor manufacturer, for approximately 55,000 common shares (GI closed at 51½ May 11). Stockholders of both concerns voted their approval last week, but completion of the amalgamation has been stalled by a minority group of Pyramid's preferred stockholders. They object to the terms and have obtained a temporary injunction against Pyramid. More than two-thirds of the outstanding shares of both companies approved the terms: one GI common share for each 17½ shares of Pyramid common, one GI common share for each 6½ shares of Pyramid preferred.

Other merger news last week: Lionel Corp. and Textron Electronics have shelved, "at least for the present," their plans to merge (Vol. 17:18 p15). Lionel Pres. John B. Medaris said it is no longer in Lionel's best interest to merge, following failure of negotiations to resolve several key issues.

Avnet Electronics Pres. Lester Avnet is a principal in the purchasing group, headed by NYSE member J. R. Williston & Beane, which last week acquired control of Bogue Electric Mfg., Paterson, N.J. maker of industrial electronic devices and ground support equipment for aircraft. Avnet was elected chairman of Bogue. The investment group reports it can vote 600,000 of Bogue's 1,177,000 outstanding common shares. Bogue's sales: \$8.9 million in the 11 months to Jan. 31, producing unaudited earnings of \$520,873 (44¢ a share).

Fairchild Camera & Instrument seeks to acquire for cash Curtis Labs and Circle Weld Mfg., both of Los Angeles. Curtis makes precision optical & phonographic equipment. Circle Weld produces a line of bellows elements.

Fairbanks Morse Buys Herold: Assets of the defunct Herold Radio & Electronics Corp., including a lease on a recently constructed 120,000-sq.-ft. plant in Yonkers, N.Y., have been acquired by Fairbanks, Morse & Co., which will consolidate headquarters of its electronics and scale divisions in Yonkers. Former Herold Pres. Roland J. Kalb has been named vp & group executive in charge of the 2 divisions. Much of the Herold personnel will be retained in the new operation. Fairbanks Morse recently entered the closed-circuit TV manufacturing field on the basis of a research & development tie-up with EMI Ltd. (England). FM won't resume Herold's consumer-electronics business.

FAA Bans FM Radios on Planes: One-year edict against use of portables aboard U.S. civil aircraft becomes effective May 25. The Federal Aviation Agency explained last week that the ban resulted from an investigation of the effects of portable electronic devices—radios, dictating machines, tape recorders—used on planes. Tests to date, FAA said, show that only radios having oscillators operating in or near the vhf band—108 to 118 megacycles—affected instruments in various aircraft examined. The oscillator signals in FM sets are within or very near the radio band used in aircraft navigation. The FAA tests show that FM signals were picked up by the plane's internal wiring or by its outside antenna and transmitted to the plane's navigation receivers. The latter are tuned to fixed ground stations. More detailed tests are planned for later this year. (May 11 N.Y. *Times*, reporting on the FAA ban, noted that "2 FM radios of the popular transistor type were found in the rubble of a UAL jet that crashed in Brooklyn last Dec. 16 after colliding with a TWA Constellation.")

Finance

Non-TV Hoffman Eyes Sales Record: Hoffman Electronics, which recently dropped TV & stereo (Vol. 17:14 p18), anticipates record sales this year, Pres. H. Leslie Hoffman told the annual meeting last week. "We cannot be as definitive in our forecast of profits because it is not possible to predict some of the marketing conditions we will encounter," he said. "Our objective is to establish a general profit ratio similar to 1958 & 1959 [about 4% of sales]."

There wasn't a single stockholder protest when Hoffman repeated that the firm had withdrawn from TV & stereo—to stop "a source of dilution of the over-all corporate profit." He said the withdrawal was handled smoothly, without "distress advertising," and accounts receivable with dealers are down to "under \$100,000."

Dr. Bruce Birchard, international trade dir., said that Hoffman has been importing from Hayakawa Electric, Osaka, Japan, a line of 7- & 8-in. transistor radios, which will be augmented with solar-powered transistor radios and other consumer products (such as tape recorders). He also reported a licensing & technical assistance agreement with I.P.E.E. in Argentina under which TVs & radios are being manufactured there. Similar pacts are planned with firms in Uruguay and Brazil.

Admiral's First-Quarter Drop: Admiral sailed back into the black in 1961's first quarter after last year's loss operation (Vol. 17:14 p23)—but the results were less than cheery. Compared with 1960's first quarter, profit plunged 73% on a 12% sales decline (see financial table).

"Our company's prospects for 1961 are tied closely to the national economy which is sensitive to many domestic issues as well as to the rapidly changing international situation," noted Pres. Ross D. Siragusa. "Most of the nation's key economic indicators have been edging upward in recent weeks. The improved state of the economy, combined with our low inventory position, rigid cost reduction program, and newly integrated consumer electronics production should result in continued progress for Admiral during the months ahead."

Tele-Broadcasters Gets 10-Year Loan: It obtained \$630,000 from Narragansett Capital Corp. of Providence, R.I., which also invested \$170,000 in the capital stock of Tele-Broadcasters (radios WPOP Hartford; KUDL Kansas City, Mo.; KALI Pasadena; KOFY San Francisco; Tele-Communications Inc., San Francisco electronics firm).

Reports & Comments Available: General Instrument, review, Hirsch & Co., 25 Broad St., N.Y. 4 • Standard Kollsman, study, D. H. Blair & Co., 42 Broadway, N.Y. 4 • International Resistance, review, Robinson & Co., 42 S. 15th St., Philadelphia 2 • Maxson Electronics, report, H. Hentz & Co., 72 Wall St., N.Y. 5 • Columbia Pictures, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Electronic Assistance Corp., prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Cohu Electronics, memo, Purcell & Co., 50 Broadway, N.Y. 4 • Technicolor, review, Winslow, Cohu & Stetson, 26 Broadway, N.Y. 4 • Burroughs, analysis, Harris, Upham & Co., 120 Broadway, N.Y. 5 • G B Components, offering circular, Warner, Jennings, Mandel & Longstreth, 111 Broadway, N.Y. 6 • Harvey-Wells Corp., offering circular, Schirmer, Atherton & Co., 50 Congress St., Boston 9.

Officers-&Directors stock transactions as reported to SEC for April:

Allied Artists. George N. Blatchford sold 200, held none. George D. Burrows sold 12,100, held 29,686. Sherrill C. Corwin sold 5,400, held 12,000. Roger W. Hurlock bought 400, held 22,100. Edward Morey sold 1,800, held 12,550. Sam Wolf sold 12,000, held 10,000.

American Electronics. Charles L. Jones sold 500, held none.

Amplex. Phillip L. Gundy bought 3,750, held 8,427.

Amphenol-Borg. Lester M. Grether sold 1,100, held none. J. Frank Leach exercised option to buy 500, held 1,350. Fred G. Pace exercised option to buy 400, held 750. William H. Rous exercised option to buy 575, held 1,500. Rodolfo M. Soria exercised option to buy 900, held 1,250.

Arvin Industries. Edward J. Killion bought 125, held 125. Eldo H. Stonecipher exercised option to buy 125, held 2,550. Glenn W. Thompson sold 400, held 5,500.

Avco. M. A. McLaughlin bought 4,000, held 9,900. W. A. Mogensen sold 1,000, held 5,000. James D. Shouse sold 10,000, held 6,980. Curry W. Stoup sold 1,500, held 5,720.

Avnet Electronics. Leonard Carduner sold 400 as custodian for sons, held 414 as custodian for sons, 13,233 personally. Arnold M. Weinstein bought 222, held 1,557.

Beckman Instruments. Robert Erickson exercised option to buy 7,500, held 8,300.

Belcor Instrument. Jack J. Fischer sold 3,000, held 27,770. Donald C. Walton sold 1,500, held 15,871 personally, 1,743 for wife.

Capital Cities Bcstg. James Floyd Fletcher sold 500, held 37,901 personally, 20,195 for wife.

Cinerama. R. G. Kranze bought 500, held 800.

Clarostat. Arthur Richenthal sold 2,760 personally, 219 for wife, for Charles J. Goldstein, held 1,000 personally, none for wife, none for Charles J. Goldstein.

Collins Radio. W. W. Roadhouse sold 234, held none. L. M. Schoon sold 100, held 441. John B. Tuthill sold 100, held 216.

Columbia Pictures. L. J. Barbano sold 10,000 through Fico Corp., in which other officers & directors hold interests, held 104,189 in Fico Corp., none personally. P. N. Lazarus Jr. exercised option to buy 3,773, held 3,773. S. H. Malamed bought 344 through stock purchase plan, held 334. A. Montague sold 600, held 4,366. B. E. Zeeman bought 562 through stock purchase plan and exercised option to buy 1,105 more, held 1,681.

Corning Glass. John F. G. Hicks exercised option to buy 500, held 3,500. Amory Houghton sold 700 from trusts, held 1,034,687 in trusts, 52,350 personally. Charles D. LaFollette exercised option to buy 500, held 12,936.

Daystrom. Richard F. Wehrin bought 100, held 100.

Electronic Research Associates. Max Shapiro sold 2,463, held none.

Electronic Specialty. William H. Burgess sold 10,000, held 135,000.

Richard H. DeLano sold 500, held 7,067. C. Raymond Harmon bought 10,000, held 16,500.

Emerson. Harold Goldberg sold 100, held 2,581.

Filmways. Rodney Erickson received 27,500 in exchange for all Rodney Erickson Enterprises Inc. stock, held 27,500.

GE. Cramer W. LaPierre exercised option to buy 8,202, held 15,277.

Robert Paxton bought 4,723, held 28,450. Robert T. Stevens bought 200, held 700. Clarence L. Walker sold 1,450, held 6,813.

General Instrument. Alois Konecny Jr. sold 1,000, held 5,000.

General Precision Equipment. Joel Dean sold 100, held 400.

General Telephone & Electronics. Theodore E. Brophy exercised option to buy 250, held 250.

Globe-Union. R. W. Conway exercised option to buy 100, held 2,500.

Hazeltine. Alan Hazeltine sold 1,701, held 90. Wilfred M. McFarland sold 300, held 244.

IBM. Walker G. Buckner sold 100 from Foundation, held 469 in foundation, 1,631 in trusts, 2,077 personally. Albert L. Williams exercised option to buy 556, held 3,827.

ITT. George R. Brown bought 1,000 in partnership and 1,000 more for Brown Foundation, held 12,000 in partnership, 9,000 in Brown Foundation, 9,200 in Victoria Gravel Co., 2,000 in Brown Engineering Corp., none personally. Harold S. Genee received 108 as bonus, held 2,236. M. Richard Mitchell received 22 as bonus, sold 400, held 2,770. Paul F. Swantee sold 200, held 3,194.

Ling Temco Electronics. D. H. Byrd bought 1,000, held 74,953.

V. A. Davidson bought 1,000, held 4,931 personally, 145 for wife.

Litton Industries. Roy L. Ash sold 1,000 personally and 500 more as custodian, exchanged 5,000 for mutual fund shares, held 107,794 personally, 1,285 as custodian, 14,178 in partnership. Franklin B. Lincoln bought 5,000 in private transaction, held 5,000. Norman H. Moore exchanged 3,500 for mutual fund shares, held 21,322. Charles B. Thornton sold 500, exchanged 7,000 for mutual fund shares, held 269,126 personally, 31,191 in partnership.

Loew's. Joseph A. Macchia bought 100, held 300.

Loew's Theatres. Lewis Gruber bought 100, held 600. Herbert A. Hofmann bought 200 and 100 more for trust, held 1,200 personally, 1,200 in trust. Arthur M. Tolchin bought 1,000, held 6,500.

Loral Electronics. O. Arthur Koteen sold 200, held 145. Frederick L. Moore sold 468, held 1,452. Sidney Rydell sold 6,000, held 8,295.

MPO Videtronics. Charles L. Hewitt bought 250, held 750.

Magnavox. Richard A. O'Connor sold 3,500, held 83,697.

MGM. Nathan Cummings sold 4,000, held 54,300. Joseph A. Macchia sold 100, held 200. William A. Parker bought 500 in partnership, held 500 in partnership, 1,000 personally. Sol S. Siegel exercised option to buy 6,000, held 6,500. Benjamin Thau sold 4,101, held none. Joseph R. Vogel sold 14,800, held 578.

Microwave Associates. Vessarios Chigas sold 3,400, held 7,215.

James S. Galbraith sold 500, held 500. Herman H. Kahn bought 692, sold 14,600 through Lehman Bros., held 892 personally, none in Lehman Bros. George S. Kariotis sold 1,950, held none. Richard M. Walker sold 2,000, held 33,252.

Minn. Mining & Mfg. Herbert P. Buetow exercised option to buy 8,000, held 86,274. Archibald G. Bush sold 5,000, held 1,803,195 personally, 25,000 in General Guarantee Insurance. Robert L. Westbee exercised option to buy 6,000, held 20,411. Louis F. Weyand sold 100, held 221,975.

National Telefilm Associates. M. N. Leeds bought 100, held 100.

National Theatres & TV. E. V. Klein bought 19,602, held 42,225.

National Video. Harold Cole sold 100, held 600. Arthur E. Dreher sold 100, held 100.

Oak Mfg. William Bessy sold 3,000, held 12,000.

Packard-Bell. Neil H. Jacoby sold 300, held 314.

Paramount Pictures. Y. Frank Freeman sold 200, held 300. Louis A. Novins sold 190, held 491.

Pentron Electronics. Richard F. Dooley sold 1,000, held 363. Marshall Peiros sold 1,000, held 8,400. Kenneth C. Prince sold 1,500, held 4,500. Theodore Rossman sold 3,000 personally and 1,800 more from trusts for children, held 118,000 personally, 9,000 in trusts for children.

Philo. Henry F. Argento sold 3,000, held 876. William Fulton Kurtz bought 100, held 631 personally, 500 in trust.

RCA. John Q. Cannon exercised option to buy 416, held 1,083. Charles M. Odorizzi exercised option to buy 3,000, held 12,305. Douglas Y. Smith exercised option to buy 2,100, held 3,664. Theodore A. Smith bought 1,000, held 3,848.

Raytheon. David D. Coffin exercised option to buy 992, held 2,887. Dean S. Edmonds sold 152, held 39,400. Fritz A. Gross exercised option to buy 233, held 331. Percy L. Spencer sold 1,000, held 1,251.

Reeves Bcstg. & Development. J. D. Hastie sold 12,000, held 76,100.

Rollins Bcstg. John W. Rollins bought 175 as guardian, held 2,425 as guardian, none personally.

Siegler. Merrill L. Bengtson sold 525, held 7,255.

Telectro Industries. Stanley Rosenberg sold 5,800 from July 1960 to March 1961, held 173,450. Harry Sussman sold 4,200 from July 1960 to February 1961, held 175,550.

TelePrompTer. Fred Marton sold 2,000, held 41,643. T. F. McMains bought 300, held 500.

Television Industries. Martin J. Robinson sold 500, held none.

Texas Instruments. Cecil H. Green exchanged 3,000 for mutual fund shares, held 276,410. C. J. Thomsen exchanged 750 for mutual fund shares, held 10,432.

Thompson Ramo Wooldridge. E. C. Brelford exercised option to buy 300, held 1,300. Benjamin W. Chidlaw exercised option to buy 100 and sold 500, held 100. C. L. Kahler exercised option to buy 200, held 200.

M. E. Price exercised option to buy 550, held 1,344.

Trans Lux. Harry Brandt amended January report to state he bought 19,400, held 190,264 personally, 17,850 for wife, 5,250 in Brayic Inc., 210 in Marathon Pictures, 38,989 in foundations.

Transitron Electronic. Hyland Freed sold 100, held none.

20th Century-Fox. C. Elwood McCartney sold 600, held 650. Joseph H. Moskowitz sold 2,000, held 1,200.

Varian Associates. William H. Chandler sold 435, held 750. Francis P. Farquhar sold 1,800, held 10,587 personally, 1,640 as trustee, Clifford V. Heimbucher sold 1,000, held 27,955. Ralph W. Kane sold 200 from joint tenancy, held 1,350 in joint tenancy, 3,095 personally. Richard M. Leonard sold 289, held 26,982. H. Myrl Stearns sold 200, held 27,234 personally, 10 in joint tenancy, 3,800 as trustee.

Victoreen Instrument. David H. Cogan sold 1,000, held 18,561 personally, 601 as custodian for minor son.

Warner Bros. Serge Semenenko sold 200 from trust, held none in trust, 1,800 personally.

Webeco. Titus Haffa disposed of 61,540 to sisters, held 62,554.

Westinghouse. L. B. McCully exercised option to buy 2,250, held 7,350. P. N. Ross sold 121, held none. W. C. Rowland sold 2,000, held 516.

Zenith. Hugh Robertson exercised option to buy 1,500, held 8,083. Joseph S. Wright sold 500, held 4,660.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday May 11, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	26 1/4	28 1/2	Magna Theater	4 1/2	4 5/8
Adler Electronics	19 1/4	21 1/4	Magnetics Inc.	1	1 1/4
Aerovox	13	14 3/4	Maxson	30	32 1/4
Allied Radio	28 1/2	30 7/8	Meredith Pub.	41	45 1/2
Astron Corp.	2 1/2	3	MetroMedia	21	22 1/2
Babcock Electronics	33 1/2	36	Microdot	30	32 1/2
Baird Atomic	20 1/2	22 1/2	Milgo Electronics	26	29 1/4
Cannon Electric	38	40 7/8	Narda Microwave	8 1/4	9 1/2
Capelhart	9 1/2	10 1/2	Newark Electronics	17 1/2	19
Chicago Aerial Ind.	26 1/4	28 1/2	Nuclear of Chicago	43	46 1/2
Control Data Corp.	102	109	Official Films	3 3/4	4 1/8
Cook Electric	14 1/2	15 3/4	Pacific Automation	5	5 3/4
Craig Systems	17 1/2	19 1/2	Pacific Mercury	7 1/2	8 3/8
Crosby Teletronics	6 3/4	7 1/4	Philips Lamp	157 1/4	163 1/2
Dictaphone	31 1/2	34 1/2	Pyramid Electric	2 1/2	3
Digitronics	32	35	Radiation Inc.	30 1/4	32 3/4
Eastern Ind.	20 3/4	21 3/4	Rek-O-Kut	1 3/4	2 1/4
Eitel-McCullough	19	20 3/4	Research Inc.	6 3/4	7 1/2
Elco Corp.	14	15 3/4	Howard W. Sams	50 1/2	54
Electro Instruments	24	27	Sanders Associates	50	54 1/2
Electro Voice	14 1/2	16 1/4	Silicon Transistor	13 1/2	15 3/8
Electronic Associates	34 1/2	37	Herman Smith	14 1/4	15 1/2
Electr. Capital Corp.	56	60	Soroban Engineering	72 1/2	76 3/4
Erie Resistor	14 1/2	16 1/2	Subscriber	15 1/2	17
Executone	23 3/4	25 3/4	Speer Carbon	24	25 7/8
Farrington Mfg.	17	18 3/4	Sprague Electric	75	78 3/4
Foto Video	10 1/2	11 3/4	Sterling TV	4 3/4	4 7/8
Four Star TV	23	25 1/2	Systron-Donner	46 1/2	49 3/4
FXR	20 1/2	22 1/2	Taft Bcstg.	24 1/2	26 3/4
General Devices	15 1/2	17	Taylor Instrument	52 1/2	56 1/2
G-L Electronics	9	10 1/4	Technology Inst.	6 1/4	7 3/8
Granco Products	3 3/4	4 1/4	Tele-Broadcasters	3	3 3/4
Gross Telecasting	22	24 1/2	Telechrome	16 1/2	17 3/8
Hallcrafters	47	50 7/8	Telecomputing	9 3/4	10
Hathaway Instr.	27 1/2	29 3/4	Tlme Inc.	91	95
High Voltage Eng.	182	196	Tracerlab	16 3/4	18 3/8
Infrared Industries	18 1/2	20 3/4	United Artists	7 3/4	8 5/8
Interstate Engineering	27	29 1/2	Universal Trans.	1 1/2	1 7/8
Ionics Inc.	35 1/2	39 3/4	Vitro	30 3/4	33 1/4
Itek	56 1/2	61	Vocaline	2 3/4	3 1/4
Jerrold	8 3/4	9 3/4	Wells-Gardner	29 3/4	32 1/4
Lab for Electronics	62	65 1/2	Wilcox Electric	11 1/4	12 1/4
Leeds & Northrup	39	42	Wometco	24 3/4	27
Lei Inc.	10 3/4	11 1/4			

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
Admiral <i>Story on p. 22</i>	1961—qtr. to Mar. 31	\$ 42,432,930	\$ 302,910	\$ 204,113	\$0.08	2,408,836
	1960—qtr. to Mar. 31	48,413,663	1,599,535	763,375	.32	2,405,971
Amphenol-Borg Electronics	1961—qtr. to Mar. 31	13,767,900	258,735	123,735	.11	1,174,144
	1960—qtr. to Mar. 31	15,562,129	1,647,182	789,182	.67	1,175,774
American Electronics	1961—qtr. to Mar. 31	—	—	30,622	.03	1,177,708
	1960—qtr. to Mar. 31	—	—	204,139	.23	876,880
Canadian Admiral	1960—year to Dec. 31	16,020,669	162,753	(111,430)	—	287,776
	1959—year to Dec. 31	19,366,628	537,472	178,165	.62	287,776
CBS Inc.	1961—qtr. to Mar. 31	126,008,092 ¹	—	6,025,978	.70	8,633,706
	1960—qtr. to Mar. 31	121,077,728	—	6,829,367	.79 ²	8,637,683 ²
Electronics Associates	1960—year to Dec. 31	15,170,722	1,794,150	918,420	1.27	723,470
	1959—year to Dec. 31	14,481,955	1,602,190	803,126	1.11	722,721
Four Star Television	1961—9 mo. to Mar. 31	18,413,564 ¹	—	449,234 ¹	.83	600,000
	1960—9 mo. to Mar. 31	12,233,818	—	281,537	.47	600,000
General Dynamics	1961—qtr. to Mar. 31	507,524,954	8,233,076	4,194,076	.42	9,997,076
	1960—qtr. to Mar. 31	473,368,568	11,614,175	6,164,175	.62	9,945,588
ITT	1961—qtr. to Mar. 31	193,559,000	—	6,640,000 ²	.42 ²	15,698,524
	1960—qtr. to Mar. 31	177,760,000	—	5,871,000	.38	15,534,307
Maxson Electronics	1961—6 mo. to Mar. 31	6,461,448	—	203,696	.27	—
	1960—6 mo. to Mar. 31	9,376,610	—	206,239	.28	—
MetroMedia ⁷	1961—13 wks. to Apr. 2	11,059,589	—	(12,666)	—	1,699,387
	1960—13 wks. to Apr. 3	6,936,936	—	150,689	.09	1,699,012
Minnesota Mining & Mfg.	1961—qtr. to Mar. 31	139,680,358	32,389,082	16,489,082	.32	51,345,909
	1960—qtr. to Mar. 31	128,669,218	32,317,911	16,217,911	.32 ³	51,021,819 ³
Narda Microwave	1961—9 mo. to Mar. 31	—	—	76,615	.13	—
	1960—9 mo. to Mar. 31	—	—	31,905	.05	—
National Union Electric	1961—qtr. to Mar. 31	8,435,293	—	151,028	.03	5,747,579
	1960 ⁴	—	—	—	—	—
Sonotone	1961—qtr. to Mar. 31	4,523,472	—	(89,741)	—	—
	1960—qtr. to Mar. 31	5,363,135	—	175,780	.15 ²	—
Taft Bcstg.	1961—year to Mar. 31	11,100,000	—	1,600,000	1.05	1,488,186
	1960—year to Mar. 31	10,426,310	—	1,413,708	.93	1,488,186

Notes: ¹Record. ²After preferred dividends. ³Adjusted to reflect May-1960 3-for-1 split. ⁴Comparison unavailable because of merger & acquisitions. ⁵Adjusted to reflect stock dividend in 1960's first quarter. ⁶Before special credits totaling \$12.6 million (80¢ a share), representing

first-quarter net from sale of a portion of ITT's investment in Nippon Electric and settlement of Japanese war claims. ⁷Formerly Metropolitan Bcstg. Corp. (Vol. 17:14 p24).

Erie Resistor Gains in First Quarter: Earns \$128,000 (13¢ a share) on \$5.8-million sales in the 13 weeks to April 2. Although comparison year-ago figures are unavailable because of a change this year to reporting in 13-week intervals, the first-quarter performance represents a gain in profit despite a slight decline in sales. Pres.-treas. G. Richard Fryling forecast "favorable" sales & earnings for the balance of the year.

Clarostat Posts 4-Month Gains: Sales & earnings in 1961's first third were "slightly ahead" of Jan.-Apr. 1960. Pres. Victor Mucher told stockholders last week. He predicted that total 1961 performance would top 1960's profit of \$222,932 (49¢ a share) on \$8,487,850 sales (Vol. 17:16).

TelePrompTer Expects Record 1961: After a "promising" first quarter, the outlook is for the "biggest gross & net income of our career," Chmn.-Pres. Irving B. Kahn told the annual meeting recently. Previous records: 1956's \$206,841 profit; 1960's revenues of \$4,841,043. Stockholders approved an increase in authorized capital shares to 1.5 million from one million.

ITT's New World Hq: 320 Park Avenue, N.Y. 22 (Plaza 2-6000). After 33 years at 67 Broad St., ITT has begun the transfer to its new 33-story offices.

DCA Sees Record 1961 Sales: Dynamics Corp. of America's orders in 1961's first third were more than triple the volume of Jan.-Apr. 1960, Chmn.-Pres. R. F. Kelley reported to stockholders. In the 4 months to April 30, orders received totaled \$21,789,000, vs. \$6,470,000 a year earlier. He expects 1961's total sales to top 1960's record \$48.6 million, foresees earnings higher than last year's 50¢ a share. To accommodate the expanding volume, Kelley said, DCA "expects to increase employment [now 4,000] by as much as 25% by year-end." Backlog on April 30 approximated \$31.9 million, he said.

Eitel-McCullough Forecasts 1961 Profit: "Modest" earnings on sales "about the same level" as 1960's \$28.3-million volume are anticipated if present trend continues, Chmn. Jack A. McCullough told the annual meeting last week. The company had a net loss of \$662,961 in 1960 (Vol. 17:18 p18).

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt. Payable		
CBS Inc.	—	\$0.35	Jun. 9	May 26
GPE	Q	.30	Jun. 15	May 26
Minnesota Mining	Q	.15	Jun. 12	May 19
Wurlitzer	Q	.20	Jun. 1	May 12

WEEKLY Television Digest

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

Full Texts of

Addresses by Newton N. Minow Chairman, Federal Communications Commission and LeRoy Collins

President, National Association of Broadcasters

To the 39th Annual Convention of the National Association of Broadcasters
Washington, D.C., May 9 & 8, 1961

CHAIRMAN MINOW'S SPEECH:

Governor Collins, Distinguished Guests, Ladies and Gentlemen:

Thank you for this opportunity to meet with you today. This is my first public address since I took over my new job. When the New Frontiersmen rode into town, I locked myself in my office to do my homework and get my feet wet. But apparently I haven't managed to stay out of hot water. I seem to have detected a certain nervous apprehension about what I might say or do when I emerged from that locked office for this, my maiden station break.

First, let me begin by dispelling a rumor. I was not picked for this job because I regard myself as the fastest draw on the New Frontier.

Second, let me start a rumor. Like you, I have carefully read President Kennedy's messages about the regulatory agencies, conflict of interest, and the dangers of *ex parte* contacts. And of course, we at the Federal Communications Commission will do our part. Indeed, I may even suggest that we change the name of the FCC to The Seven Untouchables!

It may also come as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place.

I can think of easier ways to make a living.
But I cannot think of more satisfying ways.

Broadcasters Must Function as Trustees

I admire your courage—but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as Trustees for 180,000,000 Americans. The public is your beneficiary. If you want to stay on as Trustees, you must deliver a decent return to the public—not only to your stockholders. So, as a representative of the public, your health and your product are among my chief concerns.

As to your health: Let's talk only of television today. 1960 gross broadcast revenues of the television industry were over \$1,268,000,000; profit before taxes was \$243,900,000, an average return on revenue of 19.2%. Compared with 1959, when gross broadcast revenues were \$1,163,900,000, and profit before taxes was \$222,300,000,

an average return on revenue of 19.1%. So, the percentage increase of total revenues from 1959 to 1960 was 9%, and the percentage increase of profit was 9.7%. This, despite a recession. For your investors, the price has indeed been right.

I have confidence in your health.

But not in your product.

It is with this and much more in mind that I come before you today.

One editorialist in the trade press wrote that "the FCC of the New Frontier is going to be one of the toughest FCC's in the history of broadcast regulation." If he meant that we intend to enforce the law in the public interest, let me make it perfectly clear that he is right—we do.

If he meant that we intend to muzzle or censor broadcasting, he is dead wrong.

It would not surprise me if some of you had expected me to come here today and say in effect, "Clean up your own house or the government will do it for you."

Well, in a limited sense, you would be right—I've just said it.

But I want to say to you earnestly that it is not in that spirit that I come before you today, nor is it in that spirit that I intend to serve the FCC.

I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it.

Above all, I am here to uphold and protect the public interest.

Minow Defines "Public Interest"

What do we mean by "the public interest?" Some say the public interest is merely what interests the public. I disagree.

So does your distinguished president, Governor Collins. In a recent speech he said, "Broadcasting to serve the public interest, must have a soul and a conscience, a burning desire to excel, as well as to sell; the urge to build the character, citizenship and intellectual stature of people, as well as to expand the gross national product . . . By no means do I imply that broadcasters disregard the public interest . . . But a much better job can be done, and should be done."

I could not agree more.

And I would add that in today's world, with chaos in Laos and the Congo aflame, with Communist tyranny on our Caribbean doorstep and relentless pressure on our Atlantic alliance, with social and economic problems at home of the gravest nature, yes, and with technological knowledge that makes it possible, as our President has

said, not only to destroy our world but to destroy poverty around the world—in a time of peril and opportunity, the old complacent, unbalanced fare of Action-Adventure and Situation Comedies is simply not good enough.

Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership. In a few years, this exciting industry has grown from a novelty to an instrument of overwhelming impact on the American people. It should be making ready for the kind of leadership that newspapers and magazines assumed years ago, to make our people aware of their world.

Ours has been called the jet age, the atomic age, the space age. It is also, I submit, the television age. And just as history will decide whether the leaders of today's world employed the atom to destroy the world or rebuild it for mankind's benefit, so will history decide whether today's broadcasters employed their powerful voice to enrich the people or debase them.

If I seem today to address myself chiefly to the problems of television, I don't want any of you radio broadcasters to think we've gone to sleep at your switch—we haven't. We still listen. But in recent years most of the controversies and cross-currents in broadcast programming have swirled around television. And so my subject today is the television industry and the public interest.

Like everybody, I wear more than one hat. I am the Chairman of the FCC. I am also a television viewer and the husband and father of other television viewers. I have seen a great many television programs that seemed to me eminently worthwhile, and I am not talking about the much bemoaned good old days of *Playhouse 90* and *Studio One*.

Notes Some Praiseworthy Programming

I am talking about this past season. Some were wonderfully entertaining, such as *The Fabulous Fifties*, the Fred Astaire Show, and the Bing Crosby Special; some were dramatic and moving, such as Conrad's Victory and *Twilight Zone*; some were marvelously informative, such as *The Nation's Future*, *CBS Reports*, and *The Valiant Years*. I could list many more—programs that I am sure everyone here felt enriched his own life and that of his family. When television is good, nothing—not the theater, not the magazines or newspapers—nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, Western badmen, Western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Is there one person in this room who claims that broadcasting can't do better?

Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action adventure", situation comedy, variety, quiz, and movies.

Is there one network president in this room who claims he can't do better?

Well, is there at least one network president who believes that the other networks can't do better?

Gentlemen, your trust accounting with your beneficiaries is overdue.

Never have so few owed so much to so many.

Why is so much of television bad? I have heard

many answers: Demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestioningly, these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them.

Minow's Views on Ratings

I do not accept the idea that the present over-all programming is aimed accurately at the public taste. The ratings tell us only that some people have their television sets turned on and of that number, so many are tuned to one channel and so many to another. They don't tell us what the public might watch if they were offered half a dozen additional choices. A rating, at best, is an indication of how many people saw what you gave them. Unfortunately, it does not reveal the depth of the penetration, or the intensity of reaction, and it never reveals what the acceptance would have been if what you gave them had been better—if all the forces of art and creativity and daring and imagination had been unleashed. I believe in the people's good sense and good taste, and I am not convinced that the people's taste is as low as some of you assume.

My concern with the rating services is not with their accuracy. Perhaps they are accurate. I really don't know. What, then, is wrong with the ratings? It's not been their accuracy—it's been their use.

Certainly, I hope you will agree that ratings should have little influence where children are concerned. The best estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. I repeat—let that sink in—most young children today spend as much time watching television as they do in the schoolroom. It used to be said that there were three great influences on a child: home, school, and church. Today, there is a fourth great influence, and you ladies and gentlemen control it.

If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday school. What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? Is there no room for programs deepening their understanding of children in other lands? Is there no room for a children's news show explaining something about the world to them at their level of understanding? Is there no room for reading the great literature of the past, teaching them the great traditions of freedom? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence, and more violence. Must these be your trademarks? Search your consciences and see if you cannot offer more to your young beneficiaries whose future you guide so many hours each and every day.

What about adult programming and ratings? You know, newspaper publishers take popularity ratings too. The answers are pretty clear: It is almost always the comics, followed by the advice to the lovelorn columns. But, ladies and gentlemen, the news is still on the front page of all newspapers, the editorials are not replaced by more comics, the newspapers have not become one long collection of advice to the lovelorn. Yet newspapers do not need a license from the government to be in business—they do not use public property. But in television—where your responsibilities as public trustees are so plain, the moment that the ratings indicate that Westerns are popular there are new imitations of Westerns on the air faster than the old coaxial cable could take us from Hollywood to New York. Broadcasting cannot continue

to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

Calls For Programming Balance

Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. There are many people in this great country and you must serve all of us. You will get no argument from me if you say that, given a choice between a Western and a symphony, more people will watch the Western. I like Westerns and private eyes too—but a steady diet for the whole country is obviously not in the public interest. We all know that people would more often prefer to be entertained than stimulated or informed. But your obligations are not satisfied if you look only to popularity as a test of what to broadcast. You are not only in show business; you are free to communicate ideas as well as relaxation. You must provide a wider range of choices, more diversity, more alternatives. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

And I would add this—that if some of you persist in a relentless search for the highest rating and the lowest common denominator, you may very well lose your audience. Because, to paraphrase a great American who was recently my law partner, the people are wise, wiser than some of the broadcasters—and politicians—think.

As you may have gathered, I would like to see television improved. But how is this to be brought about? By voluntary action by the broadcasters themselves? By direct government intervention? Or how?

Lists His Fundamental Principals

Let me address myself now to my role not as a viewer but as Chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

First: The people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce. But there is no chip on my shoulder. We live together in perilous, uncertain times; we face together staggering problems; and we must not waste much time now by rehashing the clichés of past controversy. To quarrel over the past is to lose the future.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. I am proud to champion your cause. It is not rare for American businessmen to serve a public trust. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. There are still not enough educational stations, and major centers of the country still lack usable educational channels. If there were a limited number of printing presses in this country, you may be sure that a fair proportion of them would be put to educational use. Educational television has an enormous contribution to make to the future, and I intend to give it a hand along the way. If there is not a nation-wide educational television system in this country, it will not be the fault of the FCC.

Fifth: I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes. Censorship strikes at the tap root of our free society.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. The squandering of our airwaves is no less important than the lavish

waste of any precious natural resource. I intend to take the job of Chairman of the FCC very seriously. I believe in the gravity of my own particular sector of the New Frontier. There will be times perhaps when you will consider that I take myself or my job *too seriously*. Frankly, I don't care if you do. For I am convinced that either one takes this job seriously—or one can be seriously taken.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed *pro forma*. I say to you now: Renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that television enters to tell you and the FCC what's been going on. I want the people—if they are truly interested in the service you give them—to make notes, document cases, tell us the facts. For those few of you who really believe that the public interest is merely what interests the public—I hope that these hearings will arouse no little interest.

The FCC has a fine reserve of monitors—almost 180 million Americans gathered around 56 million sets. If you want those monitors to be your friends at court—it's up to you.

Some of you may say—"Yes, but I still do not know where the line is between a grant of a renewal and the hearing you just spoke of." My answer is: Why should you want to know how close you can come to the edge of the cliff? What the Commission asks of you is to make a conscientious, good faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public service programming. Every one of you serves an area which has local needs—as to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest.

What I've been saying applies to broadcast stations. Now a station break for the networks:

You know your importance in this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than $\frac{3}{4}$ of the available hours.

Will Speed Network Study

You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies. We want the individual stations to be free to meet their legal responsibilities to serve their communities.

I join Governor Collins in his views so well expressed to the advertisers who use the public air. I urge the networks to join him and undertake a very special mission on behalf of this industry: You can tell your advertisers, "This is the high quality we are going to serve—take it or

other people will. If you think you can find a better place to move automobiles, cigarets and soap—go ahead and try.”

Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

The networks can start this industry on the road to freedom from the dictatorship of numbers.

But there is more to the problem than network influences on stations or advertiser influences on networks. I know the problems networks face in trying to clear some of their best programs—the informational programs that exemplify public service. They are your finest hours—whether sustaining or commercial, whether regularly scheduled or special—these are the signs that broadcasting knows the way to leadership. They make the public's trust in you a wise choice.

They should be seen. As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But, if it is simply to carry some old movie, that is an entirely different matter. The Commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming.

We intend to move—and as you know, indeed the FCC was rapidly moving in other new areas before the new administration arrived in Washington. And I want to pay my public respects to my very able predecessor, Fred Ford, and my colleagues on the Commission who have welcomed me to the FCC with warmth and cooperation.

Pledges Full Test of Pay TV

We have approved an experiment with pay TV, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television. Only a foolish prophet would venture to guess the direction they will take, and their effect. But we intend that they shall be explored fully—for they are part of broadcasting's New Frontier.

The questions surrounding pay TV are largely economic. The questions surrounding uhf are largely technological. We are going to give the infant pay TV a chance to prove whether it can offer a useful service; we are going to protect it from those who would strangle it in its crib.

As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf. We will put this sleeping giant to use and in the years ahead we may have twice as many channels operating in cities where now there are only two or three. We may have a half dozen networks instead of three.

I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: With more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public. Programs with a mass market appeal required by mass product advertisers certainly will still be available. But other stations will recognize the need to appeal to more limited markets and to special tastes. In this way, we can all have a much wider range of programs.

Television should thrive on this competition—and the country should benefit from alternative sources of service to the public. And—Governor Collins—I hope the NAB will benefit from many new members.

Another and perhaps the most important frontier: Television will rapidly join the parade into space. International television will be with us soon. No one knows how long it will be until a broadcast from a studio in New York will be viewed in India as well as in Indiana, will be seen in the Congo as it is seen in Chicago. But as surely as we are meeting here today, that day will come—and once again our world will shrink.

What will the people of other countries think of us when they see our Western badmen and good men punching each other in the jaw in between the shooting? What will the Latin American or African child learn of America from our great communications industry? We cannot permit television in its present form to be our voice overseas.

There is your challenge to leadership. You must re-examine some fundamentals of your industry. You must open your minds and open your hearts to the limitless horizons of tomorrow.

Urges Adherences to TV Code

I can suggest some words that should serve to guide you:

“Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.”

“Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society.”

These words are not mine. They are yours. They are taken literally from your own Television Code. They reflect the leadership and aspirations of your own great industry. I urge you to respect them as I do. And I urge you to respect the intelligent and farsighted leadership of Governor LeRoy Collins, and to make this meeting a creative act. I urge you at this meeting and, after you leave, back home, at your stations and your networks, to strive ceaselessly to improve your product and to better serve your viewers, the American people.

I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view. Now more than ever before in broadcasting's history the times demand the best of all of us.

Calls For Revitalized Programming

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

Television in its young life has had many hours of greatness—its *Victory at Sea*, its Army-McCarthy hearings, its “Peter Pan,” its *Kraft Theaters*, its *See it Now*, its *Project 20*, the World Series, its political conventions and campaigns, The Great Debates—and it has had its endless hours of mediocrity and its moments of public disgrace. There are estimates that today the average viewer spends about 200 minutes daily with television, while the average

reader spends 38 minutes with magazines and 40 minutes with newspapers. Television has grown faster than a teen-ager, and now it is time to grow up.

What you gentlemen broadcast through the people's air affects the people's taste, their knowledge, their opinions, their understanding of themselves and of their world. And their future.

The power of instantaneous sight and sound is without precedent in mankind's history. This is an awesome power. It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities, responsibilities which you and I cannot escape.

In his stirring Inaugural Address our President said, "And so, my fellow Americans: Ask not what your country can do for you—ask what you can do for your country."

Ladies and gentlemen:

Ask not what broadcasting can do for you. Ask what you can do for broadcasting.

I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

Do this, and I pledge you our help.

PRESIDENT COLLINS' SPEECH:

Mr. Chairman, members of the Board of the National Association of Broadcasters, delegates and guests—my fellow broadcasters:

May I express first my deep appreciation to all of you for the opportunity to serve as your president.

I am grateful for the confidence of your selection committee, and of your boards. I am grateful also for the magnificent cooperation I have received from our boards and committees, from our headquarters staff and from the rank-and-file members of NAB throughout the land.

You have been understanding of my limitations of inexperience. And you have given me warm encouragement in my determination to help develop a spirit of more positive progress for broadcasting.

It is a pleasure to welcome all of you to our 39th annual national convention. We are especially pleased to have you here in Washington, the site of our NAB headquarters.

I am happy to report to you that our Association membership is considerably larger in every category of active members than ever before in history.

Six weeks ago, I wrote a letter to most of our broadcaster friends who were not members of NAB and asked for their help. The quality and quantity of the replies—as well as the number of stations which have subsequently joined—was a heartening sign that our future strength will be much greater.

Since accepting your presidency, the most frequent question I have been asked, by those within broadcasting and without, has been: "Do you think you are going to like your new job?"

This, my first report to you, may serve as an answer to that.

Yes, I am going to like this job—if:

—if I can talk straight to broadcasters, whether some of them like what I say or not,

—if broadcasters genuinely feel that their interests must always be consistent with the public interest,

—if broadcasters agree that they should not allow themselves to be improperly imposed upon by anyone—by the government, by film producers, by labor unions, by rating services, by advertisers, yes, by anyone,

—if broadcasters genuinely want to be professional, and not just tradesmen striving to make every possible dollar.

Now, if on any of these criteria a majority of you and I do not stand together, then it would save us both much pain and discomfort to realize it now. We cannot close

ranks if we are following different paths, seeking divergent goals.

But on these things I am confident most of us see eye to eye. Too many of you have told me so. Let us, therefore, talk about where we go from here together.

We are engaged in a business having such overriding effect upon the social and economic progress of our nation's people that we cannot in good conscience make our decisions only on the basis of the bottom line of the balance sheet.

Today, broadcasting in America is one of the major factors in the nation's life. Beyond dispute, it is the most powerful and extensive medium of mass communication ever devised.

Yet, the ironic truth is that, within broadcasting and without, it still does not command the recognition and prestige it should deserve.

I propose that we remedy this.

As a first step, we should come to terms with ourselves.

Do we have a professional status?

We know, of course, that to say we are professional people will not make it so.

It has been aptly said that a profession reveals maturity when it becomes *responsible* for the adequate preparation, the competent performance and the ethical behavior of its members.

Beyond this, I feel that if we recognize our unique position—a private enterprise entrusted with the stewardship of perhaps the nation's richest natural resource—and set out to serve the public interest with enthusiasm and dedication, we'll be regarded as the profession we are.

Asks Stations to Editorialize

And what is more, in my judgment, it is this path—and this path only—that in the range of time is going to assure broadcasters of the maximum return on their considerable investments—and even their survival as a free enterprise.

I do not indict broadcasting now as wholly failing to serve the public interest. In many important ways broadcasters now respond magnificently to this challenge.

But, when measured against the full range of our potential, there is still much more we can and should do.

To achieve that full potential, what we broadcast must reflect our maximum strength.

Entertainment is basic, of course. So is informational reporting.

But these are not enough. To combine the ability to entertain with a good conveyor belt for information still falls short.

Let's face it. The reason—the only reason—the print media are regarded with the esteem they enjoy is that the best of them do more than transmit information and entertainment; *they take sides*. They editorialize.

They aggressively seek to participate in shaping the society in which they exist. They are not content to be passive observers and mere sterile messengers.

The prime reason publishers and editors are sought out by the molders and movers of American life is that they, too, are among the molders and movers, and as such they are regarded as much-to-be-desired allies.

I suggest that the indefensible tendency to deny the same access to information for radio and television as is accorded to other news media has a direct relationship with this too-often missing link in our whole chain of influence.

I know from my own experience as Governor of Florida that whenever I wanted to reach the people with a message, I sought out the radio and television microphones and cameras. But when I also wanted *help* in carrying out my program, when it was *influence* I needed to help lead the thinking of people, it was the editorial writers to whom I turned most often for counsel and assistance.

To earn greater respect—to develop adequately your full potential—more of you broadcasters *must take sides*. You must help Americans and others to understand better this complex, rapidly-changing world and show them how they can become more significant parts of its movement.

This, of course, requires the development of greater skill and that high sense of objectivity and public dedication which is the hallmark of statesmanship. Your voice must be great as well as strong—so great that beyond soothing people it will stir them; beyond entertaining people it will challenge them; beyond praising right it will damn the wrong.

Around Washington these days, as international tension has mounted, one hears disturbing talk born on the winds of expediency and anxiety.

It goes something like this: We are in a life-or-death struggle with communism, and before it is too late we must realize that we must fight fire with fire. It is being said over the bourbon-on-the-rocks that even if it means the abandonment of some of our ideals and concepts of freedom, the ends will justify the means.

Indeed, we are in peril. But that kind of approach will put America on the rocks.

We cannot defeat communism by trying to act as the communists act. We must be true to ourselves as Americans above all else. We must sacrifice, but let us not start by sacrificing the values that makes us strong.

The times demand not that we be un-American, but more American; not that we hide our ideals, but that we hold them out for more to see and understand; not that we be less free, but more free.

Of course, one should not question that our exercise of the freedom to report news and comment upon it must be responsible.

We Can't Afford Not to Editorialize

But we will do a dreadful disservice—not only to broadcasting but to the American people and our government—if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100-per-cent right in its motives.

The necessity for a free press—and now free broadcasting—in democracy is that it serves as a completely independent means for supplying the people, from whom all power springs, with the information upon which they base their decisions.

A democracy can remain no freer than its communications media.

I hope we never see that day when the lamp of liberty burns so low that American journalism lowers its own stature by lending itself to the exigencies of the moment, becoming the unquestioning handmaiden of any governmental policy, worthy or unworthy.

If radio and television broadcasters are to achieve full stature, stations must begin editorializing on a widespread basis. Those stations that have delayed editorializing because their management felt inadequately prepared are to be complimented for not taking this serious step without proper preparation. However, these stations should not delay further this preparation.

Some stations feel they cannot afford to editorialize. In the present climate, I contend they cannot afford *not* to editorialize.

A few stations oppose editorializing on the grounds that their business might be damaged, that they would lose advertising revenue. Those who have tried it say this is not the case, that advertising revenue actually increases because of the station's greater prestige.

At the winter board meeting of NAB I laid out a course which I recommended that we follow in order to earn greater prominence and influence for broadcasting, and set three primary goals—improvement of broadcasting's relations with government, improvement of broadcasting's relations with the American people and, finally, but most important of all, the improvement of broadcasting, itself.

As you know, I have been undertaking an analysis of current NAB functions and staff structure, with the very valuable consultation of Mr. Robert K. Richards, who is known to most, if not all, of you.

After further consultation with the members of the advisory committee which the board authorized for this purpose, I will recommend to the summer board meeting, just a month from now, a proposal for a major reorganization of the NAB boards, committee and staff structures to carry out more effectively this role for the Association.

I have not hesitated in this interim period to move out in the directions I outlined at Palm Springs and which I feel you have overwhelmingly indicated you approved.

On the governmental front, while proposals for additional regulation were more numerous than ever before when this session of Congress convened, I confidently believe that broadcasting's relations with both the legislative and executive branches of our federal government are very high.

I do not mean to imply that we face no dangers in the regulatory field. But I do feel assured that we enjoy a high degree of respect and confidence from Congress and the executive agencies.

There is an air of confident expectancy on the part of government that broadcasting is keenly aware of its public responsibilities and fully intends to correct any of its ills through the exercise of its own powers of self-discipline, rather than abandon that activity to government.

And I want to emphasize that we have, through the NAB Codes, the means—the proper and the sound means—for correcting and preventing abuses within our medium. If, however, we should fail to make our Codes a stronger and more vital force, we will have only ourselves to blame if the governmental controls we want to avoid are imposed upon us.

More Stations Should Support Code

While we have made much progress with our Codes, I think it imperative that we make additional and substantial increases in station support for both Codes.

I call upon all members of NAB not only to subscribe to the Codes but to become active participants in their development and enforcement.

In our relations with the public generally, we still have our critics, of course. Some of this criticism is not only unfair but also in bad faith. Some is well-intended but badly informed.

Against such criticism we are making healthy headway. The intelligent and patient efforts of the Television Information Office, for example, have proved of great help with highly intellectual opinion-makers.

But among the broad rank-and-file of Americans—that vast, impossible-to-classify, often-inarticulate bulk of our broadcast audience—we are all aware of the greatest potential source of dissatisfaction. These are the people who, in the last analysis, are our greatest allies; without them we simply cannot succeed.

And among these people I know you will agree there is also a certain air of expectancy. They, too, are waiting—and listening and watching—for broadcasting to measure up to the full stature of its mighty potential.

We dare not let these people down.

They want quality—more quality and diversity in our programming.

To equate them, and their potentials, with mediocrity is not only to make a grievous tactical error, it is also to commit a canard upon our nation.

We simply cannot adjust a thinking broadcaster's future with a mediocre program taste.

This is no mediocre nation; it is the best.

And Americans are entitled to expect the best—the best that broadcasters are capable of producing.

On the horizon now in plain view are other businessmen trying to supply a market for higher-quality pro-

gramming. I refer to those experimenting with pay TV.

I am completely convinced that if pay TV seriously takes hold in this country, it can mean the elimination of free television as we know it.

This, of course, will be disastrous for broadcasters, but the real losers will be the American people—for the inevitable result, should pay TV triumph, will be a television fare which will be no improvement over what it is now, and the American people will have to pay for it.

So, in opposing the use of broadcast channels for pay TV we see no conflict between *our* best interests and the public's best interests.

And NAB will oppose this perversion of broadcast channels at every turn and with every resource.

But to talk a good case is not enough. Is not our surest defense to eliminate or sufficiently reduce the market potential of our competitor? And this, simply, means providing more and more of the higher-quality programming which pay TV holds out that it will supply.

In this free-enterprise system of ours, the way to beat the competition is not to rant and rave at it but to win the loyalties of the customers.

And we can do this most effectively by improving our product, broadcast programming.

Toward that end—the improvement of broadcasting, itself—I have proposed that the broadcasting profession make a concerted effort in its most conspicuous aspect, television, to produce an increased amount of what I call “blue-ribbon” programming in prime time.

Under such a plan, the three television networks, through a cooperative effort, would divide the increased hours among themselves in an equitable fashion so that none would benefit or suffer more than the others.

I have urged advertisers and their agencies to accept their fair share of the responsibility for improving the medium, through which they so greatly profit, by devoting a larger portion of their budgets to sponsorship of such programming. Their response has been encouraging.

Clear Time for Blue Ribbon Shows

And today I should like to urge you who operate television network-affiliated stations to do your fair share by clearing the necessary time and making it possible for the networks and advertisers to get such blue-ribbon programming in increased amounts to the American public.

I fully believe an effort of this kind entered into with enthusiasm and conviction would broaden tremendously public recognition of our overall efforts toward meeting fully our responsibilities.

We must be on top of every situation that presents a peril or opportunity. We must maintain the initiative, be the prime mover in our environment, and to do this we must be in full charge of our own house.

In my first report to your boards in Palm Springs, I said I was amazed at how broadcasting had come to allow an outsider—the rating services—to become master in its own house. I continue to feel very strongly about this.

Too much of broadcasting is too dependent upon ratings in the determination of programming policies and, for that matter, pricing policies.

We get all hot under the collar about the thought of government stepping in and telling us how to run our business—and I am with you every step of the way on that—and yet we turn right around and permit outside agencies to encumber our decisions by a maze of statistics built from scanty facts, the accuracy of which has never been adequately established.

We talk about keeping broadcasting a free enterprise, but I am wondering how free and how enterprising can an industry be that permits this to happen.

Now, I am not charging the rating services with corruption or bad motives. But what I have trouble digesting is that we have no way of knowing up to this time how near what they report approximates the truth about actual broadcast audiences.

Like most of you, I awaited the report of the group of statisticians which had been engaged by the House Committee on Foreign and Interstate Commerce to study the rating services.

There has been considerable apparent acceptance of the report as giving broadcast ratings a vote of confidence.

Careful reading of the report simply does not support such a conclusion, in my opinion.

Rather than laying to rest the question of broadcast ratings, I think the report raises more questions than it answers. And rather than closing the door on further concern over ratings, it should open wide the door for further and more searching inquiry.

The fact that the report is written in statistical semantics and does not engage in plain spoken criticism should not be taken as a clean bill-of-health for broadcast ratings.

There are two salient features of the report which, despite the circumlocution of the language, are inescapable:

First of all, the report does not attempt to assess the truthfulness of ratings. And secondly, most of the conclusions upon which recommendations are based point up shortcomings of ratings and are actually critical.

Now, if the ratings cannot be related meaningfully to the truth of the audiences they seek to measure, what does that leave?

The report of the statisticians to the Harris Committee does not give assurance of accuracy. In fact, their efforts call to mind the old nursery rhyme:

Mother, may I go out to swim?

Yes, my darling daughter,

You can hang your clothes on a hickory limb

But don't go near the water.

They just went as far as the hickory limb. To do the job right somebody is going to have to get into the water all the way.

Set Up an NAB Research Center

It is time that broadcasting undertook the responsibility for getting at the bottom of all of its own most-vexing problems. This profession needs to undertake much basic research.

We have applied millions and upon millions in research and development in the technical aspects of broadcasting. We must recognize that competent research is needed urgently also in the many non-technical aspects.

Therefore, I propose that one of our primary activities should be the establishment and operation of an NAB Research Center. It should be located in close proximity to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses.

It would be a place to which we could refer the most-pressing problems of the industry for assignment to the finest research specialists in the nation.

Such a center would not have to carry a large overhead—just a modest staff capable of assigning and overseeing the research at the most appropriate laboratories. It may well be that under skillful management, it could even be made self-supporting.

I can think of no better first research project than the validity of broadcast ratings.

Other areas of pertinent inquiry include such topics as the influence of editorializing, the broadcasting of judicial proceedings, how to maintain both freedom and responsibility in broadcasting, new techniques of public-service programming, the relationship of the broadcaster to the community, the public impact of broadcast programming, the broadcast spectrum and its uses, public impact of broadcast advertising—the list is as wide and as deep as the day-to-day problems affecting broadcasters.

And right at the top of the list of subjects for needed

research is the question: Where Do We Go From Here in Radio?

Radio has held the loyalty of the nation's audiences, despite the expansion of broadcast facilities and stepped-up competition from the print media. The proof is evident in the record sale of sets in recent years, in total advertising revenues and in the growing reliance placed upon the medium for news and information.

The importance of the smallest among our membership entities must never be overlooked. More than 31 percent of our radio members, for example, are small market stations—in many cases representing the prime source of news and information for countless thousands of our citizens. The swift maturing of radio as a news medium beginning at the time of World War II gives promise of its bright future in the changing times ahead.

There has been an awful lot of trial-and-error in radio since the advent of television, and a costly road it has been for most radio stations.

I do not believe anyone now has the answers, but I know just as surely as I am standing here that with better research we can find a much brighter future for radio in this country.

Perhaps we should start by seeking to develop some plan for effective "birth control" in this business.

We are living in times of the greatest change ever known to man. As General Sarnoff once put it, we must reckon not only with great change but with the tremendous acceleration of change.

Not long ago I read a little story about the last trip made by a streetcar in one of our major cities which was abandoning its traction system.

The special guest on the final trip of the last streetcar was an elderly woman, who as a young girl, appropriately titled Miss Trolley Car, had taken the first ride in ceremonies marking the inauguration of the system.

Here was an important industry that had been born, grew, flourished, waned, withered and died—and all in the lifetime of one person.

A 3-Point Program

Today, we are living in an era in which change is even faster—and great industries can survive or fail in the space of not a lifetime but even a decade.

In the next 10 years, it well may be that broadcasting will be unrecognizable from what it is today.

I would hope that these changes will be for the better. I firmly believe they can be provided we make the effort, as a profession, to take control of the forces of change.

To often, this industry in the past has reacted to outside stimuli, has allowed external forces to impose changes on it.

We are now big enough, mature enough, and, I would hope, far-sighted enough to reverse that trend.

Yes, change there is going to be, and we must put our best brains to work on analyzing the ingredients of and channeling new courses for that change. We must become its master, if we are to avoid becoming its servant—or even worse, its victim.

We can, if we apply ourselves as a profession, shape

our own destiny. And this is the catalytic role I propose for NAB.

This is the rationale underlying the three-point program I have proposed:

—We will in Washington and eventually in every state capital become the initiator, rather than the defender, of major legislative proposals relating to broadcasting.

—We will perform an imaginative and energetic public relations program as a great symphonic orchestra is conducted, bringing every possible instrument to play at the proper time and with the proper emphasis.

—And we will turn our attention to the most acute problems afflicting our industry, bringing to bear the ablest research available so that we can begin to mold the future of broadcasting as we want it to become and as it can best serve the people of our nation and the free world.

To do this kind of job for you, we are going to need your understanding, your confidence and your active help.

I have no obligation, no commitment to any individual broadcaster or segment of the broadcasting industry. I am as free as any man could possibly be.

I shall endeavor to serve what I see as the "composite broadcaster," and by that I mean the broadcasting profession as an entity—not any one of its component parts.

It is the duty of NAB to serve all of broadcasting, but we should never forget that the foundation—by law, the very essence—of broadcasting is the holder of the broadcast license.

You, the licensee, have been given the stewardship for this medium. And you should say to those who seek to utilize that medium—for whatever purposes—that *you* are responsible for its standards.

My prime responsibility is to you.

I am here to fight your battles, to defend your interests, and to advance your cause.

No station is too small, no licensee's problem too big, for NAB to ignore.

I make you three promises:

One, that you probably never will agree with me on all counts—for my job is to represent that "composite broadcaster," who by definition is not any single one of you, but rather all of you rolled into one; and

Two, that I will strive to the utmost to cause you to feel prouder with each passing day that you are a broadcaster.

Three, that you will always know where I stand.

We are going to have some active and, necessarily, some stormy times ahead. If you do not approve of the course I have outlined for NAB, I want you to say so. And now is the proper time.

If you do approve, I want your support—your active support, not just your acquiescence.

If you want someone gently to paddle NAB's boat into the stagnant pockets of still water, then you do not want me—nor I, you.

But if you want NAB to get out in the mainstream of American life and shoot some of those rapids in order to get this industry really on the move, then I say, "Climb aboard. Let's weigh anchor and get underway!"

A SERVICE OF TELEVISION DIGEST

Extra copies of this Supplement are available at 10¢ each; 10 copies, 75¢; 25 copies, \$1.00

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WEEKLY **Television Digest**

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

WITH THIS ISSUE: Financial Data on Electronics & Broadcasting Companies (Supplement)

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Congress

FCC REORGANIZATION NEAR DEATH as House Commerce Committee Chmn. Harris (D-Ark.) urges rejection of President's plan, which Commission opposes 4-3 (pp. 1 & 6).

Minow

THE PUBLIC LIKES MINOW, but Congress has its doubts. Mail response to NAB speech shows about 2,000 enthusiasts (pp. 2 & 3). **"BETTER" TV AT LEAST A YEAR AWAY**. That's opinion of Hollywood TV-film executives, who point to economics as a main obstacle to achieving Minow's goal (p. 4). New York comments (p. 5).

ETV

JFK's ETV PLAN UNVEILED at House hearing by HEW Secy. Ribicoff, who proposes 4-year federal-state matching-fund program, with govt. putting up \$25 million (p. 8).

FCC

NETWORK HEARING TO RESUME in N.Y. June 20, continuing probe of program production & distribution (p. 9).

Advertising

Y&R HITS BACK AT LONGER STATION BREAKS by making triple-spotting before & after Gulf-sponsored shows an automatic reason for station cancellation (p. 11).

Consumer Electronics

TV SALES UPSWING, good radio business, prospect of FM & phono boost through multiplex stereo, provide upbeat mood for EIA convention & Parts Show this week (p. 17).

FM STEREO TARGETS: Component hi-fi adapters, this summer; stereo-FM-phono consoles, Labor Day (pp. 17 & 20).

NEW LINES: Admiral's 1962 TVs feature lower prices, feature-laden chassis. RCA & Admiral will use Pittsburgh bonded glass in high-end color sets (pp. 18 & 21).

HOWARD W. SAMS & CO., unique clearing-house for electronics-service data, expanding into aviation and other fields (p. 19).

EIA FM STEREO "fact book" for trade & public to be considered at annual convention this week. Pres. Davis to be re-elected (p. 20).

WAR OF WARRANTIES. Magnavox apparently will have to go it alone with its one-year labor & parts guarantee (p. 21).

PHONO SALES IMPROVE, March retail figures showing increase from February (p. 22).

Other Departments

AUXILIARY SERVICES (p. 5). **NETWORKS** (p. 10). **TECHNOLOGY** (p. 12). **FILM & TAPE** (p. 13). **PROGRAMMING** (p. 15). **PERSONALS** (p. 16). **STATIONS** (p. 16). **FINANCE** (p. 23).

FCC REORGANIZATION NEAR DEATH: President Kennedy's FCC reorganization plan (Vol. 17:20 p12) appears to be as good as dead, suffering from (1) failure of White House regulatory-agency advisor James M. Landis to do his political homework, (2) FCC Chmn. Minow's NAB convention speech, (3) broadcasters' political influences, and (4) rickety draftsmanship.

Virtual death sentence on controversial plan was delivered May 19 by House Commerce Committee Chmn. Harris (D-Ark.), who told Govt. Operations Committee (see p. 6) that it was "objectionable," should be killed. On FCC matters, no member of Congress carries more weight in Congress than Harris—yet he wasn't consulted before President sent proposals to Capitol Hill April 27.

Harris testimony seemed enough to seal fate of controversial proposals to streamline FCC procedures, which may be called up this week for House vote on resolutions to disapprove. But the plan already was tottering under blows from other directions.

Republicans aimed crossfire of criticism at President's plan, seizing on Minow's NAB speech (Vol. 17:20 p1) as ammunition for charges that FCC reorganization would permit Minow to become Commission's dictator—and that he would then apply "program control" on broadcasters. And other witnesses—including Federal Communications Bar Assn. spokesmen—ripped into legal language of plan as confusing if not sinister.

Commission's own 4-3 stand against President's plan probably fitted Congressional nails into coffin. But Chmn. Dawson (D-Ill.) and other Operations Committee members—Democrats & Republicans—already had heard enough objections to weigh down lid.

Agency advisor Landis himself was dejected. Almost unnoticed, he sat through FCC-plan hearing at one end of room, listening silently as attack after attack was leveled at his White House handiwork. Dawson

gave him no chance to take stand in defense. ("Why should I?" Dawson said when we asked him if he'd call Landis. "So far as I'm concerned, it's the President's plan.")

"They have too much misinformation already to need more from me," Landis told us ruefully during break in hearing. He said some witnesses "didn't know what they were talking about," but conceded that Harris probably had reason to raise questions about some legal language in plan.

Landis voiced little hope that FCC plan would survive House vote, but said he didn't think there was any chance that it could be withdrawn by White House for revision to satisfy complaints against it. He told us his best hope was that Congress would now do its own legislating to accomplish plan's objectives of more efficiency & flexibility in FCC operations.

Where does this leave Minow? And FCC? Our guess is that the situation is roughly as before the plan was submitted. FCC majority is still there but it won't be able to move as fast as plan would have permitted. On the plan, Minow had Democratic Comrs. Craven & Cross with him. Comr. Bartley was the only Democrat opposed, joining the 3 Republicans. One observer stated: "If Kennedy couldn't get this through, it cuts Minow off at the knees." Another disagreed: "It got Craven & Cross on his side—even though they frequently oppose Minow's thinking—so maybe it shows that the party lines work."

In any event, all Commissioners agree that changes in the law are needed to give FCC more flexibility in delegating its work—and they're bound to come sooner or later.

THE PUBLIC LIKES MINOW, BUT—: We've been reading FCC Chmn. Minow's mail. He certainly has popular support—but whether that means anything in light of Congressional opposition (see p. 1) remains to be seen.

Reaction to Minow's NAB convention speech is unprecedented in FCC history. His staff has lost track of number of letters, wires & cards, let alone phone calls—but it's something over 2,000. Most are in response to news reports & editorials on the speech, but some were prompted by his "Washington Conversation" interview on CBS May 14, some to columnists' analyses, some to his letter to TV Guide.

Letters are from everywhere, from all kinds of people, even a few broadcasters—and Minow's staff says that not more than 35 of the 2,000-plus are even slightly critical. Intensity of feeling expressed is remarkable. Letters are peppered with "Bravo," "Hurray," etc. Most are from parents, but there's also heavy response from physicians, ministers, educators, judges, ad agencies, publishers, TV writers & producers—even a few network employes, some with substantial jobs.

There are many specific complaints about local station practices, and some of them were forwarded to FCC's Complaints & Compliance Div. for investigation. Quite a few asked to be informed when local station license renewals expire and when local hearings will be conducted.

Letters are unusually literate, about half of them typewritten, many on letterheads, and include an unusually large proportion from men. Many include clippings of editorials, news stories & columns. There are a few from Congressmen. Minow's staff reports that many congratulatory calls came from Capitol Hill.

Staff is now analyzing mail, will evaluate response in terms of 30-some factors. For excerpts, see p. 3.

FINANCIAL BOXSCORE ON ELECTRONICS: At-a-glance fiscal history of leading electronics & broadcasting firms is enclosed with this issue as 1961 Supplement No. 6. This year's updating of our financial-data tables included the addition of 28 companies, for a total of 180 firms in 34 pages.

Whatever your interest in electronics & broadcasting, we believe you'll find Supplement No. 6 a valuable year-long reference. For each company, the following data is listed: Capitalization, debt, sales, pre-tax earnings, net profit, net per share, dividends, total assets, stock price range. Material is listed for every year from 1950 through 1960 or first quarter 1961.

All top publicly-owned companies in broadcasting, consumer electronics, components, military & industrial electronics are included in the tables, which are prepared for us annually by Greenebaum & Associates, the Chicago financial firm specializing in electronics, headed by Edgar N. Greenebaum Jr.

Extra copies of the 34-page financial supplement are available at \$1 each, 10 for \$7.50 and 25 for \$12.50, and may be ordered from our publication office at Radnor, Pa.

NIELSEN'S STATE-OF-THE-TV-UNION: Latest annual review of TV & radio by A. C. Nielsen Co. was off the press last week, and ready for distribution to that company's subscribers, admen and others. It came in the form of 2 booklets, "Television '61" and "Radio '61." Highlights of the former:

TV home & station growth: 1950's total of 4.2 million TV homes nationally had leaped to 45.2 million in 1960 and by January of this year was 46.9 million. Viewing in these TV households was divided among some 600 U.S. & foreign stations—as against only 98 in 1950.

Viewing levels: The average U.S. TV household watched TV for 6 hours, 4 minutes daily during January-February of this year. By regions, daily viewing was lowest per-household in the South (5 hrs., 47 mins.), highest in the East-central states (6 hrs., 56 mins.). Peak period of viewing was in mid-evening (8-9 p.m.), when 31.6 million TV families—slightly more than two-thirds of the total—had their TV set (or sets) on.

Audience composition: More women than men watch TV, and it's only during the late afternoon (5-6 p.m.) that children outnumber women to some extent. In the 7-8 p.m. evening period—a "family" viewing hour—11% of the audience in the average TV home consists of teen-agers, 24% are children, 29% are men and 36% are women.

Viewing by program type: Women outnumber men in the audience of the fast-draw Westerns (39% vs. 32%) and suspense-mystery shows (45% vs. 34%). More women than men can also be found in the TV audiences for general drama, variety, quiz, situation comedy, adult serials—and informational shows.

Copies of the booklet can be obtained upon request from A. C. Nielsen Co., Bcst. Div., 2101 Howard St., Chicago 45, Ill.

More about

Minow

MONITORING MINOW'S MAIL: Herewith are excerpts from letters received by FCC Chmn. Minow after his speech at the NAB convention (see p. 2):

An Alabama judge of a juvenile domestic relations court: TV is "debasement of the level of our culture."

A Congressman: One problem is the rates charged for occasional use of cable facilities—"5-6 times the amount of the rate enjoyed by the networks as large users." He urged Minow to investigate.

An ad-agency vp: "Mr. Minow is to be congratulated for laying the blame for poor TV standards at the feet of the chief perpetrators—the broadcasters. And his remarks could well have been broadened to include radio broadcasters—the Deans of the Rating-Book-School of Sales Philosophy."

An Illinois official of a juvenile officers assn.: "We heartily approve."

A divinity-school professor: "Yours is a superb, specific, constructive indictment of contemporary TV."

A former member of FCC's network-study staff: "I deeply regret that the FCC was not at that time [during network study] under your forward-looking leadership because, had this been the case, I believe that highly meritorious recommendations by the staff would have received more fruitful consideration."

A book publisher: "I couldn't agree with you more."

An anonymous network employe: The networks' attitude is "the public be damned."

A former NBC announcer: Broadcasters are "porcine feeders at the public trough."

A magazine editor: "Aside from its eloquence, your speech is the most encouraging thing that's happened in TV in 15 years. 'Freedom of the press' will be cited against you, but it's a false issue."

A TV film-series producer: Suggested that networks put their public-service programs on at the same time so that they aren't beaten in ratings by entertainment programs.

A woman from Plainfield, N.J.: "If you think you are going to decide what programs are going to be shown on TV, you can go to hell . . . Kennedy is trying to be a dictator and that goes for you too."



First Minow Editorial: WDSU-TV & WDSU New Orleans have sent us a copy of their editorial put on the air May 12 in answer to FCC Chmn. Newton Minow's NAB speech of May 9. While agreeing with Minow's request for improved service to the public, more informational programs, diversification of programs and upgrading of quality, the station set forth its reservation about the new policy: "It seems to us this represents, if not censorship in the usual sense, at least a step toward censorship." Continued the editorial: "There is no assurance [that a 7-man government board intruding on programming] would make for better programs. For instance, if the government insists on a station carrying a greater quantity of informational programs, that doesn't insure they will be of high quality."

Butler Attacks Minow: FCC under new Chmn. Minow is being guided toward "revolutionary decisions" in such TV fields as programming, network option-time and education, Sen Butler (R-Md.) warned his constituents in a newsletter. A member of the Commerce Committee, he said good TV program balance should be left to broadcasters themselves, not to "dictatorial pronouncements by any one man" such as Minow.

NAEB to Hear Minow: FCC Chmn. Minow will keynote the convention of the NAB-affiliated National Assn. of Educational Bcstrs. in Washington Oct. 23.

'BETTER' TV AT LEAST A YEAR AWAY: The upgraded TV demanded by FCC Chmn. Minow (Vol. 17:20 p1) is at least a year off, in the opinion of most Hollywood TV-film executives (see also p. 5). Taking a steady look at the hard facts of TV life, they base their estimates on (1) economics, (2) network & ad-agency involvement, and (3) the calendar time needed for the preparation of improved series.

The Hollywood estimates are conditioned on the assumption that networks and ad agencies would take the drastic measures necessary to improve quality—greenlighting projects hitherto forbidden as non-commercial, and putting out the additional money needed to hire better writing, direction and producer talent. More than one executive told us that TV is in no position to compete with the movies for such talent, since by Hollywood budgetary standards the TV show is a B picture.

TV can be improved, they said, but to meet the standards apparently sought by Minow would require revolutionary steps. Sponsors are already paying a maximum for shows, for example, so where, they ask, would additional money come from to upgrade series?

While we encountered a few optimists who said better quality might be forthcoming in 6 months, the majority could envision no improvement for at least a year, and then only if there were to be a concerted 3-pronged attack on the problem by networks, agencies and producers. The producers alone cannot do it, they contended.

The sharp interest in Minow's talk pinpoints the fact that the Hollywood TV-film industry is undergoing a real, soul-searching self-appraisal. Once aloof from or ignorant of the FCC and its doings, the industry was forcibly reminded of its obligations by the FCC investigation held in Los Angeles last fall. Now comes Minow's criticism to take Hollywood still further away from its one-time isolation. Today there is an acute awareness on the part of important industry executives of their responsibility.

Our Los Angeles poll to determine how long it would take to get better shows on the air drew these replies:

Dick Powell, pres., Four Star Television: "It would take a minimum of 6 months preparation just on scripts. The problem is mostly one of economics . . . Our difficulty is that we are competing with the movies for talent, and our budgets don't allow such competition. For example, Wendell Mayes was a good TV writer. Today he gets \$100,000 a screenplay working in movies. Nobody in TV can touch that. Still I think TV can be improved . . . Minow said quality is bad because authority is vested in the hands of 3 or 4 men. Producers have nothing to do with it, because we must make it for those 3 or 4 men. A lot of good stories come across my desk that nobody will try because they are not considered commercial in TV. In movies a producer can gamble on such stories; not in TV. Perhaps pay TV in some form will help. Here the producer would be allowed to gamble."

Robert Weitman, production vp, MGM-TV: "If the networks & agencies gave us direction and told us what kind of quality they wanted . . . you would see an improvement in the early part of 1962, and on some shows, this fall. We have already been meeting with the networks and discussed shows sans excessive violence. I think that the networks & agencies, keeping Minow's remarks in mind, will think in terms of fresher kinds of programming. If you have good shows intelligently, not insultingly, written, they will be fresh in content. This is preferable to doing formula pieces and shrapneling them to meet a deadline.

Producers are bending every effort to get quality. One of the answers might be for the sponsor to take the rubber-band off his wallet and let us get better talent. TV is limited by economics. We know what Minow is talking about. But you can't do it with mirrors—you do it with people. Planning as far ahead as a year is also helpful."

Hubbell Robinson, pres., Hubbell Robinson Productions: "There couldn't be an improvement before the fall of 1962. This kind of thing requires long & careful planning. You should have a year to prepare. Minow's statement is a pointed challenge to every phase of the industry to re-invigorate TV entertainment with imagination, daring and the willingness to adventure that originally made it a national habit. Anyone who urges invention rather than imitation as the industry's standard of excellence is pointing in the right direction . . . There is a very direct relationship between the amount of time you have to prepare a series & the quality of that series."

Jerry Thorpe, programming vp, Desilu Productions: "It would take the better part of a year to improve programming. It takes that long to get shows off the planning boards and on to film. If there were a change in the present thesis, programs might have to go live to accommodate it. Minow is an energetic, sincere young man. He's right in that there is room for improvement. We could stand more diversity in our programming. There is difficulty in this because TV is an advertising medium. The sponsors' reliance on ratings is conducive to trends, so that there is a sameness & repetitive quality in the programs which makes TV so vulnerable to criticism. Minow's remarks can't help but make us try harder . . . [But] the economics make it prohibitive in trying for quality. I don't see any relief. From the advertisers' standpoint, they are spending the maximum amount of money now. Some version of pay TV may be the answer."

Ben Brady, producer: "If Minow wanted to expostulate, he might also have said 'the situation between Russia and the U.S. is a deplorable wasteland.' He has got to sit down & find out *why* it's this way. Any improvement will not be immediate. Next season's shows were sold months ago. The situation in a large measure is the result of the public wanting certain kinds of shows. Regardless of what we may think of ratings, we know a large part of the audience likes shows such as *Gunsmoke* and *The Untouchables*. You can't turn the system upside down to satisfy a few. You can't eliminate the fact that the public wants certain shows others may not like. The situation among buyers, sellers and creative minds is one in which everybody is afraid to take an original step. There will have to be some guts displayed by networks & producers, to come up with something other than cops-n'-robbers, Westerns and comedies. This can be done only when the people in charge show more courage. Minow was probably simply reflecting a vast area of dissidents . . . The FCC is out to improve TV and this looks very good in the papers. It's political to a large extent. The hue & cry has been so broad that something may be done. The administration, while getting good publicity from this, should remember that many of the TV companies are publicly-owned and are in business to make money for their stockholders."

CBS to Rerun Playhouse 90: Viewers who've mourned the death of live TV drama have a rerun treat in store this summer when CBS-TV will repeat 13 *Playhouse 90* shows. Hosted by Richard Boone, the series has been slotted opposite NBC's Purex reruns Tue., 9:30-11 p.m.

New York Not Talking Much: Although AB-PT Pres. Leonard H. Goldenson was fast off the mark with a reaction to FCC Chmn. Newton N. Minow's recent blast at TV (Vol. 17:20 p1), the other 2 networks last week continued to play whatever reactions they had close to the vest.

Said CBS-TV, officially: "Still no comment."

Said NBC-TV, officially: "No comment—and there isn't likely to be any."

At management level, some executives said they thought Minow had softened his approach considerably during a pre-taped *Washington Conversation* visit televised by CBS May 14.

Network sources did tell us that Minow's views of network TV "aren't likely to cause any major changes in the present fall program lineups." And at the AB-PT stockholders meeting last week (see p. 23), Goldenson said: "We are re-organizing our format to conform to Minow's menu . . . ABC-TV is the New Guard in TV, ready to accept suggestions. It may take a year or 2 before they are brought to fruition, but we are taking Minow quite seriously. Our platform has always been greater competition at the market place. We thrive on it."

With "we cannot do things overnight," he pointed out that program plans are made one to 3 years in advance and that ABC's schedule for the coming season would remain substantially unchanged.

Goldenson also said that the best way to improve television is without government control or dictation of program content, adding: "This objective can best be achieved within the context of our present democratic & free enterprise system."

* * *

The FCC Blues: They sang of Newton Minow at New York's annual Ad Man's Jazz Bash held by RTEs at Hotel Roosevelt May 17. Balladeer Steve De Pass wrote & sang the lyrics & music. The chorus (think Calypso): *Newton N. Minow is a brand new chairman, Watching the air man, Better beware man, Newton N. Minow is a brand new chairman, Chairman of the FCC.* Words of one verse ran: *We're not gonna have a TV wasteland, Newton's gonna set the course, Many old ideas have been displaced man, Television is a basic natural resource.* Another verse: *Stations who would renew your federal license have no guarantee, you must justify publicly your existence, interest, convenience and necessity.*

Editorializing on Minow: Radio WWDC Washington took FCC Chmn. Minow at his word, going all the way in accepting his recommendation that stations editorialize, by broadcasting: "Who has not viewed with alarm the fist fights & the gunplay on TV screens? But when the chairman of a govt. bureau asserts that his agency is in a position to decide exactly what the needs of the nation are, this station believes that something more dangerous than trivial TV programming is advocated. Mr. Minow professes to oppose govt. censorship. Yet in the same speech, broadcasters are told their licenses may not be renewed. The audience got the message. We hope it is not swallowed without a protest. The broadcasters of a free country can never serve the nation's need when they become merely the vehicle for official govt. views. Indeed, the very right this station is asserting now by stating an opinion critical of a govt. official could not exist in a broadcasting climate controlled by official edicts & whims."

Why 'Better' Programming is Uphill Fight: A new survey of viewers in the Milwaukee area by WTMJ-TV indicates that the category they would most like to see increased is sports—44.3% said they wanted more sports.

Close to that figure—44.2%—said they wanted more "discussion of serious subjects," but only 4.2% of viewers rated this same category as best serving their needs. "Symphony, opera, ballet" category was requested by 19.2% more viewers, but only 2.2% labeled these as best serving their needs. More religious programming was requested by 22.2%, but only 2.9% listed these programs as best serving their needs.

Of the top 50 favorite shows named by Milwaukee viewers, only one was primarily an informational program—in 47th place.

Hill Reacts to Minow: May 15 *Congressional Record* contained both pro & con reactions to FCC Chmn. Minow's NAB speech—Rep. Derounian (R-N.Y.) inserting David Lawrence's May 11 "anti" column, Sen. Neuberger (D-Ore.) inserting John Crosby's May 15 favorable comments.

FCC Awards: The annual FCC program to recognize achievement & tenure will be conducted May 26. Comr. Hyde will receive a 35-year pin—meaning he was working on radio regulation just at the time Chmn. Minow was born. Comr. Ford will get a 20-year pin.

Auxiliary Services

New Underwater TV Amplifier: Dynair Electronics Inc. of San Diego announced a completely transistorized video line driving amplifier, for use in an underwater TV application. The amplifier is capable of sending a high-resolution, 600-line TV picture signal through 3,000 feet of coaxial cable. It's for closed-circuit & industrial TV in underwater & other applications where it is difficult to use conventional tube-type amplifiers because of power needs.

Add CATV-Station Love Feasts: KLIX-TV Twin Falls, Ida. has withdrawn its protest against the grant of micro-waves to Idaho Microwave Inc. to feed a CATV system in Twin Falls with the 3 Salt Lake City station signals.

Vhf Translator Starts: K4AA & K12AC Lovell, Wyo. began April 25 & May 6 repeating KGHL-TV & KOOK-TV Billings, Mont. • K7AA Center, Neb. began April 28 with KTIV Sioux City, Ia.

Booster Boosters Permitted: FCC has finalized its rule making to permit the use of one-watt uhf on-channel boosters to fill in shadows of areas served by regular uhf translators.

Vhf Translator CPs: Ch. 11 & 13, Inkom, Ida., to Inkom TV Assn. • Ch. 13, Boyes, Mont., to Boyes TV Club • Ch. 4, Imlay, Nev., to Imlay T.V.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more.

Congress

More about

FCC PLAN FOUNDERS: President Kennedy's reorganization plans for SEC, CAB and FTC sailed through some minor squalls into relatively clear water at House hearings last week—but a storm broke over his FCC plan and sent it listing, in imminent danger of sinking (see p. 1).

It took Chmn. Dawson (D-Ill.) and his Govt. Operations Committee one day to hear pro-&-con testimony on resolutions disapproving streamlining proposals for the first 3 agencies—and another full day for the FCC plan alone. When the 2-day proceedings were over, SEC, CAB and FTC plans seemed safe, but there were no bets in the committee room that the President would win on FCC.

As expected, Republican members of Dawson's Committee challenged—and Democrats defended—the White House charts to revamp SEC, CAB and FTC. But with the exception of Republican FTC member Sigurd Anderson, who said he thought the plan for his agency was unnecessary, Democratic & Republican members of the 3 commissions alike testified that they approved—or could live with—the new administrative setups.

Attacks on the FCC plan were bipartisan & frequently vehement. Few voices at the hearing—beyond those of FCC Chmn. Minow and Comrs. Craven & Cross—were raised in defense. Opposition swept over all of the terms of the President's proposals as drafted by White House advisor James M. Landis, but centered on language which the critics said: (1) Put too much power in Minow's hands. (2) Went beyond the scope of revisions permissible under the Reorganization Act. (3) Denied due-process to litigants in cases.

Harris Argues Against FCC Plan

The sharpest & most significant attack of all came from Commerce Committee Chmn. Harris (D-Ark.), who had called in Minow & FCC members for 2 private hearings earlier in the week before his Regulatory Agencies Subcommittee. After listening to their pro-&-con views, the Subcommittee voted without reported dissent to send Harris before the Govt. Operations Committee to urge rejection of the FCC plan.

"I'm for no one-man commissions," Harris told Dawson. He said the FCC proposals were "objectionable," would raise "uncertainty & certainly confusion" and deprive parties in cases of their traditional rights of petition—and exceed limits prescribed by Congress in the Reorganization Act.

Harris said the FCC plan should be voted down by the House—and that then his Committee should go to work on hearings & new legislation to take care of the President's objectives of increased efficiency & flexibility at FCC. He was particularly critical of terms of the FCC plan which would eliminate the Commission's review staff and abolish oral arguments on appeals from decisions reached at delegated staff levels.

In a House speech and in later testimony before the Dawson Committee, Rep. Avery (R-Kan.) also moved to the attack. Sitting next to Minow at a long table in the Committee's tiny hearing room, he said Minow's now-celebrated NAB speech demonstrated "a philosophy & ideology" that threatened broadcasters with govt. programming control if not censorship. The President's plan would give Minow power to make his own ideas for pro-

gram improvement effective, Avery protested.

Avery's testimony was seconded on the floor & at the hearing by Rep. Springer (R-Ill.). He said the FCC plan: (1) "Threatens to impair the status of the agency of an individual body of 7 co-equal members." (2) "Is not likely to achieve the objective of more economical & expeditious administration." (3) "Attempts to alter radically the procedure rights of litigants." Congress—not the White House—should legislate any needed reforms, he said.

Minow insisted that the integrity & common sense of commissioners could be relied upon. "All delegations of duties would be done by all commissioners," he said. "If the delegations were abused, I'm sure they'd rescind the delegations." He pleaded for authority to cut red tape, through regular legislative procedures if not through the reorganization plan. He noted that FCC's work on "vital satellite communications" gets interrupted by a whole day of oral argument on minor radio cases, for example. As for the plan's legality, he said that Justice Dept. experts had passed on it and: "It's the President's plan, not FCC's or mine."

Minow also noted that some people were disturbed by his NAB speech and his views on programming, but said that his ideas were precisely the same as those expressed previously by FCC in its July 1960 program policy statement (for full text, see Special Supplement No. 7, 1960).

4 Commissioners Oppose Reorganization

Minow presented a point-by-point analysis of the plan, all of which was designed to stress that the full Commission retains complete control over the Chairman's actions.

But 4 of Minow's colleagues are afraid of the plan—largely on the basis that it would give too much power to the Chairman, would allow him to give them chores, would give him the potential of "rigging" FCC's work, would give the President control over FCC because the Commission Chairman serves "at the pleasure of the President."

Comr. Hyde said that the plan would shift the power of the FCC "to a single administrator under the aegis of an executive-overseer, although still maintaining the form of an independent commission. If I could assign personnel, I could control policy."

Comr. Bartley said: "I have no fear under present makeup of the FCC, but I don't know what the future will bring"—asserting that the President could exert great control through his choice of a Chairman. He plumped again for election of chairmen by commissioners.

Comr. Craven, supporting the plan, said: "I have no fear about FCC's independence under the plan."

Comr. Ford offered a meticulously documented brief, impressing the Subcommittee with his knowledge of the law, concluding: "My own view is that [the plan] should be rejected because it threatens to impair the status of the agency as an independent body of 7 co-equal members; because it is unlikely to achieve its objective of 'more economical & expeditious administration'; and because it attempts in the name of reorganization to alter radically the procedural rights of litigants before the Commission, an undertaking far more appropriate for legislative consideration by the Congress than for executive action pursuant to the Reorganization Act."

Comr. Cross said he couldn't find "the grave bugaboos under the bed" discerned by the plan's opponents. "Unless the Commission were willing to abdicate its responsibilities to the Chairman," he said, "I see no way for the Chairman to usurp such responsibilities under the proposed reorganization plan." He said he had great respect for lawyers

practicing before FCC, but "asking them to assist the Commission in cutting out some of the red tape that goes under the name of due process is like asking the butcher to cut out the red meat department and sell only poultry & fish."

Comr. Lee wasn't present, but he submitted a statement opposing the plan.

Washington staffers of NAB and the networks crowded into the SRO hearing room to listen to the testimony, but none testified. For the record, NAB Pres. LeRoy Collins filed a statement with Dawson, however. He said the "ultimate goal & purpose" of the President's FCC plan were "laudable," but argued that it "should be rejected & not allowed to become operative."

Pres. Robert M. Booth Jr. of the Federal Communications Bar Assn. summed up its objections his way:

(1) "The right to a full & complete hearing would be abolished." (2) "Elimination of procedural rights [would] materially increase the workload [of the Court of Appeals]." (3) "Authority to delegate any of the Commission's functions is so broad & sweeping that procedures which might or would be followed cannot be determined." (4) "The concept of a bi-partisan Commission would be destroyed." (5) "Most of the desired & worthwhile objectives can be achieved [under the Communications Act & Administrative Procedure Act]."

Privileged resolutions of disapproval of all of the President's plans by Reps. Hoffman (R-Ill.) & Monagan (D-Conn.) can be called up on the House floor this week for votes, which probably would go against the FCC plan. Majority House action against the FCC proposals would be enough to kill them, without any Senate action.

Senate Govt. Operations Committee Chmn. McClellan (D-Ark.) nevertheless scheduled June 6 hearings on all of the plans. McClellan expects to get reports on them from other Senate committees before that time. First up, for a preliminary hearing May 23 by the Commerce Communications Subcommittee under Sen. Pastore (D-R.I.): the FCC plan.

Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee meanwhile ran through hearings last week on a bill related to the FCC reorganization plan. This was Carroll's measure (S-1734) to give agency hearing examiners increased authority in settling cases. The hearings created little excitement, however.

Honors for Hope: Of 100 U.S. Senators, 96 lined up as co-sponsors of a resolution (S. J. Res. 88) authorizing President Kennedy to present Bob Hope with a special gold medal citing the comedian as "America's most prized Ambassador of Good Will throughout the world." Introducing the nearly-unanimous resolution, Sen. Symington (D-Mo.) said Hope not only has spread "good works" & entertained the armed forces around the world, but has "brought laughter & humor to many millions" in TV, radio, movie and stage shows.

Add Station-Break Beefs: Rep. Sibal (R-Conn.), a freshman member of the Commerce Committee, has added his voice to protests against any network extension of station-break commercial time. "An increase every half hour can only dilute the effectiveness of the ads & annoy the viewer," he wrote FCC Chmn. Minow, urging the Commission to do something. "I cannot believe it would benefit the TV industry."

Asks Citizens Board for TV: Coincident with the Emmy awards (see p. 15), Rep. Ashley (D-O.) came up with some program citations of his own—none of them "a compliment to the national intelligence"—and proposed creation of a Presidential commission for improvement of broadcasting.

Ashley said he doesn't want govt. censorship of TV & radio shows. But he introduced a bill (HR-7082) setting up a National Citizens Advisory Board on Radio & TV, composed of "11 outstanding private citizens prominent in the fields of education & communications, or in the civic, cultural or religious life of our country."

Appointed by President Kennedy, Board members would "make a continuous study of programming trends & make annual recommendations, including suggested legislation, to both the Congress & FCC." The Board would also "study the nature & composition of groups which exercise effective control over programming."

The national need for such a supervisory group is apparent, Ashley told the House.

AT&T Criticizes NASA: The National Aeronautics & Space Administration seems to be dragging its feet on proposals that a rocket be supplied to get an experimental communications satellite off the ground, AT&T vp-chief engineer James E. Dingman told House space investigators. "All we ask is the opportunity to go forward without delay," Dingman said under questioning by members of the Science & Astronautics Committee at a hearing on space communications prospects. Dingman said AT&T filed its rocket request with NASA last Dec. 14, but that no decision on it was expected before June. If the rocket is provided in time, AT&T plans to place an experimental satellite in orbit early next year—with AT&T reimbursing NASA for the cost of the launcher—Dingman said. Representatives of GE, RCA, ITT and other major companies involved in FCC proceedings on ownership & operation of space communications (Vol. 17:19 p16) told the Committee that satellites should be launched & controlled by an industrial team. But Dingman disagreed. "We prefer our own proposal," he said. "It's more in the public interest." Sen. Bridges (R-N.H.) later took the Senate floor to praise AT&T for its satellite plans. He called on NASA to "give careful study & consideration" to the AT&T proposals—particularly its "magnanimous" reimbursement offer.

Tower Controls Voted: The Senate has passed & sent to the House an FCC-requested bill (S-684) requiring painting & illuminating of unused TV & radio transmission towers (Vol. 17:19 p17). As finally approved without debate, the measure gives FCC the authority to order such towers dismantled if the Commission finds "there is a reasonable possibility" they may be a menace to air navigation even if lighted.

FCC Shuns Police Role: Anti-gambling laws shouldn't be written so broadly that FCC will find itself policing broadcast stations to make sure they aren't aiding & abetting race-track bettors in any way, gen. counsel Max D. Paglin told the House Judiciary Committee. Testifying on 3 bills designed to prevent interstate transmission of gambling information, he said: "Neither the Commission nor the communications common carriers should be put in the position where they would be required to perform law enforcement functions." Paglin also pointed out that the Commission already has the power to prevent stations from using their facilities in an improper manner.

Educational Television

JFK'S ETV PLAN UNVEILED: Speaking for the Kennedy administration, HEW Secy. Abraham Ribicoff last week proposed a 4-year cut-price \$25-million federal-aid-to-ETV program in place of the \$51-million gov't-grant plan, advocated by Sen. Magnuson (D-Wash.), which was approved by the Senate in March.

In a long-delayed appearance before the House Commerce Communications Subcommittee, Ribicoff called on Congress to junk the Senate's bill (S-205), rewrite 2 pending House bills and go along with the administration in a long-range federal-state matching-fund project aimed at "a nationwide system of educational TV."

The Cabinet officer, who had sketched his ETV ideas at the NAB convention a week earlier (Vol. 17:20 p8), coupled his pleas for the administration's plan with denunciations of commercial TV for what he said was its failure to do its educational duty.

Commercial stations, said Ribicoff, "have been derelict in what they've given to the public." He professed disappointment at the number of public-service programs scheduled by the networks. "There's been a lot of talk, but they've never really delivered," he observed at one point in the House hearing.

No member of the Communications Subcommittee headed by Rep. Moulder (D-Mo.) disputed Ribicoff's opinions of commercial TV. Nor did he run into trouble with his \$25-million ETV prospectus, which he said could be fitted into matching-grant measures (HR-132 & 5099) by Reps. Roberts (D-Ala.) & Rogers (D-Colo.).

Commerce Committee Chmn. Harris (D-Ark.), who sat in on the Subcommittee session, made no pitch for his own ETV bill (HR-965) which—like Magnuson's—would authorize outright \$1-million grants to the states & D.C. The Subcommittee took no immediate action on any of the varied ETV proposals. But, with White House backing, it seemed likely that the compromise Ribicoff plan would become the best bet for ETV advocates at this session of Congress.

Details of Administration Program

The administration's proposals (including a separate 4-year authorization of \$520,000 for ETV surveying & planning) envisaged a \$25-million federal kitty from which the states could draw funds—up to the \$500,000 each—equal to amounts they themselves earmark for ETV.

The federal money would be used to buy ETV broadcasting equipment—not ground or buildings for stations—and couldn't be applied to set up single-school closed-circuit systems, although Ribicoff said city-wide closed-circuit set-ups probably would be eligible for gov't. aid.

Rep. Moss (D-Cal.) was dubious about closed-circuit applications of the federal-state matching-fund plan, however. He said that the Commerce Committee's jurisdiction was limited to legislation aimed at encouraging utilization of unused ETV allocations. "I would have reservations about any program that takes this Committee into the field of audio-visual aids," he told Ribicoff.

Ribicoff also recommended: (1) "That provisions be included whereby state plans may be developed co-operatively into interstate or regional plans." (2) "That construction grants be made on a project-by-project and not a state-by-state basis." (3) That states be encouraged to get together to pool available federal money and mesh their ETV plans along network lines.

Supplementing Ribicoff's testimony was a bulky report by the Joint Council on Educational Bestg. which itemized ETV operations & hopes in a state-by-state survey.

Ribicoff also summarized returns from questionnaires sent by Harris to each governor, asking about the states' readiness to participate in a matching-grant ETV program. Half the governors said they were ready, 8 made "indefinite" replies, others hadn't been heard from yet—but Ribicoff said when all the state returns are in, there'd be a "high ratio of affirmative responses."

The administration program would be administered by the U.S. Office of Education, but Ribicoff said it would have no role—financial or managerial—in operating any ETV station or programming it. There'd be no federal control of ETV, he stressed: "We don't want to interfere, we shouldn't interfere and we can't interfere."

In a prepared statement, Ribicoff told the Subcommittee: "This administration strongly favors a nationwide system of educational TV. No domestic challenge which faces us is more crucial than education. Educational TV could help us catch up on our school work—in which, I regret to say, we are behind."

Under questioning by Subcommittee members, he added that ETV can't substitute for direct teacher-student relationships. "One of the troubles of this world," Ribicoff said, "is we're trying to do everything mechanically. I'd hate to see the day when every one is spoon-fed his education by some electronic device."

The Subcommittee wound up its ETV proceedings with a classroom-like "teletest" demonstration by Dr. Robert E. Corrigan & C. Robert Love of Corrigan Associates Inc., Garden Grove, Cal. The electronic device permits question-&-answer exchanges between teachers & students via closed or open-circuit ETV.

MPATI Gets Off Ground: After many technical delays & postponements, the Midwest Program of Airborne TV Instruction (Vol. 17:19 p9) finally took to the air May 15 for 2½ weeks of test programming—and first reports from participating schools spelled success for the 6-state project.

"A little better than expected." That was the report at last week's end from MPATI's center at Lafayette, Ind. There were few hitches in Ch. 72 & 76 transmissions of sample taped courses from a DC6AB plane circling daily 23,000 feet over Montpelier, Ind. Some reception difficulties were encountered, particularly in hilly areas, but MPATI technicians said antenna adjustments and tinkering with uhf-set knobs would take care of most of the trouble.

Excellent reception was reported from Waukegan, Ill., Decatur, Ill. and Berea, Ky.—on or beyond the 200-mile MPATI fringe—and there were few complaints about reception from such cities as Detroit, Chicago, Indianapolis, Louisville, Lexington, Lansing and Urbana.

Returns weren't all in at the MPATI center, and there was no estimate last week on how many schools or students may have shared in the ETV adventure. The potentials were 13,000 schools & 5 million students, but MPATI officials will be satisfied if the airborne ETV covers 2 million pupils at the end of its first full year of operation in 1962.

Sample transmissions of lessons in science, biology, Spanish, music, French, arithmetic, algebra, history and geography will end June 1. Special summer ETV teacher-training courses will be transmitted June 19-July 8 to 40-50 workshops in the 6 states. Regular MPATI operations are scheduled to start in September.

The FCC

Network Hearing to Resume: June 20 has been set as the date for the resumption in N.Y. of FCC's network hearing which has been suspended since MCA's refusal to produce the testimony & documents wanted by the Commission (Vol. 17:13 p4). MCA has since challenged in the courts FCC's ruling that it produce or else.

The hearing will be conducted at the U.S. District Courthouse, Foley Square, "for the purpose of receiving further testimony & documentary evidence regarding the production, distribution, sale and exhibition of TV programs." After the turmoil generated by FCC Chmn. Minow's speech at the NAB convention, it can be assumed that greater attention will be drawn to the hearings than they've received to date. The Commission will issue its witness list later.

The House Appropriations Subcommittee, under Rep. Thomas (D-Tex.), released FCC's March 23 closed-door testimony last week, and it indicated that Comr. Ford, for one, is quite hipped on the subject. Consider this exchange:

Thomas: Your Office of Network Study, what do those people do?

Ford: At the present time we have a hearing in process in which we are trying to develop who controls & who owns programming.

Thomas: Well, you know who controls it. We have been studying that for 10 years. We gave the \$100,000 for that study 4 or 5 years ago.

Bartley: They took us to court.

Thomas: Who took you to court?

Ford: We are finding out that different people control it than we thought control it.

* * *

MCA Appeal Opposed: Dismissal of an MCA-Taft B. Schreiber appeal to the D.C. Court of Appeals against FCC's network-investigation authority (Vol. 17:13 p4) has been asked in a joint move by the Commission and Justice Dept. FCC gen. counsel Max D. Paglin & Asst. Attorney General Lee Loevinger joined in a formal motion challenging the Court's jurisdiction. The pointed out that the case arose in Los Angeles, where Schreiber refused to testify about MCA's TV activities.

N.J. Wants in on WNTA-TV: Representatives of N.J. Gov. Robert B. Meyner and the N.Y. ETV group which is buying WNTA-TV (Ch. 13) N.Y. (Vol. 17:19 p15) are continuing to discuss Meyner's campaign to get N.J. a vhf ETV voice. FCC sources say there's nothing to the reports that consideration is being given to letting the N.Y. ETV group buy WNTA-TV and then shifting one of the remaining 3 non-network vhf's to New Jersey. Rather, they say, possibilities are that Ch. 13 would remain assigned to N.J., requiring that a studio be maintained in that state, in addition to N.Y. studios, or that Meyner might make a deal with the N.Y. educators which would give a specific percentage of time for N.J. originations. Another possibility is that Ch. 13 might be operated on the same basis as the Port of N.Y. Authority, the public body which runs tunnels, bridges, etc. and has representation from N.Y., N.J. & Conn.

KJEO Sale Approved: The \$3 million transfer of uhf KJEO (Ch. 47) Fresno, from the estate of the late J. E. O'Neill to Shasta Telecasting Corp. (Vol. 17:10 p13), has been granted by FCC.

FCC Considers License Fees: FCC Chmn. Minow is hot about getting licensees to pay the govt. a fee for their licenses, reflecting the views of the Budget Bureau which has for years tried unsuccessfully to persuade Congress to authorize the charging of fees by FCC and similar regulatory Agencies. In testimony before the House Appropriations Subcommittee March 23, released last week, Minow said: "I personally am very much for it. I think not just broadcasting. We have these hundreds of thousands of amateur broadcasters. It is like applying for a driver's license." The rest of the Commissioners generally favor the concept but they believe that all agencies should begin the practice, that FCC shouldn't be singled out now. In 1954, FCC proposed a system of fees but the Senate Commerce Committee asked it to hold everything pending a "study." The industry unanimously opposed fees at that time. Nothing has happened since. In 1954, FCC proposed to collect \$3 million annually to apply toward its \$7-million operating budget (Vol. 10:5 p16).

Space Treaty Drafted: "Draft preliminary views of the United States" on international frequency-allocation agreements for space programs have been prepared by FCC. In a "notice of inquiry" inviting comments by June 23, the Commission said the U.S. proposals cover such subjects as satellite communications, space research, "aeronautical mobile route service." The draft was written for the State Dept. in consultation with OCDM and the Interdepartment Radio Advisory Committee.

Vhf Translator Restrictions: FCC is considering how to keep stations from extending their service areas via the use of vhf translators, and it's understood to have 2 ideas on tap: (1) Prohibit the ownership of translators by stations except for filling in shadows within their Grade A contours. (2) Prohibit support of translators, direct or indirect, by stations, except for fill-in purposes.

Option Time Maneuvering: Networks & affiliates have decided not to fight FCC's request that the Court of Appeals send the option-time case back to FCC for further rule making (Vol. 17:19 p2). Apparently, they concluded that they could best get their licks in before the Commission in its new go-round.

WSAZ-TV Winning Against AT&T: The 2-year-old fight of WSAZ-TV Huntington-Charleston, W. Va. against AT&T, in which the station seeks a refund for networking payments during the April 29-Sept. 28, 1959 period (Vol. 15:41 p7), reached near-final stages last week when FCC examiner Herbert Sharfman held that AT&T should give \$14,541 to the station.

FCC Allocations Actions: (1) Finalized the reservation of Ch. 24 for ETV in Ogden, Utah, Comrs. Lee & Craven dissenting. (2) Proposed the substitution of Ch. 20 for Ch. 62 in Detroit, at the request of Ch. 62 CP-holder WJMY (formerly WRMP-TV). (3) Proposed the addition of Ch. 19 & 25 to Huntsville, Ala.

Propagation Report: Vhf-Uhf Field Strength Measurements, summarizing results of many recording projects by FCC monitoring stations, is now available from the Commission's Technical Research Div.

Dual-City Tag Rejected: FCC has denied the request of KOCO-TV Enid, Okla. for permission to identify itself also with Okla. City, Hyde, Craven & Cross dissenting.

Allocations Shift Sought: WTVK (Ch. 26) Knoxville has petitioned FCC for the drop-in of Ch. 8 to which it wants to shift.

Networks

Those Unsold CBS Segments: CBS found a real sales problem on its hands last week. So far, that network—alone among the 3—has been trying to maintain a policy against selling its prime-time hours after 8 p.m. on a participation basis (which, in the case of ABC-TV, can mean as many as a dozen different sponsors alternating on a 60-min. film show). Several full-sponsorship & alternate-sponsorship deals have been locked up in these hours for fall, but CBS has now found itself stuck with more than a half-dozen 30-min. openings each week—and is quietly thinking of switching sales tactics.

Here's a quick rundown on week-night availabilities as-yet-unsold at CBS: Mondays—alternate weeks of *Pete & Gladys*, 8-8:30 p.m.; all of *I've Got a Secret*, 10:30-11 p.m. Tuesdays—alternate weeks of *Dobie Gillis*, 8:30-9 p.m., and *Ichabod*, 9-9:30 p.m. Wednesdays—an alternate-week 30-min. portion of *Checkmate*, 8:30-9:30 p.m. Thursdays—virtually all portions of *Frontier Circus*, 7:30-8:30 p.m.; all of *The Investigators*, 9-10 p.m.; all of *CBS Reports* (and other public-affairs shows like *Face the Nation* which alternates with *CBS Reports* on 4th week), 10-11 p.m. Fridays—*Eyewitness to History*, 10:30-11 p.m.

CBS's next move would appear to be fairly obvious. By admitting to its sales problems in lining up full-sponsorship deals, the network was also, in effect, indicating to major-sponsorship advertisers already signed that they may soon find themselves sharing shows with participation sponsors. The policy concerning prime-time participations hasn't been officially scrapped—but it certainly seems to be under heavy pressure.

First to emerge as CBS nighttime participation carriers will probably be *The Investigators*, *Checkmate*, and *Frontier Circus*—all 60-min. film shows. Because of the "image" factors involved, *CBS Reports* and *Face the Nation* will probably be sold on a participation basis only as a last resort. Unsold comedy half-hours present only a moderate sales problem (since there's been strong demand for them this season), and CBS will probably step up sales pressure rather than convert them to participation vehicles.

Some CBS Affiliation-Deal Details: That new compensation plan first announced at the recent CBS affiliate meeting in N.Y. (Vol. 17:19 p5) is still being kept under official wraps by the network, but some of its key details are: (1) To ease station pangs about parting with local-option time periods for network shows, the usual straight compensation formula (about 30% of the network gross dollar) is being abandoned in favor of a sliding-scale arrangement which can rise to 50-60% (at the end of the scale) when a station carries the full roster of CBS network shows. (2) In effect, the arrangement is aimed at capturing for the network a number of marginal slots which stations have preferred to keep for their own use in programming local or syndicator-distributed shows. As we reported earlier, the new formula is designed (as stated by CBS affiliate relations vp William B. Lodge) to reverse the "built-in incentive" toward station use of syndicated shows, which up to this point invariably net a station more ad dollars than do network-fed national shows.

NBC Cameraman Captured in Laos: A helicopter carrying NBC cameraman Grant Wolfkill and 3 other cameramen, unidentified, was shot down over rebel territory last week. Pathet Loa rebels reported Wolfkill was safe.

NETWORK SALES ACTIVITY

ABC-TV

- Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. July.
Purina Mills (Gardner)
- SurfSide 6, Mon. 9-10 p.m.; Naked City, Wed. 10-11 p.m., part. eff. Oct.
Speidel (M-E Productions)
- The Roaring 20's, Sat. 7:30-8:30 p.m., part. eff. Oct.
General Cigar (Young & Rubicam)
- Daytime programming, Mon.-Fri., part. eff. Oct.
Thomas Leeming (William Esty)
- The Steve Allen Show, Wed. 7:30-8:30 p.m., co-sponsorship eff. Oct. 4.
Pepsi-Cola (BBDO)

CBS-TV

- National Football Game of the Week, Sat. 4:30-5 p.m.; Bowl Games, part. eff. Sept. 23 & Dec. 16.
General Motors (Campbell-Ewald)
- Daytime programming, Mon.-Fri., part. eff. May.
Scott Paper (J. Walter Thompson)
Curtis Publishing (BBDO)
- The Defenders, Sat. 8:30-9:30 p.m., part. eff. Sept. 16.
Brown & Williamson Tobacco (Ted Bates)
Lever Bros. (Ogilvy, Benson & Mather)
Kimberly-Clark (Foote, Cone & Belding)

NBC-TV

- The Bullwinkle Show, Sun. 6:30-7 p.m., full-spon. Sept. 24.
General Mills (Dancer-Fitzgerald-Sample)
- The Dinah Shore Show, alt. Fri. 9:30-10:30 p.m., co-sponsorship eff. Oct. 6.
American Dairy Assn. (Campbell-Mithun)
- The Sunday Mystery Theater, Sun. 9-10 p.m., part. eff. Aug.
Mennen (Grey)
- The Americans, Mon. 7:30-8:30 p.m.; The Outlaws, Thu. 7:30-8:30 p.m.; The Shirley Temple Show, Sun. 7-8 p.m., part. eff. June 4
Walt Disney Productions (no agency)
- Bonanza, Sun. 9-10 p.m., full-sponsorship eff. Sept. 24.
Chevrolet Div. of GM (Campbell-Ewald)
- Daytime programming, Mon.-Fri., part. eff. May 9.
Procter & Gamble (D-F-S)

CBC Previews Its Financing: The Canadian network expects its ad revenues to contribute some \$40 million to its fiscal 1960-61 operating budget of \$102 million, Pres. Alphonse Ouimet said last week. The balance will be made up by the government. For the 1961-62 fiscal, he forecast a \$5-million drop in ad revenue, because of competition from Canada's new independent TV stations & network, and a rise in operating costs to about \$110 million.

NBC Nielsen Needles CBS: CBS's Arbitron rating victory for the May 5 coverage of Project Mercury (Vol. 17:20 p14) may be short-lived, and NBC's traditional battle cry—"wait for the national Nielsens"—may pay off again, or so indicated the 24-market Nielsen figures tabulated last week. "The first authoritative measurement of the May 5 TV audience," (according to NBC), gave NBC a 2-to-1 lead in both rating & share. Average figures for the 10:15-11:30 a.m. period of the actual Mercury shot and the 12:45-1:30 p.m. follow-up coverage: NBC scored a 14.2 rating and 49% share, CBS a 7.6 rating and 26 share, ABC a 4.1 and 14 share.

Advertising

MORE ACTION ON LONGER STATION BREAKS: Two unexpected moves last week freshened the controversy over the network trend to longer station breaks.

Young & Rubicam, the first agency to register a loud protest against stretched-out station breaks (Vol. 17:16 p7), became the first agency to take a positive step toward putting a firm curb on them. In a new contract with NBC-TV on behalf of Gulf Oil Corp., Y&R inserted an unusual clause. Its gist: If any NBC o&o or affiliate is found to be triple-spotting before or after a Gulf-sponsored network show on NBC, the station will be canceled promptly from the Gulf network lineup. Y&R Pres. George H. Gribbin said that he planned to recommend to other Y&R clients that they follow a similar policy in network contracts. NBC accepted the clause (possibly because Gulf will sponsor a hard-to-sell public-affairs show, *Here & Now*, this fall) without serious protest, but declined to comment on the precedent-setting contract.

Said Y&R's Gribbin: "We feel that there is already adequate time for commercial messages on TV. Any further extension of commercial time will only lead to still further extension. The time to stop this expansion is now, not later." Apparently, Y&R feels that it's too late to stop the stretch-out of station breaks from the present 30-sec. length to 42 secs.—but it's not too late to prevent triple-spotting during the local breakaways.

Support for the longer station breaks, meanwhile, came from a relatively unexpected source. Station representatives are often in the position of opposing new network commercial policies, on the theory that many of them (participating shows, programs telecast in marginal hours, etc.) are actually devices to siphon off the cream of spot-TV revenue. This time things were different, and the reps officially voiced their support of network station-break plans last week through the Station Representatives Assn.

Said SRA dir. Lawrence Webb, in a letter to major advertisers & agencies: "Member firms of SRA applaud the plan . . . The increase to 42 seconds will greatly enhance the ability of stations who are allowed this extra 10 seconds between network programs to increase the efficiency & flexibility of their operations, thereby providing better service to the viewing public & the advertiser."

L&M Switches Agencies: Ending a 5-year association with McCann Erickson, Liggett & Myers switched some \$11 million in billings (\$5.5 million in TV) for Chesterfield, Oasis and Duke to JWT. L&M offered no official explanation for the switch, but it would seem the firm was less ecstatic than M-E over recent sales figures for its 3 cigaret brands. (Said M-E Chmn. Robert E. Healy: "It is with pride that I report that Chesterfield sales losses have been steadily decreasing in each of the last four years.") Industry sources speculated that the switch was traceable to M-E's poor TV track record this season for Liggett & Myers. Several ABC shows in which M-E recommended participation were dropped in mid-season because of poor ratings. The agency's one high-rated program choice, *The Untouchables*, did little to boost L&M's popularity with Italian-Americans (Vol. 17:12 p7), and even less to boost M-E's with L&M. The L&M switch is M-E's 3rd major account loss since April 9 (Bulova and Colgate's Ajax, each estimated at \$4 million) and it boosts the total of new JWT business in roughly the same period to \$16 million (\$2.5 million of new Lever business, the \$1.5 million Congolem-Nairn account and Chunky candy, \$750,000).

McGannon Memo to Admen: Keep your hands off programming, TV sponsors have been told in effect by Westinghouse Bcstg. Co. Pres. Donald H. McGannon, writing in the AFA's *Repros* on broadcasting management's responsibilities for what goes on the air.

"The public interest can be served & the licensee's responsibility under the law satisfied when the advertiser is held to a proper area of influence—the effect of the programming on the company name, reputation and products," said McGannon.

"The advertiser must be limited from influencing the artistic or cultural content of a program, or from rejecting a program that seeks to achieve an audience reaction that is higher in the informational or cultural scheme of things.

"The area of advertiser's censure is properly limited to subjective differences of opinion & possible program content, that if aired, would be derogatory to the company, its product and its reputation."

The former chairman of NAB's TV Code Review Board, who introduced a repeat performance of Westinghouse's public-service presentation ("The Changing Community") at the NAB convention in Washington May 8, also called on sponsors to pay close heed to Code rules.

"It is incumbent upon the broadcasters to resist demands from any third party, advertisers included, when demands are unreasonable or the net effect of applied pressure is to distort the resulting creative effort or reduce it to a level of public appeal that is improper," McGannon said.

Why TV Pre-Selling Is a Must: The average supermarket has well over 5,000 individual items on display. Result: "When a woman goes into a store today, she doesn't have much time to browse or study a label [and she] spends only two-fifths of a second per item." So stated Melvin A. Goldberg, Westinghouse Bcstg. Co. research dir., to the Annual Conference on Advertising sponsored by the Babson Institute in Boston May 17. Since personal selling is impractical or impossible under such circumstances, Goldberg added, advertising—"particularly TV"—is needed to pre-sell supermarket products. "Manufacturers apparently have recognized this need for pre-sell [for] in the 10 years from 1949 through 1958, total advertising almost doubled and TV advertising grew more than 2,000%," Goldberg said.

Don't Oversell, FTC Warns: A product can be good but TV commercials for it can be so bad that they're illegal, FTC's Daniel J. Murphy pointed out at the same Babson advertising conference (see story above). The Bureau of Litigation expert cited several FTC cases in point: "Even though the quality of the product is not directly in issue, purchasers may be induced to buy a certain product because they have been led to believe that it has undergone a valid test or demonstration."

TV Blamed for Bad Ad Image: TV commercials which "invade the household with audio-visual short courses from *Gray's Anatomy* to sell proprietary drugs" are one of the chief reasons for advertising's "image problem," So stated Burton E. Hotvedt, vp & mgr. of the Milwaukee office of Brady Co. and senior vp of the Advertising Federation of America, to a U. of Wisconsin advertising seminar recently. While much print advertising is "excellent, exciting, informative and inviting," Hotvedt said, TV is "loosely policed." More industry self-policing was needed, he added, to prevent "having to add an enlarged volume of government restrictions to the creative man's reference library."

Brewers Boost TV Dollars 4.2%: Gross time expenditures by brewers in spot & network TV rose from \$49 million in 1959 to \$51 million in 1960, giving TV 53.9% of the beer industry's ad dollars, TvB reported last week. The top 10 brewers accounted for more than 50% of all the industry's ad expenditures in TV, magazines, newspapers and outdoor, with gross time & space expenditures of \$54.7 million in 1960 vs. \$49.7 million in 1959. Of this total, TV accounted for 49.2% last year, magazines 11.5%, newspapers 9.9% and outdoor 29.4%. Five of the top 10 brewers spent more than 50% of their 4-media 1960 ad budget in TV, the bureau added. "TV's share for all brewers was higher than its share for the top 10 since smaller regional breweries make greater use of spot TV and use magazines far less," said TvB.

TV as a Recession-Buster: TV ad pressure helped leading advertisers to fare better during the recent recession than did the non-TV-using company, Norman E. (Pete) Cash told the National Sales Executives Convention in San Francisco last week. What differential was caused by TV use? Said Cash: "Among [3,400 businesses surveyed by a major bank], those spending more than 50% of their advertising budgets in TV had a profit increase of 8.9%. Those who put 25-50% of their budgets in TV had a profit increase of 5.2%, while those who placed from zero to 25% in TV had a profit decline of 2.2%."

Census of 1958 Ad Business: The Commerce Dept. has published a 6-page statistical analysis of ad agencies in selected metropolitan areas of over 1 million population. The data has been culled from the 1958 Census of Business. Indicative of the information presented, the analysis notes a total of 4,240 U.S. ad agencies in 1958, with a combined revenue of \$4,346,909,000. They employed 61,327 persons, paid them \$462,345,000. Agency proprietors (distinct from incorporated firms) numbered 2,343.

JFK Gets Good Rating "Predominately Republican" advertising & marketing executives think that President Kennedy—on the whole—turned out a good performance in his first 4 months in office, according to *Printers' Ink*. The magazine polled 451 members of its executive panel, reported 51% rated the President's performance as "good," 13% as "excellent," 31% as "fair." Only 5% thought it "poor." And a majority of the executives approved of the appointment of FCC Chmn. Minow.

Few Advertiser-Controlled Hours Left: Advertisers will control only 6½ of the 78½ total network hours per week this fall, points out a tabulation in *Sponsor*. The figures: Of ABC-TV's 26½ hours, only half an hour is controlled by advertisers; of CBS-TV's 26, only 4; and of NBC-TV's 26, only 2 is advertiser-controlled. Concludes *Sponsor*: American network TV is "but 6½ hours away from the British commercial system."

Mennen Bows to FTC: Mennen has agreed to an FTC consent order forbidding it to use "deceptive" TV demonstrations to sell its Mennen Sof' Stroke Aerosol shaving cream. In a complaint last Oct., FTC cited "false & misleading artifices" in Mennen commercials in which a skin diver with a heavy beard was shown shaving under water. Terms of the order were worked out by Mennen & FTC's Bureau of Litigation, then approved by the full Commission.

Ad People: Mitchell J. Epstein named vp, Benton & Bowles . . . Jack Cantwell, Douglas Coyle, Herbert Vitriol, Barrett Welch named Sullivan, Colwell & Bayles senior vps.

Technology

ELECTRONIC STANDARDS CONVERTER: Important technical breakthrough in the field of international TV exchange was announced at week's end by ABC engineering vp Frank Marx at the World's First International Festival of TV Arts & Sciences at Montreux, Switzerland. ABC, he reported, has a new all-electronic key to the maze of incompatible TV-picture standards now in use in different parts of the world.

The long-sought electronic standards converter has been developed by ABC engineers, Marx said. A TV picture from any broadcast standard may be fed into the machine and converted to the standard of any other country—without using optical, or kinescope, methods. The converter can change a video signal using any of the world's TV standards—405-, 525-, 625- or 819-line—to any other of the standards. The converter is valuable for making video tapes for rebroadcast in other countries, and for future international exchanges of live TV.

Marx said the ABC converter translates pictures from one standard to another instantaneously "with no loss of quality."

Converters presently in use employ an optical principal—in effect, a TV camera adjusted to one set of standards photographs from the face of a picture tube a TV picture using another set of standards. This type of converter is used for international telecasts on the Eurovision network. The ABC converter will be demonstrated and technical details released next November at the first international assembly of the Academy of TV Arts & Sciences.

Meanwhile, CBS announced in N.Y. that it is now operating the only commercially available standards-conversion facilities in the Western Hemisphere. CBS's optical conversion equipment, of West German manufacture, was used by CBS last summer during the Olympic Games to convert 625-line Italian signals to the U.S. 525-line standard for recording on tape. Now installed in N.Y., the converter is being used to facilitate international TV-tape exchange, can convert video-tape recordings to or from any of the 3 foreign transmission standards & the U.S. standard.

RCA To Build TV Space Relay: The National Aeronautics & Space Administration last week selected RCA's proposal from 7 submitted to build the government's Relay experimental communications satellite. Relay, slated to be launched in mid-1962, will test the feasibility of using satellites for transoceanic telephone, telegraph and TV communications. The contract, which will total some \$3,250,000, will go to RCA's Astro-Electronics Div. in Princeton, N.J.

Six other proposals were submitted by 9 companies: Bell Telephone Labs and Western Electric; ITT and GE; Collins Radio and Ford's Aeronutronics Div.; Hughes Aircraft; Bendix; Philco.

The possibility of an even earlier TV-communications satellite is raised by AT&T, which has its privately developed project under construction. AT&T said last week that "if a rocket is made available," it can launch its experimental satellite by year's end. "Our principal interest still is to get our experimental satellite into orbit as an essential step toward a commercial communications system," AT&T noted. AT&T appeared before Congress last week to urge NASA to launch its satellite (see p. 7).

Film & Tape

Syndicators Salvage Civil War: The conspicuous dearth of network-level programs geared to the Civil War centennial was climaxed recently with NBC's decision to discontinue *The Americans* and ABC's about-face on the proposed alternating series *The Rebel & The Yank*. But in syndication, Trans-Lux and CBS Films are still waving their battle flags.

Trans-Lux, marketing outlet for the Westinghouse Bestg.-produced *The American Civil War*, reports 72 sales to date for the 13-episode documentary series, with 2 recent renewals (WMAL-TV Washington and WJAC-TV Johnstown). The South accounts for 27 of the 72 sales (37.5%), with the Midwest the next biggest bidder (23 markets). Banks & insurance companies are the most active sponsors.

CBS Films' *The Grey Ghost*, a fictionalized account of the adventures of Confederate Col. John Mosby, originally released in 1957, has played in 164 markets and is currently running in 15. Southern interest has been strong throughout the show's 4-year history, and, of the 3 sales made since January of this year, 2 are Southern markets (WTVR Richmond and WJTV Jackson). CBS Films told us it anticipates "a sales upsurge" in the fall. Also in this firm's Civil War vault is the 71-episode, off-network package *You Are There*, narrated by Walter Cronkite. Some 15 of the episodes deal with Civil War incidents (the death of Stonewall Jackson; Grant & Lee at Appomattox, etc.), and there are plans to promote the package with a Civil War angle.

Unger Out as NTA Head: Oliver A. Unger has resigned as NTA pres., chmn. and director. This is an aftermath of criticism leveled at NTA operations during the recent proxy fight by stockholders of NT&T, which owns 38% of NTA (Vol. 17:17 p15). Dissident stockholder Leonard Davis, who precipitated the successful fight for seats on the NT&T board for himself & Phillip L. Handsman, had termed NT&T involvement in NTA a "debacle" and had hit hard at the management of NTA.

An NTA source told us Unger was leaving because "it was felt it was in the best interests of management to have a new operating head." He said Unger would continue to work with the new NTA president during the transitional period. A special NTA board meeting was held Sat. (May 20) to name new officers and we were informed that Charles Glett, ex-NT&T executive, was scheduled to be elected NTA president. Unger had been president of NTA since Oct. 1, 1957. He became its chief executive Feb. 16, 1961.

The internal shakeup at NTA, we also learned, has had a slowdown effect on the negotiations between a N.Y. ETV group and NTA concerning the purchase of WNTA-TV N.Y. (Vol. 17:13 p14). Station broker Howard Stark, who represents the ETV group in the negotiations, told us he plans to meet with the new top-management NTA team sometime this week to confirm present dealings. "NTA," said Stark, "has had many internal problems . . . but the deal's still on."

CBS-TV has no present plans to convert its Television City into a site for filming its own series, despite the fact that it has overcome IBEW resistance to such action (Vol. 17:20 p14). We are so informed by Guy della Cioppa, CBS-TV West Coast program vp. But the network "is looking into the situation carefully," he added.

NEW YORK ROUNDUP

No Loss on 20th-Fox Pilots: Network deals to finance pilots by outside producers or major studios may cut down on the number of network sales possibilities for the fledgling show—but at least network money cushions the production firm's financial rap. This fact was made clear at the May 16 annual meeting of shareholders in 20th Century-Fox (see p. 24), when a stockholder charged that 20th had spent \$120,000 apiece for 5 pilots, and then sold them for \$80,000 each. Not so, reported management. Yes, there had been 5 pilots, but all except one were financed by various networks, and all 5 sold for \$100-145,000 each. On another 20th-Fox front, a legal dept. executive virtually yawned when we asked about a suit being filed by Marx Music Co. attempting to restrain the TV distribution of a feature film containing the publishing house's music. "It's one of some 2,000 suits pending against 20th-Fox, none of which amounts to much," we were told.

Videocraft Productions has become the first American telefilm producer to make a successful TV production deal in Japan. The N.Y.-based firm has signed an agreement with Dentsu (Japan's biggest ad agency & world's 5th largest) under which Videocraft will provide the scripts, production control and dubbing, and Dentsu the facilities for stop-motion filming of a 130-episode *Pinocchio* series. Dentsu is not, strictly speaking, a financial partner, and is essentially providing physical production. The technique is similar to that used in a feature-length production of "Hansel & Gretel" and in the Brylcreem commercials seen in the U.S. The series is being syndicated internationally.

NBC is about to do syndicators a major favor. In the latest show shuffle of its fall schedule, NBC now plans to return affiliates for "local programming" a choice piece of evening time—the 7:30-8 p.m. slot on Mondays. The period is being opened by the demise of *The Americans* (7:30-8:30 p.m., Mondays) this fall, and the decision by NBC to schedule MGM-produced *National Velvet* in the latter half of the vacated hour. Said one syndication source in N.Y. last week of the move: "It's the first nice thing a network has done for us in a long time."

ABC Films Pres. Henry G. Plitt left last week on a one-month European trip to "establish distribution centers for the company's overseas branch." R.I. Films Ltd. of London currently handles the European market for ABC Films but, said Plitt, "the market has grown to such an extent that it has become necessary for us to operate our own sales force in the principal TV centers abroad."

ITC released 2 new shows last week. *Whiplash*, shot on location in Australia, stars Peter Graves as Christopher Cobb, the American who established & ran the first stage-line in that country. *Supercar*, a space age series, "introduces a new technique to TV—the use of electronics to give model miniature characters a dimension of reality with absolute synchronization."

People: Arthur L. Manheimer and M. E. "Bud" Ormond have been named Trans-Lux Western div. mgr. and Midwest div. mgr. respectively . . . Alan May and Jack M. Ostrow have been elected to the NTA board, replacing David J. Melamed and Samuel P. Norton who resigned . . . S. Herbert Kaufman named national merchandising mgr., Romper Room Inc.

HOLLYWOOD ROUNDUP

Screen Extras Guild will hold its annual membership meeting June 9 in Hollywood. There will be a discussion of its new health & welfare plan, led by Martin E. Segal, Guild consultant on the program. Resolutions include one which would establish a special committee to study the feasibility of SEG proposing to the trustees of the industry pension plan revisions in its eligibility requirements.

Official Films-David L. Wolper co-production deal was announced last week for a 30-min., 39-episode biographical series based on the Paramount Newsreel library which Official owns (Vol. 17:20 p17). Mike Wallace will narrate the series, now being shot in Hollywood and appropriately tagged—*Biography*.

"Dobie Gillis" producer Rod Amateau, describing the series story line for next season: "We're going to have Dobie & Maynard out of the Army. They will have served their 6 months. They can't make it to college because they're not too bright. In fact, they're both incompetents. So they will go to a trade college."

Screen Gems puts *Panhandle*, a 1962-63 pilot, into production this summer. Format of the 60-min. series is action-adventure with comedy overtones. Based on W. R. Burnett's story *Reckless*, it's set against the background of the Texas-Oklahoma oil fields of the 1920s.

Warner Bros. is preparing *Black Gold* for possible showing on ABC-TV beginning in January. It's about boom days of the oil fields in the 1920s.

Juggernaut, Inc. has been formed by Dale Robertson to produce the 60-min. version of *Wells Fargo*, in which he stars. Robertson is president of the company which will also produce pilots & movies.

CBS-TV is preparing as pilots for the 1962-63 season 2 half-hour comedies, *Darryl & His Friends* and *Me, Myself and I*, and two 60-min. shows, *The Dragon & St. George* and a sea saga, *Yankee Clipper*.

QM Productions has assigned 12 writers to prepare scripts for *The New Breed*, which goes into production in June for ABC-TV. Allen Miner and Walter Grauman are producer-directors for exec. producer Quinn Martin.

Warner Bros.' 77 *Sunset Strip* star Richard Long, recovering from a heart attack, may not return for next season's series. If he doesn't, there will be no replacement, says producer Howie Horwitz.

The writing team of Jackie Elinson and Chuck Stewart has been signed to do 15 scripts for *The Danny Thomas Show* and 15 for *The Andy Griffith Show* for next season.

Burrud Productions' Bill Burrud and Gene McCabe leave May 31 for Egypt, France and Spain, to film for a documentary and for episodes of *Wanderlust*.

People: Sam Manners named executive in charge of production on *Naked City* and *Route 66* . . . Producer Samuel A. Peeples has left Revue Studios . . . Dr. George Andros is named technical adviser on MGM-TV's *Dr. Kildare*, which goes into production June 12 . . . William Bendix may star in a pilot for George Burns' McCadden Productions . . . Robert Chandler leaves *Variety* to join MGM-TV as PR dir. this summer.

WGAW Upholds Fine & Expulsion of Tors: Writers Guild of America West membership last week upheld its \$21,500 fine & expulsion of producer-writer Ivan Tors for actions during last year's writers strike against TV-film producers. The Guild's disciplinary committee had found Tors guilty of hiring writers and writing scripts.

The producer (*Sea Hunt*, *Malibu Run*) had charged that WGAW had no jurisdiction in the situation; he said he had resigned last May 10 from the Guild, and that he had not hired writers, that Ziv-UA was in control of the shows at the time. But Sam Newman, who headed the Guild's disciplinary committee during the Tors hearing, said Tors had admitted to his group last May that he had hired writers & written some of the scripts himself.

At the same meeting Charles Schnee was elected WGAW president, succeeding Curtis Kenyon. James Webb was elected pres. of the screen branch & first vp of WGAW; Allen Rivkin, vp screen branch & WGAW treas., Devery Freeman, secy.-treas. of screen branch; Christopher Knopf, vp TV branch and secy. of WGAW; Louis Pelletier, secy.-treas. TV branch. Barry Trivers and Nate Monaster tied for presidency of the TV branch. The Council will meet this week to resolve the deadlock.

Four Star Rejects Desilu Merger: Four Star Television has turned down a proposal by Desilu representatives to merge with Desilu Productions. "Very serious" discussions were held, but Four Star Pres. Dick Powell and exec. vp Tom McDermott terminated them after investigation. Reason: It wasn't interested after it became apparent it might lose control. Desilu Pres. Desi Arnaz had pressed for a deal in which he would have headed the merged companies, we're informed by insiders. Powell, who founded Four Star 10 years ago with Charles Boyer & David Niven, has made it clear he'll not give up control of his company.

Desilu recently held merger talks with Westinghouse Bestg., but that deal is considered virtually dead (Vol. 17:13 p10).

The Case of the Reluctant Barrister: Raymond Burr, perennial victor over the district attorney in the *Perry Mason* series, won't be back next season. He's tired. At least that's what the actor stated publicly, and his agent backed it up by telling CBS-TV he considered Burr's work on the series "wrapped up" with this season. However, Burr is under contract to do another year in the series, and behind-the-scenes plans are proceeding on next season's production, with scripts being prepared. Most-accepted theory in Hollywood: The statement is a maneuver designed to persuade Burr's employers to give him a better financial deal. At week's end it looked as though *Perry Mason* might be headed for his first defeat.

Motion Picture Export Assn. Pres. Eric Johnston and Brazilian President Quadros met last week to discuss Brazil's telefilm quota regulations which limit the amount of evening time available on Brazilian TV stations for imported motion picture films (Vol. 17:20 p17). The session was "cordial & constructive," said Johnston, "opening the door to the development of a solution to the problems which have been plaguing the industry." The new ruling is set to take effect Jan. 1, 1962. William H. Fineshriber Jr., MPEA vp for TV, will hold "follow-up meetings with other Brazilian officials," Johnston added, before proceeding to Argentina to protest a recently passed bill calling for all Spanish dubbing on films shown on Argentine TV to be done in that country.

Programming

Film Shows Move in on Emmy: Film shows bagged 16 of the 25 Emmy awards of 1961 on May 16 as compared with 7 out of a possible 21 last year. Network creativity suffered a prestige setback as ATAS awarded 19 of the 25 prizes to producers, performers and technicians represented by independently produced packages. Among networks there was a split between CBS and NBC (11 each) and 2 went to ABC.

Hallmark Hall of Fame's production of "Macbeth" led the winners, bringing Emmys to Maurice Evans (single performance by an actor), Judith Anderson (single performance by an actress), and George Schaefer (directorial achievement in drama). Macbeth was doubly awarded for "program achievement in drama" & "program of the year." Some other winners: Raymond Burr for *Perry Mason* (actor in a series), Barbara Stanwyck for *Barbara Stanwyck Show* (actress in a series), Fred Astaire in "Astaire Time" (performance in a variety, musical or series), *The 20th Century* (public affairs), *Huntley-Brinkley Report* (news), RCA and Marconi's Wireless Telegraph Co., for development of the 4½-in. TV camera & tube.

This year's trustees award went to Joyce C. Hall, pres., Hallmark Cards, for "uplifting TV standards through complete 10-year sponsorship of *Hallmark Hall of Fame* and for establishing the Hallmark teleplay-writing competition." Sidestepping the differing opinions regarding who gave birth to & nurtured The Great Debates, ATAS presented a special trustees' citation to "all those who contributed to TV coverage of the Presidential debates" with special praise for President Kennedy and Richard Nixon. Advertised NBC-TV in the Friday newspapers: "We're happy the Emmy people saw fit to issue a trustees' citation to all those who contributed to The Great Debate, especially since so much of the spadework was done by NBC Chairman Robert Sarnoff. It was his invitation to John F. Kennedy and Richard M. Nixon that won their participation..."

* * *

Emmy herself took honors in the ratings, edging out competition on ABC-TV and CBS-TV by a considerable Arbitron margin. In the 10-10:30 p.m. period, the Emmy-cast drew a 31.3 on NBC (and a 45.9% share) vs. a 12.4 rating for *Garry Moore* on CBS and a 9.4 for *Alcoa Presents* on ABC. In the 10:30-11 p.m. segment, NBC's rating & share bounced even higher—to 36.8 (with a 51.5% share) against 10.9 for CBS and a 9.1 for local ABC outlet programs. The sets-in-use figure during the 10:30-11 p.m. period was, according to Arbitron, at "the unusually high level" of 71.4.

Wometco Enunciates "Security" Policy: Pres. Mitchell Wolfson recently stated his concurrence with President Kennedy's request that news broadcasts be guided by national security. In a statement of policy to Wometco stations (WTVJ Miami, WLOS-TV & WLOS Asheville, N.C., 47½% of WFGA-TV Jacksonville), Wolfson declared in part: "It will be [our] policy, regardless of our competitors' actions, to use our very best judgment in not broadcasting any news that would serve the purposes of the enemy. . . . No one in America, including the President, has any desire for censorship. However, there should certainly be some prudent restraint, in my opinion, in some news disclosures. No broadcast should be made if it gives aid & comfort to the enemy to a degree that exceeds its usefulness as information to the American public."

Seven Evening Cartoons Next Season: The 1961-62 total of animated cartoon series rose to 7 last week when NBC-TV announced its newest entry—*The Bullwinkle Show*. Done by Producers Associates of TV Inc., the color series is set for Sun. 7-7:30 p.m. as a lead-in for Walt Disney's *Wonderful World of Color*. The show is a spin-off from the same production firm's *Rocky & His Friends*, a Sat. 9:30-10 a.m. show on ABC-TV. The 3-network total of 7 evening cartoon shows for next season (compared with the current 2) lines up as follows: ABC-TV—*Bugs Bunny* (Tue. 7:30-8 p.m.), *Calvin & the Colonel* (Tue. 8:30-9 p.m.), *Top Cat* (Wed. 8:30-9 p.m.), and *The Flintstones* (Fri. 8:30-9 p.m.). CBS-TV—*Alvin & the Chipmunks* (Wed. 7:30-8 p.m.). NBC-TV—the 2 above-mentioned shows. In daytime hours, animated series for the small-fry will also favor new faces this fall, but on ABC-TV only.

Never-Underestimate-the-Power Dept.: Fair-sex viewers found this season's NBC-TV daytime Purex specials so worthwhile that they think their office-trapped husbands should see them too. In fact, what prompted Purex to rerun its specials (i.e. "The Trapped Housewife," "The Cold Woman," "Change of Life") in prime evening time this summer (Tue. 10-11 p.m.) was, according to one NBC sales exec., "a flood of mail from frustrated females" requesting a later time. The rerun package, which includes 6 of the "women" specials, will be rounded out with 2 Purex-sponsored *Project 20* shows ("Those Ragtime Years" and "The Will Rogers Story") and "The Margaret Bourke-White Story," a *Sunday Showcase* repeat.

President Kennedy Overexposed?: "One of the most remarkable things about the Kennedy administration in these first few months has been the vast amount of publicity it has been given. Jim Hagerty, who was considered the past master of the Madison Avenue approach to politics, has been made to look a piker. Mr. Kennedy is far more in the magazines, on the air and on the front pages than Mr. Eisenhower ever was . . . What he is doing is trying to build personal popularity . . . and indeed he has, if we can trust the Gallup poll, . . . but more, to transform that popularity into public influence—influence, for instance, on Congress. People are already beginning to ask themselves around Washington: Is the President getting too much publicity? Will he, can he become the victim of overexposure?"—Ray Scherer on NBC's *Emphasis*.

They Went Thataway (in Color): As part of a record volume of color hours, two more NBC-TV horse operas are being shot in color this season: *Laramie* and *Tales of Wells Fargo*. Both are 60-min. film shows. The move is being made, NBC said last week, because of "the success we've had with *Bonanza*, a Western, in color." NBC's fall color schedule calls for 10½ hrs. of color a week in prime time—a 60% increase over last year's level, according to sales vp Don Durgin. He also told an RCA dealer-distributor meeting in Las Vegas that the network's total color hours for 1961 will top 1,600, of which 815 will be daytime.

Kukla Rides Again: NBC confirmed to us last week a rumor that one of TV's pioneer-era shows is likely to be back on network TV this fall. This time, it'll be titled *The Kuklapolitans*, and is expected to be scheduled in station-option time at 5 p.m. on a Monday-Friday basis, packaged as a 5 min. show. There has been "sponsor interest," NBC said, but nothing definite. To help persuade stations to clear time for the newest version of the original *Kukla, Fran & Ollie*, NBC is relinquishing to stations the 7:30-8 p.m. period on Mondays (see p. 13).

Television Digest

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Personals: Fred M. Thrower, vp-gen. mgr., WPIX N.Y. elected exec. vp . . . Leslie H. Norins named gen. mgr. of KEY-T Santa Barbara . . . David F. Strubbe named sales mgr., WLW-T Cincinnati.

Samuel P. Norton resigns July 1 as pres. of Williamsport Cable Co., Southern CATV Systems Inc., National CATV Systems Inc. and Cinemiracle Pictures Corp., all NT&T subsidiaries . . . Hal Phillips promoted from program dir. to station operations dir., KHJ-TV Los Angeles, succeeded by Wally Sherwin . . . Dr. Frank Stanton, CBS Inc. pres., will be commencement speaker at MIT June 9 . . . George A. Heinemann, NBC public affairs mgr., spoke on "The Creative Instinct" at Wayne State U., Detroit, May 19.

Theodore F. (Ted) Koop, veteran CBS newsman in Washington, promoted from Washington office dir. to CBS Inc. vp there, succeeding Edmund C. Bunker, who resigned to join Basic Products Corp.'s Froedtert Malt Div. in Milwaukee as exec. vp . . . Burt Toppan promoted from PR & promotion dir., Wometco's WTVJ Miami, to Wometco Enterprises promotion & stockholder-relations dir.

Sherlee Barish, ex-Official Films, will head Broadcast Personnel, an all-industry broadcast-placement service div. of Jerry Fields Associates, advertising-exec. placement service.

Meetings next week: Advertising Federation of America 57th annual convention (May 27-31). Speakers include Paul Rand Dixon, FTC chmn.; Earl W. Kintner, former FTC chmn.; Leslie Bruce, Purex Corp. ad dir.; John P. Cunningham, Cunningham & Walsh chmn.; Emerson Foote, McCann-Erickson pres.; Ed Zern, Geyer, Morey, Madden & Ballard vp; others. Sheraton-Park Hotel, Washington • Industry Film Producers Assn. second annual convention & trade show (June 2-3). Hotel Miramar, Santa Monica, Cal.

New TV Publication: *TV International*, which calls itself "the magazine for TV executives throughout the world," is published monthly by World Wide Publications, 11 Clifford St., London, W.1. Subscription rate in U.S. by airmail is \$10.51.

Gertrude Berg's memoirs, *Molly and Me*, have been published by McGraw-Hill (278 pp.; \$4.95).

Whiteside Kills Himself: Thurman A. Whiteside, 50, acquitted last October in his 2nd trial on conspiracy charges in the Miami Ch. 10 "influence" case (Vol. 16:42 p3), shot himself to death May 19 in his downtown Miami office. The first trial of Whiteside & ex-FCC Comr. Richard A. Mack, accused of trying to rig the Miami award for National Airlines' WPST-TV, ended in a hung jury. Whiteside was then tried alone because his co-defendant was too ill to appear in court. Miami police said Whiteside put a .22 caliber automatic pistol bullet through his head in his heavily-carpeted, nearly-soundproof law library. The attorney's body was found by his secretary, who had heard no shot. No note was left by Whiteside, but his physician told police he had been in poor health.

John F. Cushman, ex-Justice Dept., has been appointed FCC asst. general counsel in charge of the Administrative Law & Treaties Div. His most recent position was attorney advisor to the Bureau of Prisons. He obtained his law degree from Cornell in 1949, and served as law clerk to D.C. Court of Appeals Judge Henry W. Edgerton and Supreme Court Justice Robert H. Jackson before joining Justice in 1951.

Stations

Payola Revisited: While most broadcasters—following FCC Chmn. Newton Minow's chastisement—were spotlighting the industry's positive achievements last week, disc jockey Peter C. Tripp provided an unwelcome reminder of the 1959-60 payola scandals (Vol. 15:35 p12 *et seq.*). The ex-WMGM radio N.Y. record spinner was found guilty on 35 commercial bribery counts in N.Y. Special Sessions Court May 15 of having accepted \$36,050 from 8 recording companies in 1958. Tripp, who won some public acclaim in 1959 when he stayed awake for 200 hours in the Armed Services recruiting booth in Times Square, lost his job on WMGM's *Your Hits of the Week* after his arrest last May 19. He is scheduled for sentencing June 30.

WSIX Inc., Nashville, Consolidates TV-Radio: A 3-acre tract has been purchased on which a 35,000 square ft. building will go up this year to house all operations facilities of WSIX-TV, WSIX & WSIX-FM, following FCC approval of the change. The site is 2½ miles from downtown Nashville, on US 41 to the city's municipal airport. The TV plant at present is on Old Hickory Blvd.; AM & FM are in the Nashville Bank & Trust Bldg.

WPAT Brings \$5 Million: Capital Cities Bestg. Corp. has bought WPAT & WPAT-FM Paterson, N.J. for \$5 million cash. Dickens J. Wright will continue as manager. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Raleigh-Durham, WCDC (Ch. 19) Adams, Mass.

New RCA TV Recorder: Deliveries of RCA's new all-transistorized broadcast video-tape recorder (shown at the NAB convention—Vol. 17:20 p11) will begin before the end of the year, to govt.-priority customers, we're informed. And RCA says production models of the super-deluxe \$59,500 recorder will be going to broadcasters early next year (not in 2 years, as we reported).

Rapid Film Processor: New Kodak Viscomat 16-mm processor, which was demonstrated recently at the SMPTE convention in Toronto, "develops motion pictures as fast as they're taken," according to Eastman Kodak. The speed of processing is 36 feet per minute. Eastman is recommending it for kinescope and other TV-film use.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

FIRST SIGNS OF TV UPSWING: Harbingers of better business, apparent in some other consumer fields, are now beginning to show up in TV & phono markets. Radio, which never did feel the recession very strongly, continues to hold up well.

Most manufacturers say May got off to good start in TV, and that stereo is meeting advance-planning predictions (see March figures, p. 22). And there are early indications that May 1961 could top May 1960 in TV distributor sales—which many in the industry consider to be the most important business barometer (since EIA's distributor statistics are based on an actual poll, while its retail figures are sampling projections).

Preliminary data for April indicate that TV retail sales will top the year-ago figure (by EIA's yardstick) for 2nd month in row. In March, EIA figures showed 5.6 % advance (Vol. 17:20 p21), while April statistics are expected to show rise of more than 7% to about 377,000 sets, compared with 351,214 in April 1960. TV distributor sales for April, however, continued below 1960 levels, totaling 348,000 (vs. 376,000).

Any further swelling of retail sales will have to show up in distributor sales increases. At end of April, retail TV inventories were down 45% from the figure of the year before—624,000 vs. 902,000. Inventories at factory & distributor levels were also down—total TV inventories being 1,648,000, a drop from 2,177,000 in a year. Radio inventories, too, have declined at all levels. Thus industry will be in excellent trim for orderly changeover to new models.

There's fingers-crossed feeling that trade winds will be good for rest of year throughout the industry—with TV sales finally on the rise, radio sales continuing good, and the coming multiplex market due to spice FM & stereo-phono sales. Thus 2 important meetings in Chicago this week will convene on upbeat note—the convention of electronics manufacturers in EIA at the Pick-Congress, and the Parts Show at the Conrad Hilton.

LABOR DAY IS TARGET FOR FM STEREO: There'll be a few FM stereo receivers & adapters on market next month, but it will be Labor Day before most major manufacturers have first sets in hands of dealers. Timetable on FM stereo is expected to run something like this: (1) Adapters for component hi-fi rigs, available to public early this summer. (2) Stereo-FM-AM-phono combinations, completely multiplex-equipped, around Labor Day. (3) Table-model stereo FM, possibly in time for Christmas trade.

Not more than half of major consumer-electronics manufacturers will be showing stereo-FM-equipped combination consoles to distributors and/or dealers at new-line debuts this month & next. Here's a rundown on some activities & plans by manufacturers:

Admiral—1962 line, shown last week at Las Vegas (see p. 18) was "adaptable" to stereo FM, but not equipped with multiplex receiving circuits.

RCA and Sylvania—Due to show stereo phonos next week; best guess is that these sets also will be equipped for later addition of adapters.

GE—To be shown distributors next week (but not made public for 2 more weeks), the phono console line will be completely equipped for immediate stereo-FM reception.

Motorola—The new line, to be shown June 29 in Chicago, will have some multiplex consoles for immediate delivery.

Zenith—Pledges stereo console deliveries about Labor Day, presumably will show at least some equipped sets to distributors at its June 5-8 convention in Miami.

Magnavox—Will supply dealers with multiplex adapters for phono combinations by late this sum-

mer, and will have completely equipped consoles later. Stereo will add \$25-30 to retail price of Magnavox sets, whether by adapter or pre-adapted circuitry.

Granco—Entire line of stereo table models has been designed, with production to start next month, and the completely new line of FM stereo & convertible models will be available by fall. It will include 2-piece & one-piece stereo table models.

Sears Roebuck (Silvertone)—Will begin shipping adapters to stores by September.

Component hi-fi multiplex adapters will be available to public soon from Fisher, H. H. Scott and Sherwood—and other component makers are expected to show their wares and announce availability dates this week at the Electronic Parts Show in Chicago.

Symposium on FM stereo for licensees of Crosby Teletronics in N.Y. May 12 was attended by representatives of most of the firm's 20 licensees—and by week's end, Crosby had picked up 3 more. Biggest volume producers among Crosby licensees are Admiral & Granco (complete list on p. 20). GE also held symposium last week, but refused to state how many companies were represented.

On the FM-stereo broadcast front, there was no significant news by week's end. It's now doubtful whether any stations will be stereocasting by the June 1 deadline. FCC has yet to approve any transmitting equipment—a necessary step before stations may go on air. Best guess is that no equipment will be approved before June 1, and that pioneer stereocasting stations will have to wait until at least mid-June to start.

More details on FM stereo plans & comments will be found on p. 20.

NEW LINES—LOWER PRICES, BONDED COLOR TUBE: First of the 1962 black-&-white TV lines, unveiled to distributors & dealers last week by Admiral, evidences a \$10-to-20 dip in list prices (on those models for which prices were available) along with more powerful & feature-laden chassis.

Two 1962 color-TV lines were displayed last week—by RCA & Admiral—with prices largely unchanged. Each line, however, was split into a standard & deluxe series, the latter due in late summer or fall and featuring for first time the Pittsburgh Plate Glass bonded implosion plate, etched for glare reduction.

Stereo phonos in Admiral's new line have been upgraded, and first announced prices were firm-to-higher compared with 1961-line prices. Admiral announced no FM-multiplex tuners in its stereo phono-radio combinations, but all have provisions for later conversion. Both Admiral & RCA radio lines featured new low-priced models in clock-radio field (Admiral \$17.95, RCA \$19.95) and included additional AM-FM sets (again without stereo).

Admiral's 23-in. b&w TV line, shown in Las Vegas, starts with table models at \$189.95 & \$199.95 with removable safety glass (\$10 below last year) and companion console at \$229.95 (down \$20). New 23,000-volt chassis with automatic contrast restoration and bonded-shield tube is used in remainder of line. The 23-in. TV-stereo-AM-FM combos still start at \$399, but with a new 19-in. combo dropped in (price unavailable).

Color-TV lines of Admiral & RCA, both shown at Las Vegas meetings last week, had no price surprises, RCA's ranging from \$495 to \$1,500 (combo), Admiral's from \$595 to \$845 (2 high-end models priced lower than last year). Not included in Admiral's list of color sets is the forthcoming (late summer) Masterpiece series, of 3 deluxe models using the RCA bonded color tube with PPG etched safety plate—in addition to the 6 basic external safety-glass sets. Admiral's top Masterpiece set will feature 7-function wireless remote control. Low-end (\$595) color set has been upgraded from table model to console. Admiral reported its 1960 color sales 40% higher than 1959, with the "pace maintained during the past 4 months."

RCA has broadened its color line to 22 sets, including the Mark series (deliveries in fall) with the bonded tube. Wide variety of models—including combinations & remote-control sets—will be offered.

This week will see debut of 3 new lines: GE (including its new color line) at Louisville; RCA (black-&-white TV, stereo), & Sylvania, Miami Beach. (For details of last week's new lines, see p. 21.)

TV-RADIO PRODUCTION: EIA statistics for week ended May 12 (19th week of 1961):

	May 6-12	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	113,937	110,397	103,861	1,944,500	2,206,830
Total radio	291,062	278,212	315,619	5,272,543	6,327,789
auto radio	96,811	100,944	115,443	1,650,536	2,491,160

HOWARD SAMS EXPANDS IN & OUT OF ELECTRONICS: Diversification—both inside & outside the electronics industry—is key word for the future of a unique & fast-growing venture whose principal business is inside information on consumer electronics. For our impressions of the mushrooming Howard W. Sams organization, based on observations during visit to company's Indianapolis hq, see story below.

More about

SAMS & DIVERSIFICATION: Bursting at the seams in several Indianapolis plant locations, and with its own modern offset printing plant, Howard W. Sams Co. is about to begin construction of a 196,000-sq.-ft. hq in suburban Indianapolis. It's expected to be completed next March, at a cost of more than \$2 million.

TV-radio-phono service materials are its stock-in-trade, but Sams knows it must expand beyond consumer electronics to maintain the growth pace of its first 15 years. Its sales have increased each year since 1946 from \$431,953 to \$6,842,317 (excluding \$3.3 million chipped in by subsidiary Bobbs-Merrill) in its 1960 fiscal year, ended June 30. Total net assets have risen in the same period from \$68,550 to \$3.2 million, while current assets increased from \$123,559 to well over \$5 million. Sams stock is traded over the counter.

Funds for the new plant came in part from the private placement of a 5¼% promissory note, due 1981, in an aggregate principal amount of \$1.5 million. In recent weeks, too, the company also placed privately 75,000 shares of common which raised \$3 million for additional working capital. Further evidence of upbeat activities at Sams is implicit in the company's statement for the 9 months to March 31 (Vol. 17:18 p18) which shows a 12.6% profit gain on a 3.9% sales rise compared with the same 9 months of fiscal 1960.

20 Million Manuals in the Field

To the TV-radio technician, Howard W. Sams & Co. is synonymous with service manuals & schematics. In the 15 years it has been in existence, Sams has published an estimated 20 million individual Photofact manuals, diagramming more than 50,000 different home instruments. Nearly 30,000 new Photofact folders pour into the industry each month. And Photofact service folder No. 1, published in 1946, is still in demand—and is still being printed & sold.

Sams' diversification program however, encompassed all sorts of related—and unrelated—fields. Biggest move was the acquisition in 1959 of ailing old-time book publisher Bobbs-Merrill, which it is now nursing to health with modern methods. Sams is moving tentatively into the auto & optical equipment fields, and even experimenting with an up-to-date air-navigation map service.

Within the electronics industry, Sams now is publishing a technical magazine, how-to-do-it & service books, instruction manuals for armed forces & manufacturers. It is even moving into advertising services. For example, it is now designing & printing all consumer operating-manuals for RCA Victor equipment.

Mainspring of the business, of course, is Sams' original service, one of the branches of the Sams div., under divisional Pres. James Alexander (Shine) Milling, whose background includes important sales posts with RCA and high defense-production jobs during the Korean War, when he was "drafted" from private industry as an expeditor & red-tape-cutter. He's vice chairman of EIA's parts committee and head of its distributor relations committee.

In preparing Photofact folders & schematics, Sams Co. takes nothing for granted. It does its own production-line

analysis of all equipment—from the biggest TV-radio-phono home-theater console to the tiniest shirt-pocket transistor radio. Its technicians & draftsmen prepare schematic diagrams, determine characteristics of each part and prepare lists of available replacement parts. Sets come pouring in for analysis from 126 manufacturers. Milling told us it takes about 90 days to get a Photofact into the field. Accordingly, Sams often works with models under wraps to have a manual ready for the set's debut. During our visit, Milling discussed with Zenith the pre-announcement availability of its new color TVs for Photofacting.

Sams' relatively new industrial div., organized about 18 months ago, now accounts for some 10% of total HWS business. It's also one of the firm's most promising growth areas. It produces service & training material on a custom basis for the military and for manufacturers outside & in the electronics field. Div. vp William D. Renner showed us, for example, detailed service & operation manuals being prepared for manufacturers of vending-machine coin-changers, and step-by-step instruction books for construction of do-it-yourself electronics kits.

Exciting task of exploring new fields for HWS expansion belongs to operations vp William W. Hensler. Among projects in varying degrees of exploration, he described: *Frame-Fax*, a loose-leaf guide for the optical industry (similar to its *Electronics Counter Facts*) which will provide optical suppliers & optometrists complete data on the availability & characteristics of eyeglass frames; *Flight Facts*, now being flight-tested in the Midwest, which provides civil aviation pilots with constantly updated flight-chart information. The company is also working with Chek-Chart, publisher of automotive lube charts, on a tune-up manual which may prove to be the forerunner of a series of Sams Photofacts of common parts for the automotive industry.

As Chmn.-Pres. Howard W. Sams put it, in the annual report: "We are on the threshold of unlimited & challenging opportunities. We have stepped out of the confines of a single industry into markets affecting virtually every area of our national economy & life . . . All are part of a vastly enlarged concept of our market—a market founded on the concept of information & education, and limited only by our own imagination."

Pay Floor Proposed: A minimum wage of \$1.23 per hour—23¢ more than EIA is willing to accept—has been proposed by Labor Secy. Arthur J. Goldberg for govt.-contract workers in the electronic component-parts industry. He gave the industry 30 days from May 12 to file exceptions to the Walsh-Healey Act pay rate—and EIA will either meet the deadline or ask for an extension. At a Labor Dept. hearing last June it argued for a \$1 minimum. Goldberg's figure to cover 65,000 production workers in 450 component-parts plants was developed in protracted proceedings started in 1958 in the Eisenhower administration. As one of his last acts in office, Goldberg's Republican predecessor James P. Mitchell fixed \$1.42 as the hourly minimum wage for 55,000 production workers in the electron tubes & related products industry—a determination also opposed by EIA (Vol. 16:50 p18).

More about

FM STEREO PLANS & COMMENTS: "We're convinced that for the electronics industry it's the greatest thing since TV," said Zenith Pres. Joseph Wright. He was speaking of FM stereo. "We estimate that stereo FM will add \$50-75 million to industry receiver volume in 1962, completely over & above the normal FM & hi-fi market. And the full impact won't be felt for about 2 years."

One month after the FCC's choice of the Zenith-GE stereo multiplex system (see p. 17), there was still considerable hesitancy & doubt by many manufacturers as to how to approach this vast new market. Here are some of this week's plans & comments on FM stereo:

Granco Products will be the first large manufacturer to market a complete line of FM stereo table radios. A new line of monophonic & stereo FM sets has been designed and is going into production, Pres. Henry Fogel told us last week. The Granco line units will be designed to be sold as one-piece monophonic sets or 2-piece stereo sets (with the "Stereo Companion" unit). Fogel estimated that monophonic units will outsell stereo by about 3-to-1 at first, stereo sales gradually increasing. The new Granco units can be converted by plugging in a Stereo Companion, containing multiplex adapter, 2nd amplifier & speaker.

Granco's FM line will start with an FM table model at \$29.95 (AM-FM version \$39.95), designed to accommodate a companion adapter unit at \$19.95. Step-up sets will be priced at \$39.95 (\$49.95 with AM) and \$60 (\$70 with AM). Each will have its own matching Stereo Companion (at step-up prices). Top of the line will be a single-piece FM stereo wood-cabinet table model, 30-in. wide, with speakers projecting sound from each end. An optional separate speaker will be available for greater separation.

Granco's adapter circuit will use 3 triodes and 2 semiconductor diodes.

* * *

Motorola hopes to be delivering some console phono-FM-stereo combination models late in June, according to national radio & phono sales mgr. W. E. Laswell. He said Motorola will switch to 100% stereo for combination sets as quickly as possible. "The difference in cost between a good monaural tuner and a stereo tuner is relatively slight in a console," he told us.

Table models will present a greater tooling problem, he believes, but he said Motorola hopes to have them by the end of this year. "They just about have to be 2-piece sets," said Laswell. "Therein lies the real romance of the thing. The guy who comes up with a really good design is going to have it made."

* * *

Crosby Teletronics is planning to make a \$69.50 adapter which will work with most sets, is also making a special run of adapters for Grundig (German) sets. Pres. Murray Crosby doesn't believe that a high-quality adapter or FM stereo tuner can be made without adding 2 controls: A phasing control and a "dimension" control. The former adjusts the phase of the subcarrier with relation to the sideband to eliminate distortion; the latter adjusts the matrixing circuit to bring the A+B and A-B components into juxtaposition for maximum separation. These controls probably will be found only on gilt-edge component-hi-fi tuners. We know of no mass-market manufacturers planning to use them.

Crosby now has 23 FM stereo patent licensees and says he is negotiating with several large manufacturers. His

present licensees: Admiral, Altec-Lansing, Bell Sound (Thompson Ramo Wooldridge), British Industries (Avnet), Capehart, Continental Merchandise, Electronic Instrument Co., Fisher, Granco, Harkins Lab, Harman-Kardon (Jerrold Electronics), Heath Co. (Daystrom), Karg, Lafayette Radio, McIntosh, Majestic (Grundig), Pilot, Precision Electronics, Radio Frequency Labs, Radio Shack, Saba Electronics, Sargent-Rayment, Sherwood.

EIA PONDERES FM STEREO: Anticipating public confusion over FM stereo, EIA's Consumer Products Div. & radio section will study proposals to issue a multiplex "fact book" for consumers & the trade. Discussion of this newest branch of consumer electronics is expected to be one of the highlights of the manufacturer group's 37th annual convention this week (May 24-26) at Chicago's Pick-Congress Hotel. In other matters pending before EIA and its divisions:

(1) Association Pres. L. Berkley Davis, GE, is expected to be re-elected for a 2nd term.

(2) The Consumer Products Div. will resume discussions of a TV-radio-phono advertising code of ethics patterned after that of the American Home Laundry Assn. (Vol. 17:12 p13).

(3) Plans for reorganization of EIA for more flexibility in keeping abreast of the rapidly changing & expanding electronics industry will be discussed, but it's not anticipated that the reorganization proposal will be adopted in its present form. The proposed plan entails drastic changes in EIA's framework, providing for a board of directors for each product division, with a board of governors for the entire organization.

(4) Problem of imports again will be in the spotlight. Consideration will be given to a grass-roots PR campaign on the subject and a legislative program seeking extensive changes in the method of applying for hardship relief from the Tariff Commission.

(5) The Tax Committee is expected to oppose President Kennedy's proposed tax changes and come up with some recommendations of its own, particularly in the field of depreciation.

(6) Dr. Jerome B. Wiesner, President Kennedy's special asst. for science & technology, will receive the EIA Medal of Honor at the annual award dinner May 25.

Canadian TV Sales to Dealers: March sales of TVs totaled 25,310 units. This was down markedly from both the preceding month's 28,004 (Vol. 17:17 p21) and March 1960's 26,420. The total for this year's first 3 months stood at 77,877 TVs but lagged behind the 79,801 sets sold in 1960's first quarter. As reported by the EIA of Canada, here is the first-quarter breakdown (1960 figures in parentheses): Portables, 14,895 (13,361); table models, 13,978 (15,994); consoles, 44,106 (46,652); combinations, 4,898 (3,794). For March (vs. March 1960): Portables, 4,524 (5,680); table models, 4,322 (5,306); consoles, 14,755 (14,481); combinations, 1,709 (953).

3M Readies Tape-Cartridge Production: "The first successful factory prototype" of Minnesota Mining's tape-cartridge player has been assembled and "we can now start making dies for special parts and ordering standard items," 3M Pres. Herbert P. Buetow reported last week. Thee company announced last month that the target date for marketing the tiny cartridge & player is "early next year" (Vol. 17:18 p17).

More about

NEW-LINE INNOVATIONS: Admiral's new black-&-white 23-in TV line (see p. 18) is topped by a Masterpiece series in genuine hardwood veneers & solids, extending still further the fine-furniture trend of recent years. The 23-in. TV-stereo combination line comprises 6 models, one available without radio.

The Admiral radio line features an increase in FM & FM-AM sets, beginning with an FM-only table model at \$29.95 & FM-AM at \$39.95. Lowest-priced AM set is a 4-tube set at \$9.95, same price as last year's price-leader; a 5-tube set has been added at \$14.95. Clock radios begin at \$17.95. Admiral told its dealers that its TV-radio-stereo lines will be promoted "with the heaviest concentration of national advertising undertaken in the past 5 years," with a separate ad campaign for color sets.

RCA's new radio line is sparked by a 6-transistor set using "hypersensitive transistors," which is claimed to have twice the sensitivity of former sets in this category. It carries a retail guide price of \$24.95. Also new in the RCA line is a \$19.95 clock radio, the lowest price ever listed by RCA for a clock set, and RCA's first AM-FM clock radio. Product-line mgr. Richard W. Hanselman, commenting on the new stress on AM-FM sets, predicted that the 1961 AM-FM radio market "will approach one million units."

Antitrust Look at Tubes? During Westinghouse Pres. Mark W. Cresap's appearance before the Senate Antitrust Subcommittee last week, Sen. Kefauver (D-Tenn.) suggested that past pricing practices on motors & TV-radio tubes might warrant a management inquiry. Responded Cresap: "Our policy is not to rake over the past but to try to prevent a recurrence of violations." Cresap termed Westinghouse's involvement in the electrical price-fixing conspiracy "a sorry episode," outlined steps the company has taken to prevent future violations.

Mergers & Acquisitions: General Instrument has completed its acquisition of Pyramid Electric (Vol. 17:20 p22), following the dismissal May 12 of a suit filed by a minority group of Pyramid stockholders to block the merger. Pyramid's operations have been combined with those of GI's Micamold Div. into a new Capacitor Div., which will have production facilities at Newark, N.J., Darlington, S.C., Tazewell, Va., Gastonia, N.C. • Fairchild Camera & Instrument has completed its amalgamation of Curtis Labs and Circle Weld Mfg., both of Los Angeles (Vol. 17:20 p22) • American Electronics has sold its Data Systems Div. in Brooklyn to American Datamatic, a company formed to manufacture & distribute the division's products. Sale price: \$100,000 cash, \$400,000 in notes, stock representing a "substantial minority interest" in American Datamatic. The latter's Pres. Irving Brand said his company plans a public issue of its stock in about 4 months • Wometco Enterprises has acquired Brite Vending, Jacksonville.

Philco's Washington Exhibit: "The Many Worlds of Philco" are depicted in a permanent public exhibit newly established at 308 Seventeenth St. N.W., Washington. The 4,000-sq.-ft. exhibit features displays & products to illustrate Philco activities in the TV-radio-phonograph, home-appliance and scientific & space-technology fields.

ITT Will Market Citizen's Radio-Telephone: Fully-transistorized transceiver, which approximates the size of a cigar box, will be sold through ITT reps & distributors.

War of the Warranties: Magnavox may have stolen a promotion march with its one-year labor & parts guarantee for higher-priced TVs (\$250 & up) & stereo-phonos (\$200), but indications are that the warranty-harassed industry is in no hurry at all to catch up. Most major TV manufacturers have been debating these past few months what to do about the 90-day labor-parts protection introduced by Philco & Westinghouse on a limited basis last December (Vol. 17:1 p17).

A sounding of the major TV manufacturers produced this consensus: Magnavox will have no competition & no company in its 12-month protection policy—unless, of course, the unlikely develops and it proves to be a real sales closer. However, most manufacturers are studying a move to the 90-day labor warranty. With the rash of new-line showings for distributors & dealers this month & next undoubtedly will come some announcements of stretched warranties. A likely prospect for this week: Sylvania, which meets with its distributors in Miami, and which already has rippled the warranty waters—with a 5-year parts & labor guarantee on transistor radios and one year on tube radios (Vol. 17:18 p16).

"Snowball" Boosts Sales: Corning Glass' recent "Operation Snowball" TV promotion at Northshore Shopping Center, Peabody, Mass., broke all attendance & TV sales records at the center, promoter Ralf Shockey & Associates announced last week. TV sales at the center (principally at the Jordan Marsh dept. store branch there) were 60% higher than during the same 10-day period last year. The center's attendance during the period—which featured free entertainment, parachute jumps, etc.—totaled an estimated 325,000. Some 100,000 door-prize tickets were entered for a drawing of 22 portable TV sets. Snowball's next stop is scheduled to be Kansas City, for a city-wide promotion late this summer.

Woolworth Plans Discount Stores: The "five & dime" giant told stockholders last week that it plans to initiate "by the end of the year" a chain of discount department stores. Pres. Robert C. Kirkwood said the new venture would operate under a different name, would not conflict with or overlap the operations of Woolworth's 2,075 U.S. outlets. Woolworth's goal, he said, is "to build the biggest discount house this country will ever see." Some of the discount stores' departments, such as appliances, Kirkwood noted, would not be operated by the company, but would be leased to concessionaires. (Woolworth has been testing the retailability of Japanese TV sets, as we reported last month, Vol. 17:16 p16.) Lester F. Davis, asst. to Woolworth's sales vp, has been appointed gen. mgr. of the discount chain.

CCTV "for Home & Business": New Tel-Eye system "at total cost near that of home-movie equipment" was announced last week by the Du Mont Div. of Fairchild Camera & Instrument. The miniature camera, which uses a standard TV receiver as a monitor, is priced at \$550 (3-lens kit \$75). The self-contained transistorized unit weighs 7½ lb., and is capable of 300-line resolution. A deluxe version, for use with a video monitor, has 400-line resolution.

New Publication: *Electronic Packaging & Production*, aimed at mechanical engineers, is scheduled to begin as a bi-monthly in July. It is published by Milton S. Kiver, editor of *Electrical Design News*. Address: 222 W. Adams St., Chicago.

PHONO SALES IMPROVE: As in the TV market (see p. 17), things seem to be looking up in the phono market, judging from EIA's projection of March retail sales. March unit sales this year were below those of March 1960, but by only about 3%—as contrasted to February sales (down 36% from Feb. 1960) and January (down 28% from a year earlier).

March's retail sales showed an increase from February—running counter to the normal seasonal trend. On the other hand, a greater number of retail sales than last year were in the monaural category in March 1961, indicating a larger proportion of sales in lower price brackets. For the first quarter of 1961, retail phono sales were about one-third lower than last year. Continued control over inventories is indicated by the declines in factory sales compared with last year—down 5.5% for March and 41% for the first quarter.

The EIA monthly figures for 1961 vs. comparable 1960 months:

PHONO FACTORY SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
TOTAL	193,472	643,490	836,962	274,313	908,518	1,182,827

PHONO RETAIL SALES

Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	287,368	102,063	347,860	448,128
March	64,138	237,537	301,675	61,249	249,497	310,746
TOTAL	231,537	734,383	965,920	315,125	965,196	1,280,321

* * *

Picture & Receiving Tube Sales: March factory sales of picture tubes topped the year-ago volume both in units & dollars, EIA reported last week. Receiving tubes gained in unit sales, declined in dollar volume. March picture-tube sales totaled 941,215 units valued at \$18,771,363—compared with 794,375 units at \$15,654,281 a year earlier. For 1961's first quarter, sales in dollars & units ran ahead of Jan.-Mar. 1960: 2,378,039 units vs. 2,330,858; \$47,598,099 vs. \$45,981,191. March receiving-tube sales inched up to 36,635,000 units from 36,382,000 in March 1960. However, the dollar value declined to \$30,719,000 from \$31,751,000. For the quarter, units & dollars trailed 1960's first-quarter volume: 88,781,000 units vs. 100,417,000; \$74,811,000 vs. \$86,013,000. EIA's tabulations:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,835	\$14,430,755	26,343,000	\$22,227,000
February	728,939	14,395,981	25,803,000	21,865,000
March	941,215	18,771,363	36,635,000	30,719,000
Jan.-Mar. 1961	2,378,039	\$47,598,099	88,781,000	\$74,811,000
Jan.-Mar. 1960	2,330,858	45,981,191	100,417,000	86,013,000

* * *

March Factory Sales of Transistors: 15,129,273 units valued at \$29,815,291. This was up sharply from March 1960's 12,021,506 units at \$28,700,129. The March 1961 sales also increased significantly over the preceding month's volume by 1.9-million units and \$4.1 million. Here are EIA's tabulations:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
TOTAL	40,583,632	\$78,470,083	31,155,798	\$78,246,279

Trade Personals: Thomas J. Watson Jr., IBM pres., promoted to chmn. He continues as chief exec. officer. Albert L. Williams promoted from exec. vp to pres. . . Warren W. Frebel appointed purchasing vp, Magnavox . . . Mal Parks Jr., named mktg. dir., Howard W. Sams.

George J. Janoff promoted from receiving-tubes mkt.-planning mgr., RCA's entertainment-tube products dept., to mkt.-planning mgr. for the dept., in a realignment of the mktg. staff. He is succeeded by Joseph A. Haimes, promoted from administration & controls mgr., distributor-products dept. William H. Myers promoted from special projects mkt.-planning mgr. to kinescopes mkt.-planning mgr. Howard M. Dean promoted from tube-industry mktg. mgr. to electroluminescence & devices merchandising mgr. Frank P. Aitelli named to new post of govt. co-ordination & new-products planning administrator. Morris S. Lewis promoted from picture-tubes merchandising mgr. to distributor entertainment receiving-tubes merchandising administrator. Robert S. Davis promoted from kinescopes merchandising administrator to kinescopes distributor-merchandising administrator.

EP&EM Committee Chairmen: Assn. of Electronic Parts & Equipment Mfrs. appointed its treasurer Kenneth A. Hathaway finance committee chmn.; Irving Rossman, Pentron Electronics, nominating committee; Wilfred Larson, Switchcraft, import study group; J. E. Templeton, P. R. Mallory, industrial distribution group; Harold Cotta, Grayhill, credit committee; E. G. Van DeVeer, Jensen Mfg., ad committee; J. Wayne Cargile, United Catalog Publishers, orientation committee; Fred Meinicke, Amphenol-Borg, educational committee; Travis Marshall, Halli-crafters, social committee; Walter Clements, Littelfuse, program and attendance committee; Robert Svoboda, Amphenol-Borg, industry relations committee; Gene Hill, Grayhill, catalog committee; Frank Lintern, Jensen Mfg., publicity committee; Tom Dowell, Switchcraft, membership committee.

FTC Asks Broad Power: The Supreme Court has agreed to review a Court of Appeals decision that FTC assumed "unduly broad" authority in an illegal-brokerage case under the Robinson-Patman Act. The question in the case, which may have implications for other federal regulatory agencies, is: How far can FTC go in barring repetition of practices by a company whose conduct has been challenged in a single case? At issue is a sweeping FTC order against independent food broker Henry Broch & Co., which was accused of sharing a commission with J. M. Smucker Co., which bought products from Canada Foods Ltd. Arguing that it must have wide authority to forbid future infractions, FTC appealed the lower court's ruling that the order should be confined to the transaction on which evidence was heard.

Obituary

George DeSousa, 77, retired RCA vp-treas., died May 11 of a cerebral hemorrhage at a Beverly Hills hospital. DeSousa gave Gen. Sarnoff his first job in 1906 as office boy for Marconi Wireless Telegraph Co. When RCA and Marconi merged, DeSousa became treasurer and Sarnoff commercial manager.

Sam Briskin, 71, founder and chmn. of Revere Camera Co. until its sale last year to Minnesota Mining & Mfg., died May 16 in Chicago. He is survived by his widow, a daughter and 3 sons, one of whom, Theodore, is Revere gen. mgr.

Finance

Philco's Lost Quarter: Pres. James M. Skinner Jr. forewarned stockholders at the annual meeting last month that Philco would wind up 1961's first quarter in the red (Vol. 17:15 p18). Last week he painted in the grim details: A loss of \$1.6 million (vs. a year-ago profit of \$1.6 million) on a moderate sales decline (see financial table).

"Continuing softness in consumer durables, together with continuing heavy expenditures in computers and a number of other projects now in the development stage, have resulted in an unsatisfactory first quarter," Skinner explained. The outlook for the immediate future is more promising, he noted: "We believe the business climate is improving and we are looking forward to a better second-half sales & profit picture."

Disney-Disneyland Merger OK'd: Walt Disney Productions stockholders last week approved the merger into WDP of subsidiary Disneyland Inc., effective May 29. New officers of WDP: Joseph Fowler, vp for Disneyland operations & construction; Robert Foster, asst. secy.; Richard Johnson, asst. treasurer. Directors designated these officers of the Disneyland div. of WDP to take office on completion of the merger: Roy O. Disney, pres.; Fowler, operations & construction vp; Donn B. Tatum, administration vp; Lawrence E. Tryon, treas.; Foster, secy.; O. V. Melton, asst. treas.; Johnson, asst. secy. & asst. treas.; George Klimmer, asst. secretary.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 18, 1961

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	20 1/2	23	Magnetics Inc.	12 3/4	14 1/2
Adler Electronics	18 3/4	20 3/4	Maxson	27 1/2	31 3/4
Aerovox	11 1/2	12 3/4	Meredith Pub.	44	48 1/4
Allied Radio	28	30 3/4	MetroMedia	19 3/4	21 1/4
Astron Corp.	2 3/4	3-7/16	Microdot	27	29 3/4
Babcock Electronics	36	38 3/4	Milgo Electronics	25	27 3/4
Baird Atomic	21 1/2	23 3/4	Narda Microwave	9 3/4	11
Cannon Electric	40	44	Newark Electronics	27 1/2	18 3/4
Capehart	7 3/4	9	Nuclear of Chicago	46	49 3/4
Chicago Aerial Ind.	26 1/2	28 3/4	Official Films	3 3/4	4 1/4
Control Data Corp.	90	97	Pacific Automation	6 3/4	8
Cook Electric	14 1/4	15 3/4	Pacific Mercury	7	8 1/4
Craig Systems	16 1/2	18	Philips Lamp	151 1/2	157
Crosby Teletronics	6 1/2	7 3/4	Pyramid Electric	2 3/4	3-3/16
Dictaphone	34 1/2	37 1/4	Radiation Inc.	29 1/2	32
Digitronics	26	30 3/4	Rek-O-Kut	2 1/4	2 1/2
Eastern Ind.	19 3/4	21 3/4	Research Inc.	6 1/4	7
Eitel-McCullough	18 3/4	20	Howard W. Sams	44 1/2	48 1/2
Elco Corp.	14 3/4	16 1/4	Sanders Associates	52 1/2	56 1/2
Electro Instruments	21	24 1/2	Silicon Transistor	12 3/4	14 3/4
Electro Voice	13 1/2	15 3/4	Herman Smith	13 3/4	15 1/4
Electronic Associates	34	36 3/4	Soroban Engineering	68	74 3/4
Elec. Capital Corp.	46	50 3/4	Soundsciber	14 3/4	16 1/4
Erie Resistor	14 1/2	15 3/4	Speer Carbon	25	27 1/4
Executone	21 3/4	23 3/4	Sprague Electric	75 1/4	78 3/4
Farrington Mfg.	14 1/4	15 3/4	Sterling Television	4	4 3/4
Foto Video	9 1/2	11 1/2	Systron-Donner	41	44 5/8
Four Star TV	21 3/4	23 3/4	Taft Bestg.	20 3/4	22 1/2
FXR	20	22 1/2	Taylor Instrument	52 1/2	56 1/2
General Devices	14 1/2	16	Technology Inst.	6 3/4	7 3/4
G-L Electronics	9	10 1/4	Tele-Broadcasters	2	2 3/4
Granco Products	4 1/4	5	Teledrome	15 1/2	16 3/4
Gross Telecasting	22	24 1/4	Telecomputing	7 3/4	8 1/2
Hallcrafters	52	56	Time Inc.	90	94 1/2
Hathaway Instr.	29	31 1/2	Tracerlab	15	16 1/2
High Voltage Eng.	183	199	United Artists	7 3/4	8 3/4
Infrared Industries	17 1/4	19 3/4	United Control	17 1/2	19 3/4
Interstate Engineering	26 3/4	28 3/4	Universal Trans.	1 3/4	1 3/4
Ionics Inc.	34	37 3/4	Vitro	33 1/2	35 3/4
Itek	50	54 1/2	Vocaline	2 3/4	3-7/16
Jerrold	8 3/4	9 3/4	Wells-Gardner	33 1/4	35 3/4
Lab for Electronics	59 1/2	63	Wilcox Electric	11 3/4	13
Leeds & Northrup	39 3/4	42	WJR Goodwill Station	11 1/2	13 1/4
Lel Inc.	9 1/4	10 3/4	Wometco	26 1/2	28 3/4
Magna Theater	4 1/2	5 1/4			

AB-PT Looks Forward: Buoyed by record first-quarter profits (Vol. 17:18 p18), AB-PT Pres. Leonard H. Golden-son told stockholders last week that the company is in a "strong financial position" and predicted further growth. A large portion of Golden-son's presentation was devoted to the increased news & public-affairs schedule on ABC-TV. In other highlights: (1) He said AB-PT would further expand its foreign TV activities in preparation for live worldwide networking via satellite. (2) He said the company's theater business was running ahead of last year. (3) He announced AB-PT's acquisition of controlling interest in Westminster Records. (4) He called attention to the company's sale of about 120,000 shares of Microwave Associates stock, which originally cost AB-PT \$83,000 and now has a market value of about \$6 million. AB-PT retains 120,000 shares. (5) Stockholders approved an increase in common shares from 5 million to 10 million, and a key employes' incentive compensation plan. (6) Stockholders elected Jack Hausman to the board, succeeding Robert Wilby. (See also p. 5.)

Four Star Sees Record Year: Pres. Dick Powell & exec. vp Tom McDermott forecast peak gross & net income for the fiscal year ending June 30, 1961, at the company's annual meeting in North Hollywood, Cal. last week. They estimated net income would approximate \$630,000 or \$1.05 a share, vs. \$317,506 (52¢) in fiscal 1960.

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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
Avnet Electronics	1961—9 mo. to Mar. 31	\$ 14,091,455	\$ 2,208,119	\$ 1,117,582	\$0.54	2,064,534 ¹
	1960—9 mo. to Mar. 31 ²	12,158,441	2,276,145	1,143,201	.55	2,064,534 ¹
	1961—qtr. to Mar. 31	5,215,048	872,231	424,831	.21	2,064,534 ¹
	1960—qtr. to Mar. 31 ²	3,945,888	790,945	384,145	.19	2,064,534 ¹
Bendix	1961—6 mo. to Mar. 31	372,692,489	24,010,092	12,499,619 ³	2.32 ³	5,379,529
	1960—6 mo. to Mar. 31	399,036,702	24,292,585	11,676,693	2.18	5,366,624
	1961—qtr. to Mar. 31	191,031,149	—	4,867,081	.90	5,379,529
	1960—qtr. to Mar. 31	201,545,865	—	5,923,110	1.10	5,366,624
Components Corp. of America	1961—6 mo. to Apr. 30	1,574,240	—	107,903	.07	—
	1960—6 mo. to Apr. 30	2,019,258	—	88,988	.06	—
Decca Records ⁴	1961—qtr. to Mar. 31	—	—	963,815	.75	1,285,701
	1960—qtr. to Mar. 31	—	—	1,989,775	1.54	1,285,701
Erie Resistor	1961—qtr. to Apr. 2	5,800,000	—	128,000	.13	798,806
	1960 ⁵	—	—	—	—	—
Federal Pacific Electric	1961—9 mo. to Mar. 31 ⁶	66,875,395	—	(1,502,647) ⁶	—	—
	1960—9 mo. to Mar. 31	74,296,500	—	2,905,416	—	—
Ling-Temco Electronics	1961—qtr. to Mar. 31	34,837,500	—	609,783	.24	2,569,208
	1960—qtr. to Mar. 31	33,639,469	—	312,704	.13	2,432,776
NT&T	1961—6 mo. to Mar. 31 ¹⁰	21,900,000	—	620,000	.22	—
	1960—6 mo. to Mar. 31	34,200,000	—	(835,981)	—	—
Oak Mfg.	1961—qtr. to Mar. 31	5,182,930	—	66,912	.10	647,794
	1960—qtr. to Mar. 31	4,709,996	—	151,677	.23	655,894
Philco Story on p. 23	1961—qtr. to Mar. 31	99,225,000	(3,187,000) ⁷	(1,605,000)	—	4,096,571
	1960—qtr. to Mar. 31	101,781,000	3,414,000	1,615,000	.37 ⁷	4,075,466
Television Industries	1960—year to Dec. 31	5,871,288	856,909	(2,424)	—	815,879
	1959—year to Dec. 31	6,819,152	640,854	111,362	.14	815,965
Textron Electronics	1961—qtr. to Mar. 31	5,532,000	—	(276,000)	—	3,001,406
	1960—qtr. to Mar. 31	7,214,000	—	322,000	.11	2,969,493
Trans-Lux	1961—qtr. to Mar. 31	—	—	186,524	.32	582,182
	1960—qtr. to Mar. 31	—	—	136,505	.24	559,900
20th Century-Fox Story on p. 13	1961—13 wks. to Apr. 1	34,894,728	—	1,669,244	.68	2,446,986
	1960—13 wks. to Apr. 1	28,653,252	—	1,602,282	.69	2,338,536

Notes: ¹Outstanding Mar. 31, 1961. ²Includes British Industries, merged into Avnet December 1960 (Vol. 17:1 p20). ³Includes non-recurring profit of \$3,215,287 (60¢ a share) on sale of Elliott-Automation Ltd. ⁴Includes operations of Universal Pictures. ⁵Unavailable because

of change in 1961 to reporting in 13-week intervals. ⁶Before \$1,582,000 tax credit. ⁷After preferred dividends. ⁸Includes Pioneer Electric Ltd., acquired in 1960. ⁹After tax credit of \$1,450,000 and non-recurring losses of \$475,000. ¹⁰Estimate.

Stock Offerings: AB-PT and Western Union placed a total of 240,000 shares of Microwave Associates common (\$50.625 a share) on the market last week via an underwriting group headed by Lehman Brothers, Kuhn, Loeb & Co., and Clark, Dodge & Co. The secondary offering represents approximately 50% of each company's holdings of Microwave common. After the sale, each company will own 121,872 shares or approximately 12% of Microwave's outstanding common • AT&T has registered with SEC a planned public offering of \$250 million of debentures, due 1998. They will be offered for sale at competitive bidding.

Reports & Comments Available: Packard Bell Electronics, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Resistance, report, Robinson & Co., 15th & Chestnut Sts., Philadelphia 2 • Indiana General, analysis, Emanuel, Deetjen & Co., 120 Broadway, N.Y. 5 • Victoreen Instruments, comments, J. W. Sparks & Co., 120 Broadway, N.Y. 5 • Varian Associates, comments in *Research Review*, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Airpax Electronics, review, Johnson, Lane, Space & Co., Florida Title Bldg., Jacksonville 2 • Transistor Applications Inc., offering circular, First Weber Securities Corp., 79 Wall St., N.Y. 5.

Foto-Video Electronics Doubles Sales: Volume jumped to \$300,791 in the 6 months to March 31, compared with \$144,964 a year earlier. The Cedar Grove, N.J. manufacturer of commercial, industrial and military TV equipment & systems reported a March 31 back order of \$750,000, vs. \$225,000 at the end of fiscal 1960's first half. Pres. Albert J. Baracket said that "on the basis of these favorable operations and on predicted net sales of \$800,000 in the year ending Sept. 30, compared with \$348,000 in fiscal 1960, Foto-Video should earn a greater profit this year."

Corporation	Common Stock Dividends		Stk. of Record
	Period	Payable	
AT&T	Q	\$0.90 Jul. 10	Jun. 9
Arvin Industries	Q	.25 Jun. 30	Jun. 5
Bartell Bestg.	Stk.	100% —	May 15
Walt Disney Prod.	Q	.10 Jul. 1	Jun. 16
Famous Players Can.	Q	.27½ Jun. 9	May 24
Federal Pacific Elec.	Q	.05 Jun. 15	Jun. 1
Hazeltine	Q	.20 Jun. 15	Jun. 1
Newark Electronics	Q	.06¼ Jun. 30	Jun. 15
Storer Bestg.	Q	.45 Jun. 10	May 26
Storer Bestg. "B"	Q	.12½ Jun. 10	May 26
Taft Bestg.	Q	.10 Jun. 14	May 15
Time Inc.	Q	.75 Jun. 9	May 25
20th Century-Fox	Q	.40 Jun. 30	Jun. 16

Financial Data on Electronics & Broadcasting Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies
Including Major Component Parts Makers and Broadcasters

Adjusted for stock split and major stock dividends wherever possible.
Compiled for TELEVISION DIGEST by

Greenebaum & Associates, Financial Consultants in Electronics,
30 West Monroe St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange

ASE—American Stock Exchange
Pacific—Pacific Coast Stock Exchange

Midwest—Midwest Stock Exchange

ACOUSTICA ASSOCIATES, INCORPORATED (Unlisted)

Year ending February 28

Capitalization—Common: 10 cents par, 449,825 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958	\$ 34,038	-----	\$ 12,802(d)	-----	none	-----	-----
1957	347,105	-----	23,602(d)	\$.11(d)	none	\$ 144,825	-----
1958	1,098,760	-----	20,636	.08	none	353,384	19¾ - 3¾
1959	6,135,517	-----	147,180	.44	none	1,960,119	40½ - 19
1960	8,108,788	429,879	240,879	.63	none	3,707,327	36½ - 17
1961 (6 mo.)	4,187,314	-----	121,655	.27	none	-----	25½ - 17½

(d) Deficit.

ADMIRAL CORPORATION (NYSE)

Capitalization—Debt: \$5,270,000. Common: \$1 par, 2,407,136 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$230,397,662	\$37,775,281	\$18,787,554	\$7.95	\$1.00	\$ 67,960,885	31% - 13¼
1951	185,925,058	18,725,621	9,588,833	4.08	.88	88,756,734	23½ - 18¼
1952	190,724,326	18,942,133	8,711,133	3.69	.88	87,530,549	26% - 19%
1953	250,931,605	21,340,965	8,213,165	3.48	1.00+20% stk.	107,842,418	32¾ - 18%
1954	219,585,089	15,581,974	6,547,974	2.77	1.00	109,126,786	29½ - 18¼
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼ - 20¼
1956 (a)	185,880,606	2,740,024	1,504,024	.64	1.00	105,404,038	22¼ - 12%
1957	172,663,187	1,176,067	965,067	.41	none	102,115,752	14% - 6½
1958	170,777,126	2,956,317	1,375,017	.57	none	101,999,284	19% - 7
1959	199,605,609	8,198,450	4,108,450	1.71	none	111,115,159	29½ - 17
1960	187,865,196	3,775,371(d)	2,493,371(d)	1.04(d)	none	104,395,679	23% - 10
1961	-----	-----	-----	---	none	-----	15% - 10%

(a) Restated to include domestic real estate subsidiary and all foreign operations in Italy, Mexico. (d) Deficit.

AEROVOX CORPORATION (Unlisted)

Capitalization—Debt: \$2,285,000 notes. Common: \$1 par, 859,706 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 23,751,172	\$ 3,428,572	\$ 1,749,418	\$2.51	\$.30	\$11,882,140	12% - 4%
1951	22,574,370	1,610,182	779,353	1.11	.60	12,840,381	10½ - 6½
1952	22,460,917	1,987,215	940,440	1.35	.80	12,633,317	10% - 6½
1953	27,084,814	2,185,824	1,074,582	1.64	.60	14,314,803	12% - 9
1954	28,018,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8%
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13% - 8
1956	25,095,856	1,833,693(d)	909,893(d)	1.05(d)	none	15,379,924	8¾ - 4
1957	20,892,597	409,778	278,272	.32	none	12,835,934	6¾ - 2%
1958	17,488,082	416,360	216,690	.25	none	12,698,087	6% - 3¼
1959	22,212,531	1,341,858	668,394	.78	none	13,175,239	18 - 6½
1960	20,521,815	374,181	121,672	.14	.15	12,870,005	15 - 6¾
1961	-----	-----	-----	---	none	-----	13 - 7¼

(d) Deficit.

ALLIED CONTROL COMPANY INC. (ASE)

Capitalization—Debt: \$140,000, loan. Common: \$1 par, 472,142 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,890,156	\$ 181,926	\$ 121,926	\$.21	none	\$ 1,254,251	-----
1951	3,580,128	592,288	329,235	.67	none	2,011,048	-----
1952	7,148,810	798,532	257,910	.51	none	2,680,725	4 - 2% (a)
1953	7,105,272	584,304	184,304	.35	none	2,755,572	3½ - 3 (a)
1954	8,907,705	710,177	322,177	.64	\$.10	2,526,405	9¼ - 7¼
1955	7,362,112	651,124	384,721	.78	.40	3,233,731	9½ - 8%
1956	10,887,047	1,733,163	793,163	1.69	.40	3,603,247	10% - 8%
1957	13,199,549	1,957,291	1,015,447	2.02	.57½	4,183,479	26¼ - 9¾
1958	9,755,173	1,028,500	531,207	1.08	.80+2½% stk.	4,352,942	23¼ - 16%
1959	11,083,664	905,066	441,721	.94	.50	4,670,128	32% - 18
1960	10,723,745	477,816	245,841	.52	.37	4,557,913	18% - 7%
1961	-----	-----	-----	---	.12	-----	16½ - 9%

(a) Preferred stock.

ALLIED RADIO CORPORATION (Unlisted)

Year ending July 31

Capitalization—Common: \$1 par, 1,065,633 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952	\$ 11,180,000	-----	\$ 305,000	\$.31	---	-----	-----
1953	12,991,000	-----	322,000	.32	---	-----	-----
1954	14,348,000	-----	389,000	.39	---	-----	-----
1955	16,102,000	-----	533,000	.53	---	-----	-----
1956	20,198,000	-----	638,000	.64	---	-----	-----
1957	23,509,300	\$ 1,775,883	886,883	.89	---	-----	-----
1958	27,070,464	1,676,947	833,947	.83	---	-----	-----
1959	29,682,110	2,349,741	1,151,741	1.13	\$.08+2% stk.	\$ 9,544,058	18¼ - 14
1960	34,821,953	2,617,204	1,284,204	1.25	.32+2% stk.	11,085,095	24% - 15
1961 (6 mo.)	20,594,645	1,164,145	570,145	.54	.08	-----	28½ - 20½

AMERICAN BOSCH ARMA CORPORATION (NYSE)

Capitalization

Debentures: \$735,000
 Debt: \$525,000, Note
 Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 14,575 shares
 Common: \$2 par, 1,902,041 shares
 Funded Debt: \$735,000

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 35,643,481	\$ 5,200,242	\$ 2,545,242	\$1.88	\$1.05	\$ 22,135,487	20 - 10 1/2
1951	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17 1/2 - 12 1/2
1952	90,539,243	846,048(d)	509,708(d)	.54(d)	.90+ 2% stk.	48,983,258	15 1/2 - 10 1/2
1953	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12 1/2 - 6 1/2
1954	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15 1/2 - 9
1955	73,805,025	6,533,568	3,383,568	1.86	1.00+ 2% stk.	44,290,489	22 1/2 - 14 1/2
1956	122,237,735	9,666,357	4,826,357	2.43	1.00+ 5% stk.	54,593,088	23 1/2 - 16 1/2
1957	134,339,863	10,510,387	5,080,387	2.67	1.05	66,114,872	27 - 16 1/2
1958	115,877,176	8,244,723	4,100,723	2.14	1.20	64,360,840	37 1/2 - 19 1/2
1959	119,957,956	7,360,594	3,532,530	1.83	1.20	60,979,936	39 1/2 - 23 1/2
1960	125,480,543	2,111,305	1,038,305	.51	.60 + 1% stk.	64,497,902	30 - 13 1/2
1961 (3 mo.)	34,556,429		612,946	.31	none		24 1/2 - 15 1/2

(d) Deficit.

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Capitalization

Debt: \$53,423,074
 Preferred: 5% cumulative preferred, \$20 par, 69,931 shares
 Common: \$1 par, 4,232,731 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$ 45,879,660	\$ 132,605	\$ 84,605	\$.05	none	\$ 26,491,261	14 1/2 - 7 1/2
1951*	58,988,129	741,943	368,943	.22	none	31,025,927	14 1/2 - 10 1/2
1952	167,136,730	13,578,802	6,961,113	1.34	\$1.25	141,124,092	21 1/2 - 11 1/2
1953†	172,016,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15 1/2 - 12 1/2
1954	188,795,705	9,826,142(a)	4,721,787(a)	1.11(a)	1.00	138,376,649	25 1/2 - 14 1/2
1955	198,350,068	16,011,623(a)	8,218,017(a)	1.89(a)	1.20	138,593,905	33 1/2 - 22 1/2
1956	206,915,705	15,724,544(a)	7,734,545(a)	1.78(a)	1.30	146,192,447	32 1/2 - 21 1/2
1957	215,877,026	9,779,524	4,894,524	1.10	1.00	154,125,813	24 1/2 - 11 1/2
1958	244,821,241	12,016,010	6,116,060	1.40	1.00	155,880,143	22 - 13
1959	287,957,411	19,012,143	8,154,163	1.92	1.00	175,271,178	33 1/2 - 20 1/2
1960	334,436,856	24,212,813	11,817,384	2.82	1.00 + 2% stk.	182,244,417	46 1/2 - 25 1/2
1961 (3 mo.)		11,239,000	7,339,000	1.73	.25		61 1/2 - 43 1/2

*1950 and 1951 figures for ABC only.

†Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953.

(a) Excluding capital gains.

AMERICAN ELECTRONICS INCORPORATED (ASE)

Capitalization

Debentures: \$3,457,000, convertible subordinated 5 1/2% s, due 1973
 Debt: \$47,925 notes
 Common: \$1 par, 1,177,708 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 340,000				none		
1951	1,510,000				none		
1952	2,518,964	\$ 245,118	\$ 62,774	\$.12	none		
1953	3,900,300	452,489	180,879	.36	none		
1954	6,109,380	583,957	297,783	.59	\$.22 1/2	\$ 3,204,561	15 1/2 - 4
1955	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10 1/2
1956	10,379,641	758,109	376,128	.73	.50	7,879,677	13 1/2 - 11
1957	17,908,135	1,180,042	603,650	.78	.50	14,484,448	21 1/2 - 11
1958	17,396,064	3,333,447(d)	2,285,826(d)	2.63(d)	.25	13,917,622	15 1/2 - 9 1/2
1959	25,019,132	617,505	617,505	.70	none	17,433,837	19 1/2 - 11 1/2
1960	22,609,422	4,721,653(d)	4,721,653(d)	2.65(d)	none	13,938,659	19 1/2 - 8 1/2
1961 (3 mo.)	5,441,695	30,622	30,622	.03	none		12 1/2 - 8 1/2

(d) Deficit.

AMERICAN MACHINE & FOUNDRY COMPANY (NYSE)

Capitalization

Debt: \$ 5,450,000 notes; \$70,725,000 subsidiary debt
 \$11,500,000, debenture 4s, due 1969; \$39,911,100, conv. sub. debenture 4 1/2% s, due 1981
 Preferred: 3.90% cumulative, \$100 par, 60,000 shares
 5% cumulative, \$100 par, 16,456 shares
 Common: \$3.50 par, 7,985,516 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 27,577,242	\$ 3,405,846	\$ 2,015,846	\$.38	\$.20	\$ 30,306,000(a)	4 1/2 - 3 1/2
1951(a)	71,969,000	8,751,000	4,171,000	.58	.20 + stk.	53,691,000(a)	5 1/2 - 3 1/2
1952(a)	130,262,000	10,375,000	4,849,000	.51	.20 + stk.	78,709,000(a)	6 1/2 - 4 1/2
1953(a)	171,894,000	11,961,000	6,099,000	.60	.25 + stk.	89,377,000(a)	6 1/2 - 4 1/2
1954(a)	154,468,000	9,598,000	4,823,000	.43	.25 + stk.	105,662,000(a)	7 1/2 - 5 1/2
1955(b)	175,651,000	11,884,000	5,777,000	.45	.25 + stk.	132,625,000(a)	9 - 5 1/2
1956(b)	237,460,000	23,015,000	11,008,000	.83	.26 1/2 + stk.	182,385,380	10 1/2 - 6 1/2
1957(b)	271,433,000	25,960,000	12,921,000	.94	.32 1/2	222,779,000(a)	10 1/2 - 7 1/2
1958(b)	239,745,000	24,490,000	11,950,000	.84	.42 1/2	228,979,425	14 1/2 - 8 1/2
1959(b)	294,713,345	42,186,172	19,888,172	1.28	.53 1/2	270,477,901	26 1/2 - 13 1/2
1960	361,984,818	49,504,097	24,104,097	1.53	.68 1/2	332,207,495	45 1/2 - 24 1/2
1961 (3 mo.)	114,659,439	15,760,899	7,526,899	.93	.42 1/2	369,252,563	63 1/2 - 42 1/2

(a) Adjusted by company (b) Pro-forma including Cuno engineering
 (Note:) Adjusted for 2-for-1 stock split to be voted April 18, 1961

AMERICAN TELEPHONE AND TELEGRAPH COMPANY (NYSE)

Capitalization

Debt: \$7,232,239,000
 Subsidiary preferred: \$17,904,300
 Common: \$33 1/2 par, 230,458,530 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$3,261,528,032	\$ 587,720,864	\$346,962,051	\$4.04	\$3.00	\$11,575,966,607	53 1/2 - 48 1/2
1951	3,639,462,365	704,221,388	364,874,176	3.67	3.00	12,774,216,000	53 1/2 - 50
1952	4,039,644,218	798,087,900	406,661,306	3.48	3.00	13,997,345,000	53 1/2 - 50 1/2
1953	4,416,729,614	937,599,573	478,512,265	3.77	3.00	15,434,549,000	53 1/2 - 50 1/2
1954	4,784,500,427	1,058,836,919	549,931,223	3.81	3.00	16,515,526,000	59 1/2 - 52
1955	5,297,043,174	1,291,183,107	664,243,416	4.37	3.00	14,479,641,983	62 1/2 - 57 1/2
1956	5,825,297,685	1,451,160,747	755,933,854	4.39	3.00	16,208,571,233	63 1/2 - 55
1957	6,313,833,200	2,098,371,577	829,779,296	4.67	3.00	17,877,875,672	60 - 53 1/2
1958	6,771,403,000	2,435,455,000	952,305,000	4.67	3.00	19,492,951,000	75 1/2 - 58
1959	7,392,997,000	2,803,441,000	1,113,152,000	5.22	3.15	20,807,001,000	89 - 74 1/2
1960	7,920,454,000	3,060,668,000	1,212,966,000	5.53	3.30	22,558,283,000	108 1/2 - 79 1/2
1961 (3 mo.)	2,028,852,000	773,816,000	304,018,000	1.36	1.65		130 - 103 1/2

AMP INCORPORATED (NYSE)

Capitalization

Notes: \$900,000, 4½ Promissory Note due 1969. Common: .331/3 cents par, 6,052,488 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 5,480,538	\$ 1,342,201	\$ 590,201	\$.10	none		
1951	10,188,612	1,776,868	458,868	.08	none		
1952	11,545,957	1,509,646	342,646	.06	none		
1953	15,312,235	1,644,021	409,561	.07	none		
1954	16,040,373	2,102,032	902,032	.15	none		
1955	21,647,301	3,709,128	1,605,588	.28	none	\$12,108,805	
1956	32,299,301	6,587,742	3,227,742	.55	none	15,411,029	6½ - 5¾
1957	36,097,574	6,542,779	3,350,779	.55	.17 + stk.	16,687,337	10 - 4¾
1958	31,377,891	4,802,933	2,596,933	.43	.17	17,838,358	8¾ - 6¾
1959	46,965,516	9,375,031	4,940,031	.83	.20	22,762,638	21 - 7¾
1960	53,904,779	10,347,346	5,618,346	.93	.27	30,502,158	24¾ - 15
1961 (3 mo.)	14,400,915	2,645,737	1,373,737	.23	.15		34¼ - 21¾

(Note: Adjusted for 3-for-1 stock split to be voted April 27, 1961)

AMPEX CORPORATION (NYSE)

Year ending April 30

Capitalization

Debt: \$327,000; \$5,125,000 debenture 5's, due 1972. Common: \$1 par, 7,718,257 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 387,514		\$ 60,601(d)	\$.03(d)	none		
1951	968,472	\$ 129,931	114,931	.06	none		
1952	2,301,707	167,823	76,823	.04	none		
1953	3,548,593	202,020	88,520	.05	none	\$ 2,156,234	
1954	5,418,373	70,191	25,691	.01	none	3,769,231	
1955	8,163,663	762,622	365,736	.09	none	4,749,525	2¾ - 1¾
1956	10,196,967	607,275	311,275	.08	none	6,301,532	5¾ - 2¼
1957 (a)	20,568,000	N.A.	993,000	.16	none	15,017,000	8 - 4
1958 (a)	33,915,000	N.A.	1,655,000	.26	none	21,635,000	6¾ - 5¾
1959 (a)	49,167,000	N.A.	2,914,000	.39	none	42,630,000	45¾ - 20¾
1960 (a)	72,767,000	N.A.	4,083,000	.53	none	57,581,000(c)	42¼ - 19½
1961 (9 mo.) (a)	53,073,000	3,571,000(d)	1,303,000(d)	.17(d)	none		32¾ - 20¼

(a) Pro-forma including Telemeter Magnetics, Inc., merged Dec. 30, 1960. (c) Pro-forma bal. sheet July 31. (d) Deficit. (N.A.) Not available.

AMPHENOL-BORG ELECTRONICS CORPORATION (NYSE)

Capitalization

Debt: \$720,000, notes: \$2,000,000, 5½% Conv. sub. debentures, due 1970.

Common: \$1 par, 1,383,827 (c)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 12,944,833	\$ 2,020,833	\$ 920,833	\$2.30	\$.70	\$ 7,757,607	10¾ - 6¼
1951 (b)	37,238,930	5,753,223	1,969,755	2.29	.80	23,882,484	12¾ - 9
1952 (b)	52,068,363	7,753,413	2,593,736	3.01	.90	27,684,279	17¾ - 10¾
1953 (b)	55,204,123	6,159,929	2,067,070	2.40	1.00	30,386,346	19 - 13
1954 (b)	43,309,241	4,205,722	1,985,531	2.31	.75	27,181,515	15½ - 9
1955 (b)	43,405,371	5,640,266	2,750,759	3.20	.57½	27,448,441	19 - 12¾
1956 (c)	50,791,794	5,828,787	2,782,869	2.47	.95	30,034,581(b)	19½ - 15¼
1957 (c)	58,424,142	7,947,624	3,700,264	2.79	1.15	38,132,317(b)	33¾ - 19½
1958 (c)	50,582,961	4,822,356	2,472,439	1.86	1.20	38,864,438(e)	37½ - 22¾
1959 (c)	62,201,244	6,492,716	3,246,048	2.34	1.40	42,480,630(e)	46¾ - 30¼
1960 (c)	67,804,593	5,062,530	2,535,530	1.83	1.40	51,006,381	55¾ - 33¾
1961 (3 mo.)			123,735	.11	.35		58¾ - 41¼

(a) Amphenol Electronics only. (b) Adjusted by Company. (c) Pro-Forma including FXR, Inc. (e) Amphenol-Borg only.

ANDREA RADIO CORPORATION (ASE)

Capitalization

Common: \$1 par, 250,700 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 3,455,608	N.A.	\$ 172,543	\$.69	none	(b)	(b)
1956	4,255,156	N.A.	126,207	.50	none	(b)	(b)
1957	7,465,125	N.A.	313,395	1.25	none	(b)	(b)
1958	5,798,571	N.A.	263,919	1.05	none	\$ 2,549,234	(b)
1959	6,526,827	\$ 541,402	279,675	1.12	none	2,920,077	(b)
1960	7,423,316	614,103	307,663	1.23	\$.25	3,019,712	22¼ - 11
1961					.25		32½ - 12½

N.A. Not available. (b) Privately owned.

ARVIN INDUSTRIES INCORPORATED (NYSE)

Capitalization

Debt: \$4,500,000 notes. Common: \$2.50 par, 1,137,609 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 53,684,138	\$ 6,940,396	\$ 3,605,126	\$3.24	\$1.34	\$ 23,565,630	24¾ - 14½
1951	63,997,212	6,841,405	2,691,063	2.42	1.60	26,578,148	32¾ - 18¼
1952	64,289,781	4,459,536	2,209,733	1.78	1.60	27,364,995	26¼ - 20¾
1953	73,395,197	4,692,147	2,255,001	2.02	1.60	27,135,716	26¼ - 20¾
1954	53,372,759	4,630,593	2,231,198	2.00	1.28	27,978,690	21¾ - 16¾
1955	67,421,583	8,445,322	4,052,091	3.64	1.36	32,033,832	21¾ - 19¼
1956	64,612,775	7,875,165	3,784,839	3.22	1.60	32,122,082	25¼ - 21½
1957	69,705,700	7,676,370	3,689,976	3.28	1.60	31,346,329	29¼ - 22¾
1958	54,015,225	3,085,970	1,487,878	1.32	1.00	32,090,290	23¾ - 18¾
1959	66,174,567	4,186,889	2,031,058	1.80	.95	36,171,011	29¾ - 22¾
1960	66,843,470	2,830,811	1,366,000	1.21	1.00	35,633,510	27½ - 16¾
1961 (3 mo.)	12,980,058	165,901(d)	79,632(d)	.07(d)	.25		37¾ - 20

(d) Deficit.

ASTRON CORPORATION (Unlisted)

Capitalization

Debt: \$358,375

Preferred: 4% cumulative preferred, \$10 par, 3,900 shares

Common: 10 cents par, 645,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 1,461,687	N.A.	\$ 33,331	\$.05	(b)	(b)	(b)
1952	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953	3,164,983	N.A.	118,252	.18	(b)	\$ 836,579	(b)
1954	3,421,760	\$ 569,231	287,431	.45	(b)	1,206,212	(b)
1955	4,101,170	607,639	296,339	.46	\$.20	2,174,924	5 - 3½
1956	5,128,525	460,519	227,519	.35	.40	2,281,279	4¾ - 3
1957	4,841,129	352,708	185,708	.29	.20	2,202,612	3½ - 1¾
1958	4,147,744	83,079(d)	24,079(d)	.04(d)	.07½	2,064,232	3½ - 1¾
1959	5,066,126	61,964(d)	24,264(d)	.04(d)	none	2,307,901	4 - 2
1960	4,175,300	435,019(d)	300,919(d)	.47(d)	none	1,940,811	4½ - 1¼
1961					none		2¾ - 1¾

N.A. Not available. (b) Privately owned. (d) Deficit.

AUDIO DEVICES, INCORPORATED (ASE)

Capitalization

Debt: \$450,000. Common: 10 cents par, 831,652 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,992,176	\$ 307,216	\$ 172,216	\$.34	\$.15½	\$ 840,732	
1951	2,159,595	173,441	92,441	.18	.15	879,164	
1952	2,338,602	207,713	131,713	.26	.12	910,749	2¼ - 1¾
1953	2,612,719	174,398	101,898	.20	.09	1,184,444	3¾ - 2¾
1954	2,453,750	89,906	58,906	.11	.08+10% stk.	1,141,416	3¾ - 2
1955	3,472,871	426,955	219,955	.36	.05+10% stk.	1,296,624	3¾ - 2½
1956	3,707,576	417,457	212,457	.33	.05+5% stk.	1,645,225	6¾ - 2½
1957	4,774,523	283,241	151,241	.19	.05+5% stk.	2,646,083	12¾ - 4¾
1958 (a)	5,575,971		371,299	.47	.05	3,358,357	17¾ - 7¾
1959 (a)	6,166,344	420,445(d)	195,445(d)	.35(d)	none	3,377,629	26½ - 15
1960	6,562,992	280,308	142,308	.17	none	3,606,102	28½ - 12½
1961					none		36¾ - 25¼

(a) Pro-forma giving effect to sale of Silicon Rectifier Division. (d) Deficit.

AUTOMATIC RADIO MFG. CO., INC., (ASE)

Year ending September 30

Capitalization

Debt: \$74,551.

Preferred: 5% cumulative, conv., \$100 par, 10,559 shares.

Common: \$1 par, 2,166,750 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 4,110,944	\$ 336,290	\$ 185,341	\$.09	none	(b)	(b)
1956	6,053,333	485,553	262,044	.13	none	(b)	(b)
1957	9,780,453	1,221,134	622,769	.32	none	(b)	(b)
1958	11,720,966	2,457,226	1,216,889	.65	none	(b)	(b)
1959	13,871,695	3,796,395	1,849,561	.99	none	(b)	(b)
1960	15,075,687	3,536,152	1,766,152	.95	none	\$ 9,346,689	13 - 10
1961 (3 mo.)	3,096,954	816,824	408,411	.20	none	11,132,186	20 - 12

(b) Privately owned.

AVCO CORPORATION (NYSE)

Year ending November 30

Capitalization

Debentures: \$15,000,000 convertible sub. debenture 5s, due 1979.

Debt: \$19,385,000, promissory notes

Common: \$3 par, 10,349,959 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$258,966,971	\$28,735,633	\$12,635,633	\$1.47	\$.50	\$222,980,159	9½ - 5¾
1951	286,598,113	22,089,214	10,089,214	1.10	.80	186,877,718	8¾ - 6¾
1952	328,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¾ - 6¾
1953	414,783,527	5,888,598	3,368,598	.34	.30	143,787,065	8¾ - 4¾
1954	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4¾
1955	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¾ - 5¾
1956	320,556,285	18,112,847(d)	16,387,847(d)	1.84(d)	none	181,728,051	7½ - 5
1957	314,882,677	10,552,601	12,832,794	1.38	.10	159,752,919	7¾ - 4¾
1958 (a)	275,696,640	13,526,090	11,596,608	1.23	.40	183,029,175	137¾ - 5¾
1959	306,048,377	18,488,416	9,588,416	.95	.40	187,553,073	17¾ - 10½
1960	322,744,957	19,300,001	10,021,501	.97	.50	176,460,432	17¼ - 11¾
1961 (3 mo.)	73,693,944	4,876,375	2,451,375	.24	.27½		21¾ - 13½

(a) Excludes \$7,233,011 sales of discontinued operations.

(d) Deficit.

AVIEN, INCORPORATED (ASE)

Year ending June 30

Capitalization

Debt: \$970,000, notes, due July 1969.

Common: Class A, 10 cents par, 678,412 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 6,887,000	\$ 332,000	\$ 314,000	\$.47	---	\$ 1,269,000	
1955	5,823,000	485,000	458,000	.69	\$.07½	1,990,000	
1956	5,135,000	143,000(d)	148,000(d)	.22(d)	none	2,305,000	
1957	6,115,000	203,000	183,000	.24	none	3,541,000	3 - 1¾
1958	7,398,000	498,000	230,000	.34	none	3,668,000	5¾ - 1¾
1959	7,748,865	671,437	301,437	.50	none	2,211,229	16¼ - 7
1960	5,040,910	148,352	189,400	.31	none	3,074,677	14 - 7¾
1961 (6 mo.)	3,393,000	225,000(d)	160,000(d)	.24(d)	none		29¾ - 9¾

(d) Deficit

AVNET ELECTRONICS CORPORATION ((NYSE))

Year ending June 30

Capitalization

Debt: \$217,887, notes

Common: \$.05 cents par, 2,442,221 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955 (Incorporated July 22)					none		
1956 (a)	\$ 1,003,484		\$ 17,228(d)	\$.02(d)	none		
1957	2,037,897		66,737	.06	none		
1958 (b)	11,094,384		725,992	.43	3½% stk.	\$ 1,701,057(c)	
1959 (b)	14,321,790		1,287,479	.67	3½% stk.	3,397,450(c)	19¾ - 8½
1960 (b)	15,836,575		1,428,139	.74	none	8,390,889	23½ - 12¾
1961 (b) (6 mo.)	8,876,406		696,132	.36	none		68½ - 17¾

(a) 11 months to June 30. (b) Pro-forma, including British Industries Corp., merged Dec. 29, 1960. (c) Avnet only.

(d) Deficit.

BABCOCK ELECTRONICS CORP. (Unlisted) (Formerly Babcock Radio Engineering, Inc.—name changed Sept. 13, 1960)

Year ending May 31

Capitalization

Common: \$1 par, 651,036 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$1,169,096	N.A.	\$ 72,452	\$.22	none	(b)	(b)
1956	1,481,806	N.A.	91,400	.28	\$.03	(b)	(b)
1957	1,952,460	N.A.	79,441	.24	.02	(b)	(b)
1958	1,582,702	N.A.	93,754	.29	.02	(b)	(b)
1959	2,954,742	N.A.	178,595	.42	.07½	\$2,201,992	(b)
1960	6,539,945	N.A.	399,870	.55	none	2,876,695	30 - 11¾
1961 (e)	7,500,000			.66	none		27¾ - 21½

(N.A.) Not available. (b) Privately owned. (e) Estimate.

BAIRD-ATOMIC, INCORPORATED (Unlisted)

Year ending September 30

Capitalization
Debt: \$615,000
Common: \$1 par, 798,656 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.							
1951 N.A.							
1952 N.A.							
1953 N.A.							
1954	\$ 2,993,324	\$ 36,339(d)	\$ 38,007(d)	\$.09(d)	none		6¼ - 5½
1955	3,082,137	301,642(d)	279,689(d)	.65(d)	none	\$ 1,994,546(a)	6½ - 3¾
1956	4,871,214	187,375	185,927	.40	none	2,641,919	6¾ - 4¾
1957	6,701,936	141,900	93,600	.19	none	3,379,497	8¼ - 3¾
1958	7,035,934	208,811	121,591	.24	none	3,395,500	12 - 3½
1959	8,339,280	76,914	36,511	.05	none	5,510,132	18¾ - 7½
1960	13,193,059	899,091	414,091	.52	none	7,003,084	44 - 9
1961					none		26¾ - 19¾

(N.A.) Not available.

(a) As of Dec. 31. (d) Deficit.

BARNES ENGINEERING COMPANY (ASE)

Year ending June 30

Capitalization
Common: \$1 par, 358,820

1954 Incorporated Nov. 4

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955							
1956	\$ 696,500		\$ 99,529(d)	\$.33(d)	none		
1957	1,252,255		142,270	.47	none		
1958	1,816,614		175,842	.59	none	\$ 1,314,270	11 - 3¾
1959	2,754,522		227,961	.70	none	1,602,372	32¾ - 8
1960	3,853,889	\$ 432,942	219,942	.62	none	2,505,278	57¾ - 21¾
1961 (6 mo.)	2,188,135		30,924	.09	none		49¾ - 31

BECKMAN INSTRUMENTS INCORPORATED (NYSE)

Year ending June 30

Capitalization
Debt: \$9,839,286
Common: \$1 par, 1,468,585 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$ 5,207,858	\$ 1,431,353	\$ 694,853	\$.69	\$.13		(b)
1951*	8,215,712	1,918,190	628,090	.58	none	\$ 5,990,000	(b)
1952(a)	5,785,740	1,328,848	326,848	.30	none	7,148,028	17¾ - 10½
1953	16,447,382	1,991,089	758,089	.70	none	10,247,769	17 - 11½
1954	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½ - 13¾
1955	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29¾ - 19¾
1956	29,362,131	3,344,858	1,744,856	1.36	3% stk.	21,859,411	43¾ - 25½
1957	38,088,730	349,432	209,432	.16	3% stk.	36,256,196	47¾ - 21
1958	39,823,317	1,792,923(d)	946,923(d)	.70(d)	none	35,792,392	40¾ - 18½
1959	44,872,788	3,488,889	1,771,689	1.30	none	31,279,198	74¾ - 36¾
1960	54,257,282	8,282,915	3,092,915	2.24	none	35,857,974	103¾ - 62½
1961 (9 mo.)	48,489,254	5,050,012	2,515,012	1.82	none	39,029,810	145¾ - 87

*12 months ending Dec. 31.

(a) 6 months to June 30. (b) Privately owned. (d) Deficit.

BELL & HOWELL COMPANY (NYSE)*

Capitalization

Debt: \$15,069,092
Preferred: 4¼% cumulative, \$100 par, 13,313 shares
4¾% cumulative, \$100 par, 13,600 shares
Common: no par, 3,739,596 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 2,808,571	\$ 654,801	\$ 364,604	\$.72	\$.30+15% stk.		13¼ - 9¼
1951 (a)	5,614,550	1,062,591	437,591	.67	.40	\$ 5,081,798	14¾ - 13½
1952 (a)	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17½ - 10¾
1953 (a)	14,074,084	1,919,906	510,406	.57	.40	11,796,346	15¼ - 10¾
1954 (a)	15,844,520	1,633,363	842,863	.94	.40	13,096,930	31½ - 13½
1955 (a)	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31¼ - 20
1956 (a)	25,038,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957 (a)	30,541,382	1,178,729	771,729	.73	.40	31,413,654	54¾ - 25½
1958 (a)	32,079,116	2,470,196(d)	1,178,496(d)	.11(d)	.40	31,048,119	47½ - 27¾
1959*	105,145,072	9,930,834	4,904,834	1.34	.31	87,624,679	44¼ - 21¾
1960	114,115,559	8,856,312	5,104,591	1.37	.40	89,055,592	57½ - 37¾
1961 (3 mo.)	22,835,000	2,000	105,000	.02	.20		68¾ - 48¾

(d) Deficit.

* Merger with Consolidated Electrodynamics Corp. approved by stockholders of both companies January 12, 1960, effective January 15. Consolidated figures shown above are on a Pro-forma basis for 1959. (a) Consolidated Electrodynamics Corp. only. (d) Deficit.

BELOCK INSTRUMENT CORPORATION (ASE)

Year ending October 31

Capitalization

Debt: \$1,485,194; \$261,000; convertible sub. debenture 5% s, due Dec. 1, 1973.
Preferred: 8% cumulative, \$100 par, 1,870 shares. Common: 50 cents par, 975,086 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950							
1951(a)	\$ 907,308		\$ 196,062(d)	\$.27(d)	none		(e)
1952	3,542,365		78,319	.09	none		(e)
1953	8,154,821	\$ 289,371	155,251	.19	none		(e)
1954	10,259,380	745,810	348,375	.45	none	\$ 4,748,583	(e)
1955	14,896,878	1,428,310	679,443	.89	none		27¾ - 11½
1956	13,801,336	977,763	457,403	.58	3% stk.	7,423,344	19½ - 12½
1957	13,255,083	280,950(d)	132,330(d)	.18(d)	3% stk.	9,244,144	14 - 6¼
1958	12,731,300	483,743	202,743	.24	1½% stk.	10,438,904	13 - 7¾
1959	15,794,325	711,988	349,988	.38	2% stk.	12,099,735	22¾ - 10¾
1960	14,148,473	848,352(d)	424,352(d)	.44(d)	2½% stk.	13,250,068	25¾ - 13½
1961					none		19¾ - 14¾

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

THE BENDIX CORP. (NYSE)

Year ending September 30

Capitalization—Debt: \$1,075,000. Common: \$5 par, 5,373,401 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$219,419,794	\$30,599,434	\$16,954,116	\$4.00	\$2.37½	\$143,368,391	26¼ - 17¼
1951	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22½
1953	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,887	34½ - 25
1954	607,711,607	61,796,575	25,537,771	5.35	1.50+7% stk.	285,430,724	52½ - 30
1955	567,249,923	58,717,287	25,888,599	5.39	2.37½	278,064,860	59½ - 45
1956	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64¾ - 48½
1957	711,237,146	59,366,546	27,499,034	5.44	2.40	370,089,085	66¾ - 42
1958	623,731,537	42,734,746	21,171,902	4.18	2.40	325,561,339	74½ - 44½
1959	689,692,312	59,737,082	27,404,274	5.27	2.40	384,669,181	89 - 61
1960	792,266,614	54,028,270	26,188,471	4.88	2.40+5% stk.	407,174,156	74½ - 56¼
1961 (3 mo.)	181,661,340	13,986,405	7,632,537	1.42	.60	402,143,781	72 - 61¼

BURROUGHS CORPORATION (NYSE)

Capitalization—Debt: \$5,707,884

Debentures: \$75,406,800. Common: \$5 par, 6,642,570 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 86,931,628	\$12,865,289	\$ 8,019,916	\$1.60	\$.90	\$ 73,137,809	15½ - 12¾
1951	127,368,125	25,170,378	10,615,378	2.12	.90	103,157,757	18¾ - 13¾
1952	150,817,423	19,097,484	9,001,984	1.80	.90	129,201,094	18½ - 16
1953	162,035,781	17,766,148	7,826,148	1.58	.80	134,688,043	17¾ - 13½
1954	168,651,347	17,836,514	9,146,514	1.83	.85	138,083,933	25¾ - 15¼
1955	220,402,452	25,177,753	11,831,504	1.97	1.00	181,807,279	34¼ - 22¾
1956	272,879,246	27,064,021	14,197,021	2.35	1.00	233,787,716	46¾ - 28½
1957	282,773,950	17,834,594	10,074,594	1.67	1.00	271,537,006	52¾ - 27¾
1958	294,085,078	10,959,934	6,407,934	1.02	1.00	299,648,367	43¾ - 27¾
1959	359,778,068	15,806,369	7,109,567	1.07	1.00	325,772,360	45¾ - 28¾
1960	389,210,550	17,539,867	9,235,867	1.39	1.00	344,215,632	40¾ - 26¼
1961 (3 mo.)	90,478,000	2,704,000	1,405,000	.21	.50	---	38¼ - 27½

CTS CORP. (Unlisted) (Formerly Chicago Telephone Supply Corp. To be publicly underwritten in Spring 1961)

Capitalization

Debt: \$1,080,000, notes

Common: no par, 1,447,003 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 12,058,936	\$ 2,368,583	\$ 1,155,873	\$.66	\$.27	(b)	(b)
1955	14,066,516	2,469,625	1,207,506	.69	.27	(b)	(b)
1956	14,038,981	1,924,516	931,920	.53	.36	(b)	(b)
1957	14,106,309	1,708,358	877,472	.50	.36	(b)	(b)
1958	13,801,257	1,697,909	852,863	.64	.22	(b)	(b)
1959	19,559,246	3,796,657	1,837,578	1.34	.40	(b)	(b)
1960	20,047,758	3,249,381	1,649,881	1.20	.40	\$ 13,043,025	(b)
1961	---	---	---	---	---	---	(b)

(b) Privately owned.

CANNON ELECTRIC COMPANY (Unlisted)

Capitalization

Debt: \$3,836,000 5½% notes.

Common: \$1 par, 1,500,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 19,295,536	\$ 1,949,494	\$ 939,202	\$.63	\$.02	(b)	(b)
1956	24,853,112	2,559,741	1,248,059	.83	.03	(b)	(b)
1957	34,857,114	3,922,090	1,908,002	1.27	.07	(b)	(b)
1958	33,072,602	3,262,221	1,595,673	1.06	.07	(b)	(b)
1959	41,938,841	1,245,134	599,592	.40	.07	\$ 20,083,606	(b)
1960	45,161,191	4,404,722	2,033,115	1.35	.03	23,506,357	18¾ - 15¼
1961 (3 mo.)	11,434,206	1,081,207	473,211	.31	---	---	38½ - 19¼

(b) Privately owned.

CAPITAL CITIES BROADCASTING CORP. (ASE)

Capitalization

Debt: \$7,510,806, notes: \$1,500,000 sub. debentures 6s, due 1964.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	N.A.	N.A.	\$ 406,969(d)	\$.35(d)	none	(b)	(b)
1956	\$ 2,979,324	N.A.	139,244(d)	.12(d)	none	(b)	(b)
1957	3,350,611	N.A.	56,581(d)	.05(d)	none	(b)	(b)
1958	2,880,003	N.A.	314,050	.27	none	\$ 4,061,109	(b)
1959	6,067,424	N.A.	380,545	.33	none	11,703,308	(b)
1960	8,421,601	---	817,263	.71	none	---	11¾ - 8
1961	---	---	---	---	none	---	23¾ - 9¾

N.A.—Not available. (b) Privately owned. (d) Deficit.

CHICAGO AERIAL INDUSTRIES, INC. (Unlisted)

Capitalization—Debt: \$1,397,912, notes.

Common: \$2 par, 559,600 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,170,000	\$ 248,000	\$ 100,000	\$.25	\$.02	(a)	(a)
1951	2,001,000	232,000	109,000	.27	.02	(a)	(a)
1952	3,906,000	550,000	215,000	.49	.02	(a)	(a)
1953	6,035,000	803,000	211,000	.49	.02	(a)	(a)
1954	6,617,000	1,158,000	568,000	1.28	.04	(a)	(a)
1955	7,149,000	893,000	426,000	.96	.10	(a)	(a)
1956	8,839,000	1,123,000	538,000	1.21	.13	(a)	(a)
1957	8,629,000	1,168,000	556,000	1.25	.19	(a)	(a)
1958	8,721,393	1,095,536	534,536	1.22	.19	\$ 6,156,276	(a)
1959	12,368,062	1,489,354	724,354	1.37	.20	6,463,024	32½ - 15
1960	6,196,460	1,439,761(d)	717,861(d)	1.28(d)	.15	8,890,797	56 - 21¼
1961 (3 mo.)	2,309,055	---	43,879	.08	none	---	30¾ - 24¼

(a) Privately owned. (d) Deficit.

CLAROSTAT MANUFACTURING COMPANY, INC. (ASE)
 Capitalization—Debt: \$106,509. Common: \$1 par, 451,753 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 5,985,241	\$ 772,999	\$ 406,780	\$.99	\$.16	\$ 2,199,374	6 1/2 - 2 1/4
1951	5,914,310	968,763	316,265	.76	.30	2,338,293	6% - 4 1/2
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6 1/2 - 4 1/2
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 3/4
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7 1/2 - 5 3/4
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 1/2
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3 1/2
1957	7,207,102	276,543	132,710	.32	.15	2,472,742	5 - 2 1/2
1958	6,808,779	51,588	20,861	.05	none	2,984,557	5 1/2 - 2 7/8
1959	8,998,940	503,262	265,512	.60	none	3,396,181	17 1/2 - 4
1960	8,487,851	466,747	222,932	.49	3% stk.	3,686,223	16 3/4 - 9 7/8
1961					3% stk.		20 - 12

CLEVITE CORPORATION (NYSE)

Capitalization
 Debt: \$8,770,122, 3 1/2% notes, due serially until 1971.
 Preferred: 4 1/2% cumulative, \$100 par, 37,676 shares.
 Common: \$1 par, 1,883,713 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 42,187,243	\$ 7,914,228	\$ 3,914,228	\$2.88	\$1.30	\$ 25,283,265	15% - 11 7/8
1951 (a)	50,052,000	7,687,826	2,887,826	2.03	1.15	39,212,523	19 - 15 3/4
1952 (a)	54,103,000	8,144,240	3,444,240	1.97	1.15	53,748,600	27 1/2 - 17 5/8
1953 (a)	71,305,000	7,978,611	3,478,611	1.77	1.15	59,439,142	25% - 18
1954 (a)	60,149,000	5,618,648	2,668,648	1.33	1.15	58,536,954	24 3/4 - 18
1955 (a)	73,089,000	10,004,753	4,854,753	2.54	1.25	61,832,282	25% - 20 1/2
1956 (a)	75,112,000	7,671,593	3,971,593	2.06	1.15	61,465,000	24 1/4 - 18
1957 (a)	72,672,000	7,408,539	3,988,539	2.08	1.15	59,342,564	25 1/2 - 15 1/4
1958 (a)	64,721,000	5,899,246	3,109,246	1.60	1.15	57,828,463	25% - 15 3/4
1959 (a)	86,182,586	13,893,961	6,493,961	3.36	1.15	68,235,415	59 1/4 - 24 3/4
1960	95,525,348	13,605,635	6,825,635	3.53	1.20	72,733,614	72 1/2 - 42
1961 (3 mo.)	22,697,974	2,375,550	1,169,550	.60	.30		69 3/4 - 47 3/4

(a) Changes by company.

COHU ELECTRONICS, INC. (ASE)

Capitalization—Debt: \$600,000. Common: \$1 par, 1,417,321 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 37,149		\$ 3,538	---	none	---	---
1951 (a)	118,594	\$ 25,750	21,691	---	none	---	---
1952 (a)	148,385	27,653(d)	23,594(d)	---	none	---	---
1953 (a)	275,345	7,149(d)	7,149(d)	---	none	---	---
1954	864,249	238,588(d)	239,022(d)	\$1.48(d)	none	---	---
1955	1,611,278	12,635	6,891	.01	none	---	---
1956	3,422,613	264,035	252,035	.31	none	---	---
1957	5,428,093	345,177	190,177	.20	none	\$ 3,545,248	---
1958	5,628,698	1,767,183(d)	1,623,987(d)	1.57(d)	none	4,589,078	9 3/8 - 6 3/4
1959	8,112,655	853,791	853,791	.60	none	4,972,663	12 - 5 3/4
1960	7,135,022	459,020	459,020	.32	none	5,735,999	13 7/8 - 6 3/4
1961 (3 mo.)	2,101,507		209,155	.15	none		16 1/2 - 7 3/4

(a) Kay Lab only. (d) Deficit.

COLLINS RADIO COMPANY (NYSE)

Year ending July 31

Capitalization
 Debt: \$1,991,994 notes, \$3,263,000, 5 1/2%, 1st mortgage bonds.
 \$1,174,000, 6% 1st mortgage sinking fund bonds, \$12,000,000, convertible subordinated debentures 4%, due 1980.
 Common: \$1 par, 2,205,170 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 12,534,018	\$ 1,075,177	\$ 415,765	\$.26	none	\$ 8,523,681	3% - 1
1951	19,325,837	1,093,704	753,732	.44	\$.10	19,125,921	4% - 3
1952	64,130,371	5,913,432	1,836,139	1.13	.10	31,116,050	6% - 3 3/4
1953	80,028,767	6,870,809	1,580,307	.97	.13	34,398,396	7% - 5 1/4
1954	90,300,464	7,398,976	2,599,369	1.81	.14	42,794,136	23 - 6 3/4
1955	108,164,689	7,194,145	3,347,059	2.07	.34	47,558,771	28 1/2 - 17 3/4
1956	125,141,055	8,506,001	3,195,930	1.81	.34	59,127,378	32 1/4 - 21 3/4
1957	127,490,768	4,825,012	2,192,946	1.20	.34	72,485,543	28 1/2 - 9 1/2
1958	107,569,379	179,846(d)	1,081,975*	.51	none	71,297,869	23 - 11 1/2
1959	117,864,139	7,662,958	3,718,817	1.87	4% stk.	93,373,840	72 1/2 - 22
1960	190,837,480	13,731,881	6,560,596	3.04	4% stk.	132,290,075	76 - 41 3/4
1961 (6 mo.)	112,428,074	5,865,822	2,602,222	1.18	none	142,005,999	50% - 41 1/4

* After tax refund. (d) Deficit.

COLUMBIA BROADCASTING SYSTEM INCORPORATED (NYSE)

Capitalization
 Debt: \$38,380,000, notes; \$3,024,834, mortgage; \$4,980,494 other deferred liabilities. Common: \$2.50 par, 8,641,104 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$124,105,408	\$ 9,555,329	\$ 4,105,329	\$.80	\$.53	\$ 53,833,265	13% - 8%
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 3/4 - 5%
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13% - 11
1953	313,908,771	22,687,288	8,894,642	1.27	.82	136,040,997	16 7/8 - 12 1/4
1954	373,380,139	23,214,845	11,414,645	1.62	.63	169,298,915	29 1/2 - 13 3/4
1955	316,572,766	29,897,427	13,397,427	1.79	.77+2% stk.	180,089,502	32 - 22 1/2
1956	354,779,843	35,083,462	16,283,462	2.13	.90+2% stk.	196,097,774	34 1/2 - 22 5/8
1957	385,409,018	48,593,367	22,193,367	2.82	1.00+3% stk.	222,870,272	36 1/2 - 23 1/2
1958	411,800,203	53,528,813	24,428,812	3.10	1.00	231,422,335	38 1/2 - 37 1/2
1959	441,311,357	52,967,187	25,267,187	3.11	1.25+3% stk.	247,903,633	48 3/4 - 35
1960	464,598,318	51,335,074	23,235,074	2.69	1.40	265,261,266	45 1/4 - 34
1961 (3 mo.)	121,078,000		6,025,978	.70	.70		42% - 35%

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30

Capitalization—Debt: \$1,725,488, notes. Common: \$1 par, 2,840,025 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,759,568		\$ 716,365	\$2.45	\$.50		13½ - 8%
1951	12,432,733	\$ 517,208	222,208	.78	.90	\$ 4,460,578	11½ - 7½
1952	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10½ - 6½
1953	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9½ - 4%
1954	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26½ - 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44½ - 23%
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36½ - 26½
1957	29,537,288	4,186,931	1,971,931	2.50	none	18,493,641	35½ - 18
1958	27,518,665	2,876,814	1,452,814	1.84	none	18,786,076	44½ - 19½
1959	86,897,656	9,549,206	5,030,864	1.80	none	77,738,091	58½ - 37½
1960	92,939,802	7,530,381	3,573,246	1.26	1.00	79,135,055	60½ - 42½
1961					.50		46½ - 36½

(d) Deficit.

CONTINENTAL CONNECTOR CORPORATION (ASE)

Capitalization

Debt: \$500,000 note due 1971.

Common—Class A, 50 cents par 409,651 shares.

Class B, 50 cents par 270,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952 (Incorporated Jan. 23)							
1953	\$ 1,605,793	\$ 278,191	\$ 89,952	\$.14	none	(b)	(b)
1954	2,136,274	468,375	228,375	.34	none	(b)	(b)
1955	2,268,209	351,300	172,300	.26	none	(b)	(b)
1956	3,649,298	572,279	276,679	.41	none	(b)	(b)
1957	4,333,339	620,937	293,937	.44	none	\$ 1,679,972	(b)
1958	4,451,017	739,317	362,117	.54	none	1,992,808	(b)
1959	6,964,112	1,323,828	631,828	.94	\$.40	3,380,113	18% - 6
1960	7,227,119	1,122,662	542,662	.80	.50	3,521,650	26 - 13½
1961					.25 + 1¼% stk.		27% - 14%

(b) Privately owned.

CONTROL DATA CORPORATION (Unlisted)

Year ending June 30

Capitalization

Debt: \$33,200.

Preferred: 6% cumulative, \$25 par, 14,000 shares.

Common: 50 cents par, 1,108,363 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955 (a)	\$ 1,631,757	\$ 230,022	\$ 112,190	---	none	N.A.	---
1956 (a)	1,355,012	21,961	14,229	---	none	N.A.	---
1957 (a)	1,714,676	207,411	101,627	---	none	N.A.	---
1958 (a)	3,093,610	80,836	27,437	\$.04	none	N.A.	10 - 1
1959 (a)	6,792,470	659,332	313,762	.35	none	N.A.	34 - 9¼
1960	9,665,290	1,306,686	551,686	.55	none	\$ 7,877,803	68½ - 25¼
1961 (6 mo.)	8,543,126	1,158,722	403,722	.35	none		135 - 53¼

(a) Combined earnings—including Control Corp., merged April 1, 1960.
N.A. Not available.

COOK ELECTRIC COMPANY (Unlisted)

Year ending June 30

Capitalization

Debt: \$1,200,000, 5% notes, due 1967.

Preferred: 6% prior cumulative, \$100 par, 20,000 shares.

Common: \$2.50 par, 1,662,896 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,496,000	\$ 334,000	\$ 204,000	\$.14	\$.13		
1951	6,390,000	879,000	334,000	.24	.08		
1952	11,396,052	1,647,839	447,839	.32	.10	\$ 5,419,995	6% - 3
1953	12,459,152	1,389,558	427,058	.30	.07 + stk.	6,593,552	3 - 2¼
1954	14,103,369	1,216,664	511,664	.36	.12 + stk.	7,292,342	6% - 6
1955	15,253,052	506,386	251,386	.18	.06 + stk.	7,492,651	6% - 4¼
1956	15,218,090	208,101	103,101	.07	.04	7,819,576	5% - 3¾
1957	24,583,521	1,753,099	858,099	.58	.08 + stk.	11,246,916	7½ - 4¾
1958	30,106,685	455,062	250,062	.16	.06	12,008,240	14½ - 6½
1959	40,324,392	3,207,324	1,545,016	.89	.17 + stk.	17,128,840	22½ - 13½
1960	42,917,357	117,499	62,499	.04	none	18,773,527	23 - 11¾
1961 (6 mo.)	20,099,504	179,657(d)	80,757(d)	.08(d)	none	20,183,543	16 - 11½

(d) Deficit

CORNING GLASS WORKS (NYSE)

Capitalization

Debentures: \$9,100,000, income 3¼s, due 2002

Preferred: 3½% cumulative, \$100 par, 57,010 shares

Common: \$5 par, 6,770,003 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$116,473,981	\$35,670,787	\$17,612,355	\$2.51	\$.80	\$ 81,362,634	18% - 11¼
1951	115,750,172	23,862,664	10,141,164	1.48	.80	84,691,192	31¼ - 15¼
1952	126,455,784	28,516,156	10,323,156	1.51	.80	105,635,436	35 - 26%
1953	149,294,036	34,039,395	12,681,395	1.86	.80	113,463,467	36¼ - 28
1954	147,938,842	35,991,191	17,490,191	2.57	1.20	122,407,348	62½ - 35
1955	157,663,837	38,966,671	18,626,671	2.76	1.50	130,872,665	73% - 54
1956	163,053,554	37,732,753	18,432,753	2.72	1.50	137,263,623	87½ - 60¼
1957	159,069,721	31,033,404	16,533,404	2.43	1.50	142,696,906	106¼ - 57¼
1958	159,137,729	32,763,543	17,163,543	2.52	1.50	164,650,215	102½ - 74%
1959	201,370,386	44,635,899	24,335,899	3.57	1.62½	168,076,376	154% - 89%
1960	214,871,286	40,080,741	22,054,741	3.23	2.00	174,378,326	186 - 124
1961 (3 mo.) (a)	48,364,944	8,993,056	4,847,056	.71	.71		194% - 167

(a) 12 weeks to March 26.

CRAIG SYSTEMS INCORPORATED (Unlisted)

Year ending July 31

Capitalization—Debt: \$750,000, 5% notes due 1975. Common: \$1 par, 791,172 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 802,207	\$ 91,835	\$ 56,573	\$.11	none	(c)	(c)
1951 (a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952 (a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953 (a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954 (a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955 (b)	11,506,053	1,431,113	696,913	.95	none	\$ 5,835,985	(c)
1956 (d)	9,570,015	975,173	463,673	.64	\$.40 + 2% stk.	6,511,853	9 - 7
1957	12,840,360	1,058,841	502,841	.68	.30 + 2% stk.	6,678,837	9 1/2 - 4 1/2
1958	12,975,620	770,547	361,047	.48	.25	6,057,648	7 - 3 3/4
1959	12,081,619	813,887	380,887	.50	.30	6,905,470	12 1/2 - 6 3/4
1960	14,253,755	1,245,798	591,298	.77	.30 + 2% stk.	7,703,567	24 1/2 - 9 1/2
1961 (6 mo.)	6,433,000	-----	203,000	.26	none	-----	19 - 13 1/4

- (a) Craig Machine Co. only.
- (b) Pro-forma. Year ending Nov. 30.
- (c) Privately owned until Feb. 7, 1956.
- (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

DAYSTROM INCORPORATED (NYSE)

Year ending March 31

Capitalization—Debt: \$387,475 notes. Debentures: \$7,781,000, convertible, subordinated 4%as, 1977; \$10,000,000 debenture 5%as due 1980. Common: \$10 par, 1,255,307 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 32,763,201	\$ 1,829,136	\$ 1,174,136	\$1.88	\$1.25	\$21,800,160	16 1/2 - 10 3/4
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20 1/4 - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16 3/4 - 13 1/2
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16 1/2 - 11 1/2
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23 1/4 - 11 1/2
1955 (a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32 1/2 - 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30 3/4 - 22
1957	74,402,239	5,183,811	2,458,811	2.77	1.20	47,607,250	47 - 27 1/2
1958	81,713,986	4,785,493	2,333,493	2.57	1.20	52,685,322	39 3/4 - 30
1959	76,639,523	2,106,846	1,206,846	1.32	1.20	50,500,504	49 3/4 - 34
1960	90,609,129	4,271,278	2,271,278	2.48	1.20	55,096,314	49 3/4 - 27 1/2
1961 (9 mo.)	68,756,000	2,111,000	1,121,000	.89	.30	-----	34 3/4 - 25 3/8

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955.

DESILU PRODUCTIONS, INCORPORATED (ASE)

Year Ending April 30

Capitalization—Debt: \$3,601,998, notes, etc. Common: \$1 par, Class A and B, 1,155,940 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 Incorporated in Cal.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1952	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1953	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1954	\$ 4,668,660	\$ 315,679	\$ 143,933	\$.16	none	N.A.	(b)
1955	6,388,641	592,978	261,511	.29	none	N.A.	(b)
1956	9,361,130	1,416,695	674,728	.75	none	N.A.	(b)
1957	12,166,741	4,499,865	3,183,367	.54	none	N.A.	(b)
1958	15,094,806	208,213	92,336	.10	none	\$ 13,050,350	14 1/2 - 10
1959	20,470,361	496,266	249,566	.22	\$.60	14,134,803	29 3/4 - 13 3/4
1960	23,406,100	1,596,559	811,559	.70	.60	15,356,035	14 3/4 - 9 1/4
1961 (c)	14,432,798	541,949	264,949	.23	.15	-----	16 3/4 - 10 1/2

N.A. Not available. (b) Privately owned. (c) 39 weeks ending Jan. 31.

DYNAMICS CORPORATION OF AMERICA (ASE)

Capitalization

Debt: \$6,600,000, V loan notes, due Sept. 29, 1961; \$350,000, 2% installment notes, 1961-1968

Preferred: \$1 cumulative convertible, \$2 par, 447,533 shares

Common: \$1 par, 2,817,027 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,780,757	\$ 1,287,895	\$ 1,287,895	\$.51	none	\$13,751,583	7 1/2 - 1 1/2
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5 3/4 - 3 3/4
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4 1/4
1953	40,719,686	4,402,468	1,402,468	.54	\$.20 + 1/2% stk.	27,089,811	5 3/4 - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8 3/4 - 4
1955 (a)	41,894,958	4,038,398	2,012,071	.61	.40	29,418,501	9 3/4 - 6 1/2
1956	44,177,220	3,474,054	1,848,054	.54	.40	29,827,494	8 3/4 - 5 1/2
1957	38,914,418	710,356	539,647	.02	.20	28,634,607	7 3/4 - 2 1/2
1958	32,386,037	1,176,006	921,145	.16	none	22,226,253	5 1/2 - 2 1/2
1959	37,606,308	2,576,745	1,447,128	.36	none	29,391,808	12 3/4 - 4 3/4
1960	48,676,897	3,833,144	1,853,512	.50	none	29,495,343	13 3/4 - 6 3/4
1961 (3 mo.)	12,285,942	976,553	528,792	.15	none	-----	20 1/4 - 7 3/4

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

EITEL-McCULLOUGH INC. (Unlisted)

Capitalization—Debt: \$1,584,000, 5 1/2% note; \$4,987,000, 5 1/2% convertible subordinated debentures, due Nov. 1974. Common: \$1 par, 1,834,656 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,944,472	\$ 2,408,717	\$ 1,170,925	\$.78	none	-----	-----
1951	7,099,430	748,021	378,680	.25	none	-----	-----
1952	10,137,692	1,531,646	613,094	.40	none	\$ 5,597,669	-----
1953	11,576,674	1,132,166	596,871	.36	none	5,511,877	-----
1954	9,452,689	1,263,099	622,761	.38	\$.09	5,562,560	-----
1955	8,950,179	1,351,810	645,844	.39	none	6,455,077	-----
1956	13,879,779	2,644,722	1,254,488	.76	12 1/2 + 2 1/2% stk.	8,677,895	17 1/2 - 7 3/4
1957	15,786,229	1,624,859	736,376	.45	2 1/2% stk.	9,599,480	18 1/4 - 10
1958	17,982,739	929,483	428,242	.23	none	12,825,219	14 3/4 - 11 3/4
1959	29,227,734	3,074,887	1,509,667	.83	none	21,333,121	32 1/2 - 13 1/2
1960	28,308,038	1,318,535(d)	662,961(d)	.36(d)	none	21,310,931	35 - 14
1961	-----	-----	-----	-----	none	-----	20 1/4 - 16 3/4

(d) Deficit.

ELCO CORPORATION (Unlisted)

Year ending June 30

Capitalization:

Debt: \$1,000,000, 6% conv. sub. debentures, due May 1975

\$18,500, 6% debentures

\$20,500, 6% debentures, due 1962

Common: 25 cents par, 536,102 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 1,629,533	\$ 40,201	\$ 23,137	\$.06	none	N.A.	
1956	2,200,123	108,432	52,747	.13	\$.05	N.A.	
1957	2,580,066	226,299	107,278	.27	none	N.A.	
1958	2,541,614	55,411	24,278	.06	none	\$ 1,464,031	
1959	3,677,502	398,836	189,262	.44	7% stk.	1,873,084	14 - 6%
1960	5,124,510	538,465	266,601	.58	none	3,299,690	25 - 12
1961					none		17 1/2 - 13 1/4

N.A. Not available.

ELECTRIC & MUSICAL INDUSTRIES, LTD. (NYSE)

Year ending June 30

Capitalization:

Debt: \$4,071,200, Loans

Common: 18,114,000 units of 10 shares each.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,565,466	\$ 1,524,308	\$ 959,865	N.A.	\$.06		3 3/4 - 1 1/2
1951	6,085,873	4,541,600	1,856,400	N.A.	.12	\$ 40,389,574	29 1/4 - 17 1/2
1952	4,945,335	3,267,222	1,126,622	N.A.	.07	47,422,178	2 1/4 - 1 3/4
1953	2,279,309	1,283,752	783,952	N.A.	.08	42,601,138	2 1/4 - 1 1/2
1954	5,765,200	1,484,000	64,400	N.A.	.07	62,784,400	4 1/2 - 1 1/2
1955	116,480,000	5,423,600	2,329,600	N.A.	.07	84,084,000	5 1/2 - 3 3/4
1956	148,400,000	6,641,600	2,441,600	\$.19	none	90,479,200	4 1/2 - 2 3/4
1957	170,976,400	10,256,400	3,119,200	.23	.12	104,983,200	4 3/4 - 3 1/4
1958	184,534,000	13,241,200	6,036,800	.43	.21	108,612,000	11 3/4 - 3 3/4
1959	189,089,600	13,344,800	6,249,600	.47	.16	118,924,400	8 1/4 - 7 3/4
1960	192,360,000	14,355,600	6,756,400	.45	.12	140,179,200	8 1/2 - 5 1/2
1961					.11		7 1/2 - 5 3/4

N.A. Not available.

ELECTRO INSTRUMENTS, INCORPORATED (Unlisted)

Year ending May 31

Capitalization:

Debt: \$99,017 notes.

Common: \$1 par, 606,550 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 244,829		\$ 37,954	\$.07	none		
1956	942,928		80,609	.15	none		
1957	3,356,277		569,374	1.04	none	\$ 1,663,643	12 1/2 - 9 1/2
1958	3,623,886	\$ 814,793	384,793	.74	none	2,532,027	25 1/4 - 9
1959	6,006,010	1,219,728	609,728	1.11	5% stk.	3,395,636	68 - 22 1/2
1960	9,430,035	1,463,175	706,708	1.17	none	5,837,665	64 - 18
1961 (9 mo.)	6,374,266	418,899(d)	195,800 (d)	.32(d)	none		37 - 24 1/2

(d) Deficit.

ELECTRONIC ASSISTANCE CORP. (ASE)

Year ending Jan. 31

Capitalization:

Common: 10 cents par, 711,954 shares

Preferred: 5% cumulative, \$100 par, 300 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958 (Incorporated June 6)							
1959 (a)	\$ 286,075	N.A.	\$ 44,949	\$.08	2 1/2% stk.	N.A.	6% - 3 3/8
1960	911,466	N.A.	67,116	.13	2% stk.	\$ 950,350	34 3/8 - 6
1961	3,745,258	N.A.	211,005	.36	none	1,892,339	48 3/4 - 24

N.A.—Not available. (a) From June 6, 1958 to Jan. 31, 1959.

ELECTRONIC ASSOCIATES INC. (Unlisted)

Capitalization:

Debt: \$538,179 mortgage and notes

Common: \$1 par, 798,087 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950		N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
1951	\$ 989,461	N.A.	\$ 75,668	\$.34	none	N.A.	N.A.
1952	1,069,849	\$ 175,115	96,758	.23	\$.04	\$ 2,684,882	2% - 1 1/4
1953	4,273,726	260,804	130,686	.28	.05	2,728,241	3 3/4 - 2 1/2
1954	4,059,927	498,037	244,558	.48	.06	3,676,912	7 1/4 - 2 1/2
1955	5,484,287	1,012,548	491,523	.86	.12	4,480,672	18 1/2 - 12 1/2
1956	8,816,953	2,018,529	929,811	1.61	.12 + 2 1/2% stk.	8,447,474	33 - 15 3/4
1957	12,298,274	2,134,344	1,001,998	1.64	5% stk.	10,491,739	59 - 27 1/4
1958	10,216,003	641,225	313,880	.49	2% stk.	10,830,091	52 - 32 1/2
1959	14,481,955	1,602,190	803,126	1.11	3% stk.	16,618,372	55 1/2 - 29
1960	15,170,722		918,420	1.27	none		39 1/2 - 22
1961					5% stk.		38 1/2 - 27

ELECTRONIC COMMUNICATIONS, INCORPORATED (ASE)

(Formerly Air Associates, Inc.)

Year ending September 30

Capitalization:

Debt: \$973,955 notes, etc.

Preferred: 6% cumulative convertible, \$10 par, 42,248 shares

Common: \$1 par, 597,209 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,113,201	\$ 32,734	\$ 18,014	\$.03	\$.07	\$ 3,558,563	4% - 2 1/2
1951	11,494,502	86,363	83,971	.15	.20 + stk.	7,884,861	6% - 2 1/2
1952	16,244,452	112,695	46,695	.08	.27	12,227,422	6% - 3 3/8
1953	19,034,877	141,659	141,659	.25	none	9,555,147	5% - 4 1/2
1954	18,233,740	688,311	344,311	.60	none	8,219,234	9 1/2 - 5
1955	12,587,052	84,051	54,051	.09	none	7,898,622	8 1/2 - 5 1/2
1956	14,238,111	219,986	95,986	.17	none	9,131,950	9 - 6
1957	16,980,451	515,311	245,311	.43	none	11,607,726	8 1/2 - 5 1/2
1958	21,191,882	475,418	250,418	.72	none	12,961,164	21% - 6%
1959	32,771,830	1,761,605	855,139	1.40	none	16,007,471	37 1/2 - 17
1960	24,130,561	1,062,511(d)	607,511(d)	1.06(d)	none	14,180,064	35 1/2 - 16
1961 (3 mo.)	4,361,000		25,000 (d)	.05(d)	none		28 3/8 - 16 1/2

(d) Deficit.

ELECTRONIC SPECIALTY CO. (ASE)

Year ending March 31 prior to 1961

Capitalization
Debt: \$2,871,329
Common: 50 cents par, 868,009 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 173,000	-----	\$ 10,000	---	none	\$ 31,000	-----
1951 (a)	236,000	-----	8,000	---	none	41,000	-----
1952 (a)	359,000	-----	16,000	---	none	130,000	-----
1953 (a)	1,147,000	-----	53,000	---	none	322,000	-----
1954 (a)	1,565,000	-----	119,000	\$.75	none	571,000	-----
1955 (b)	1,625,000	-----	71,000	.19	none	808,000	-----
1956	2,115,000	-----	13,000 (d)	.08 (d)	none	887,000	-----
1957 (c)	10,174,375	-----	-----	.98	none	1,543,705	13 1/2 - 4 3/4
1958 (c)	14,671,819	-----	-----	1.08	none	1,864,837	13 1/4 - 8 1/2
1959 (c)	20,304,239	-----	-----	.09	none	3,058,980	30 7/8 - 10
1960 (c)	22,136,594	-----	-----	.40	none	4,096,994	26 3/8 - 11 1/2
1961 (c) (e) (3 mo.)	6,188,074	-----	185,000	.21	none	13,018,716	28 1/2 - 12 3/4

(a) Years ending August 31. (b) Annualized. (c) Pro-forma, including D. S. Kennedy & Co., merged March 31, 1961.
(d) Deficit. (e) 7 mo. to Oct. 31, 1960. Fiscal year changed to end Dec. 31 as of 1961.

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: \$1,300,000 5% notes; \$1,855,000 5 1/2% sub. conv. notes
Preferred: \$100 par 6% non-cumulative 4,586 shares
Common: \$1 par, 744,863 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,536,217	\$ 41,379	\$ 36,520	\$.50	none	-----	(b)
1951	1,836,768	85,283	36,207	.05	none	-----	(b)
1952	3,627,215	191,342	76,884	.11	none	-----	(b)
1953	4,636,565	349,031	190,906	.27	none	\$ 2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16 3/4 - 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11 1/2
1956	6,973,306	1,024,152 (d)	476,467 (d)	.71 (d)	none	9,536,045	24 1/4 - 9 3/8
1957	8,037,553	367,487	182,653	.22	none	8,398,768	12 7/8 - 5 1/2
1958	6,639,121	241,644	208,001	.25	none	8,496,581	16 1/4 - 6 3/8
1959	6,391,343	416,941	175,767	.21	none	8,299,923	16 7/8 - 7 1/2
1960	6,549,547	458,649	217,499	.25	none	7,916,224	19 1/2 - 8 3/8
1961	-----	-----	-----	-----	none	-----	14 1/2 - 9

(b) Privately owned. (d) Deficit.

ELECTRO-VOICE INCORPORATED (Unlisted)

Year ending February 28

Capitalization—Debt: \$325,000, 4% Promissory note, due 1967. Common: \$2 par, 473,650 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,201,100	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1951	2,228,178	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1952	2,830,740	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1953	2,755,631	N.A.	N.A.	N.A.	N.A.	N.A.	(a)
1954	4,201,822	\$ 164,049	\$ 63,540	\$.21	\$.04	N.A.	(a)
1955	4,339,782	275,156	135,455	.39	.04	N.A.	(a)
1956	5,765,059	465,484	230,532	.61	.04	N.A.	(a)
1957	7,863,814	777,656	381,210	.98	.04	N.A.	(a)
1958	9,379,132	710,618	353,188	.89	.04	\$ 3,737,095	(a)
1959	11,764,676	1,275,578	620,519	1.31	none	5,378,040	22 3/4 - 11 1/4
1960	10,521,165	461,887	255,901	.54	5% stk.	5,302,285	14 1/4 - 7 7/8
1961 (9 mo.)	7,415,992	-----	8,061	.02	none	-----	14 1/4 - 7 3/4

N.A. Not available. (a) Privately owned.

EMERSON ELECTRIC MANUFACTURING COMPANY (NYSE)

Year ending September 30

Capitalization
Debt: \$848,800, convertible subordinated debenture 5 1/2%, due 1977. \$7,049,000 notes.
Common: \$2 par, 2,225,057 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 40,651,495	\$ 4,456,348	\$ 2,073,767	\$1.74	\$.53	\$ 20,526,096	9 1/8 - 5 3/8
1951	44,008,692	4,087,532	1,497,507	1.24	.56	24,419,403	8 7/8 - 6 3/8
1952	55,368,442	1,974,006	1,467,506	1.22	.56	23,392,004	6 7/8 - 5 1/2
1953	55,844,449	3,310,652	1,448,152	1.11	.56	27,029,553	7 3/8 - 5 5/8
1954	44,718,095	2,213,495	1,013,495	.78	.56	23,219,061	8 1/8 - 5 3/4
1955	40,347,929	2,528,263	1,228,263	.93	.56	28,014,736	11 7/8 - 7 7/8
1956	56,498,889	4,562,926	2,247,926	1.74	.60	31,809,083	16 1/4 - 10 7/8
1957	65,341,252	4,409,191	2,369,716	1.70	.78	39,143,707	17 - 11
1958	72,040,054	5,314,395	2,527,395	1.75	.80 + 1 1/2% stk.	42,807,609	28 1/4 - 14 1/2
1959	91,332,950	8,238,717	3,938,717	2.26	.85 + 2% stk.	51,496,009	38 3/4 - 24
1960	125,468,111	12,570,310	6,000,310	2.80	1.00 + 3% stk.	72,760,752	53 1/2 - 32 3/4
1961 (6 mo.)	70,066,836	6,961,610	3,307,328	1.50	.25	-----	85 - 50

EMERSON RADIO & PHONOGRAPH CORPORATION (NYSE)

Year ending October 31

Capitalization
Debt: \$4,945,342
Common: \$5 par, 2,191,872 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 74,188,297	\$11,969,778	\$ 6,514,716	\$3.70	\$1.10	\$27,320,398	18 3/8 - 7 3/8
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,900	16 1/4 - 12 3/8
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15 1/4 - 11 1/2
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15 1/8 - 9 1/2
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16 3/8 - 11 3/4
1956	73,882,029	3,317,748	84,852	.04	.30 + 1% stk.	44,280,455	13 1/4 - 5 1/4
1957	54,803,069	222,586	138,431	.07	none	41,326,467	6 7/8 - 3 3/4
1958 (a)	58,401,179	2,828,707	1,410,009	.72	3% stk.	38,557,594	16 1/4 - 4 1/8
1959	67,442,399	5,551,214	2,668,682	1.30	3% stk.	44,767,162	26 3/8 - 12 1/8
1960	63,776,658	3,250,196	1,686,568	.80	3% stk.	46,507,648	22 1/2 - 10 1/2
1961 (b)	-----	262,460	126,524	.06	none	-----	16 1/4 - 11 1/8

(a) Includes Consumer Products Div. of Allen B. DuMont Labs, Inc., from July 2, 1958, date of acquisition. (b) 13 weeks to Jan. 28.

EPSCO, INC. (Unlisted)

Capitalization—Debt: \$2,063,000 notes, due Dec. 1965. Common: No par, 622,027 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954 (a)-----	\$ 95,522	\$ 28,887(d)	\$ 28,887(d)	\$.12(d)	none	-----	-----
1955-----	306,674	142,794(d)	142,794(d)	.58(d)	none	-----	-----
1956-----	1,495,670	154,992	154,992	.92	none	\$ 1,605,007	-----
1957-----	3,022,918	66,800	41,800	.13	none	3,126,444	-----
1958-----	3,965,771	230,335(d)	195,430(d)	.52(d)	none	5,559,245	44½ - 15½
1959-----	8,739,243	811,134(d)	811,134(d)	1.62(d)	none	8,179,173	44½ - 28
1960-----	10,741,604	227,985(d)	227,985(d)	.37(d)	none	9,809,082	30 - 15
1961-----	-----	-----	-----	-----	none	-----	26 - 18¾

(a) 11 Months to Dec. 31. (d) Deficit.

ERIE RESISTOR CORPORATION (Unlisted)

Capitalization

Debt: \$1,155,000, 4% notes, due 1973, \$184,500; 5% mortgage note; other \$34,550.

Preferred: 90 cents cumulative convertible, \$12.50 par 100,000 shares. Common: \$2.50 par, 798,805 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 13,671,728	\$ 2,264,051	\$ 1,075,234	\$1.40	\$.03	\$ 5,303,827	(b)
1951-----	14,171,426	1,713,828	881,465	1.15	.22	4,989,653	6½ - 5½
1952-----	14,486,281	1,540,262	571,684	.74	.29	5,356,564	7 - 5¾
1953-----	17,073,856	1,819,021	827,616	1.08	.33	6,531,130	7¾ - 6¾
1954-----	14,866,836	700,418	317,767	.41	.39	9,951,069	8½ - 6½
1955-----	22,358,644	1,771,490	959,433	1.25	.24	11,609,028	8¾ - 5¾
1956-----	23,300,749	1,793,147	956,452	1.25	.39	13,261,328	11¾ - 7¾
1957-----	24,737,643	1,009,998	542,811	.65	.37 + 3% stk.	13,497,514	13¾ - 6¾
1958-----	21,202,186	1,109,438	510,441	.55	.14 + 4% stk.	14,064,053	9¾ - 5¾
1959-----	24,506,569	679,002	359,340	.35	.10 + 4% stk.	14,648,311	11¾ - 7
1960-----	25,902,646	1,160,187	616,517	.66	4% stk.	14,546,571	10½ - 7¼
1961 (3 mo.)-----	5,800,000	-----	128,000	.13	none	-----	18 - 9¾

(b) Privately owned.

ESPEY MANUFACTURING & ELECTRONICS CORP. (ASE)

Year ending June 30

Capitalization

Debt: \$87,500, notes

Common: \$1 par, 235,721 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 2,965,785	\$ 299,051	\$ 176,335	\$1.75	none	\$ 1,473,001	-----
1951-----	5,426,662	419,027	164,569	1.06	none	4,539,468	-----
1952-----	8,729,552	119,919	38,919	.25	none	5,166,675	-----
1953-----	9,020,468	181,589	84,559	.54	none	3,447,934	-----
1954-----	10,392,937	291,376	131,190	.84	none	3,875,913	-----
1955-----	4,489,912	577,905(d)	348,587(d)	2.24(d)	none	2,316,699	-----
1956-----	2,804,620	15,120	15,120	.10	none	1,634,542	-----
1957-----	2,635,817	17,668	17,668	.11	none	1,384,307	-----
1958-----	3,186,370	11,937	11,937	.08	none	1,088,530	-----
1959-----	3,014,914	264,825	162,834	1.05	none	1,537,490	7 - 3
1960-----	3,696,853	340,171	167,680	1.07	none	2,143,100	18¾ - 6¼
1961 (6 mo.)-----	2,464,977	-----	96,689	.41	none	-----	28½ - 16¾

(d) Deficit.

FAIRCHILD CAMERA & INSTRUMENT CORPORATION (ASE)

Capitalization—Debt: \$4,437,146, notes, etc. Common: \$1 par, 1,233,696 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 10,163,582	\$ 979,718	\$ 482,320	\$.70	\$.37½	\$ 8,855,012	15¼ - 10
1951-----	16,843,359	558,210	317,736	.38	.12½	18,446,929	19½ - 11¼
1952-----	25,549,096	1,490,097	759,610	.91	.12½	21,074,222	14¾ - 11
1953-----	25,694,982	1,697,741	883,549	.97	.12½ + 5% stk.	21,311,213	14¾ - 8¾
1954-----	42,439,864	3,251,790	1,606,790	1.76	.25	17,791,152	19¾ - 10¾
1955-----	33,069,647	850,743	791,743	.83	.50	19,160,746	18¾ - 10½
1956-----	42,969,036	2,176,324	910,324	.96	.37½	24,238,825	13 - 9¾
1957-----	36,989,284	1,799,093	799,093	.84	.25	20,746,336	13¾ - 8
1958-----	31,674,356	1,553,395	544,395	.57	.25	23,214,797	32¾ - 9¾
1959-----	43,442,600	4,360,225	2,071,225	2.00	.50	45,505,649(b)	157 - 25¾
1960 (a)-----	47,940,374	7,335,472	3,755,472	3.07	.50	52,563,518	201½ - 110¾
1961 (3 mo.)-----	20,655,000	-----	877,000	.71	none	-----	195½ - 130

(a) Includes Allen B. DuMont Laboratories, Inc., merged July 5, 1960. (b) Pro-forma balance sheet Dec. 31, 1959.

FARRINGTON MANUFACTURING COMPANY (Unlisted)

Capitalization

Debt: \$649,184, notes; \$6,000,000 subordinated, convertible debentures, 1970.

Preferred: \$1.375 cumulative, no par, 41,235 shares.

5½% non-cumulative 2nd preferred, \$5 par, 24,984 shares.

Common: No par, 1,572,340 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 7,008,507	\$ 683,334	\$ 406,765	\$.85	\$.19	\$ 4,874,813	N.A.
1951-----	7,881,423	211,098	212,134	.38	.15 + 1¼% stk.	5,433,940	N.A.
1952-----	11,865,451	636,592	273,508	.50	.15	5,914,304	N.A.
1953-----	14,177,159	708,308	348,108	.56	.17	6,348,875	N.A.
1954-----	9,944,842	433,619	248,619	.38	.20	6,519,520	N.A.
1955-----	9,868,439	259,649(d)	130,014(d)	.71(d)	.05 + 1½% stk.	7,247,520	N.A.
1956-----	11,565,634	522,246	498,446(d)	.71(d)	2% stk.	7,592,432	N.A.
1957-----	11,762,840	315,866	104,686	.32	none	7,362,383	N.A.
1958-----	8,459,432	230,070(d)	250,765(d)	.39(d)	none	7,509,765	N.A.
1959-----	10,912,633	1,276,214(d)	1,282,314(d)	.87(d)	none	10,420,942	20 - 12%
1960-----	-----	-----	1,893,351(d)	---	none	---	57½ - 16¼
1961-----	-----	-----	-----	---	none	-----	29½ - 17¾

N.A. Not available. (d) Deficit.

FOUR STAR TELEVISION (Unlisted)

Year ending June 30

Capitalization

Common: No par, 600,000 shares

Incorporated 1955

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956-----	\$ 2,101,371	N.A.	\$ 28,583	\$.06	none	(b)	(b)
1957-----	4,060,844	N.A.	253(d)	---	none	(b)	(b)
1958-----	5,381,680	N.A.	162,694	.34	none	(b)	(b)
1959-----	8,774,878	675,956	302,698	.63	none	\$ 5,529,793	(b)
1960-----	15,141,419	637,463	317,506	.66	none	5,145,066	16¾ - 14¼
1961 (9 mo.)-----	18,413,564	-----	499,234	.83	none	-----	23 - 13½

N.A. Not available. (b) Privately owned. (d) Deficit.

FOXBORO COMPANY (THE) (NYSE)

Capitalization

Debt: \$7,500,000, 5% promissory note, due 1975
Common: \$1 par, 2,429,000 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	\$19,557,183		\$ 974,090	\$.44	\$.16	(b)	(b)
1954	20,876,812		1,183,882	.53	.16	(b)	(b)
1955	22,046,979	\$ 2,797,272	1,373,486	.62	.18	(b)	(b)
1956	30,266,552	5,751,444	2,788,450	1.25	.20	(b)	(b)
1957	39,239,300	8,361,632	3,947,209	1.76	.28	\$25,319,110	
1958	33,481,421	4,602,259	2,262,259	1.01	.45	26,840,405	24% - 12%
1959	41,152,198	5,603,188	2,862,859	1.25	.50	34,341,663	37½ - 21½
1960	54,551,790	8,798,919	4,251,462	1.75	.57½	48,599,434	51½ - 36½
1961 (3 mo.)			1,085,156	.45	.35		87 - 49

(b) Privately owned.

FRIDEN, INCORPORATED (Pacific)

Capitalization—Debt: \$6,034,824 notes. Common: 33½ cents par, 3,751,210 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 16,467,239	N.A.	\$ 1,582,152	\$.69	\$.15	N.A.	
1951	25,241,464	\$ 5,880,695	1,846,608	.80	.17	14,234,704	
1952	21,923,873	4,294,249	1,775,916	.77	.17	14,113,067	
1953	23,004,213	3,223,112	1,540,000	.67	.17	14,744,864	
1954	25,616,663	3,773,208	1,850,144	.81	.17	16,714,680	
1955	31,437,755	4,828,659	2,376,982	1.04	.22 + stk.	19,387,179	11% - 7%
1956	50,624,940	7,641,694	3,591,625	1.20	.32	30,481,834	16% - 11½
1957	56,655,526	8,165,377	4,013,966	1.28	.33 + stk.	37,468,030	23% - 12%
1958	60,388,844	7,035,572	3,445,844	1.06	.33 + stk.	40,626,148	22% - 13½
1959	74,207,798	8,161,835	3,891,603	1.11	.33 + stk.	46,358,711	25% - 18%
1960	89,244,715	11,430,869	5,800,622	1.61	.35 + stk.	54,589,130	46½ - 17%
1961 (3 mo.)	6,723,237	216,602	140,953	.20	.10		65 - 40%

N.A. Not available.

GABRIEL COMPANY (NYSE)

Capitalization

Debt: \$140,000 notes, \$2,500,000, subordinate debenture 5¼s, due 1974
Preferred: \$5 cumulative pfd. \$10 par, 21,722 shares
Common: \$1 par, 678,238 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 12,670,521	\$ 1,591,672	\$ 824,272	\$2.20	\$.55 + 10% stk.	\$ 6,331,749	8% - 7%
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,922	9% - 7%
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	22,668,000	N.A.	163,000	.20	none	9,974,912	7% - 4½
1954 (a)	19,190,000	N.A.	10,000(d)	.06(d)	.30	8,486,682	7% - 4%
1955 (a)	16,215,000	N.A.	274,000	.38	.15	8,808,983	9% - 5%
1956 (a)	20,641,000	N.A.	434,000	.62	.60	10,186,071	9% - 6%
1957 (a)	24,665,000	N.A.	783,000	1.15	.60	8,890,317	10% - 6½
1958 (a)	22,825,684	1,030,066	545,066	.80	.55	12,825,581	14% - 7
1959	28,836,253	1,104,906	536,906	.77	.60	17,779,716	33 - 12%
1960	31,237,141	861,556(d)	436,556(d)	.66(d)	none	16,438,067	21% - 12
1961					none		16% - 12½

(a) Pro-forma, including Talco Engineering Corp., acquired Dec. 3, 1958. (d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)

(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization—Debt: \$147,567,385.
Preferred: No par. conv. pfd., 2,064,516 shares
Common: \$1 par, 9,997,076 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (c)	\$411,155,000	\$ 24,102,000	\$ 13,817,000	\$1.39	\$.40	\$ 51,963,237	10% - 8
1951 (c)	527,355,000	32,135,000	15,315,000	1.54	.32	62,917,034	13% - 8%
1952 (c)	664,513,000	41,460,000	20,256,000	2.04	.75	94,715,067	22% - 12½
1953 (c)	749,278,000	44,051,000	20,845,000	2.10	1.00	110,690,126	23% - 15½
1954 (c)	822,031,000	62,079,000	30,347,000	3.05	1.17	234,446,340	41% - 18
1955 (c)	814,851,000	62,629,000	29,505,000	2.94	1.47	294,816,011	53% - 24%a
1956 (a)	1,183,961,000	89,311,000	48,074,000	4.93	1.73	487,577,843	59% - 45%
1957 (a)	1,666,652,000	109,358,000	55,689,000	5.60	2.00	570,604,595	68% - 46%
1958 (a)	1,626,015,489	90,738,876	48,395,158	4.97	2.00	714,118,591	67% - 55
1959 (a)	1,811,871,384	54,156,069	31,056,069	3.12	2.00	861,294,249	66% - 42%
1960	1,987,748,715	61,770,851(d)	27,055,851(d)	2.71(d)	1.75	842,387,748	53% - 33½
1961 (3 mo.)	507,524,954	8,233,076	4,194,076	.42	.50		45½ - 36%

(a) Pro-forma; includes operations of Material Service Corp., merged on Dec. 31, 1959. (b) Based on shares now outstanding. (c) Adjusted.

GENERAL ELECTRIC COMPANY (NYSE)

Capitalization

Debt: \$245,369,000 3½% debentures, due 1976; other liabilities, \$38,285,387
Common: No par, 88,860,183 shares

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$2,233,800,000	\$397,100,000	\$179,700,000	---	\$1.27	\$1,335,415,000	16% - 13%
1951	2,619,600,000	434,100,000	143,700,000	---	.95	1,588,070,000	21% - 16½
1952	2,993,400,000	447,000,000	164,900,000	---	1.00	1,579,523,878	24% - 18½
1953	3,510,600,000	497,500,000	173,800,000	---	1.33	1,696,538,736	30% - 22½
1954	3,334,708,206	407,164,027	204,371,317	\$2.47	1.47	1,691,979,938	48% - 37%
1955	3,463,734,419	385,203,709	208,908,054	\$2.42	1.60	1,727,553,319	57% - 46%
1956	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65% - 52%
1957	4,335,664,061	507,851,871	247,851,871	2.84	2.00	2,361,318,604	72% - 62%
1958	4,120,796,801	487,678,333	242,942,533	2.78	2.00	2,420,939,218	79% - 67
1959	4,349,508,529	555,290,438	280,242,123	3.19	2.00	2,561,492,596	99% - 74
1960	4,197,535,440	392,802,397	200,071,710	2.26	2.00	2,551,257,629	99% - 70½
1961 (3 mo.)	992,622,000	84,689,000	42,476,000	4.28	1.00		74 - 61½

GENERAL INSTRUMENT CORPORATION (NYSE)

Year ending February 28

Capitalization

Debt: \$1,320,781, 4% promissory notes; \$344,841 subsidiary mortgages
Common: \$1 par, 2,415,523 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,634,582	\$ 107,184(d)	\$ 107,184(d)	\$.22(d)	\$.40	\$ 8,749,655	13½ - 8¼
1951	25,850,231	2,639,099	1,229,099	2.02	.20	9,093,442	11½ - 7¼
1952	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.25	8,349,061	11½ - 6¼
1953	30,407,530	1,986,332	1,275,864	2.10	.75	10,185,345	14½ - 9¾
1954	32,502,305	1,693,559	926,903	1.13	.75	11,278,619	12¼ - 8½
1955	22,795,029	830,393(d)	399,448 (d)	.49(d)	.62½	8,749,655	13 - 7½
1956 (b)	38,680,670	-----	273,033	.16	.37½	12,386,859	10½ - 6¾
1957 (b)	44,806,867	-----	538,154	.29	.25	15,747,899	8¾ - 4
1958 (b)	51,218,099	-----	1,308,069	.70	.15	20,591,980	22¾ - 4¾
1959 (b)	59,982,884	-----	1,790,854	.89	.15	22,711,355	38¾ - 16½
1960 (b)	73,844,176	-----	2,462,372	1.12	.15	29,652,883 (c)	50¾ - 22½
1961 (a) (9 mo.)	24,213,971	-----	2,431,558	1.01	none	-----	55½ - 37¾

(a) Includes General Transistor Corp., merged Aug. 31, 1960.

(b) Pro-forma, included General Transistor Corp., merger Aug. 31, 1960 and Pyramid Electric Co., to be merged.

(c) Balance sheet Nov. 30, 1960.

(d) Deficit.

Note: Shareholders to vote May 10 on merger with Pyramid Electric Co., on basis of issuance of one General Instrument common share for each 17½ Pyramid common shares, and one General Instrument common share for each 6½ Pyramid preferred shares.

GENERAL PRECISION EQUIPMENT CORPORATION (NYSE)

Capitalization

Debt: \$3,458,930, notes & mtgs. \$10,300,000, 4% notes due, 1969
\$4,860,000, 4% notes due, 1970
\$8,666,000 5½% notes due, 1974

Preferred: \$4.75 cumulative, no par, 88,252 shares
\$1.60 cumulative convertible, no par, 59,212 shares
\$3.00 cumulative convertible, no par, 193,888 shares
\$2.98 convertible, no par, 105,755 shares

Common: \$1 par, 1,279,494 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 27,072,360	\$ 1,591,899	\$ 1,141,098	\$ 1.45	\$ 1.00	\$ 26,371,314	21¼ - 12¼
1951	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27¾ - 17½
1952	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24½ - 16¾
1953	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27¾ - 21¾
1954	123,332,634	11,725,090	5,488,090	5.54	1.90	91,357,754	52¼ - 25
1955	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71½ - 36½
1956	153,261,864	5,194,729	2,394,729	1.64	2.40	119,117,579	53½ - 34½
1957	185,093,842	8,994,949	4,263,949	3.03	2.40	132,373,853	47¾ - 30¾
1958	168,333,316	484,267	304,267	.74(d)	.85	132,010,677	41 - 27
1959	215,588,430	8,968,200	4,198,200	2.63	.25	146,355,442	60 - 31½
1960	244,427,566	11,512,692	5,312,692	3.46	1.00	163,975,681	66¾ - 43½
1961 (3 mo.)	62,897,000	-----	1,334,000	.87	.30	-----	75¾ - 54½

(d) Deficit.

GENERAL TELEPHONE & ELECTRONICS CORPORATION (NYSE)

Capitalization

Debentures (general): 4% convertible, due 1971, \$11,860,000
4½% convertible, due 1977, \$13,920,000
4½% sinking fund, due 1975, \$7,940,000

Debentures (mfg. subsidiaries): 3¾% sinking fund, due 1971, \$17,133,000
4% sinking fund, due 1978, \$14,000,000
4¾% sinking fund, due 1975, \$5,280,000
4¾% sinking fund, due 1980, \$18,500,000
4¾% sinking fund, due 1978, \$18,000,000
5½% sinking fund, due 1984, \$24,250,000

Debt (general): 3¾% notes, due 1960-64, \$5,785,000

Debt (mfg. subsidiaries): \$5,506,000

Funded Debt: \$661,797,000

Preferred: 4.25% convertible, \$50 par, 6,613 shares
4.36% convertible, \$50 par, 159,700 shares
4.40% not convertible, \$50 par, 3,255 shares
4.75% convertible, \$50 par, 3,864 shares
5.28% convertible, \$50 par, 90,502 shares

Subsidiary preferred: \$222,100,000

Common: \$3.33½ par, 70,935,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 70,080,262(a)	\$ 12,961,343	\$ 4,135,727	\$.39	\$.30	\$306,606,171	4½ - 3¾
1951	84,796,003(a)	18,478,234	5,528,812	.39	.30	373,751,529	4¾ - 4
1952	102,004,210(a)	26,168,493	8,763,425	.48	.30	369,288,812	5¾ - 4¾
1953	127,946,088(a)	38,753,190	13,952,116	.59	.33	419,646,338	6¾ - 5¾
1954	625,680,000(b)	-----	36,096,000(b)	.76(b)	-----	-----	8 - 6¾
1955 (c)	702,475,000	-----	50,094,000	.88	.44	-----	15 - 7¾
1956 (c)	794,218,000	-----	59,872,000	1.09	.55	-----	15¾ - 12¾
1957 (c)	859,677,000	-----	60,014,500	1.02	.62	-----	15½ - 12½
1958	895,161,000	158,871,000	59,453,000	1.09	.67	1,559,578,000	21 - 13½
1959	1,081,056,000	193,622,000	72,253,000	1.13	.70	1,820,826,000	28¾ - 20
1960	1,178,475,000	204,674,000	72,430,000	1.04	.75	2,204,859,000	34¾ - 23½
1961 (3 mo.)	287,672,000	15,513,000	15,481,000	.22	.38	-----	32¼ - 26¼

(a) Telephone subsidiaries only.

(b) Pro-forma, including Sylvania Electric Products Inc., merged March 5, 1959.

(c) Changes by company.

GENERAL TIME CORPORATION (NYSE)

Capitalization

Debt: \$2,125,000, notes, \$6,197,800, 4¾% convertible subordinated debentures, due 1979. Common: \$2.50 par, 2,017,184 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 37,020,517	\$ 7,596,472	\$ 3,806,472	\$ 1.96	\$.82½	\$ 26,036,498	10¾ - 6½
1951	38,587,406	6,350,986	2,540,986	1.31	.82½	27,305,480	10 - 8¼
1952	38,067,854	3,116,498	1,906,498	.98	.62½	31,138,584	9 - 6¾
1953	50,817,969	4,735,540	2,076,540	1.07	.50	32,285,711	7¾ - 6¾
1954	46,563,346	4,750,182	2,260,182	1.12	.50	33,143,720	10¾ - 6¾
1955	49,163,497	4,757,412	2,110,412	1.04	.50	33,151,126	9¾ - 7¾
1956	50,046,672	4,032,148	1,972,148	.99	.50	36,385,309	8¾ - 7¾
1957	49,463,436	1,821,060	834,060	.42	.37½	33,991,339	7¾ - 3¾
1958	47,619,165	1,137,647	571,647	.29	.25	34,362,303	8¾ - 4¾
1959	59,191,987	3,434,729	1,819,729	.66	.25	45,817,082	29¾ - 8¾
1960	60,508,356	1,594,238(d)	721,238 (d)	.36(d)	.31½	43,456,280	33¾ - 12½
1961 (e) (3 mo.)	12,800,291	644,025(d)	328,025 (d)	.16(d)	none	-----	20¾ - 14¼

(d) Deficit. (e) Estimate.

GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30

Capitalization

Debentures: \$39,283,200; subsidiary debentures, \$850,000.

Debt: \$42,432,000, notes, etc.

Preferred: 5½% cumulative, \$100 par, 95,789 shares; 4½% cumulative, convertible, \$100 par, 1,645 shares; \$5.00 cumulative, \$100 par, 97,177 shares;

¼% cumulative, \$100 par, 3,793 shares; ¾% cumulative, \$100 par, 1,029 shares.

Common: \$2.50 par, 5,336,791 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$125,375,837	\$15,718,416	\$ 8,557,616	\$2.10	\$.45	\$ 75,027,859	5¼ - 2¾
1951	170,771,522	19,992,236	7,016,641	1.69	.53	98,452,324	9¼ - 5¼
1952	185,914,247	12,378,477	6,147,918	1.46	.60	113,206,476	10 - 7½
1953	205,371,098	10,010,134	6,275,158	1.48	.60	120,241,084	10½ - 6¾
1954	216,986,110	7,542,980	4,502,645	.96	.60	150,811,696	14¼ - 8¾
1955	295,731,096	19,738,731	9,704,731	2.09	.67 + 3½% stk.	183,243,797	21½ - 12¾
1956	390,471,772	21,823,129	10,860,129	2.30	.67	237,908,652	22¼ - 15¾
1957	421,165,147	19,300,355	11,300,355	2.12(a)	.67½ + 4% stk.	261,349,571	30¾ - 22½
1958	469,782,099	23,879,117	11,279,117	2.06	.70 + 2% stk.	276,834,832	50¼ - 22¼
1959	676,942,133	49,124,080	26,624,080	4.84	.77½ + 2% stk.	326,719,314	86¾ - 44¾
1960	753,947,649	43,150,082	22,785,082	4.07	1.00	386,333,207	81¾ - 41¾
1961 (3 mo.)	171,902,958	9,629,453	5,304,453	.94	.25	-----	75 - 53¾

(a) Includes RKO Teleradio Pictures Inc.

GIANNINI CONTROLS CORPORATION (ASE)

Capitalization—Debt: \$382,165 note.

Common: \$1 par, 407,190 shares.

(Shareholders approved acquisition of Cramer Controls Corp. in April 1961.)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 952,418	-----	\$ 83,990(d)	\$.89(d)	none	-----	-----
1951	2,571,379	-----	194,619	1.46	none	-----	-----
1952	4,704,034	\$ 827,909	263,726	1.91	none	\$ 2,191,793	-----
1953	4,334,195	328,247	103,247	.39	none	1,873,305	-----
1954	4,308,467	222,617(d)	52,617(d)	.27(d)	none	2,138,192	-----
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9% - 4½%
1956	9,510,091	715,521	339,521	1.05	.08	4,253,037	13¾ - 9½
1957	10,553,918	604,736	310,736	.84	none	4,183,512	21½ - 11
1958	10,675,410	791,096	390,096	1.09	none	4,352,776	26½ - 12
1959	13,070,501	1,051,423	482,423	1.25	none	5,777,625	46½ - 21
1960	15,848,007	1,292,401	599,401	1.52	none	6,598,522	68% - 32¾
1961	-----	-----	-----	-----	none	-----	82½ - 52

(d) Deficit.

GLOBE-UNION INCORPORATED (ASE)

Capitalization—Debt: \$5,476,009. Common: \$5 par, 851,914 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 41,348,440	\$ 5,399,747	\$ 2,699,747	\$4.22	\$1.90	\$22,531,771	25% - 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼ - 20¼
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10 + 2½% stk.	23,359,305	27% - 22
1954	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955 (a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24% - 20
1956 (a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16% ⁸
1957	65,036,285	2,879,282	1,339,282	1.62	1.20	27,570,612	20% - 16% ⁸
1958	59,246,985	3,091,621	1,466,621	1.78	.80	26,739,170	21½ - 14% ⁸
1959	65,170,127	4,904,746	2,269,746	2.72	1.20	28,130,500	29½ - 20¼
1960	60,877,064	3,749,593	1,774,593	2.08	1.20	31,709,028	34% - 20% ⁸
1961 (3 mo.)	12,864,000	-----	356,870	.42	.25	-----	35½ - 23½

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

(The) GOODWILL STATIONS, INC. (Unlisted)

Capitalization—Common: \$1.25 par, 631,903 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 3,519,151	\$ 810,746	\$ 474,746	\$.92	\$.70	\$ 3,070,287	8½ - 6
1951	3,422,626	987,630	477,630	.92	.70	3,307,127	12 - 7¾
1952	3,383,293	928,714	441,714	.86	.70	3,364,715	11 - 9
1953	3,369,943	992,096	457,096	.88	.70	3,491,433	10% - 8¾
1954	3,009,884	758,846	373,746	.72	.60	3,390,554	12% - 9½
1955	2,759,803	569,736	274,739	.53	.45	3,308,551	15¼ - 10¼
1956	3,516,765	1,063,112	478,112	.88	.50 + 5% stk.	3,814,796	13¼ - 10¼
1957	3,570,773	1,038,681	495,681	.86	.50 + 5% stk.	4,077,273	13 - 10¼
1958	3,275,315	536,984	271,984	.45	.50 + 5% stk.	3,811,852	13¼ - 11% ⁸
1959	3,966,259	483,498	256,098	.41	.40 + 5% stk.	3,791,350	12½ - 10
1960	4,420,727	665,033	341,033	.54	.45	4,031,316	12 - 9
1961 (3 mo.)	927,389	-----	44,676	.07	.10	-----	13½ - 11

GROSS TELECASTING, INCORPORATED (Unlisted)

Capitalization—Common: \$1 par, 200,000 shares; Class B, \$1 par, 200,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 515,317	N.A.	\$ 107,149	\$.27	none	N.A.	-----
1951	906,524	N.A.	196,508	.49	none	N.A.	-----
1952	1,452,531	\$ 749,599	357,077	.89	none	N.A.	-----
1953	1,857,326	927,933	419,891	1.05	none	N.A.	-----
1954	2,241,589	1,320,464	639,464	1.60	none	\$ 2,992,157	-----
1955	2,607,530	1,499,947	724,947	1.81	\$.90	3,268,490	-----
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	2,733,846	1,399,239	674,239	1.68	1.60	3,865,137	21¾ - 14½
1958	2,769,918	1,581,373	766,373	1.91	1.60	4,399,563	18½ - 14¾
1959	2,562,605	1,307,392	672,418	1.68	1.60	4,533,350	24½ - 18¾
1960	2,454,103	1,284,715	639,715	1.60	1.60	4,774,609	23% - 17
1961	-----	-----	-----	---	.40	-----	31¼ - 20

N.A. Not available.

GULTON INDUSTRIES, INC. (ASE)

Year ending Feb. 28

Capitalization

Debt: \$111,445

Common: \$1 par, 1,024,642 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 2,039,394	-----	\$ 123,052	\$.14	none	(b)	(b)
1956	2,421,184	\$ 50,404	31,304	.04	none	(b)	(b)
1957	5,164,325	1,365,908	669,908	.88	none	(b)	(b)
1958	6,183,791	546,553	281,553	.34	none	(b)	(b)
1959	7,476,789	1,059,983(d)	529,983(d)	.62(d)	none	\$ 4,855,560	33 1/4 - 18
1960	10,604,611	979,482	489,482	.53	none	6,035,282	60 1/2 - 27 1/4
1961 (6 mo.)	6,071,000	-----	412,000	.45	none	6,299,402(a)	73 - 46 1/2

(a) Balance sheet June 30.

(b) Privately owned. (d) Deficit.

HALLICRAFTERS CO. (THE) (Unlisted)

Year ending Aug. 31

Capitalization

Debt: \$161,517, notes

Common: 50 cents par, 2,216,800

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 28,513,540	\$ 1,877,905	\$ 1,152,905	\$.87	\$.15	\$ 8,942,155	6 1/4 - 2 3/4
1951	35,382,718	1,243,946	678,946	.41	.15	17,876,643	4 1/2 - 3
1952	42,001,023	793,460	378,460	.23	none	15,330,361	4 1/2 - 2 5/8
1953	43,744,074	1,674,855	794,855	.48	none	19,115,680	4 5/8 - 1 3/4
1954	31,054,363	1,647,946(d)	940,946(d)	.57(d)	none	16,037,532	3 1/4 - 1 7/8
1955	24,826,000	262,000	125,000	.06	none	N.A.	N.A.
1956 (a)	18,295,359	573,916	274,916	.14	none	N.A.	N.A.
1957 (b)	24,174,000	280,222(d)	135,336(d)	.07(d)	none	N.A.	N.A.
1958 (b)	22,653,000	1,157,344	555,344	.28	none	N.A.	N.A.
1959 (c)	16,502,512	994,332	476,332	.24	none	11,197,412	N.A.
1960	29,374,490	1,892,777	907,777	.45	none	14,054,927	17 1/2 - 8 3/4
1961 (6 mo.)	27,203,600	1,554,000	751,400	.34	none	16,160,930	28 1/4 - 16 1/4

N.A. Not available. (a) March 20 to Dec. 31. (b) Year ended Dec. 31. (c) 8 months to Aug. 31. (d) Deficit. (Adjusted for 100% stock dividend to be voted May 15.)

HATHAWAY INSTRUMENTS, INC. (Unlisted)
Capitalization

Debt: \$499,776; \$2,000,000, 5 1/2% conv. sub. debentures, due 1975

Common: \$1 par, 1,000,410 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1958 (a)	\$ 1,373,597	436,275(d)	\$ 436,275(d)	\$.85(d)	none	N.A.	(c)
1959 (a)	4,701,910	381,483	371,483	.73	none	N.A.	(c)
1959 (b)	4,497,001	165,572	157,392	.31	none	N.A.	(c)
1960	15,875,658	1,395,992	805,392	.81	none	\$ 11,104,612	52 - 10
1961 (3 mo.)	4,845,279	-----	114,843	.11	none	-----	41 - 26 1/2

N.A. Not available.

(a) Year ending Jan. 31. (b) 11 months to Dec. 31, annualized. (c) Privately owned. (d) Deficit.

HAZELTINE CORPORATION (ASE)
Capitalization

Common: No par, 1,568,029 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,078,000	\$ 2,783,741	\$ 1,428,431	\$ 1.02	\$.44	-----	6 1/4 - 4
1951	6,957,344	4,938,790	1,459,490	1.05	.44	\$ 25,090,342	11 7/8 - 6
1952	9,237,190	6,578,732	2,006,790	1.44	.75	25,862,549	13 1/4 - 8 3/4
1953	10,057,032	7,256,906	2,085,706	1.49	.75	26,266,608	15 - 9 1/2
1954	8,525,768	5,733,264	2,666,264	1.91	1.00	25,560,204	29 3/4 - 13
1955	5,947,166	3,531,824	1,604,824	1.12	1.00	22,798,931	29 3/4 - 18 1/4
1956	6,918,475	4,240,162	2,007,162	1.40	.70 + 1 1/4% stk.	27,535,758	24 - 16
1957 (a)	55,700,484	4,296,612	2,020,612	1.39	.70 + 1 1/4% stk.	32,199,811	22 1/4 - 14 7/8
1958	58,869,907	4,722,227	2,246,227	1.50	.70 + 1 1/4% stk.	27,432,313	30 1/2 - 15 1/4
1959	54,408,191	5,344,773	2,724,773	1.77	.75 + 2% stk.	30,913,531	37 1/2 - 27 1/4
1960	67,177,934	5,221,466	2,586,466	1.65	.80 + 2% stk.	30,097,599	31 1/2 - 20
1961	-----	-----	-----	-----	.20	-----	46 7/8 - 25 1/2

(a) 1957 figures reflect gross sales, prior years are reported on a net basis.

HEWLETT-PACKARD COMPANY (NYSE)

Year ending October 31

Capitalization

Debt: \$407,000.

Common: \$1 par, 9,859,971 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,301,744	-----	-----	-----	-----	-----	(a)
1951	5,538,889	-----	-----	-----	-----	-----	(a)
1952	10,952,980	\$ 2,337,955	\$ 705,839	\$.08	none	-----	(a)
1953	12,839,406	2,579,544	765,866	.08	none	-----	(a)
1954	12,599,096	1,491,784	640,770	.07	none	-----	(a)
1955	15,338,179	2,874,057	1,316,236	.14	none	-----	(a)
1956	20,161,621	3,738,990	1,083,266	.20	none	\$ 14,190,515	(a)
1957	27,948,790	4,998,448	2,402,557	.27	none	14,661,504	5 5/8 - 5 1/4
1958	35,653,353	-----	2,571,952	.26	none	15,795,237	13 3/4 - 9 3/8
1959	47,745,073	8,148,315	3,899,941	.40	none	26,326,394	16 7/8 - 12 1/2
1960	60,206,918	8,472,110	4,226,645	.43	none	34,439,154	30 1/4 - 13 7/8
1961	-----	-----	-----	-----	none	-----	53 - 28

(a) Privately owned.

HIGH VOLTAGE ENGINEERING CORP. (Unlisted)
Capitalization

Debt: \$1,141,152

Common: \$1 par, 449,813 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,094,516	\$ 97,311	\$ 54,213	\$.15	\$.10	-----	-----
1951	1,155,250	115,837	62,631	.17	.10	-----	-----
1952	1,113,336	120,268	59,520	.16	.10	-----	-----
1953	1,452,557	126,193	66,651	.21	.10	\$ 1,450,595	-----
1954	1,681,004	171,446	86,998	.28	.10	1,479,327	-----
1955	2,007,101	205,453	106,452	.29	.10	2,749,132	-----
1956	2,812,885	322,852	167,852	.45	.10	4,642,995	31 - 20 1/2
1957	4,894,075	664,986	330,436	.89	.10	5,539,492	27 - 17 1/2
1958	5,768,509	884,139	434,139	1.12	.10	5,913,120	50 - 23
1959 (a)	8,631,157	1,115,585	475,185	1.10	.10	8,813,496	77 1/2 - 47
1960	12,332,849	1,894,650	1,016,650	2.26	3% stk.	10,895,026	162 - 56 1/4
1961	-----	-----	-----	-----	3% stk.	-----	224 - 156

(a) Includes Applied Radiation Corp., acquired in June 1960.

HOFFMAN ELECTRONICS CORPORATION (NYSE)
Capitalization

Debt: \$5,100,000

Common: 50 cents par, 1,530,254 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 29,544,473	\$ 3,768,567	\$ 1,980,994	\$1.34	\$.12½	\$10,720,620	10% - 3½
1951	20,355,999	202,839	281,619	.19	.12½	11,936,215	7 - 3¾
1952	36,566,955	3,662,318	1,765,272	1.19	.12½	16,543,902	7¾ - 5¼
1953	50,415,146	3,036,380	1,167,380	.79	.50	15,657,392	8¾ - 6½
1954	42,647,008	3,202,513	1,485,513	1.00	.50	16,272,669	12 - 6%
1955	44,416,673	3,241,596	1,560,596	1.06	.50	22,472,037	15% - 10¼
1956	46,580,279	3,330,883	1,601,974	1.08	.50	18,446,923	12% - 9¼
1957	40,968,617	3,517,372	1,655,372	1.12	.50	18,669,699	12% - 8%
1958	39,544,064	3,632,509	1,712,509	1.16	.50	19,709,241	22¾ - 10¼
1959	46,359,832	4,130,165	1,990,165	1.31	.57½	32,040,222	43 - 18¼
1960	54,271,837	1,963,400(d)	968,400(d)	.63(d)	.45	27,841,647	30¼ - 14%
1961 (3 mo.)	16,098,315	533,668	256,668	.16	none	-----	29% - 16¼

(d) Deficit.

HYCON MANUFACTURING COMPANY (ASE)

Year Ending January 31

Capitalization

Debt: \$310,073, notes

Preferred: 5½% Cum. conv. pfd., \$10 par, 38,872 shares

Common: 10 cents par 3,546,690 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 1,880,906	\$ 30,768	-----	\$.10	none	-----	-----
1952	4,154,039	203,196	-----	.02	none	-----	-----
1953	3,953,000	192,282	\$ 82,282	.07	none	\$ 2,115,124	2 - 7/8
1954	12,115,300	124,433	67,733	.03	none	4,829,717	7% - 1%
1955	11,943,793	982,592	443,592	.21	none	6,806,110	10¾ - 6%
1956	8,946,386	190,217	80,217	.01	none	6,622,694	7½ - 3
1957	7,899,262	3,488,433(d)	2,822,337(d)	1.07(d)	none	6,782,079	4% - 2%
1958	10,564,907	1,163,588(d)	1,163,589(d)	.39(d)	none	4,613,745	3% - 17/8
1959	6,163,230	610,057	610,057	.16	none	4,238,492	4% - 17%
1960	5,872,857	23,530	23,550	.031	none	3,899,501	4¼ - 2½
1961	-----	-----	-----	---	\$.13¾	-----	7½ - 2½

(d) Deficit.

INDIANA GENERAL CORPORATION (NYSE)
Capitalization

Common: \$1 par, 1,139,522 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,071,293	\$ 1,075,740	\$ 500,710	\$.38	\$.20	\$ 3,115,307	2½ - 1¾
1951	7,540,671	1,836,326	586,326	1.03	.31¼	3,365,448	4% - 4½
1952	6,385,912	888,565	306,565	.54	.27½	3,666,359	4% - 3
1953	8,092,637	1,463,866	335,925	.59	.34¾	3,806,534	6% - 3%
1954 (a)	11,027,000	1,090,000	467,000	.89	.37½	4,129,037	9% - 4½
1955 (a)	13,552,000	1,764,000	801,000	1.39	.47½	4,744,532	11½ - 9¼
1956 (a)	16,578,000	2,273,256	1,065,507	1.06	.60	6,729,812	12% - 9¾
1957 (a)	17,943,000	2,359,250	1,152,261	1.15	.62½	6,677,868	12 - 9
1958 (a)	15,283,018	1,876,045	838,245	.89	.60	6,603,996	17½ - 8%
1959 (a)	19,865,219	3,012,879	1,552,449	1.38	.60	12,682,219	47 - 15%
1960	19,631,041	2,922,631	1,429,811	1.26	.60	12,446,458	70 - 31%
1961 (3 mo.)	4,813,462	725,883	356,243	.31	.30	-----	48½ - 32%

(a) Pro-forma, including General Ceramics Corp., merged Nov. 1959.

INTERNATIONAL BUSINESS MACHINES CORPORATION (NYSE)
Capitalization

Debentures: 2% note, due 1965, \$20,000,000

Debt: 3½% note, due 1971, \$50,000,000

3% note, due 1968, \$35,000,000

3¾% notes, due 1974, \$30,000,000

3¾% notes, due 1977, \$50,000,000

3¾% note, due 2055, \$100,000,000

3¾% note, due 1983, \$25,000,000

3½% note, due 1985, \$115,000,000

Common: No par, 27,478,377 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 214,916,717	\$ 61,101,309	\$33,301,309	\$1.41	\$.47	\$ 299,952,591	42% - 32%
1951	266,798,483	77,292,090	27,892,090	1.17	.49	394,119,472	41½ - 35½
1952	333,728,245	78,474,541	29,874,541	1.58	.54	520,438,451	43% - 33%
1953	409,989,104	92,319,210	34,119,210	1.26	.51	428,228,982	45¼ - 41%
1954	461,350,278	98,336,625	46,536,625	1.97	.66	565,475,154	66% - 34%
1955	563,548,792	117,672,633	55,872,633	2.25	.69	629,510,998	80 - 62½
1956	734,339,780	143,784,510	68,784,510	2.77	.85	769,049,451	100 - 66¼
1957	1,000,431,597	186,291,589	89,291,589	3.27	.93	1,086,969,222	167% - 110%
1958	1,171,788,199	256,191,858	126,191,858	4.62	.62	1,261,146,905	245% - 133%
1959	1,309,788,037	300,133,212	145,633,212	5.31	1.35	1,390,637,247	318% - 219%
1960	1,436,053,085	3,588,380	168,180,880	6.12	2.00	1,535,365,247	400 - 271½
1961 (3 mo)	389,062,378	99,176,669	48,826,669	1.73	1.10	-----	488% - 386%

Note: Adjusted for 50% stock dividend to be voted April 25, 1961.

INTERNATIONAL RECTIFIER CORPORATION (NYSE)

Year ending June 30

Capitalization

Common: \$1 par, 2,405,994 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	-----	-----	-----	---	---	-----	-----
1951 (a)	-----	-----	-----	---	---	-----	-----
1952 (a)	-----	-----	-----	---	---	-----	-----
1953 (a)	-----	-----	-----	---	---	-----	-----
1954	\$ 4,538,889	-----	\$ 199,723	\$.10	none	(a)	(a)
1955	5,180,103	\$ 687,857	341,162	.17	none	(a)	(a)
1956	7,857,009	1,260,793	616,161	.30	none	(a)	(a)
1957	8,001,962	1,246,763	609,489	.29	none	(a)	(a)
1958	8,766,173	1,515,383	735,783	.35	none	\$ 3,790,167	11½ - 7
1959	10,870,038	1,809,146	877,371	.40	2½% stk.	5,943,896	17½ - 10
1960	13,124,586	2,521,497	1,206,007	.52	none	9,628,866	29 - 13¼
1961 (9 mo.)	10,733,278	1,924,201	928,201	.39	none	-----	35¾ - 21%

(a) Privately owned.

INTERNATIONAL RESISTANCE COMPANY (NYSE)

 Capitalization
 Common: 10 cents par, 1,386,998. shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 11,085,109	\$ 2,209,584	\$ 1,056,638	\$1.01	\$.30	\$ 7,550,975	6 - 2 1/4
1951	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6 5/8 - 4 5/8
1952	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5 1/4 - 4
1953	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5 1/4 - 3 3/4
1954	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5 1/4 - 3 3/4
1955	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12 3/8 - 5
1956	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8 1/4 - 4 1/4
1957	15,374,721	1,160,818	469,870	.35	.20	8,149,869	6 1/4 - 3 3/4
1958	13,743,865	1,189,268	504,268	.37	.20	7,964,981	9 1/4 - 3 3/4
1959	19,810,403	3,763,859	1,783,859	1.29	.35	10,391,298	23 1/2 - 7
1960	20,324,173	4,313,450	1,943,450	1.40	.40	11,944,067	41 5/8 - 18 1/4
1961 (a)	6,495,550	-----	567,000	.41	.15	-----	42 1/8 - 26

(a) 15 weeks to April 6.

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

 Capitalization
 Debt: \$8,546,300, 4 7/8% convertible subordinated debentures due 1983. \$4,140,000, 5 1/2% loans, due 1968
 1968

 Subsidiary Debt: \$135,791,663. Subsidiary preferred: \$4,830,055.
 Common: No par, 15,698,524 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$253,136,029	\$ 33,800,000	\$ 13,259,000	\$1.02	\$.07 1/2 +stk.	\$451,731,000	8 - 4 5/8
1951 (a)	238,585,000	42,401,000	17,992,000	1.30	.32 1/2	512,580,000	9 1/2 - 6 1/2
1952 (a)	388,620,000	54,171,000	22,147,753	1.55	.40 1/2	579,705,657	10 3/4 - 7 1/2
1953 (a)	397,297,000	55,338,000	22,377,611	1.56	.50	602,761,430	10 3/4 - 6 3/4
1954 (a)	412,619,000	51,863,576	20,068,525	1.40	.50	636,969,623	13 3/8 - 8 3/8
1955 (a)	489,746,000	62,851,571	23,070,327	1.61	.65	687,451,677	15 1/2 - 11 7/8
1956 (a)	544,834,000	73,347,000	28,109,946	1.96	.90	760,837,677	18 3/4 - 14 3/4
1957 (a)	638,669,000	63,870,680	22,412,814	1.56	.90	799,873,050	18 1/2 - 12 7/8
1958 (a)	687,451,000	69,009,755	26,600,163	1.85	.90	869,005,965	32 1/4 - 14 3/4
1959 (a)	741,759,681	74,649,000	27,529,574	1.80	1.00	849,919,687	45 1/2 - 28
1960	811,448,707	80,836,315	30,569,938	1.96	1.00	923,943,743	48 1/2 - 32
1961 (3 mo.)	193,559,000	-----	6,640,000	.42	.50	-----	60 1/8 - 44 1/4

(a) Sales restated to exclude Cuban operations.

INTERSTATE ENGINEERING CORPORATION (Unlisted)

 Year ending April 30
 Capitalization
 Debt: \$447,000 Common: \$1 par, 1,400,116 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,864,000	\$ 209,000	\$ 209,000	\$.15	none	\$ 1,303,034	2 3/8 - 1
1951	3,809,000	314,000	180,000	.14	none	2,181,778	1 3/4 - 1 3/8
1952	6,692,000	372,000	168,000	.12	\$.03	3,388,716	17 1/8 - 11
1953	9,336,000	614,000	210,000	.15	.07	3,839,242	21 1/2 - 1 1/4
1954	8,774,000	875,000	369,000	.26	.09	3,558,025	4 1/4 - 2 1/4
1955	7,027,000	666,000	328,000	.23	.21	3,143,210	5 1/4 - 4
1956	7,077,000	617,000	313,000	.22	.20	3,191,137	4 3/4 - 2 3/4
1957	11,859,000	777,000	431,000	.31	.05	5,062,684	2 1/2 - 1 3/4
1958	13,880,081	940,936	520,367	.38	.11	5,651,617	8 1/4 - 1 3/4
1959	16,216,237	1,481,000(a)	814,000	.78	.29	7,625,466	20 1/2 - 7 1/2
1960	21,083,400	1,879,362	1,367,932	1.03	.38 + 4% stk.	9,333,762	24 1/4 - 13 3/4
1961 (9 mo.)	14,107,741	1,483,701	1,021,073	.59	.10	9,058,000	22 3/4 - 14 1/4

 (a) Capital gains excluded.
 Note: Adjusted for 25% stock dividend to be paid July 15.

IONICS INCORPORATED (Unlisted)

 Capitalization
 Common: \$1 par, 560,589 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 319,484	\$ 173,170(d)	\$ 173,170(d)	\$.38(d)	none	N.A.	-----
1956	585,890	197,466(d)	197,466(d)	.44(d)	none	N.A.	11 1/8 - 5 1/2
1957	674,261	67,438(d)	67,438(d)	.15(d)	none	N.A.	9 - 3 1/4
1958	936,736	16,128(d)	16,128(d)	.04(d)	none	N.A.	13 1/4 - 3 1/4
1959	1,236,639	83,187	83,187	.18	none	\$ 986,143	24 1/2 - 10 1/2
1960	1,735,717	49,806	49,806	.09	none	2,724,121	48 1/2 - 14
1961	-----	-----	-----	---	none	-----	44 - 29

N.A. Not available; (d) Deficit.

ITEK CORPORATION (Unlisted)

 Year ending Sept. 30
 Capitalization
 Debt: \$3,635,506; \$2,500,000 bonds, due 1980 Common: \$1 par, 1,100,186 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 11,924,944	\$ 1,396,630	\$ 774,438	N.A.	N.A.	N.A.	N.A.
1951 (a)	13,729,661	1,626,628	688,704	N.A.	N.A.	N.A.	N.A.
1952 (a)	13,563,909	1,277,399	633,552	N.A.	N.A.	N.A.	N.A.
1953 (a)	14,197,814	1,099,730	550,225	N.A.	N.A.	N.A.	N.A.
1954 (a)	14,246,273	672,684	353,457	N.A.	N.A.	N.A.	N.A.
1955 (a)	15,964,429	969,663	488,301	N.A.	N.A.	N.A.	N.A.
1956 (a)	17,478,890	819,231	408,812	N.A.	N.A.	N.A.	N.A.
1957 (a)	18,409,758	14,310(d)	49,010(d)	N.A.	N.A.	N.A.	N.A.
1958 (b)	25,429,203	84,663(d)	95,337	\$.18	none	\$ 15,489,450	15 - 2 1/2
1959 (c)	28,886,836	-----	679,174	.65	none	13,299,702	63 - 31
1960	35,053,837	1,396,686	866,337	.79	none	20,248,241	82 - 41
1961	-----	-----	-----	---	none	-----	60 1/2 - 48 1/2

 (a) Photostat Corp. only. (b) Pro-forma, including Photostat Corp. (c) Includes Hermes Electronics Co., merged July 26, 1960. (d) Deficit.
 N.A. Not available.

JEFFERSON ELECTRIC COMPANY (Midwest)

 Capitalization
 Debt: \$1,690,000, 3% promissory note, due Aug. 1, 1968
 Common: \$5 par, 500,643 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 12,444,850	\$ 1,468,730	\$ 718,730	\$4.44	\$1.50	\$ 7,016,500	17 1/8 - 12 3/8
1951	13,947,432	1,426,516	459,516	2.90	1.88	7,198,125	21 1/8 - 15 1/2
1952	11,438,103	551,475	370,475	.70	1.13	8,052,106	8 1/4 - 7 1/2
1953	14,666,906	120,736	71,222	.48	.48	9,533,434	7 3/4 - 4 1/4
1954	14,298,178	155,878	93,878	.48	.48	8,487,076	6 1/4 - 3 3/4
1955	15,761,194	698,750	348,750	.66	.15	9,079,994	5 3/8 - 3 3/4
1956	18,206,349	1,604,901	774,901	1.46	.23	9,584,121	9 - 5 1/4
1957	18,075,748	1,564,532	754,532	1.43	.48	9,849,593	9 - 6
1958	18,266,430	1,174,010	529,010	1.00	.48	10,352,651	9 - 5 7/8
1959	21,279,353	1,274,006	674,006	1.36	.48	10,565,225	14 1/4 - 9 3/4
1960	21,420,291	659,894	347,894	.70	.60	10,842,553	15 3/8 - 9 3/4
1961 (3 mo.)	5,203,151	61,714	35,123	.07	.15	-----	13 - 9 3/8

JERROLD ELECTRONICS CORP. (Unlisted)

Year ending February 28

Capitalization—Debt: \$569,000, convertible subordinated 6½%, due 1975. Common: 10 cents par, 1,959,320 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 840,808	N.A.	\$ 18,609	\$.02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	\$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	\$.10	\$ 4,645,300	4 - 2½
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾ - 1¾
1957 (a)	7,300,961	595,727	282,652	.14	none	4,805,297(b)	3½ - 1½
1958 (a)	8,036,488	300,573	148,061	.08	none	4,802,609(b)	5¼ - 1¾
1959 (a)	9,719,361	825,956	387,636	.20	none	5,812,391(b)	9¼ - 3¾
1960 (a)	10,268,000	366,647	178,191	.09	none	-----	12½ - 5¾
1961 (a) (6 mo.)	4,578,000	30,193	16,232	.01	none	12,148,481	8½ - 6½

(a) Pro-forma, including Harman-Kardon, Inc., to be acquired. (b) Jerrold only.

LABORATORY FOR ELECTRONICS INCORPORATED (Unlisted)

Year ending April 30

Capitalization

Debt: \$1,033,000

Common: \$1 par, 1,133,736 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 905,395	\$ 43,633	\$ 23,983	\$.09	none	N.A.	-----
1951	2,001,072	93,961	52,561	.20	none	N.A.	-----
1952	2,759,187	260,637	124,137(d)	.83(d)	none	N.A.	-----
1953	5,129,772	89,549	49,549	.19	none	N.A.	-----
1954	5,641,386	5,338	11,783	.05	none	\$ 3,725,994	-----
1955	6,402,708	77,304(d)	160,174(d)	.61(d)	none	4,285,627	14 - 9
1956 (a)	16,207,000	680,000	333,000	.48	none	4,154,837(c)	7¼ - 2
1957 (a)	20,743,000	2,832,000	1,291,000	1.57	none	4,355,528(c)	8 - 2¾
1958 (a)	21,114,000	2,164,000	1,005,000	1.02	none	5,200,822(c)	26 - 3¾
1959 (a)	28,470,000	1,778,000	879,000	.92	none	9,412,921(c)	44½ - 23
1960 (a)	48,114,000	3,631,000	1,667,000	1.70	none	12,979,558(c)	56½ - 30¼
1961 (6 mo.) (c)	20,725,000	1,938,000	911,000	1.30	none	24,647,974(b)	70 - 31

(a) Pro-forma including Eastern Industries, Inc., merged
(b) Balance sheet Oct. 28, 1960. (c) L.F.E. only. (d) Deficit.

LEAR INCORPORATED (NYSE)

Capitalization—Debt: \$1,479,236. Common: 50 cents par, 2,756,235 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,952,668	\$ 81,132(d)	\$ 81,132(d)	\$.04(d)	none	\$ 7,617,298	4½ - 1 13/16
1951	21,227,093	1,595,631	798,631	.40	none	10,978,105	6¾ - 3¼
1952	44,065,980	3,873,543	1,097,543	.53	.10	16,755,709	4¼ - 2½
1953	50,693,691	6,023,154	1,665,154	.78	.15	28,179,410	5¼ - 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	\$.30	24,395,795	9¾ - 3¾
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13¾ - 7¼
1956	63,900,786	3,406,018	1,506,018	.65	.30	33,526,685	10¼ - 7¾
1957	64,692,576	2,108,921	858,921	.36	.15	32,418,665	8¾ - 4
1958	63,627,475	3,257,751	1,607,751	.68	.10	37,923,376	10¼ - 4¼
1959	87,002,497	4,542,022	2,407,022	.91	.40	51,513,529	23¼ - 9½
1960	90,979,043	5,832,022	2,822,022	1.03	.40	59,992,662	23½ - 15½
1961 (3 mo.)	24,154,639	1,959,766	1,289,766	.47	.20	-----	29¾ - 13

(d) Deficit.

LEEDS & NORTHRUP COMPANY (Unlisted)

Year ending May 31

Capitalization

Debt: \$4,950,000

Preferred: 5% cumulative convertible, series A, \$25 par, 125,060 shares.

5% cumulative convertible, series B, \$25 par, 18,915 shares

Common: 50 cents par, 755,807 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,750,000	\$ 954,000	\$ 570,000	\$.65	\$.50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,488,550	2,654,539	875,186	1.02	.44	\$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,516,523	2,267,816	1,163,816	1.92	.45	22,443,345	27½ - 13½
1957	37,156,180	3,612,552	1,649,152	2.23	.60 + 2% stk.	26,483,273	35 - 20¼
1958	35,261,501	2,610,527	1,112,127	1.35	.60	25,349,961	28 - 19¾
1959	35,961,718	2,976,576	1,353,176	1.67	.60 + 1% stk.	27,470,858	41¼ - 27¾
1960	39,856,452	3,662,998	1,714,598	2.12	.60	29,715,333	44½ - 28
1961 (9 mo.)	26,722,981	1,639,481	740,881	.80	.30	-----	39¾ - 32½

LING-TEMCO ELECTRONICS INC. (NYSE)

Capitalization

Debt: \$5,910,132, notes; \$3,280,000 mortgage bonds; \$5,449,000, subordinated debentures.

Preferred: 4½% Series A, \$30 par, 189,806 shares.

Common: 50 cents par, 2,569,208 shares.

Note: Company merging with Chance Vought Corporation in June on basis of exchange of Chance Vought stock for the combined companies' debentures and warrants, each Chance Vought share to be exchanged for one \$43.50 par, 5½% convertible debenture plus 5-year warrant to purchase 1/5 share of Ling-Temco at 30 and a 5-year warrant to purchase 1/5 share of Ling-Temco at 40.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 4, 1953						
1954 (c)	\$ 22,151	\$ 25,888(d)	\$ 25,888 (d)	\$.04(d)	none	-----	-----
1955 (c)	237,776	66,334(d)	66,334(d)	.11(d)	none	-----	-----
1956 (e)	389,717	27,163(d)	27,163(d)	.03(d)	none	\$ 429,267	8 - 7
1957 (a)	130,083,129	6,280,005	3,160,061	1.59	none	-----	-----
1958 (a)	132,926,277	6,406,860	2,963,362	1.30	none	13,154,872	18¾ - 5
1959 (b)	148,723,916	6,030,068	3,029,550	1.22	none	67,033,945	44½ - 16½
1960	148,447,484	5,737,132	3,051,172	1.25	none	93,459,633	42 - 20
1961 (3 mo.)	34,837,500	-----	609,783	.24	none	-----	36¾ - 24¾

(a) Pro-forma giving effect to merger with Temco Aircraft, years ended July 31. (b) Changed to calendar year in 1959. (c) Year ended October 31, Ling Electronics only. (d) Deficit. (e) 9 months ended July 31.

LITTON INDUSTRIES INC. (NYSE)

Year ending July 31

Capitalization
 Long-term debt: \$33,946,000
 Preferred: 5%, \$100 par, 25,050 shares
 Common: \$1.00 par, 4,267,171

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 4, 1953						
1954 (a)	\$ 2,980,051	\$ 347,420	\$ 154,420	\$.22	none	\$ 4,200,176	
1955	8,898,797	679,413	436,413	.22	none	8,647,918	7 1/2 - 4 3/4
1956	14,920,050	1,995,703	1,019,703	.48	none	10,826,182	16 1/2 - 7 3/4
1957	28,130,603	3,232,493	1,806,492	.74	none	16,823,383	28 3/4 - 14 3/4
1958 (b)	83,155,473	7,044,439	3,702,203	1.04	none	57,750,861	45 3/4 - 18 1/2
1959	125,525,561	11,826,756	5,975,031	1.62	1 1/4% stk.	83,254,170	75 3/4 - 36 3/4
1960	187,761,242	15,365,182	7,454,854	1.19	2 1/2% stk.	119,004,373	96% - 57 1/2
1961 (6 mo.)	108,202,000	8,559,000	4,448,000	1.03	none	139,542,000	143 - 87 1/2

(a) 9 months to July 31 (b) All figures in 1958 reflect acquisition of Monroe Calculating Machine Co. in January, 1958.

LORAL ELECTRONICS CORP. (ASE)

Year ending March 31

Capitalization
 Debt: \$89,167, mtg.; \$285,000, notes; \$5,000,000 4 1/2% conv. debentures, due 1980
 Common: 25 cents par, 1,740,444 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$10,288,434	N.A.	\$ 279,186	\$.31	none	(b)	(b)
1955	6,720,476	N.A.	421,396	.47	none	(b)	(b)
1956	2,495,486	N.A.	154,789	.17	none	(b)	(b)
1957	7,056,936	N.A.	325,818	.36	none	(b)	(b)
1958	6,706,606	N.A.	172,427	.19	none	(b)	(b)
1959	7,996,657	\$ 276,028	134,348	.15	none	\$ 4,353,407	13 1/4 - 4
1960	17,439,871	1,180,798	579,216	.35	none	10,523,379	36 1/2 - 11 1/4
1961 (9 mo.)	27,095,540	1,980,689	952,023	.55	none		46 1/4 - 31 3/4

N.A. Not available. (b) Privately owned.

MPO VIDEOTRONICS, INC. (ASE)

Year ending Oct. 31

Capitalization
 Debt: \$146,292
 Common: Class A, \$1 par, 150,000 shares; Class B, \$1 par, 260,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 1,066,169	N.A.	\$ 38,535	(a) .09	none	(b)	(b)
1956	2,074,548	N.A.	114,109	.28	none	(b)	(b)
1957	3,440,619	N.A.	84,430	.21	none	(b)	(b)
1958	4,957,956	N.A.	92,702	.22	none	(b)	(b)
1959	6,047,570	\$ 534,014	270,414	.60	none	2,062,488	(b)
1960	7,865,971	677,499	349,499	.85	.30	3,172,205	11 - 6 1/2
1961					.20		25 3/4 - 8 1/4

(a) Based on 410,000 shares. (b) Privately owned. (N.A.) Not available.

MAGNAVOX COMPANY (NYSE)

Capitalization
 Debt: \$7,391,363, notes. Common: \$1 par, 2,371,382 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 31,716,630	\$ 3,207,982	\$ 2,007,982	\$ 1.10	\$.20	\$ 12,625,236	9% - 4 1/4
1951 (a)	44,177,645	5,558,237	2,233,237	1.18	.49	17,256,171	7 1/2 - 4 3/4
1952 (a)	36,837,503	2,462,760	1,343,760	.71	.59	18,854,075	8 3/4 - 6 1/4
1953 (a)	57,959,669	4,548,337	2,238,337	1.15	.59	29,824,144	8 1/2 - 6 3/4
1954 (a)	62,974,430	5,332,530	2,102,530	1.09	.59	28,543,292	9 1/2 - 6 3/4
1955 (a)	55,071,765	4,571,087	2,426,087	1.25	.62	31,728,825	17 1/2 - 9 1/2
1956 (a)	70,529,646	6,220,442	3,100,442	1.53	.65 + 2 1/2% stk.	41,567,963	17 3/4 - 13 3/4
1957 (a)	87,467,864	7,109,226	3,759,226	1.77	.68 + 2 1/2% stk.	48,491,855	20% - 12 3/4
1958 (a) (b)	80,063,908	4,889,061	2,437,061	1.11	.71 + 2 1/2% stk.	48,359,910	28 3/4 - 14 3/4
1959 (a) (b)	107,758,670	9,419,458	4,679,458	1.99	.75 + 2 1/2% stk.	58,054,607	40% - 24 1/4
1960	124,879,052	13,117,052	6,533,052	2.76	1.00	64,728,408	55 - 31 1/4
1961 (3 mo.)	32,207,000	2,930,000	1,430,000	.60	.50		95% - 46

(a) Prior to 1960 company was on fiscal year ending June 30.
 (b) Changes by company.

P. R. MALLORY & CO., INC. (NYSE)

Capitalization
 Debt: \$7,880,000 notes. Preferred: 5% cumulative convertible, series A, par \$50, 74,709 shares. Common: \$1 par, 1,469,743 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 39,158,150	\$ 5,403,758	\$ 2,553,758	\$ 2.82	\$.63	\$ 19,079,931	15% - 8 3/4
1951	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20 1/2 - 13 3/4
1952	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28 1/2 - 17 3/4
1953	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32 3/4 - 25 1/2
1955	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28 3/4
1956	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42 1/2 - 31 1/4
1957 (a)	77,579,878	7,228,357	3,138,357	2.08	1.40 + 2% stk.	57,972,949	50 3/4 - 23 1/2
1958	68,286,563	5,952,526	2,872,526	1.99	1.40	55,448,341	39 3/4 - 23 3/4
1959	86,504,443	8,909,042	4,339,042	2.87	1.40 + 2% stk.	57,605,873	50 3/4 - 35 3/4
1960	83,586,283	8,917,403	4,367,403	2.84	1.40 + 2% stk.	57,414,472	50 3/4 - 33
1961 (3 mo.)	19,745,337	1,640,406	781,797	.50	.70		60 - 36 3/4

(a) Includes Radio Materials Corp, merged in Sept., 1957, for entire year.

MAXSON ELECTRONICS CORPORATION (Unlisted)

Year ending Sept. 30

Capitalization
 Common: \$3 par, 741,440 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 3,229,917		\$ 211,364	\$.41	\$.20		4 1/4 - 1 3/4
1951	7,453,985	\$ 770,496	614,012	.96	.125 + 5% stk.	\$ 5,742,010	5% - 3 3/4
1952	15,923,380	1,351,494	526,494	.91	.6% stk.	11,163,817	7 - 4
1953	34,377,128	2,160,502	1,085,502	1.78	.10 + 6% stk.	13,755,877	9% - 6 3/4
1954	37,143,373	3,216,353	1,496,353	2.27	.40 + 8% stk.	16,161,773	17 1/2 - 9 3/4
1955	24,625,291	2,068,190	930,120	2.09	.375 + 2% stk.	12,670,575	22 1/2 - 11
1956	16,643,451	1,725,109 (d)	723,109 (d)	.97 (d)	.10 + 2% stk.	13,155,169	16 1/4 - 5 3/4
1957	21,066,258	462,122	485,122	.66	.05	10,465,975	9 1/4 - 4
1958	15,181,233	701,877 (d)	631,877 (d)	.86 (d)	.05	7,913,816	12% - 4 1/4
1959	18,542,360	1,271,476	601,476	.81	.20	9,275,265	15 3/4 - 9 1/2
1960	18,353,900	670,876	300,876	.45	.20	8,741,051	14 1/2 - 7
1961 (3 mo.)	3,372,200	252,745	120,745	.16	.05		31 3/4 - 9 3/4

(d) Deficit.

McGraw-Edison Company (NYSE)

Capitalization

Debt: \$5,132,000 notes. Common: \$1 par, 6,421,892 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 80,337,202	\$15,260,064	\$ 7,795,063	\$2.31	\$.88	\$ 44,198,971	13 1/2 - 9 7/8
1951	86,702,917	15,370,585	6,245,589	1.82	.88	50,014,249	15 1/2 - 11 3/8
1952	104,895,000	15,388,000	7,121,000	1.76	.88	61,425,000	17 1/2 - 13 7/8
1953	121,248,000	15,795,000	6,987,000	1.73	.88	68,552,000	18 1/2 - 14 1/4
1954	132,804,000	18,420,000	9,417,000	2.30	1.00	77,861,000	26 1/2 - 17
1955 (a)	228,425,000	27,678,000	13,672,000	2.38	1.00	85,566,000	29 - 22 1/2
1956 (a)	261,720,000	36,188,000	17,473,000	3.02	1.00	112,522,000	40 1/2 - 38 1/2
1957 (a)	293,158,000	34,213,000	17,264,000	2.69	1.40	147,704,000	47 - 29 1/2
1958 (a)	282,233,000	27,030,000	13,057,000	2.04	1.40	157,407,000	41 1/2 - 31 1/2
1959 (a)	338,050,000	39,890,000	18,888,000	2.94	1.40	177,778,000	48 1/2 - 37 1/4
1960	311,706,000	28,786,000	13,837,000	2.15	1.40	214,640,000	45 1/2 - 28
1961 (3 mo.)	75,884,000	4,661,000	2,352,000	.37	.35		40 1/2 - 30 3/4

(a) Pro-forma, including American Laundry Machine Co., merged Sept. 1, 1960

MEREDITH PUBLISHING CO. (Unlisted)

Year ending June 30

Capitalization

Notes Payable: \$600,000. Common: \$5 par, 1,332,186 shares

1950	\$ 24,469,838	\$ 5,041,376	\$ 3,117,560	\$2.42	\$1.75	\$16,151,715	15 1/2 - 12 3/4
1951	29,277,838	6,580,696	2,934,841	2.28	.67 1/2	18,852,617	18 - 14
1952	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16 1/4 - 14
1953	39,009,361	8,022,751	3,349,453	2.60	1.07 1/2	32,717,314	20 1/4 - 15 1/4
1954	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25 1/4 - 19 1/4
1955	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957	53,071,711	9,542,200	4,644,417	3.59	1.90	41,536,847	34 1/2 - 26 1/2
1958	49,720,636	7,819,135	3,850,307	2.97	1.80	46,121,858	37 - 25
1959	51,817,401	8,573,827	4,255,770	3.28	1.80	53,270,067	41 1/2 - 35
1960	59,407,814	8,661,031	4,421,030	3.34	1.80	55,418,586	44 1/2 - 34 3/4
1961 (9 mo.)	43,961,618	2,624,603	1,347,503	1.02	.35		47 - 33 1/2

METROMEDIA, INC. (Unlisted)

(Formerly Metropolitan Broadcasting Corporation)

Name changed March 28, 1961

Capitalization

Debt: \$13,595,425, \$6,000,000, 6% convertible subordinated debentures, due 1975

Common: \$1 par, 1,699,307 shares

1950							
1951							
1952	\$ 2,830,742	\$ 834,525 (d)	\$ 834,525 (d)	\$.88 (d)	none		
1953	4,534,401	84,433 (d)	84,433 (d)	.09 (d)	none		
1954	5,384,053	161,386 (d)	161,386 (d)	.17 (d)	none	\$ 2,732,416	
1955 (a)	2,697,185	222,359 (d)	222,359 (d)	.24 (d)	none		7 3/4 - 5 1/2
1956 (b)	5,355,149		899,593 (d)	.95 (d)	none		7 1/2 - 5
1957 (c)	8,914,114	243,460	243,460	.16	none	13,217,301	10 3/4 - 6
1958 (e)	14,427,752	302,035	302,035	.20	none	12,710,988	13 3/4 - 6 3/4
1959 (f)	16,543,422	2,105,108	1,416,108	.91	\$.15	13,702,023	18 1/2 - 13 3/4
1960	42,598,179	3,313,255	1,603,255	.94	.15	39,249,039	19 1/2 - 12 7/8
1961 (3 mo.)	11,059,589		12,666 (d)	.01 (d)	none		24 1/2 - 19

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) 52 weeks to December 28. (d) Deficit. (e) 52 weeks to January 3, 1959.

(f) 52 weeks to Jan. 2, 1960.

MICRODOT, INC. (Unlisted)

Year ending Sept. 30

Capitalization

Debt: \$263,962, notes

Common: no par, 337,695 shares

1955	\$ 401,063	\$ 54,126	\$ 30,126	\$.15	none	(b)	(b)
1956	748,474	95,008	46,008	.23	none	(b)	(b)
1957	1,364,640	287,568	145,568	.72	\$.10	(b)	(b)
1958	1,733,529	235,983	125,983	.57	.09	(b)	(b)
1959	2,272,530	273,974	137,974	.57	.16	\$ 1,256,935	(b)
1960	2,979,264	306,786	153,786	.54	.04	2,192,371	25 1/4 - 13 1/2
1961 (3 mo.)	1,039,060	148,710	72,755	.21	2% stk.	3,216,773	33 - 22 1/2

(b) Privately owned.

MICROWAVE ASSOCIATES INCORPORATED (ASE)

Year ending September 30

Capitalization

Debt: \$716,400 mortgage loans

Common: \$1 par, 999,200 shares

1950 (Incorporated Aug. 7)							
1951 (a)	\$ 81,800		\$ 7,000	\$.01	none		
1952 (a)	259,000		18,400 (d)	.02 (d)	none		
1953 (a)	913,500		50,800	.06	none		
1954 (a)	1,436,049		78,929	.09	none		
1955 (b)	1,292,764		86,667	.10	none		
1956	2,321,108		156,456	.18	none	\$ 1,803,557	
1957	2,635,468		51,796	.06	none	2,491,108	
1958	4,326,681	\$ 463,107	228,107	.27	none	2,897,815	11 1/2 - 5 1/4
1959 (c)	6,670,487	864,492	384,492	.39	none	5,996,937	32 1/2 - 10 1/2
1960	8,691,486	1,273,815	633,800	.64	none	7,471,551	43 1/2 - 22
1961 (6 mo.)	4,806,000		366,500	.37	none	7,653,000	60 1/2 - 34 1/2

(a) Year ending Dec. 31. (b) 9 months ending Sept. 30. (c) Includes Waveco Corp. from Jan. 29, 1959. (d) Deficit.

MINNEAPOLIS HONEYWELL REGULATOR COMPANY (NYSE)

Capitalization

Debentures: \$5,300,000, 2%^s, due 1965; \$13,700,000, 3.10% due 1972; \$23,800,000, 3%^s, due 1976; \$25,000,000; 4½% sinking fund debentures due 1986.
Preferred: conv. \$100 par, 250,000 shares.
Common: \$1.50 par 7,015,898 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$109,281,673	\$25,866,656	\$12,500,656	\$2.39	\$1.25	\$ 82,696,070	21½ - 15½
1951	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28% - 20%
1952	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼ - 26¾
1953	214,018,825	28,687,825	10,329,825	1.66	1.12½	133,127,715	34¼ - 26¾
1954	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾ - 33½
1955	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 50½
1956	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½ - 58
1957	324,886,719	45,678,135	21,367,135	3.07	1.75	246,626,987	131 - 73½
1958	328,480,122	48,150,243	22,562,243	3.23	1.75	263,816,450	126 - 76
1959	381,408,597	62,713,399	29,399,399	4.20	1.85	292,038,807	150 - 111½
1960	426,183,310	56,286,148	26,228,148	3.74	2.00	330,228,231	178¾ - 123¾
1961 (3 mo.)	103,152,981	9,172,719	4,303,719	.61	1.00	336,292,505	170¾ - 140

MOTOROLA, INCORPORATED (NYSE)

Capitalization

Debt: \$26,809,817; \$30,000,000, debentures, due 1986.
Common: \$3 par, 4,028,652 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$177,104,669	\$ 27,368,061	\$ 13,130,246	\$3.39	\$1.02½	\$ 55,008,726	13 - 5% ^o
1951 (a)	135,844,520	14,020,739	7,240,452	2.06	.49	61,818,769	28% - 20½ ^o
1952 (a)	169,191,047	15,576,165	7,012,700	1.81	.75	81,162,847	22% - 18
1953 (a)	219,089,238	15,512,489	7,076,335	1.83	.75	86,871,213	21% - 14% ^o
1954 (a)	206,821,801	16,523,889	7,572,024	1.96	.75	94,531,084	26% - 15½ ^o
1955 (a)	228,428,063	18,740,426	8,490,539	2.19	.75	104,431,218	30% - 22½ ^o
1956 (a)	228,982,853	16,887,834	7,966,817	2.06	.75	113,721,148	25% - 18¾
1957 (a)	227,687,391	15,597,031	7,824,431	2.02	.75	121,879,297	25% - 17% ^o
1958 (a)	217,863,339	14,931,213	7,356,213	1.90	.75	127,901,786	30¼ - 17½
1959 (a)	291,543,290	27,406,237	14,171,237	3.59	.75	149,763,560	87% - 28¾
1960	299,065,992	26,176,813	12,633,813	3.14	1.12½	162,935,391	98 - 60½
1961 (3 mo.)	59,758,600	1,545,921	802,977	.20	.75	-----	100 - 75½

(a) Changes by company.

MUNTZ TV, INCORPORATED (ASE)

Year ending August 31

Capitalization

Debt: \$2,373,368, notes
Preferred: \$1 par, 3% preferred, 784,352 shares
Common: \$1 par, 1,175,876 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (Incorporated April 5)	-----	-----	-----	-----	\$.15	-----	4% - 2¼
1951 (a)	\$ 27,147,846	\$ 1,781,353	\$ 749,853	\$.74	.15 + 10% stk.	\$ 5,946,468	2¼ - 1 15/16
1952 (a)	32,923,661	2,197,004	898,004	.81	none	7,027,960	5½ - 2½
1953 (a)	49,981,467	1,331,318	691,658	.62	none	9,194,911	4% - 1½
1954 (a)	17,986,971	8,247,126(d)	8,301,472(d)	7.44(d)	none	2,968,251	1% - 7/16
1955	8,339,145	266,540	266,540	.24	none	3,166,583	2¾ - 1½
1956	10,496,028	17,944	17,944	.02	none	2,739,323	2% - 1
1957	6,025,944	561,237(d)	561,237(d)	.50(d)	none	1,650,087	1% - ¾
1958	4,057,891	23,468	23,468	.02	none	1,014,293	2 - ¾
1959	6,728,906	420,894	420,894	.36	none	1,577,403	7 - 1% ^o
1960	9,840,115	860,451	860,451	.72	none	2,127,851	6½ - 3½
1961 (6 mo.)	5,198,401	-----	404,936	.34	none	-----	7 - 4

(a) Year ending March 31. (d) Deficit.

THE MUTER COMPANY (ASE)

Capitalization—Debt: \$480,000. Common: 50 cents par 880,461 shares.

Note: Shareholders to vote on acquisition of General Magnetic Corp.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 14,389,725	\$ 2,034,200	\$ 1,034,200	\$1.59	\$.45	\$ 5,234,673	10¼ - 4¾
1951	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½ - 7½
1952	12,653,060	778,018	345,573	.52	.60	5,371,762	9½ - 7½
1953	15,190,004	912,255	447,463	.66	.45 + 3% stk.	5,254,404	8% - 5½
1954	12,175,971	468,595	280,436	.39	.15 + 2% stk.	5,144,773	7% - 4¾
1955	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4½
1956	12,126,563	38,531	31,646	.04	none	5,200,529	4% - 2½
1957	14,301,067	790,191	377,819	.50	none	5,880,020	37% - 2½
1958	11,636,381	730,444	356,105	.44	5% stk.	5,864,103	7¼ - 2½
1959	13,796,022	869,002	410,960	.49	5% stk.	6,342,769	12 - 5½
1960	11,853,827	246,683	131,633	.15	5% stk.	6,029,226	8% - 5
1961 (3 mo.)	2,656,735	-----	13,894 (d)	.02(d)	5% stk.	-----	11% - 6

(d) Deficit.

NATIONAL CASH REGISTER COMPANY (NYSE)

Capitalization

Debt: \$79,568,000, notes: \$40,000,000, 4¾% sinking fund debentures, due June 1985.
Common: \$5 par, 7,956,515 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$170,454,660	\$25,578,449	\$12,143,449	\$1.78	\$.71 + stk.	\$134,710,725	15½ - 10% ^o
1951	211,927,501	34,248,000	11,456,000	1.60	.86	153,390,606	19% - 14¼
1952	226,554,764	29,921,165	10,133,165	1.42	.83	167,999,182	20% - 16½
1953	260,912,851	26,987,738	11,087,738	1.55	.85	174,941,792	20¼ - 17¼
1954	259,133,242	28,229,002	12,729,002	1.76	.90	183,423,935	34% - 19¼
1955	301,180,242	37,187,861	15,387,861	2.11	1.00	210,724,358	47 - 33¾
1956	340,934,415	44,719,936	18,419,936	2.49	1.04	257,661,736	59 - 34½
1957	382,512,387	43,290,065	18,190,065	2.45	1.14	267,537,464	70% - 46¼
1958	393,745,615	38,412,399	15,512,399	2.09	1.14	271,119,816	86¼ - 50½
1959	419,063,676	42,075,972	19,075,972	2.40	1.14	289,075,443	80 - 55½
1960	457,821,910	47,424,067	20,024,067	2.52	1.20 + 5% stk.	340,280,333	70% - 49% ^o
1961 (3 mo.)	112,005,533	9,874,070	3,720,697	.47	.30	-----	104½ - 61% ^o

(a) Years 1951-1959 adjusted for stock dividends.

NATIONAL COMPANY INC. (ASE)

Capitalization
 Debt: \$2,080,000 notes
 Preferred: \$3.60 cumulative preferred; no par, 3,180 shares
 Common: \$1 par, 785,806 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,175,229	\$ 17,476	\$ 17,354	\$.01	\$.02½	\$ 2,823,320	3 - 7½
1951	4,525,219	46,859(d)	42,957(d)	.11(d)	none	4,228,097	2½ - 1½
1952	9,261,000	232,578	172,578	.33	.05	4,861,352	2½ - 1½
1953	7,095,593	486,718	228,218	.44	.05	4,850,767	3½ - 2½
1954	7,298,055	518,834	230,334	.42	.10 + 2% stk.	3,819,795	6½ - 2½
1955	5,125,607	780,965(d)	380,965(d)	.72(d)	.10 + 2% stk.	5,414,524	9¼ - 47½
1956	6,856,734	66,296(d)	36,296(d)	.09(d)	2% stk.	4,364,889	5¾ - 4½
1957	5,566,627	148,104	72,104	.11	2% stk.	4,397,035	5¾ - 4¼
1958	7,433,813	336,063	109,063	.16	2% stk.	5,111,667	8½ - 5
1959	12,942,987	581,704	293,504	.39	4% stk.	6,106,534	16½ - 7¾
1960	10,999,491	656,888	327,288	.40	4% stk.	7,539,408	31½ - 14
1961					none		31% - 19%

(d) Deficit.

NATIONAL TELEFILM ASSOCIATES, INC. (ASE)

Year ending September 30
 Capitalization
 Debt: \$8,018,261
 Common: 10 cents par, 1,277,572 shares

Year	Incorporated Aug. 21, 1952						
1952							
1953 N.A.						N.A.	N.A.
1954 (b)	\$ 355,594	\$ 139,831(d)	\$ 139,831(d)	\$.22(d)	none		
1955 (b)	1,417,515	291,932(d)	293,008(d)	.45(d)	none	\$ 3,282,073	4% - 2½
1956 (b)	3,818,627	653,877	441,877	.68	none	13,092,934	9½ - 3
1957 (b)	10,976,479	2,148,031	1,094,031	1.07	none	32,143,270	9% - 5% ³
1958 (b)	15,497,595	1,614,048	687,048	.63	none	45,763,748	10¼ - 7½
1959 (a)	25,492,542	8,388,314(d)	5,867,874(d)	4.59(d)	none	59,745,733	10¼ - 7½
1960	19,018,000		7,001,891(d)	5.48(d)	none	51,697,991	8½ - 2¼
1961 (3 mo.)	5,166,943		104,700(d)	.06(d)	none		5% - 3½

(a) 14 months to Sept. 30 (Fiscal year changed in Feb. 1960.) (b) Years ending July 31. (d) Deficit. N.A. Not available.

NATIONAL THEATRES & TELEVISION, INC. (NYSE)

Year ending September 30
 Capitalization
 Debt: \$25,016,150
 Common: \$1 par, 2,816,247 shares.

1952 (Incorporated May 1)	\$ 64,452,552	\$ 4,352,391	\$ 1,877,391	\$.68	none	\$59,244,736	5% - 3% ³
1953	64,015,854	5,439,909	2,514,909	.91	\$.30	60,967,777	7% - 4½
1954	64,497,254	6,056,850	2,856,850	1.03	.35	60,425,828	10¼ - 67% ³
1955	61,692,043	5,736,008	2,886,008	1.04	.50	60,749,848	12¼ - 8½
1956	59,707,251	6,698,057	4,648,057	1.72	.50	57,003,852	9¼ - 7
1957	58,927,856	4,466,096	2,266,096	.84	.50	54,982,420	9½ - 7
1958	53,667,765	2,001,749	1,301,749	.48	.50	55,152,500	11½ - 7¾
1959 (a)	52,850,048	1,917,117	1,497,117	.55	.50	64,665,833	14% - 9¾
1960	46,543,910	3,088,693(d)	3,088,693(d)	1.10(d)	4% stk.	49,367,422	13 - 4¾
1961 (b)	9,845,535	114,574(d)	114,574(d)	.04(d)	none		9½ - 5½

(a) Restated to exclude National Telefilm Associates Inc. (b) 13 Weeks to Dec. 27.

NATIONAL VIDEO CORPORATION (ASE)

Year ending May 31
 Capitalization
 Debt: \$498,328
 Common: \$1 par, Class A 283,307 shares
 \$1 par, Class B 333,360 shares

1955	\$ 11,224,324		\$ 28,365(d)	\$.05(d)	none		(a)
1956	9,518,691		6,714(d)	.01(d)	none		(a)
1957	10,398,924	\$ 336,886	192,886	.31	none		(a)
1958	11,697,930	567,021	350,021	.57	none		(a)
1959	14,853,531	1,469,996	1,018,996	1.65	none	\$ 5,283,673	15% - 14% ³
1960	17,047,104	1,425,169	1,131,859	1.84	\$.90	5,867,098	24% - 12
1961 (6 mo.)	10,345,903	1,050,100	768,300	1.25	.45		46½ - 19% ³

(a) Privately owned. (d) Deficit.

NEWARK ELECTRONICS CORPORATION (Unlisted)

Year ending August 31
 Capitalization
 Debt: \$295,821, 5½% loan, due 1965; \$1,000,000, note due 1976.
 Common: Class A, \$2 par } 650,000 combined shares
 Class B, \$2 par }

1955 (a)	\$ 3,714,951	\$ 22,229	\$ 13,342	\$.03	none	(c)	(c)
1956 (a)	5,331,181	139,511	74,341	.19	none	(c)	(c)
1957 (a)	6,159,736	128,316	67,256	.17	none	(c)	(c)
1958 (a)	6,995,108	212,540	106,965	.27	none	(c)	(c)
1959 (a)	9,770,586	330,692	161,092	.40	none	\$ 3,180,420	(c)
1960 (8 mo.) (b)	7,849,292	325,082	166,082	.28	\$.18¾	4,049,614	9% - 5
1961 (6 mo.)	6,691,521		133,211	.20	.06¼		17% - 7% ³

(a) Years ending Dec. 31. (b) Changed to fiscal year ending Aug. 31. (c) Privately owned.

NUCLEAR-CHICAGO CORPORATION (Unlisted)

Year ending August 31

Capitalization
Debt: \$550,000 note
Common: \$1 par, 783,151 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 642,134		\$ 27,575	\$.06	none		
1951	765,082		18,042	.04	none		3 - 1%
1952	1,178,129		49,719	.10	none		2½ - 17%
1953	1,015,010		21,899 (d)	.05 (d)	none		2½ - 1%
1954	1,179,572		19,773	.04	none		3½ - 17%
1955	1,845,643	\$ 218,820	108,820	.22	none	\$ 921,510	4½ - 3
1956	2,197,874	358,722	177,222	.35	5% stk.	1,073,391	3½ - 3
1957	2,587,193	515,746	252,946	.44	2½% stk.	1,478,028	7½ - 3%
1958	3,851,078	908,252	442,252	.71	2½% stk.	2,264,272	32 - 7½
1959	5,147,238	1,098,986	532,986	.81	5% stk.	3,535,591	43½ - 26%
1960	6,398,516	1,072,891	523,891	.74	5% stk.	4,590,340	38¾ - 23½
1961 (6 mo.)		456,185	224,485	.30	none		48 - 39

(d) Deficit.

OAK MANUFACTURING COMPANY (Midwest)

Capitalization
Common: \$1 par, 655,794 shares

1950 (a)	\$ 13,145,807	\$ 2,713,088	\$ 1,188,037	\$1.81	\$1.12	\$ 7,102,958	14¾ - 8%
1951 (c)	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12½ - 10%
1952	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953	20,680,957	3,529,017	1,229,017	1.89	1.12	8,666,478	14½ - 12½
1954	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19¼ - 13¼
1955	22,783,785	3,588,483	1,688,483	2.57	1.26 + 25% stk.	10,140,303	24¾ - 16½
1956	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24¼ - 19
1957	20,875,613	2,224,131	1,084,131	1.65	1.40	10,695,216	20¾ - 13%
1958	15,537,850	1,179,426	624,426	.95	1.10	11,074,655	22½ - 12
1959	18,442,747	2,051,685	991,685	1.51	1.00	12,036,362	21½ - 16%
1960	17,642,295	1,111,310	351,310	.54	1.00	11,400,340	20½ - 14¾
1961					none		25½ - 15%

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

OXFORD ELECTRIC CORPORATION (ASE)

Capitalization
Common: \$1 par, 393,299 shares

1950	\$ 4,554,998	\$ 179,044	\$ 95,450	\$.29	\$.06	\$ 1,499,230	
1951	3,955,141	180,312	91,201	.28	.10	1,344,610	2½ - 1½
1952	4,403,686	150,312	78,712	.24	.10	1,273,660	2½ - 1%
1953	5,712,801	130,338	99,826	.31	.09	1,277,240	2½ - 1%
1954	5,418,269	114,043	93,983	.29	.07	1,196,027	2½ - 1%
1955	6,714,304	188,961	130,037	.40	.09	1,485,392	3½ - 2½
1956	7,696,402	263,604	214,904	.66	.10	1,756,332	3½ - 2½
1957	8,615,903	217,480	118,480	.31	.06 + stk.	1,877,175	3¼ - 2
1958	8,704,876	158,131	119,597	.29	.07 + stk.	2,254,259	4½ - 2½
1959	10,304,931	245,923	174,280	.49	.08 + stk.	2,521,274	9½ - 4%
1960	8,709,005	24,967 (d)	21,567 (d)	.06 (d)	.09 + stk.	2,235,407	7½ - 3½
1961 (3 mo.)	1,614,681	18,642 (d)			5% stk.		6 - 3½

(d) Deficit

PACIFIC AUTOMATION PRODUCTS, INC. (Unlisted)

Year ending August 31

Capitalization
Common: \$1 par, 533,000 shares

1955 Incorporated Sept. 15.							
1956	\$ 1,116,341		\$ 14,641	\$.04	none		
1957	6,174,275		231,678	.59	none		
1958	9,764,900	\$ 893,316	403,423	.99	none	\$ 2,712,549	24¾ - 11
1959	11,816,342	454,781 (d)	212,744 (d)	.40 (d)	none	5,012,219	29½ - 9%
1960	6,014,130	1,380,849 (d)	866,440 (d)	1.61 (d)	none	3,560,667	13½ - 4
1961 (6 mo.)	2,855,345		660,057	1.24	none		6½ - 4%

(d) Deficit

PACIFIC MERCURY ELECTRONICS (Unlisted)

Year ending June 30

Capitalization
Debt: \$310,000
Common: Class A&B, 50 cents par, 700,000 shares

1950 (a)	\$ 4,713,620				\$.05		3 4/5 - 2
1951 (a)	5,947,096	\$ 115,635	\$ 72,135	\$.14	none	\$ 2,414,365	3½ - 1½
1952 (a)	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1%
1953 (a)	16,983,669	1,108,297	426,297	.61	none	6,637,000	6¾ - 2½
1954 (a)	15,065,490	366,515	196,015	.28	none	5,032,151	4½ - 2%
1955 (a)	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956 (b)	17,332,982	921,752	482,752	.69	none	7,726,570	7½ - 4½
1957	20,001,656	1,184,754	557,754	.80	none	9,853,011	10½ - 4½
1958	18,477,918	755,235	329,235	.47	none	9,889,088	8 - 4½
1959	20,154,604	824,198	352,198	.50	none	10,312,440	14¼ - 8
1960	21,512,931	378,855	196,855	.28	none	10,499,219	10½ - 5
1961 (6 mo.)	10,976,609	218,685	130,808	.19	none		9 - 5

(a) Year ending March 31. (b) 15 months to June 30.

PACKARD-BELL ELECTRONICS CORPORATION (NYSE)

Year ending September 30

Capitalization

Debt: \$1,577,547 notes

Common: 50 cents par, 815,983 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,894,713	\$ 2,168,510	\$ 1,308,510	\$2.61	\$1.50	\$ 4,378,079	8¾ - 4
1951	18,772,528	2,805,246	1,014,751	1.73	1.00	5,492,521	10¾ - 7½
1952	22,724,273	3,054,511	968,051	1.65	1.00	9,394,702	15¼ - 10½
1953	32,152,750	3,478,335	1,139,642	1.66	1.00	14,028,133	13¼ - 11
1954	17,744,136	464,025(a)	164,296	.24	.80	9,358,050	12 - 7
1955	21,641,690	1,241,242	638,933	.93	.32½	10,525,383	13 - 8½
1956	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10½ - 8½
1957	32,262,878	1,394,447	704,447	1.02	.50	13,197,105	11 - 8½
1958	37,371,081	2,092,594	1,002,594	1.46	.50	15,703,863	31½ - 10¼
1959	46,608,062	2,865,346	1,375,346	1.73	.50	21,203,288	46½ - 28¼
1960	44,029,822	357,704	207,704	.26	.50 + 2% stk.	24,018,533	39 - 19¼
1961 (6 mo.)	16,400,000	2,555,361(d)	1,530,000 (d)	1.83(d)	none	19,525,364	25 - 19¼

(a) Operating loss. (d) Deficit.

PARAMOUNT PICTURES CORPORATION (NYSE)

Capitalization—Debt: \$16,822,000. Common: \$1 par, 1,673,231 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 81,825,286	\$10,311,275	\$ 6,565,041	\$2.67	\$2.00	\$117,929,986	22½ - 17½
1951	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33½ - 21
1952	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30¾ - 21¼
1953	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30¾ - 24½
1954	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40¾ - 26
1955	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44¾ - 36
1956	96,579,079	10,101,568	8,731,568	4.43	2.00	133,672,234	36¾ - 27¾
1957	111,213,462	7,610,201	4,783,201	2.47	2.00	138,279,348	36¾ - 28
1958	104,682,090	13,705,266	12,554,266	7.15	2.00	141,671,830	47¾ - 30¾
1959	115,296,000	8,925,000	7,519,000	4.47	2.00	171,776,000	50¾ - 42
1960	131,325,000	10,379,000	---	---	---	174,035,000	---
1961 (3 mo.)	---	---	2,450,000	1.46	1.00	---	85¾ - 53¾

PERKIN-ELMER CORPORATION (NYSE)

Year ending July 31

Capitalization

Debt: \$3,000,000, notes due 1974

Common: \$1 par, 1,248,860 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 1,612,000	N.A.	\$ 164,000	\$.30	(b)	(b)	(b)
1951	2,877,000	N.A.	238,000	.44	(b)	(b)	(b)
1952	4,475,000	N.A.	229,000	.42	(b)	(b)	(b)
1953	6,018,301	\$ 569,504	249,504	.46	\$.05	\$ 3,816,161	(b)
1954	6,810,055	1,107,289	473,289	.87	none	4,358,078	(b)
1955	6,742,633	1,103,344	528,344	.72	none	5,220,365	13½ - 10¾
1956	8,260,150	646,114	148,114	.17	none	5,426,452	14 - 10½
1957	12,753,563	1,079,985	509,985	.58	none	7,968,720	14¾ - 9½
1958	15,062,055	1,531,158	751,158	.72	none	10,279,107	29 - 10¾
1959	17,514,097	1,820,779	900,779	.80	none	13,339,315	30¾ - 21½
1960	22,124,935	2,524,085	1,208,085	1.05	none	16,493,660	52¾ - 26¼
1961 (6 mo.)	11,909,095	919,461	435,861	.35	none	---	83½ - 43¾

(a) 8 months to July 31. (b) Privately owned. N.A. Not available.

PHILCO CORPORATION (NYSE)

Capitalization

Debt: \$21,467,000

\$200,000, subordinate debenture 4s, due 1980; \$675,000, subordinate debenture 4¾s, due 1978; \$22,000,000, subordinate debenture 4¾s, due 1984.

Preferred: Series A \$3.75 cumulative, \$100 par, 100,000 shares

Common: \$3 par, 4,090,207 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$335,318,054	\$33,703,616	\$15,483,616	\$4.50	\$2.55	\$121,294,609	23¼ - 20
1951 (a)	305,820,000	22,008,000	11,648,000	2.80	1.42	119,476,461	27¾ - 20¾
1952 (a)	368,418,000	25,627,000	11,843,000	2.89	1.42	144,400,293	36¾ - 26¾
1953 (a)	431,538,000	35,316,077	18,214,000	4.50	1.49 + 5% stk.	168,468,430	36½ - 26¾
1954 (a)	350,471,000	10,618,000	5,198,000	1.19	1.49	164,587,570	39¾ - 28
1955 (a)	375,157,000	17,286,329	8,188,000	1.93	1.49	178,146,894	43¾ - 30
1956 (a)	356,933,000	811,000	252,000	.03(d)	.75 + 1% stk.	203,768,503	36½ - 16
1957 (b)	372,628,558	6,939,000	4,081,000	.91	4% stk.	195,166,979	18¾ - 11
1958	351,093,000	5,800,000	2,874,000	.61	2% stk.	182,427,000	26¾ - 12¾
1959	397,792,000	15,534,000	7,176,000	1.67	.25	204,759,000	36¾ - 21
1960	400,587,000	2,273,000	2,287,000	.47	none	231,927,000	38¼ - 15¾
1961	---	---	---	---	none	---	25¼ - 17¾

(a) Changes by company. (b) Includes Canadian subsidiaries. (d) Deficit.

PHILIPS ELECTRONIC AND PHARMACEUTICAL INDUSTRIES CORP. (ASE)

Capitalization

Debt: \$1,059,914

Preferred: Class A, \$5 par, 120,000 shares

Common: \$5 par, 1,994,474

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,812,118	---	\$ 134,672(d)	\$.54(d)	none	---	---
1951	6,324,065	---	207,299(d)	.89(d)	none	---	---
1952	6,298,427	---	459,454(d)	1.96(d)	none	---	---
1953	4,403,027	---	371,422(d)	1.59(d)	none	---	7¾ - 4¾
1954	3,743,074	---	530,151(d)	2.27(d)	none	---	8½ - 5
1955	3,444,976	---	312,678(d)	1.34(d)	none	---	8½ - 5¼
1956	2,671,377	\$ 948,273(d)	954,941(d)	3.71(d)	none	\$ 5,587,700	12¾ - 6¼
1957	8,072,512	426,314	376,819	.42	none	12,886,630	20¾ - 10½
1958	15,048,450	1,207,403	1,175,893	1.31	none	16,101,246	26¾ - 11
1959	26,989,461	2,884,562	1,839,588	.92	none	36,326,661	50¼ - 23½
1960	33,269,155	2,112,903	1,042,493	.52	none	38,351,386	47¾ - 31½
1961	---	---	---	---	none	---	39½ - 31¼

(d) Deficit.

POLARAD ELECTRONICS CORPORATION (ASE)

Year ending June 30

Capitalization

Debt: \$328,866

Preferred: 5½% cumulative, \$100 par, 850 shares

Common: \$.50 par, 1,325,692 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (11 mo.)	\$ 144,340	\$ 57,254	\$ 39,651	\$.08	none	N.A.	(a)
1951	549,014	58,108	39,332	.07	none	\$ 611,715	(a)
1952	1,251,333	99,886	51,632	.03	none	915,405	(a)
1953	2,959,571	118,337	52,593	.07	none	1,244,049	(a)
1954	3,830,175	191,744	82,488	.10	none	1,325,703	(a)
1955	4,929,157	293,107	136,128	.17	none	2,467,741	(a)
1956	6,233,369	321,951	157,487	.19	none	2,545,650	(a)
1957	7,261,080	506,572	238,486	.29	none	4,714,047	(a)
1958	9,563,938	754,785	367,085	.39	none	5,529,263	(a)
1959	11,900,206	1,033,111	475,186	.45	none	8,506,191	17½ - 9½
1960	15,072,833	1,526,040	731,640	.55	none	10,819,260	36½ - 15½
1961 (6 mo.)	6,204,676	-----	26,773	.02	none	-----	28½ - 18½

(a) Privately owned. N.A. Not available.

RADIATION INCORPORATED (Unlisted)

Year ending August 31

Capitalization

Debt: \$913,992

Common: Class A, 25 cents par, 958,365 shares

1950—Incorporated August 8

1951—N.A.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952	\$ 214,557	-----	\$ 20,678	\$.04	none	-----	-----
1953	295,950	-----	17,117	.03	none	-----	-----
1954	493,338	-----	23,069	.04	none	-----	-----
1955	1,804,589	-----	186,799	.34	none	-----	-----
1956	3,473,763	-----	218,620	.39	\$.22½	\$ 1,978,754	-----
1957	7,919,034	\$ 698,224	343,017	.46	.15 + 3% stk.	5,222,722	18½ - 6½
1958	10,079,882	994,405	488,738	.62	3% stk.	5,946,039	19 - 11
1959	14,005,734	1,204,480	588,993	.66	3% stk.	7,674,007	26½ - 15½
1960	23,155,845	373,887	184,787	.20	3% stk.	10,708,880	27½ - 17
1961 (a)	15,502,300	820,490	403,490	.42	none	11,903,500	30% - 24

(a) 28 weeks March 10. N.A. Not available.

RADIO CORPORATION OF AMERICA (NYSE)

Capitalization

Debt: \$100,000,000—3% notes due 1970-74; \$50,000,000—3¼% notes due 1973-77; \$1,996,000 mortgage notes.

\$100,000,000—5% promissory notes, due 1986

Preferred: \$3.50 cumulative, no par, 900,824 shares

Common: No par, 16,553,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 586,393,000	\$ 96,992,865	\$46,249,865	\$3.10	\$1.50	\$311,846,886	24¼ - 12¼
1951	598,955,077	62,032,732	31,132,732	2.02	1.00	370,202,025	25¼ - 16¾
1952	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29% - 23¼
1953	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29% - 21
1954	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼ - 22½
1955	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55% - 36¾
1956	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50% - 33% 40 - 27
1957	1,176,277,371	77,048,794	38,548,794	2.55	1.50	720,772,768	48¼ - 30¼
1958	1,176,094,398	60,441,749	30,941,749	2.01	1.50	734,285,722	73¼ - 43½
1959	1,395,620,000	78,542,000	40,142,000	2.64	1.50	811,208,000	78% - 46½
1960	1,494,896,000	66,917,000	35,117,000	1.97	1.00 + 2% stk.	815,503,000	65% - 49½
1961 (3 mo.)	361,700,000	22,600,000	12,000,000	.68	.75 + 2% stk.	-----	-----

RAYTHEON COMPANY (NYSE)

Capitalization

Debt: \$10,350,317

Preferred: 5½% series cumulative, \$50 par, 114,769 shares.

Common: \$5 par, 3,855,045 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 59,533,260	\$ 1,610,413	\$ 935,413	\$.49	-----	\$ 32,331,492	13½ - 6½
1951(a)	89,845,000(c)	6,029,063	2,179,063	1.12	-----	52,120,396	12% - 8¼
1952(a)	111,431,000(c)	5,947,898	2,047,898	.84	-----	75,196,765	12% - 9½
1953(a)	179,313,000(c)	13,009,672	3,859,672	1.68	-----	91,238,649	14% - 8
1954(b)	185,101,000	10,444,000	3,688,000	1.07	-----	93,640,690	14½ - 7% 25% - 18
1955(b)	190,700,000	9,953,000	4,992,000	1.48	-----	82,836,163	19½ - 13
1956(b)	183,522,000	4,950,000	1,548,000	.39	-----	108,451,571	23% - 16% 69 - 21½
1957(b)	270,135,000	10,814,000	7,255,000	2.13	-----	127,219,842	73% - 43½
1958(b)	375,156,000	19,083,000	9,403,000	3.08	5% stk.	145,894,405(b)	53% - 30¼
1959(b)	494,278,281	24,801,188	13,481,188	3.89	5% stk.	206,237,185	42% - 35¼
1960	539,974,777	19,276,752	11,536,752	3.01	5% stk.	225,793,977	-----
1961 (3 mo.)	138,158,045	-----	1,365,000	.33	3% stk.	-----	-----

(a) Raytheon Co. only year ending May 31. (b) Pro-forma, including Machlett Laboratories, merged May 25, 1959. (c) Adjusted by company.

REEVES BROADCASTING & DEVELOPMENT CORP. (ASE)

Capitalization

Debt: \$1,024,075

Common: \$1 par, 1,408,893 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 1,478,234	N.A.	\$ 99,684	\$.07	none	(b)	(b)
1956	1,472,168	N.A.	96,834	.07	none	(b)	(b)
1957	1,656,648	N.A.	177,057	.13	none	(b)	(b)
1958	1,678,100	N.A.	111,254	.08	none	(b)	(b)
1959	1,929,321	N.A.	208,702	.15	none	\$ 2,614,650	(b)
1960	2,393,865	N.A.	338,284	.23	none	5,846,426	5 - 3½
1961	-----	-----	-----	-----	none	-----	10½ - 3% -----

(a) Based on 1,408,893 shares. (b) Privately owned. N.A. Not available.

REEVES SOUNDRAFT CORPORATION (ASE)

 Capitalization
 Debt: \$401,916
 Common: .05 par, 3,079,815 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,513,470		\$ 118,458	\$.05	none		
1951	2,054,401	\$ 89,070 (d)	77,570	.03 (d)	none	\$ 1,840,378	
1952	3,364,921	130,187	90,187	.03	none	1,777,029	3 1/4 - 1 1/2
1953	3,566,055	396,301	284,301	.11	none	1,757,929	2 - 1 1/2
1954	3,747,810	185,385	89,385	.03	none	2,076,758	1 7/8 - 7/8
1955	3,348,148	216,741	143,741	.06	none	2,047,136	2 - 1
1956	3,304,356	6,677	877	nil	none	2,496,717	1 3/4 - 7/8
1957	4,878,802	404,224	232,224	.08	5% stk.	2,295,435	3 1/8 - 7/8
1958	4,786,228	205,829	105,829	.04	none	3,161,332	7 1/2 - 2 3/8
1959	5,369,408	271,625 (d)	136,625 (d)	.05 (d)	none	3,889,012	13 1/2 - 6 1/2
1960	5,869,485	1,035,853	980,853	.32	none	5,272,542	11 5/8 - 5 1/2
1961					none		8 7/8 - 6

(d) Deficit.

REPUBLIC CORPORATION (NYSE)

 Year ending October 31
 Capitalization
 Debt: \$5,008,100, cumulative income debenture 4s, due 1965
 Preferred: \$1 cumulative preferred, \$10 par, 400,000 shares
 Common: 50 cents par, 2,453,423 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 30,310,748	\$ 1,264,574	\$ 760,574	\$.20	none	\$ 21,302,273	5 3/8 - 3
1951	33,409,613	1,306,404	646,404	.15	none	21,340,553	6 1/4 - 3 3/8
1952	33,085,511	1,582,604	759,604	.20	none	23,629,080	5 1/8 - 3 1/4
1953	37,265,035	1,479,217	679,217	.15	none	24,629,890	4 3/4 - 2 7/8
1954	37,962,359	1,749,202	804,202	.22	none	24,908,125	7 - 3
1955	39,621,099	2,784,034	919,034	.27	5% stk.	29,361,174	11 5/8 - 5 7/8
1956	42,236,306	1,023,401	758,401	.18	5% stk.	25,468,189	8 3/8 - 5
1957	37,899,826	1,862,420 (d)	1,362,420 (d)	.88 (d)	none	23,767,532	8 1/4 - 4 3/4
1958	33,468,483	3,210,338	1,482,338	.54	none	24,094,577	9 7/8 - 5
1959	29,834,070	1,484,883	884,883	.24	\$.15	22,074,356	11 7/8 - 7 1/2
1960 (a)	51,204,962	4,284,743	2,084,743	.69	.45	33,949,118	11 3/4 - 7 1/2
1961 (b)	7,094,067	1,119,677	559,677	.23	.30		18 1/8 - 10 3/4

(a) Pro-forma, including Utility Appliance Corp., to be merged in May. (b) 13 weeks to Jan. 28. (d) Deficit.

RESEARCH INCORPORATED (Unlisted)

 Year ending September 30
 Capitalization
 Debt: \$226,610 mortgages
 Common: 10 cents par, 1,429,045 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953 (a)	\$ 59,793	\$ 237	\$ 138	---	none	(b)	(b)
1954	475,467	7,961	5,265	\$.01	none	(b)	(b)
1955	487,632	28,829	18,587	.02	none	(b)	(b)
1956	545,717	23,042	14,542	.01	none	(b)	(b)
1957	1,194,575	139,670	65,370	.06	\$.01	(b)	(b)
1958	987,597	142,897	68,897	.06	.01	(b)	(b)
1959	1,905,499	304,629	141,629	.11	.02	\$ 923,074	(b)
1960	3,585,900	459,286	208,286	.14	.02	2,316,255	8 1/4 - 4 1/8
1961					none		8 1/2 - 6 1/2

(a) March 4 through Sept. 30. (b) Privately owned.

ROLLINS BROADCASTING, INC. (ASE)

 Year ending April 30
 Capitalization
 Debt: \$1,797,723
 Common: \$1 par, 110,000 shares
 Class B: \$1 par, 890,245 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956	\$ 1,097,040	N.A.	\$ 130,026	\$.15	none	(b)	(b)
1957	1,661,611	N.A.	83,459	.10	none	(b)	(b)
1958	2,338,878	N.A.	226,115	.27	none	(b)	(b)
1959	2,673,223	N.A.	268,610	.34	none	(b)	(b)
1960	3,761,011	N.A.	780,649	.96	none	\$ 4,367,895	8 - 5 1/4
1961 (9 mo.)	3,141,479	N.A.	309,400	.35	.08		18 1/4 - 11

N.A. Not available. (b) Privately owned.

SAMS (HOWARD W.) & COMPANY, INC. (Unlisted)

 Year ending June 30
 Capitalization
 Debt: \$1,063,167
 Preferred: 5% cumulative, \$50 par, 2,877 shares
 Common: \$1 par 425,450 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a) (c)	\$ 1,052,102	\$ 43,701	\$ 30,097	\$.23	\$.05 + 10% stk.	\$ 257,343	N.A.
1951 (a) (c)	1,378,036	112,831	36,831	.29	.10	367,695	N.A.
1952 (a) (c)	1,951,803	113,952	36,546	.28	.05	521,342	N.A.
1953 (b) (c)	1,293,225	83,745	27,523	.22	none	636,835	N.A.
1954 (c)	2,798,979	218,179	87,219	.66	.10	820,125	N.A.
1955	3,410,731	430,071	217,727	.56	.11	1,048,892	N.A.
1956	3,884,785	598,262	296,012	.77	.25	1,447,680	N.A.
1957	4,301,304	575,597	288,038	.75	.23	1,509,831	N.A.
1958	4,973,058	618,637	304,666	.79	.26	4,059,032	N.A.
1959	5,957,400	775,672	371,301	.97	.27	5,253,296	31 - 25
1960	6,842,317	1,107,039	509,487	1.18	.60	6,560,661	48 1/2 - 31
1961 (9 mo.)	7,487,519	682,403	467,404	1.09	.30	6,659,469	56 - 37 1/4

(a) Calendar year. (b) Six months. Jan. 1-June 30, 1953. (c) Does not include Waldemar Press Inc., nor Howard Co. Inc. N.A. Not available.

SANDERS ASSOCIATES, INCORPORATED (Unlisted)

Year ending July 31

Capitalization

Debt: \$126,659, Mortgage notes.

Common: Class A and Class B \$1 par, 1,000,063 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951 Incorporated July 4							
1952	\$ 495,309	\$ 7,319 (d)	\$ 7,319 (d)	\$.07 (d)	none	-----	(a)
1953	1,508,231	43,535	27,035	.13	none	-----	(a)
1954	1,913,571	140,506	44,506	.15	none	-----	(a)
1955	2,759,776	187,915	89,715	.22	\$.02½	-----	(a)
1956	4,220,552	263,595	135,595	.30	.04	\$ 1,838,018	(a)
1957	5,603,343	-----	252,060	.50	.04	3,198,937	7½ - 6
1958	8,969,770	459,487	233,487	.33	.04 + 1½% stk.	3,602,737	17½ - 7¾
1959	10,562,817	651,754	326,754	.43	.04 + 1% stk.	5,361,199	27½ - 12½
1960	17,230,363	983,186	458,186	.55	.04	7,236,136	34¾ - 21
1961 (6 mo.)	10,605,407	-----	333,682	.37	.04	-----	58½ - 33½

(a) Privately owned. (d) Deficit.

SANGAMO ELECTRIC COMPANY (NYSE)

Capitalization

Debt: \$3,570,000 note.

Common: \$5 par, 1,622,636 shares.

1950	\$ 24,496,846	\$ 3,970,403	\$ 2,105,403	\$1.79	\$.87½	\$ 17,953,512	9¼ - 6½
1951	32,426,908	4,827,886	1,827,886	1.31	.75	26,380,144	11¾ - 10
1952	39,753,567	4,454,162	2,014,162	1.44	.75	28,235,498	12 - 9
1953	37,037,072	3,972,623	1,967,623	1.41	.75	27,386,920	13½ - 10½
1954	35,560,615	3,425,944	1,600,944	1.00	.75	28,446,821	14½ - 11¾
1955	37,910,588	5,611,978	2,731,978	1.71	.75	31,985,465	16 - 12¾
1956	44,277,105	5,616,731	2,751,731	1.72	.79	38,467,849	18¾ - 14¾
1957	47,076,671	5,774,432	2,789,432	1.75	.90	37,910,881	19½ - 14½
1958	43,107,000	3,293,225	1,668,000	1.04	.72	40,202,365	18½ - 12½
1959	52,857,459	5,892,415	3,027,415	1.88	.79	45,574,712	25¾ - 17½
1960	49,809,721	1,153,823	688,823	.42	.67½	42,441,521	22½ - 13½
1961 (3 mo.)	11,948,000	746,000	390,000	.24	.37½	-----	16½ - 14¾

SCREEN GEMS, INC. (Unlisted)

Year ending June 25

Capitalization

Debt: \$8,716,004

Common: \$1 par, 2,250,000 shares

1956	\$ 16,164,768	\$ 1,861,852	\$ 907,850	\$.40	none	(b)	(b)
1957	20,504,312	1,710,084	889,469	.40	none	(b)	(b)
1958	25,585,690	1,147,380	654,714	.29	none	(b)	(b)
1959	38,378,139	1,937,757	1,097,907	.49	none	(b)	(b)
1960	35,315,764	3,142,417	1,620,017	.72	none	\$ 30,554,827	(b)
1961 (a)	-----	2,067,000	970,000	.43	none	-----	20½ - 9

(a) 27 weeks to Dec. 31. (b) Privately owned.

SEEBURG CORPORATION (ASE)

Year ending October 31

Capitalization

Debt: \$4,103,500, 5¼% conv. sub. debentures, due Aug. 1979; \$661,168 notes.

Common: \$1 par, 1,305,276 shares.

1950(a)	\$ 24,551,000	\$ 1,551,607	\$ 884,528	\$1.49	\$.80	\$ 9,525,108	18 - 10½
1951(a)	21,746,000	962,651	470,028	.80	.60	9,608,632	13¾ - 8¾
1952(a)	13,698,900	249,936 (d)	249,936 (d)	.43 (d)	.30	8,966,120	9½ - 6
1953(a)	15,347,900	67,373 (d)	67,373 (d)	.12 (d)	none	8,805,348	7½ - 3¾
1954(a)	12,695,764	445,953 (d)	445,953 (d)	.77 (d)	none	7,712,473	4¾ - 3½
1955(a)	11,603,523	924,537 (d)	924,537 (d)	1.59 (d)	none	6,601,456	4¾ - 2¾
1956(a) (c)	7,682,717	185,343	185,343	.19	none	9,502,782	8¾ - 3
1957	26,626,625	516,763	516,763	.46	none	15,169,615	7¾ - 3¾
1958(b)	22,936,886	562,683	562,683	.50	none	10,745,967	14¾ - 3¾
1959	22,632,567	1,929,770	1,929,770	1.64	none	14,664,765	25¾ - 13
1960	27,175,865	915,262	915,262	.70	none	20,050,396	28½ - 16¼
1961 (3 mo.)	6,420,528	-----	77,235	.06	none	-----	48½ - 20

(a) Fort Pitt Brewing Co. to Oct. 23, 1956 then name changed to Fort Pitt Industries, Inc.

(b) Present name adopted April 30, 1958.

(c) Includes Jacob Siegel Co. and Windsor Co. from April 24, date of acquisition.

(d) Deficit.

SERVO CORPORATION OF AMERICA (ASE)

Capitalization

Debt: \$1,000,000, notes; \$993,000, convertible subordinated debenture 6s, due 1974.

Common: \$1 par, 717,174 shares

1950	\$ 860,275	-----	\$ 47,084	\$.10	---	-----	(a)
1951	780,460	-----	25,784	.05	---	-----	(a)
1952	1,098,747	-----	58,786	.12	---	-----	(a)
1953	1,290,514	-----	50,393	.10	---	-----	(a)
1954	3,501,528	\$ 298,913	150,533	.30	---	-----	(a)
1955	4,134,478	553,106	269,783	.55	\$.05	\$ 2,870,091	5¾ - 5
1956	3,550,445	454,437	210,995	.41	.20	3,539,305	7¾ - 5
1957	3,729,136	608,880 (d)	618,069 (d)	1.11 (d)	.15	3,082,676	8 - 3¾
1958	4,003,133	541,741	244,741	.41	none	3,490,943	21 - 3¾
1959	5,607,410	328,496	166,496	.25	none	4,803,962	43½ - 14¾
1960	6,917,384	629,665 (d)	390,165 (d)	.54 (d)	none	4,750,287	24½ - 9¾
1961 (3 mo.)	1,600,000	-----	-----	---	none	-----	19 - 11¼

(a) Privately owned. (d) Deficit.

SERVOMECHANISMS INC. (ASE)

Capitalization
 Debentures: \$1,689,500, 5% convertible, due 1966
 Debt: \$1,689,500
 Common: 20 cents par, 813,601 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 2,364,818	\$ 418,764	\$ 199,397	\$.40	\$.75	\$ 4,552,164	N.A.
1951	8,374,043	1,295,207	412,207	.82	1.50	6,120,378	N.A.
1952	10,151,587	798,313	276,025	.36	.30	5,654,568	5¼ - 3¾
1953	13,332,746	846,441	305,089	.40	.40	6,530,721	7¼ - 5
1954	12,509,024	1,338,926	503,296	.66	.40	6,521,102	14½ - 5¾
1955	12,412,756	921,716	441,387	.53	.40	7,478,124	13½ - 8¼
1956	18,136,280	1,324,268	615,606	.81	.40	11,215,454	13½ - 8¼
1957	23,591,781	593,278	308,776	.41	.40	13,519,473	12½ - 6½
1958	17,314,483	90,649 (d)	43,094 (d)	.05 (d)	5% stk.	10,008,027	11¾ - 6%
1959	15,137,629	387,394 (d)	194,968 (d)	.24 (d)	none	9,217,332	18¼ - 9
1960	13,691,400	1,334,761 (d)	969,761 (d)	1.20 (d)	none	-----	16 - 7½
1961 (3 mo.)	3,159,954	55,343	55,343	.07	none	7,461,693	12½ - 7¾

(d) Deficit. N.A. Not available.

SIEGLER CORP. (NYSE)

Year ending June 30

Capitalization
 Debt: \$4,306,594, debentures and notes
 Common: \$1 par, 2,277,633 shares
 Preferred: No par, cumulative convertible, 105,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 2,540,018	\$ 343,932	\$ 204,286	\$.39	(b)	(b)	(b)
1951(a)	3,532,584	754,312	379,568	.73	(b)	(b)	(b)
1952	3,898,466	282,530	140,530	.27	(b)	(b)	(b)
1953	22,997,505(e)	820,663(e)	411,598(e)	.89(e)	-----	-----	-----
1954	24,510,584(e)	1,467,091(e)	737,531(e)	1.60(e)	-----	-----	-----
1955	29,287,827(e)	2,429,932(e)	1,111,569(e)	1.80(e)	\$.15 (f)	\$ 5,881,884 (f)	14 - 10½ (f)
1956	47,119,300(e)	3,318,099(e)	1,704,880(e)	1.61(e)	.80 (f)	15,436,832 (f)	21¼ - 12¾ (f)
1957	68,164,267(e)	3,142,827(e)	1,560,026(e)	1.34(e)	.80 (f)	37,123,247 (e)	21½ - 12¾
1958	72,955,449	2,442,950	1,215,930	.80	.60	39,899,636	32½ - 12¾
1959	77,074,442	3,929,222	2,203,022	1.36	.40 + 3% stk.	40,955,652	45½ - 23½
1960 (g)	107,055,901	9,044,777	4,516,058	1.98	.40	58,386,037	43 - 23%
1961 (9 mo.)	73,646,826	-----	2,330,228	1.05	.20 + 3% stk.	-----	34 - 27

(a) Year ending Dec. 31.

(b) Privately owned until July 12, 1955.

(c) Pro-forma combining Siegler, Unitronics and Hufford Corp., these companies having merged Sept. 13, 1957.

(f) Siegler only.

(g) Pro-forma, including Jack & Heintz, Inc., merged Feb. 2, 1961.

SONOTONE CORPORATION (ASE)

Capitalization
 Debt: \$682,000
 Preferred: \$1.25 cumulative convertible, Series A, \$20 par, 10,516 shares
 \$1.55 cumulative convertible, \$20 par, 6,119 shares
 Common: \$1 par, 1,158,745 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 10,664,241	\$ 879,833	\$ 534,833	\$.58	\$.32	\$ 5,254,318	5½ - 2¾
1951	12,143,834	593,313	427,613	.43	.32	7,347,883	8½ - 4½
1952	14,736,777	1,005,456	464,056	.42	.32	9,121,481	4¾ - 4
1953	17,847,184	943,439	483,439	.44	.32	10,605,648	5¾ - 4
1954	18,003,488	684,112	371,112	.32	.23	9,760,266	5¾ - 4½
1955	18,765,558	1,708,952	763,432	.74	.20	9,878,117	6¾ - 4½
1956	18,428,563	1,777,515	847,515	.92	.28	10,256,197	6½ - 4¾
1957	22,289,198	1,780,535	1,005,535	.83	.28	11,842,803	8½ - 4¾
1958	21,513,064	1,720,473	800,473	.71	.28	10,708,344	12½ - 5½
1959	24,758,708	2,432,302	1,132,302	.96	.28	12,467,484	17¾ - 9¾
1960	20,776,364	890,610	490,610	.40	.28	12,601,971	15½ - 8¾
1961 (3 mo.)	4,523,472	-----	89,741 (d)	.08 (d)	.14	-----	14½ - 9

(d) Deficit.

SPEER CARBON COMPANY (Unlisted)

Capitalization—Debt: \$2,700,000, Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares. Common: \$1.25 par, 881,700 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 13,818,518	\$ 3,685,784	\$ 1,780,759	\$3.31	\$.60	\$ 12,938,802	13½ - 6¾
1951	13,951,563	2,691,023	1,078,023	1.19	.60	22,963,723	16½ - 10¾
1952	13,642,834	1,409,311	718,311	.78	.50	22,060,894	12½ - 9¾
1953	15,609,779	1,385,217	811,217	.66	.50	22,136,798	10¾ - 6½
1954	13,064,675	1,223,474	508,474	.54	.30	22,254,568	7½ - 5¾
1955	17,734,512	3,019,694	1,461,894	1.63	.30	24,331,167	9¾ - 7¾
1956	20,045,530	4,171,346	1,925,346	2.15	.75	25,972,553	16½ - 9¾
1957	21,101,500	3,609,185	1,682,185	1.88	.75	27,352,257	16¾ - 10¾
1958	18,338,899	2,568,034	1,178,304	1.30	.50	27,249,066	15¾ - 10¾
1959	23,525,268	4,293,817	1,970,817	2.20	.60	28,461,572	27 - 14¼
1960	24,710,885	1,768,353	1,715,853	1.91	.70	28,375,832	27¼ - 17½
1961 (3 mo.)	6,009,421	572,380	264,380	.29	.17½	28,199,362	25 - 17½

SPERRY RAND CORPORATION (NYSE)

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)

Year ending March 31

Capitalization
 Debentures: \$13,085,000 sinking fund 3½s, due 1969
 \$53,000,000 sinking fund 3½s, due 1972
 \$110,000,000, sinking fund 5½s, due 1982
 Debt: \$35,000,000 notes, \$3,693,750, mtge, etc.
 Preferred: \$4.50 cumulative; \$25 par, 102,287 shares
 Common: 50 cents par, 28,295,991 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$349,942,000	\$49,600,000	\$23,628,000	\$.92	---	-----	-----
1951 (a)	468,359,000	88,000,000	26,023,000	1.02	---	-----	-----
1952 (a)	631,720,000	75,500,000	28,081,000	1.10	---	-----	-----
1953 (a)	689,565,000	73,900,000	28,012,000	1.09	---	-----	-----
1954 (a)	696,206,000	85,500,000	44,851,000	1.75	---	\$483,922,636	-----
1955 (c)	353,943,880	45,519,563	23,585,563	1.92	\$.38	-----	29% - 21
1956	710,696,087	83,598,878	48,348,878	1.80	.80	557,492,758	29½ - 21¾
1957	871,047,239	85,382,352	49,612,352	1.83	.80	708,536,343	26¾ - 17%
1958	864,330,491	44,381,239	27,481,239	.96	.80	743,153,067	25% - 17¼
1959	989,601,559	47,544,092	27,644,092	.96	.80	778,475,241	28½ - 21½
1960	1,173,050,913	63,435,823	37,235,823	1.30	.80	849,214,945	26¼ - 18%
1961 (9 mo.)	850,839,427	32,841,929	19,641,929	1.88	2% stk.	-----	34% - 20½

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

SPRAGUE ELECTRIC COMPANY (Unlisted)

Capitalization—Debt: \$798,000, 3% promissory notes, due Nov. 1, 1964. Common: \$2.50 par, 1,433,449 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 28,614,860	\$ 6,725,904	\$ 3,345,404	\$2.69	\$.60	\$15,350,554	15¼ - 6%
1951	38,317,277	8,326,596	2,664,674	2.19	.89	21,096,487	18¼ - 13%
1952	43,388,101	9,107,563	2,855,449	2.53	.93	21,866,421	37¾ - 17%
1953	46,778,633	9,604,981	2,888,281	2.33	1.07	24,424,669	38½ - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½ - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
1957	46,187,841	4,199,201	2,220,101	1.78	1.20	29,447,694	38 - 21½
1958	43,193,717	3,168,119	1,761,179	1.41	1.20	29,415,918	42¾ - 23
1959	56,351,571	6,848,528	3,502,328	2.61	1.20 + 2% stk.	36,679,631	64½ - 39
1960	64,863,741	8,915,217	4,882,042	3.40(a)	1.20	47,535,846	69½ - 43
1961	-----	-----	-----	---	.30	-----	75 - 53½

(a) Includes 55 cents per share of non-recurring profit from sale of patents.

STANDARD KOLLSMAN INDUSTRIES, INC. (NYSE)

Capitalization—Debt: \$4,888,818, notes, etc. Common: \$1 par, 2,080,556 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 35,632,396	\$10,464,265	\$ 5,266,442	\$3.58	\$.25	\$10,133,662	11¼ - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14½ - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18¾ - 12%
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼ - 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17¾ - 12½
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20½ - 10¼
1956	59,168,450	2,881,871(d)(a)	1,363,815 (d)(a)	.66(d)(a)	none	29,739,718	12¾ - 6¼
1957	61,330,530	823,062	802,862	.15(a)	none	37,394,605	9¾ - 5
1958	69,489,636	1,343,887	558,887	.27(a)	none	35,075,931	17¾ - 6
1959	73,765,428	3,211,379	1,523,379	.73(a)	3% stk.	31,556,016	23¾ - 13¾
1960	95,568,805	7,760,992	3,459,992	1.66	3% stk.	44,767,931	30½ - 12%
1961 (3 mo.)	24,670,723	1,576,573	770,149	.37	none	-----	47¾ - 25½

(d) Deficit. (a) Adjusted by company. New-name adopted June 16, 1960.

STATHAM INSTRUMENTS, INC. (ASE)

Year ending May 31

Capitalization—Common: \$1 par, 968,721 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	\$ 1,803,471	-----	\$ 81,190	\$.10	---	-----	(a)
1954	2,134,180	-----	152,836	.18	---	-----	(a)
1955	2,418,960	-----	127,481	.15	---	-----	(a)
1956	59,168,450	2,881,871(d)(a)	1,363,815	.32	---	-----	(a)
1957	4,470,264	-----	462,225	.59	---	\$ 2,128,211	12½ - 9¼
1958	5,088,659	\$ 838,209	527,874	.86	none	3,774,207	28¾ - 12¼
1959	6,145,833	486,181	296,911	.32	none	4,541,392	43 - 23
1960	8,787,968	1,541,962	963,962	1.03	3% stk.	5,559,556	40¼ - 25%
1961 (9 mo.)	4,944,610	92,190	286,650	.30	none	-----	35% - 26

(a) Privately owned until Sept. 1957.

STORER BROADCASTING COMPANY (NYSE)

Capitalization

Common: \$1 par, 977,960 shares. Class B \$1 par, 1,496,790 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,657,114	\$ 1,895,085	\$ 926,475	\$.39	\$.06	-----	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	-----	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7% - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19% - 7%
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29½ - 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½ - 22½
1957	26,214,828	11,287,076	6,396,164	2.58	1.80	31,504,942	29¼ - 18¾
1958	25,176,710	5,926,076	1,676,754	.68	1.80	30,783,015	26% - 20
1959	28,114,937	9,949,520	5,336,682	2.16	1.80	31,107,318	33¼ - 24½
1960 (a)	32,290,032	10,362,139	5,123,118	2.07	1.80	42,648,861	30% - 26¼
1961 (3 mo.)	-----	-----	1,055,417	.43	.45	-----	34¼ - 27%

(a) Pro-forma including WINS and excluding WWVA. (b) Privately owned.

SYSTRON-DONNER CORPORATION (Unlisted)

Year ending July 31

Capitalization

Debt: \$866,531 notes

Common: No par, 574,371 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954 (a)	\$ 120,811	N.A.	\$ 12,862 (d)	\$.02 (d)	none	(c)	(c)
1955 (a)	231,397	N.A.	22,992 (d)	.04 (d)	none	(c)	(c)
1956 (a)	569,932	N.A.	38,202 (d)	.07 (d)	none	(c)	(c)
1957 (b)	735,814	N.A.	73,740	.12	none	(c)	(c)
1958	2,088,109	N.A.	93,000	.17	none	(c)	(c)
1959	3,690,408	N.A.	340,073	.59	none	\$ 3,203,138	(c)
1960	5,396,290	N.A.	477,000	.83	none	3,353,269	27¾ - 13¼
1961 (6 mo.)	3,494,049	N.A.	319,580	.55	none	-----	51½ - 25%

(a) Years to Dec. 31. (b) 7 months to July 31. (c) Privately owned. (d) Deficit. N.A. Not available.

TAFT BROADCASTING COMPANY (Unlisted)

Year ending March 31

Capitalization

Debt: \$4,600,000, notes due 1965

Common: \$1 par, 1,488,126 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,064,509	N.A.	\$ 67,253 (d)	\$.05 (d)	none	(b)	(b)
1951	1,311,145	N.A.	4,448 (d)	---	none	(b)	(b)
1952	1,808,523	N.A.	145,476	.10	none	(b)	(b)
1953	2,140,004	N.A.	204,615	.14	none	(b)	(b)
1954	3,079,677	N.A.	283,629	.20	none	(b)	(b)
1955	3,761,421	N.A.	351,375	.24	none	(b)	(b)
1956	4,695,760	N.A.	603,771	.42	none	(b)	(b)
1957	5,166,226	\$ 1,533,482	745,582	.51	none	(b)	(b)
1958	7,873,000	2,163,244	1,038,644	.72	none	(b)	(b)
1959	8,972,501	2,411,509	1,134,109	.78	\$.20	\$ 15,403,022	15 - 11¾
1960	10,426,310	1,971,808	1,413,708	.95	.40 + 2½% stk.	15,662,050	15½ - 11
1961 (9 mo.)	8,432,809	-----	1,080,628	.75	.10 + 2½% stk.	-----	24% - 12

(b) Privately owned. (d) Deficit. N.A. Not available.

Note: 1961 estimate—net earnings of \$1.5 million, equal to approximately \$1.00 per share.

SYLVANIA ELECTRIC PRODUCTS INC. (See General Telephone & Electronics Corp.)

TAYLOR INSTRUMENT COMPANIES (Unlisted)

Year ending July 31

Capitalization
Common: \$5 par, 817,336 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 11,264,251	\$ 190,936	\$ 115,936	\$.16	\$.27½	\$ 9,086,923	6½ - 4¾
1951	16,503,591	3,503,070	1,203,070	1.67	.40	13,079,114	8½ - 6
1952	21,623,406	3,800,020	1,050,020	1.46	.40	14,986,674	9¾ - 7¾
1953	18,037,008	1,328,241	653,241	.92	.40	14,357,531	9¾ - 6¾
1954	23,959,275	2,820,901	1,265,901	1.76	.40 + 2½% stk.	16,884,938	20 - 7¾
1955	23,298,872	2,862,690	1,190,690	1.58	.50	16,214,313	20 - 12
1956	21,710,396	1,943,801	1,028,801	1.37	.50	16,577,741	15¼ - 6¾
1957	28,956,166	2,750,360	1,624,918	1.99	.15 + 2½% stk.	19,521,066	18½ - 13¾
1958	24,997,954	914,328	501,328	.63	.60	17,840,822	17¼ - 13
1959	27,895,641	1,747,886	824,088	1.04	.60	19,656,371	25 - 15½
1960	32,032,098	3,975,901	1,923,935	2.35	.45 + 1½% stk.	23,177,318	44½ - 20¾
1961 (6 mo.)	-----	-----	996,385	1.22	.18	-----	52½ - 37

THE TECHNICAL MATERIEL CORPORATION (ASE)

Year ending September 30

Capitalization
Debt: \$150,495 mortgage notes. Common: 25 cents par, 1,206,400 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954	\$ 1,407,915	\$ 39,068	\$ 27,992	\$.03	none	(b)	(b)
1955	1,419,141	79,650	47,943	.05	none	(b)	(b)
1956	2,043,776	150,641	84,014	.09	none	(b)	(b)
1957	2,754,201	128,103	119,127	.13	none	(b)	(b)
1958	3,212,468	377,632	197,293	.21	none	(b)	(b)
1959	5,028,453	652,425	324,168	.30	none	\$ 2,918,873	11 - 5¼
1960	6,648,926	997,333	449,512	.45	none	4,311,770	19½ - 10½
1961 (6 mo.) (e)	5,023,000	-----	-----	.30	none	-----	34 - 15½

(b) Privately owned. (e) Estimate.

TECHNOLOGY INSTRUMENTS CORP. (Unlisted)

Year ending June 30

Capitalization
Debt: \$1,000,000, 6% conv. subordinate notes, due 1975; \$376,789, other. Common: \$2.50 par, 626,398 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953 (a)	\$ 3,467,693	-----	\$ 132,495	\$.22	---	-----	(c)
1954 (a)	4,419,392	-----	403,353	.67	---	-----	(c)
1955 (a)	4,938,945	-----	357,622	.60	---	-----	(c)
1956 (a)	6,965,915	-----	531,932	.89	---	-----	(c)
1957 (a)	6,867,541	-----	542,908	.91	---	-----	(c)
1958 (b)	2,812,288	-----	80,188	.14	\$.12½	\$ 2,944,612	14 - 9½
1959	6,415,498	\$ 434,225	251,925	.41	3¼% stk.	3,715,957	18 - 11
1960	8,078,933	338,180	188,680	.31	1½% stk.	5,142,120	11 - 7
1961 (6 mo.)	3,698,000	-----	157,619 (d)	.25 (d)	none	-----	8¼ - 5½

(a) Pro-forma. (b) Fiscal year changed to end June 30. (c) Privately owned. (d) Deficit.

TELECHROME MANUFACTURING CORPORATION (Unlisted)

Year ending June 30

Capitalization
Debt: \$917,972 mortgage.
Common: Class A 10 cents par, 361,822 shares
Class B 10 cents par, 41,690 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	\$ 221,370	-----	\$ 16,106	\$.12	---	-----	(a)
1954	1,116,338	-----	126,607	.95	---	-----	(a)
1955	356,461	-----	34,381	.26	---	-----	(a)
1956	504,514	-----	47,661	.36	\$.18¾	\$ 648,846	6½ - 3
1957	1,096,415	-----	113,540	.86	.28¾	888,333	9 - 5¼
1958	1,352,316	\$ 360,242	175,660	1.06	.30	1,010,293	13 - 5½
1959	1,641,194	76,807	54,768	.25	4% stk.	1,658,355	29 - 9¼
1960	5,195,181	332,475 (d)	98,935 (d)	.27 (d)	2% stk.	4,398,278	14½ - 9¼
1961 (6 mo.)	2,350,944	99,922 (d)	-----	.28 (d)	none	-----	16½ - 11½

(a) Privately owned. (d) Deficit.

TELECOMPUTING CORPORATION (Unlisted)

Year ending October 31

Capitalization
Debt: \$653,179. Common: \$1 par, 3,428,887 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 441,620	\$ 66,915	\$ 37,243	\$.31	none	-----	(c)
1951 (a)	780,779	44,451	31,451	.12	none	\$ 817,605	2¼ - 1¾
1952 (a)	1,664,840	126,844	56,844	.20	none	828,522	11½ - 2½
1953	27,790,471	2,127,596	1,110,756	.48	none	1,006,510	17¼ - 7
1954	28,890,592	1,417,459	428,562	.17	none	1,368,689	14 - 9½
1955 (e)	31,264,832	-----	311,917	.11	none	4,089,716 (b)	11½ - 6½
1956 (e)	39,655,947	-----	761,052	.25	none	5,114,300 (f)	8¾ - 6½
1957 (e)	29,865,975	-----	628,702	.21	none	13,776,888	5¾ - 2½
1958 (e)	42,474,743	-----	465,354	.15	none	15,186,445	8 - 3¼
1959 (e)	47,481,237	-----	1,746,516	.54	none	24,705,286	14¾ - 7¾
1960	48,843,383	266,728	273,272 (d)	.08 (d)	none	20,086,290	14¾ - 6¼
1961 (3 mo.)	9,673,829	81,069	71,069	.02	none	21,109,932	9¾ - 6¼

(a) Prior to merger with Whittaker Gyro Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit. (e) Pro-forma, including Narmco Industries Inc. (f) From balance sheet, Dec. 31, 1956.

TELEPROMPTER CORPORATION (ASE)

Capitalization

Debt: \$316,467. Common: \$1 par, 685,811 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.	-----	-----	-----	-----	-----	-----	-----
1951	\$ 96,221	\$ 16,093 (d)	\$ 17,243 (d)	\$.07 (d)	none	N.A.	N.A.
1952	233,968	42,999	35,881	.14	none	N.A.	N.A.
1953	308,361	17,281	8,129	.03	none	N.A.	N.A.
1954	622,883	11,826 (d)	32,174 (d)	.13 (d)	none	N.A.	N.A.
1955	1,215,559	140,232	96,743	.32	none	\$ 1,006,863	N.A.
1956	1,784,607	270,141	206,841	.58	none	1,533,747	11 - 8
1957	2,264,345	265,694 (d)	212,694 (d)	.59 (d)	none	1,913,638	10½ - 5
1958	3,414,499	37,324	41,956	.12	none	1,801,469	12¾ - 4
1959	3,761,721	121,744 (d)	121,744 (d)	.29 (d)	none	3,526,366	22½ - 9
1960	4,841,083	51,969	51,969	.09	none	5,364,206	14¾ - 8¾
1961	-----	-----	-----	-----	none	-----	26½ - 9¾

N.A. Not available. (d) Deficit.

TELEX, INC. (Unlisted)

Year ending March 31

Capitalization

Common: \$1 par, 793,025 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1956 (a)	\$ 6,427,001	\$ 211,375	\$ 189,660	\$.31	none	(f)	(f)
1957 (a)	8,011,060	890,374	87,761	.14	none	(f)	(f)
1958 (a)	9,936,553	321,043	143,576	.24	none	(f)	(f)
1959 (a)	14,530,967	987,826	458,043	.75	none	\$ 2,293,927	(f)
1960 (b)	14,880,377	600,580	263,380	.40	none	6,553,620 (c)	40½ - 12½
1961	20,000,000 (e)	-----	-----	---	none	10,000,000 (e)	47 - 31½

(a) Pro-forma, including Waters Conley Co. only. (b) Pro-forma, including Waters Conley and Aemco. (c) Balance sheet June 30, including Waters Conley. (e) Estimated. (f) Privately owned.

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization—Debt: \$10,987,500.

Preferred: 4% Series 1959, \$25 par, 129,954 shares.

Common: \$1 par, 3,929,226 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 7,583,000	\$ 609,000	\$ 348,000	\$.12	none	-----	-----
1951 (a)	15,400,000	1,307,000	564,000	.19	none	-----	-----
1952 (a)	20,431,452	2,289,738	909,975	.30	none	\$13,396,944	-----
1953 (a)	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5% - 5½
1954 (b)	51,415,881	-----	2,818,904	.40	none	15,123,336	14 - 5½
1955 (b)	61,636,805	-----	3,898,528	.49	none	19,591,604	16½ - 10½
1956 (b)	79,506,902	-----	4,618,652	.72	none	27,288,083	18½ - 11½
1957 (b)	103,542,055	-----	5,339,684	1.11	none	37,716,284	31½ - 15½
1958 (b)	136,348,773	12,935,585	6,000,928	1.84	none	79,099,581	86 - 26¼
1959	193,212,809	28,855,384	14,142,788	3.59	none	105,993,506	193½ - 61¼
1960	232,713,153	29,435,169	15,488,209	3.91	none	118,665,407	256¼ - 15¼
1961 (3 mo.)	58,977,000	7,737,000	3,773,000	.95	none	-----	204 - 165¼

(a) Texas Instruments, Inc., only. (b) Pro-forma, combined sales and earnings, including Metals & Controls Corp., merged April 17, 1959.

TEXTRON ELECTRONICS, INC. (ASE)

Capitalization

Common: 50 cents par, 2,961,093 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1954 (a)	\$ 8,849,000	\$ 705,000	\$ 344,000	\$.17	none	-----	(c)
1955 (a)	6,128,000	202,000 (d)	97,000 (d)	.05 (d)	none	-----	(c)
1956 (a)	8,917,000	602,000	294,000	.15	none	-----	(c)
1957 (a)	13,267,000	1,088,000	528,000	.26	none	-----	(c)
1958 (a)	12,100,000	1,022,000	496,000	.25	none	-----	(c)
1959 (b)	22,609,084	1,632,410	891,910	.31	none	\$ 15,052,676	17 - 5
1960	25,271,213	815,142 (d)	1,022,453 (d)	.35 (d)	none	16,167,675	18¼ - 8¾
1961	-----	-----	-----	---	none	-----	14% - 9%

(a) Pro-forma, Textron Electronics and MB Mfg. Co. divisions of Textron, Inc., incorporated May 1959. (b) Pro-forma including GC Electronics Inc., for 12 months ended Jan. 2, 1960. (c) Privately owned. (d) Deficit.

THOMPSON RAMO WOOLDRIDGE, INC. (NYSE)

Capitalization

Debt: \$10,965,000, debenture 3¼s, due 1971; \$19,729,500 4¾% subordinated debentures, due 1982; \$198,000, other debt.

Preferred: 4% cumulative, \$100 par, 78,708 shares

Common: \$5 par, 3,522,160 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$123,312,550	\$16,630,266	\$ 8,252,459	\$3.41	\$.66	\$ 73,276,414	21¼ - 16
1951 (a)	194,899,449	20,698,050	7,687,246	2.82	.91	120,331,473	23¾ - 16¼
1952 (a)	274,080,027	28,852,579	9,252,579	3.41	.91	167,225,800	29¾ - 21¼
1953	326,466,000	27,661,791	9,651,791	3.24	.93	151,834,249	30% - 20%
1954	270,830,000	24,646,198	11,535,198	3.82	1.10	136,512,119	53 - 42½
1955	295,906,915	22,601,764	10,771,764	3.49	1.40	146,159,287	60½ - 43%
1956	335,519,761	27,237,373	13,352,373	4.32	1.40	204,928,315	80 - 48%
1957	412,608,506	25,441,723	12,137,723	3.90	1.40	210,838,165	89% - 46
1958	340,621,767	18,815,232	8,979,232	2.86	1.40	203,524,451	73 - 41%
1959	417,748,953	19,813,918	9,743,918	3.02	1.40	237,800,001	70¼ - 52
1960	420,421,158	20,946,555	10,176,555	3.13	1.40	239,534,133	70½ - 46¾
1961 (3 mo.)	96,735,704	3,089,987	1,490,037	.45	.70	242,908,152	82% - 67¼

(a) Thompson Products, Inc., only.

TIME INCORPORATED (Unlisted)

Capitalization

Debt: \$13,500,000, Subordinated 1st 4½s, due 1970

Notes Payable: \$31,441,000

Common: \$1 par, 1,957,029 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$134,719,833	\$15,812,416	\$ 8,500,693	\$4.36	\$2.75	\$ 82,393,453	36¼ - 25
1951	149,571,479	13,990,219	7,287,400	3.73	2.37½	86,086,824	35½ - 27½
1952	156,785,799	15,796,597	7,750,475	3.97	2.37½	93,824,010	35¼ - 29¾
1953	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30%
1954	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35½
1955	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58½ - 46¼
1956	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80½ - 54
1957	254,095,798	23,145,301	12,023,547	6.15	3.75	208,060,343	70½ - 52
1958	245,107,397	16,737,172	8,737,313	4.47	3.25	212,071,802	68¼ - 52
1959	271,373,088	15,838,115	9,003,890	4.60	3.25	216,480,399	75 - 63
1960	287,121,000	16,903,000	9,303,000	4.75	3.25	230,585,000	86 - 55½
1961	-----	-----	-----	---	.75	-----	104½ - 77

TRANSITRON ELECTRONIC CORPORATION (NYSE)

Year ending June 30

Capitalization

Debt: \$310,500, mortgage notes

Common: \$1 par, 7,502,500 shares

1952 Incorporated July 8

1953 N.A.

1954 N.A.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1955	\$ 3,889,138	\$ 1,521,139	\$ 735,817	\$.10	none	N.A.	(c)
1956	7,480,205	2,546,195	1,233,179	.16	none	N.A.	(c)
1957	16,116,232	5,106,618	2,304,284	.31	none	N.A.	(c)
1958	17,055,952	4,024,395	1,883,071	.25	none	N.A.	(c)
1959	30,913,376	13,901,138	6,456,138	.86	none	\$ 22,780,864 (a)	47% - 36
1960	47,753,064	17,095,641	8,110,641	1.08	none	31,152,832	60 - 31½
1961 (b)	23,526,301	-----	3,667,645	.49	none	-----	42% - 31%

(a) Balance sheet Sept. 26. (b) 26 weeks to Dec. 24. (c) Privately owned. N.A. Not available.

TRAV-LER RADIO CORPORATION (ASE)
Year ending April 30

Capitalization—Debt: \$741,500 debenture 6s, due May 15, 1967. Common: \$1 par, 865,765 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)-----	\$ 13,892,485	\$ 2,309,275	\$ 1,156,851	\$1.52	\$.30+20% stk.	\$ 6,484,714	5½ - 3¾
1951 (a)-----	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4½ - 2¾
1952 (a)-----	11,860,387	388,565	291,565	.38	none	4,224,853	3½ - 2½
1953 (a)-----	14,470,145	735,847	318,641	.42	.10	4,602,709	3½ - 2½
1954 (a)-----	16,347,813	459,857	241,349	.32	.22½	5,339,934	3 - 2
1955 (a)-----	17,497,351	264,275	222,982	.29	.07½	6,380,841	4¼ - 1¾
1956 (4 mo.) (b)-----	4,900,868	929,878(d)	204,876 (d)	.27(d)	none	7,103,739	2½ - 1
1957-----	13,045,460	358,986(d)	370,737 (d)	.49(d)	none	5,838,663	1¾ - 1
1958-----	15,126,697	14,667	10,617	.01	none	6,003,072	5 - 1
1959-----	14,806,013	312,669	304,419	.40	5% stk.	7,279,465	12½ - 4¾
1960-----	21,447,472	1,417,227	706,227	.82	5% stk.	8,384,360	11½ - 5½
1961 (6 mo.)-----	10,996,000	-----	230,000	.27	none	-----	7½ - 4¾

(a) Year ending Dec. 31. (b) In 1956 changed from a calendar year to fiscal year ending April 30. (d) Deficit.

TUNG-SOL ELECTRIC INCORPORATED (NYSE)

Capitalization—Debt: \$7,670,000, notes. Preferred: 5% convertible, series 1957, \$50 par, 82,689 shares. Common: \$1 par, 925,783 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 29,425,022	\$ 6,280,786	\$ 3,058,151	\$6.61	\$2.00	\$14,881,402	20¼ - 8½
1951-----	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24¼ - 16¼
1952-----	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21¾ - 16¼
1953-----	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24¾ - 16½
1954-----	39,052,458	4,302,062	2,077,062	3.15	1.25	26,228,555	30¾ - 16¼
1955-----	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33½ - 25
1956-----	53,838,822	5,819,397	2,909,397	3.83	1.25 + 5% stk.	33,493,366	36¾ - 27
1957-----	64,106,913	6,754,916	3,129,916	3.31	1.40 + 3% stk.	43,262,704	37½ - 21¾
1958-----	59,809,168	5,523,842	2,643,842	2.67	1.40	47,095,938	36½ - 23¼
1959-----	72,345,248	5,470,552	2,712,552	2.70	1.40	48,268,552	54¼ - 34
1960-----	66,471,971	3,061,259	1,476,259	1.37	1.40	45,505,336	40½ - 28
1961 (a)-----	15,282,327	570,011	274,011	.24	.35	-----	31¾ - 25½

(a) 13 weeks to April 1.

VARIAN ASSOCIATES (NYSE)

Year ending September 30

Capitalization—Debt: \$439,000, 4½% convertible subordinated debentures, due 1974. Common: \$1 par, 3,461,744 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 961,177	\$ 245,313	\$ 131,538	\$.16	none	\$ 682,814	-----
1951-----	4,659,496	1,103,966	240,862	.24	10% stk.	2,937,816	-----
1952-----	8,383,923	1,764,607	404,170	.30	none	6,877,803	-----
1953-----	9,807,894	1,397,774	363,865	.22	none	6,984,160	-----
1954-----	10,319,006	1,354,732	569,365	.34	none	7,234,535	-----
1955-----	11,855,540	1,615,639	701,490	.29	none	9,002,034	-----
1956-----	16,677,841	1,609,962	710,885	.26	none	13,634,849	9 - 6
1957-----	25,154,510	2,417,630	1,084,360	.35	none	20,077,390	10 - 7¼
1958-----	28,985,714	3,263,318	1,503,727	.48	none	20,198,482	21¾ - 7¾
1959 (a)-----	38,483,543	-----	2,580,340	.82	none	30,184,340	53 - 20¼
1960 (a)-----	46,482,031	5,921,886	2,861,886	.85	none	42,943,606	67½ - 38¾
1961 (b) (6 mo.)-----	27,322,793	3,445,501	1,716,501	.50	none	44,826,380	75¼ - 46¾

Note: All years reflect operations of Bomac Labs, Inc., acquired March 24, 1959. (a) Includes Semicon Associates, Inc., acquired June 6, 1960. (b) 13 weeks to Dec. 31.

WEBCOR, INCORPORATED (Midwest)

Year ending June 30

Capitalization
Debt: \$450,000, 5% notes
Common: \$1 par, 940,737 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 19,086,151	\$ 2,324,494	\$ 1,212,050	\$2.69	\$1.50 + 20% stk.	\$ 8,713,877	20¼ - 10¾
1951-----	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16¾ - 11¼
1952-----	19,580,636	707,800(d)	408,951(d)	.90(d)	.50	10,406,339	13¾ - 7½
1953-----	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9¾ - 7
1954-----	31,741,046	1,139,198	564,198	1.09	.15 + 5% stk.	12,940,996	11½ - 7¾
1955-----	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15¾ - 8¾
1956-----	34,305,837	1,894,753(d)	994,753(d)	1.53(d)	.50 + 5% stk.	15,935,212	15 - 8½
1957-----	40,374,042	4,011,297	1,961,297	3.01	.25	18,517,242	12½ - 8¾
1958 (6 mo.) (a)-----	12,630,731	62,917	7,917	.01	.60	15,504,226	14¼ - 9¾
1959-----	33,498,227	15,741	11,741	.02	.45	15,038,042	19¼ - 10¾
1960-----	29,813,282	426,069	217,069	.33	none	16,821,171	13¾ - 8¾
1961 (6 mo.)-----	16,697,000	-----	91,000	.10	5% stk.	-----	12¾ - 9¾

(a) Changed to June 30 fiscal year from calendar year. (d) Deficit.

WELLS-GARDNER ELECTRONICS CORP. (Unlisted)

Capitalization—Common: \$1 par, 422,400 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$ 17,825,098	\$ 1,674,235	\$ 954,235	\$2.33	\$.75	\$ 5,643,428	12½ - 5¼
1951-----	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾ - 6¼
1952-----	16,301,043	989,976	459,976	1.12	.60	6,385,335	8¼ - 6¼
1953-----	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼ - 6¾
1954-----	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955-----	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾ - 9¾
1956-----	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14¼ - 10¼
1957-----	15,687,999	201,573	76,573	.18	.40	7,372,406	14¼ - 5¾
1958-----	19,947,123	1,208,515	608,515	1.47	.30	8,399,825	12¼ - 5¾
1959-----	24,259,901	1,557,728	747,728	1.77	1.20	9,174,295	21 - 11¼
1960-----	25,342,358	1,877,141	877,141	2.08	1.20	9,848,002	22½ - 14¾
1961 (3 mo.)-----	4,084,707	59,572	34,572	.08	.30	-----	32 - 20½

WESTERN UNION TELEGRAPH COMPANY (NYSE)

Capitalization
Debt: \$6,181,205; \$33,000,000, Series I, 4½% debentures, due 1980
Common: \$2.50 par, 6,399,235 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950-----	\$186,509,206	\$ 13,420,705	\$ 7,319,776	\$1.49	\$.50	\$265,871,000	-----
1951-----	201,903,053	14,018,265	5,404,793	1.10	.50	262,517,000	-----
1952-----	194,889,037	4,781,990	1,103,211	.22	.75	256,225,000	-----
1953-----	220,408,768	19,179,788	8,334,736	1.69	.75	266,584,000	-----
1954-----	222,288,218	20,799,054	9,384,986	1.85	.75	269,547,996	-----
1955-----	242,097,359	28,415,886	13,040,690	2.10	.93¾	304,574,505	-----
1956-----	252,502,758	25,854,754	13,771,156	2.21	1.00	309,684,447	-----
1957-----	259,967,783	23,548,013	12,629,300	2.03	1.10	313,424,097	-----
1958-----	255,138,709	22,743,651	11,926,596	1.89	1.20	320,425,470	34¾ - 15
1959-----	278,188,799	33,844,032	16,499,988	2.59	1.20	333,476,689	53¾ - 29¾
1960-----	276,072,958	16,701,410	11,501,410	1.80	1.40	335,419,561	57 - 38¾
1961 (3 mo.)-----	68,964,742	2,583,282	2,326,282	.30	.70	-----	55 - 39¾

WESTINGHOUSE ELECTRIC CORPORATION (NYSE)

Capitalization

Debentures: \$20,995,000, 2½s, due Sept. 1, 1971
 \$300,000,000, 3½s, due Dec. 15, 1981
 Preferred: \$3.80 Class B, \$100 par, 419,800 shares
 Common: \$6.25 par, 34,813,842 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$1,019,923,051	\$159,664,532	\$77,922,944	\$2.68	\$1.00	\$ 800,461,178	18 - 14½
1951	1,240,801,296	174,578,362	64,578,202	2.02	1.00	1,004,378,037	21¼ - 17½
1952	1,454,272,698	173,014,835	68,581,603	2.12	1.00	1,195,292,040	24¼ - 17½
1953	1,582,047,141	152,893,486	74,322,925	2.27	1.00	1,265,353,717	26¼ - 19¼
1954	1,631,045,480	168,241,939	84,594,367	2.53	1.25	1,329,120,140	39½ - 25
1955	1,440,976,985	84,102,747	42,802,747	1.23	1.00	1,287,685,975	41½ - 26½
1956	1,525,375,771	5,292,061	3,492,061	.05	1.00	1,264,469,283	33 - 25½
1957	2,009,043,776	140,461,736	72,652,980	2.09	1.00	1,400,682,932	34½ - 26¼
1958	1,895,699,358	128,972,541	74,772,541	2.12	1.00	1,411,507,606	37½ - 27¼
1959	1,910,730,252	159,547,359	85,947,359	2.43	1.05	1,498,128,496	55½ - 35¼
1960	1,955,731,183	144,957,562	79,057,562	2.22	1.20	1,521,138,112	65 - 45
1961 (3 mo.)	436,103,000	14,967,000	9,067,000	.25	.60	-----	50 - 40½

WILCOX ELECTRIC COMPANY, INC. (Unlisted)

Year ending June 30

Capitalization

Debt: \$1,050,525
 Preferred: 5% cumulative, \$50 par, 2831 shares.
 Common: \$3 par, 500,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,326,419	\$ 69,199	\$ 41,775	\$.08	none	\$ 1,183,144	2½ - 1½
1951	1,834,244	225,691	100,691	.24	none	2,309,171	3 - 1
1952	4,534,279	853,891	273,891	.73	none	3,573,730	3½ - 2¾
1953	5,630,363	329,857	129,857	.33	none	4,659,050	3 - 3
1954	5,516,505	247,764	137,273	.36	none	3,909,817	3¼ - 2½
1955	3,880,957	369,364	154,364	.40	none	2,923,476	5½ - 3
1956	5,179,830	402,784	205,777	.47	none	2,979,314	27½ - 2¼
1957	5,229,142	497,818	250,570	.68	none	3,949,344	3 - 2¾
1958	5,761,173	-----	266,694	.72	none	4,485,967	4 - 2¾
1959	4,622,426	403,823	202,523	.54	none	5,616,515	16½ - 4½
1960	10,232,490	853,405	435,032	.85	none	6,574,242	12 - 7½
1961 (6 mo.)	2,879,724	49,057(d)	17,845 (d)	.04(d)	\$.25	6,355,880	12¼ - 9½

(d) Deficit.

WOMETCO ENTERPRISES, INC. (Unlisted)

Capitalization

Debt: \$4,881,403 unsecured notes and mortgage; \$2,500,000 notes, due 1975
 Common: \$1 par, Class A and B, 1,007,757 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 5,367,817	\$ 614,756	\$ 452,666	\$.50	none	N.A.	(b)
1951 (a)	6,163,880	726,997	413,218	.46	none	N.A.	(b)
1952 (a)	6,595,926	885,112	495,167	.55	none	N.A.	(b)
1953 (a)	7,517,287	1,028,911	508,820	.56	none	N.A.	(b)
1954 (a)	8,778,373	1,932,817	1,014,819	1.12	none	N.A.	(b)
1955 (a)	9,284,291	2,125,756	1,170,425	1.30	none	N.A.	(b)
1956 (a)	9,058,022	1,765,971	899,841	1.00	none	N.A.	(b)
1957 (a)	9,273,084	1,651,467	833,344	.92	none	N.A.	(b)
1958 (a)	9,366,098	1,150,745	588,737	.65	\$.25	\$ 9,643,000	(b)
1959	10,396,241	1,446,299	707,550	.79	.52½	10,453,424	13 - 9¾
1960	12,673,650	1,805,429	1,013,429	1.01	.70	14,732,264	14 - 11¾
1961 (3 mo.)	3,434,453	583,293	301,293	.30	.35	-----	22½ - 12¾

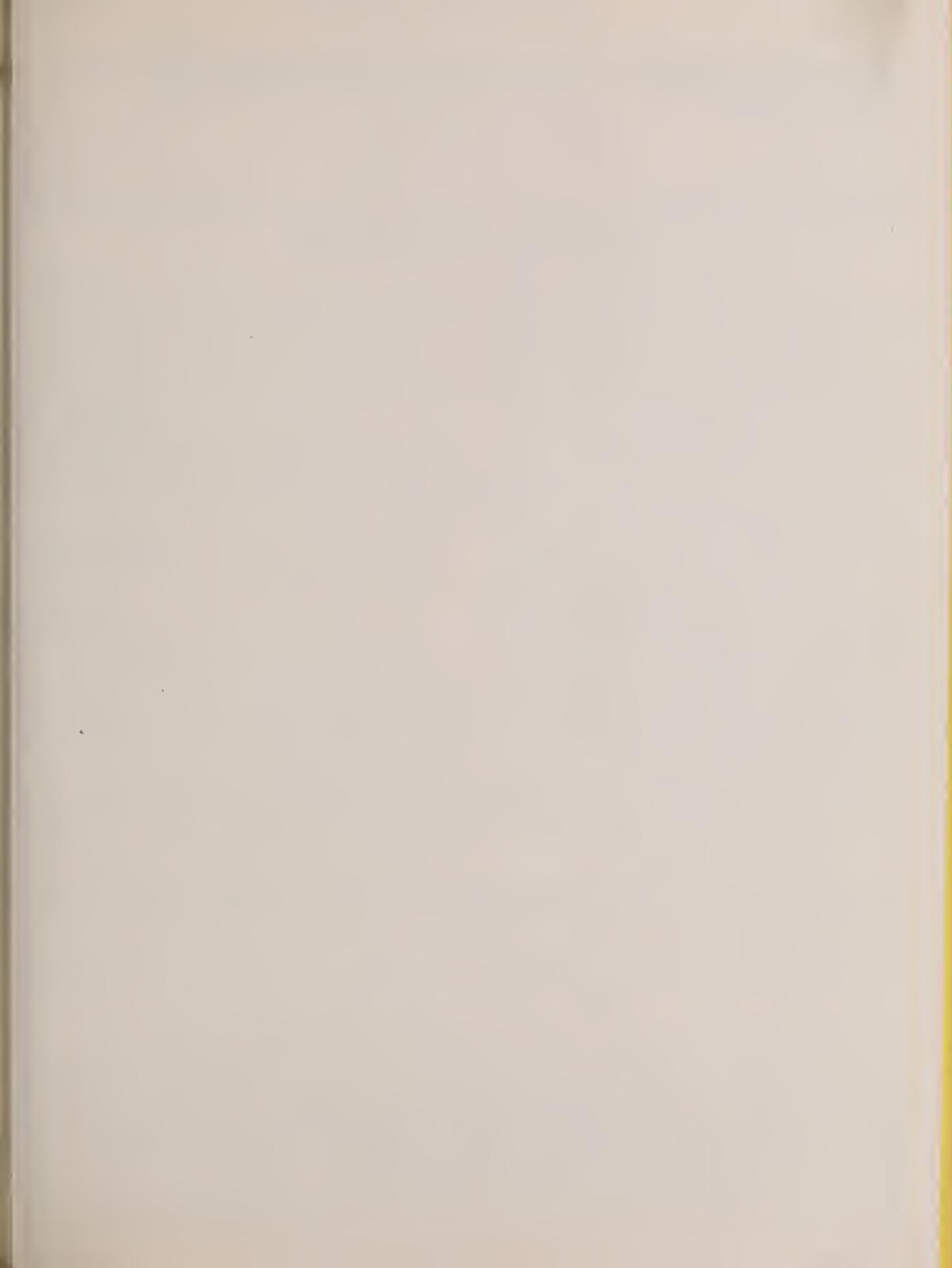
(a) Pro-forma. (b) Privately owned. N.A. Not available.

ZENITH RADIO CORPORATION (NYSE)

Capitalization—Common: \$1 par, 2,981,449 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$ 87,704,071	\$11,527,903	\$ 5,627,003	\$1.91	\$.25	\$51,971,284	11¼ - 5¼
1951	110,022,780	11,771,940	5,370,740	1.82	.50	50,275,866	11¾ - 7¾
1952	137,637,697	13,222,133	5,845,933	1.98	.50	54,416,548	13¾ - 11¾
1953	166,733,276	13,157,701	5,631,701	1.91	.50	52,042,451	14 - 10¼
1954	138,608,360	12,056,264	5,676,264	1.92	.50	62,604,970	16 - 10½
1955	152,905,005	17,104,491	8,034,491	2.72	.83	67,604,887	23¾ - 14¾
1956	141,529,855	13,298,717	6,178,717	2.09	.83	69,193,175	23½ - 16¾
1957	160,018,978	17,340,577	8,165,577	2.76	.83	84,338,732	23¾ - 15¼
1958	195,041,624	25,741,165	12,116,165	4.10	1.67	98,505,958	69½ - 20¼
1959	260,033,866	35,430,144	16,630,144	5.63	2.72	115,146,148	136¾ - 59¾
1960	254,111,740	32,475,819	15,225,819	5.11	2.75	117,258,988	129¾ - 89½
1961 (3 mo.)	63,965,865	-----	3,446,030	1.16	1.30	-----	145¾ - 97¼

(a) Year ending March 31



A SERVICE OF TELEVISION DIGEST

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WEEKLY **Television Digest**

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

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MINOW PROMOTED TO "PIKE" in broadcasting pond by Senate Commerce Committee Chmn. Magnuson (D-Wash.). He lauds FCC chief's NAB convention performance (p. 11).

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COLLINS & MINOW REACTION TO CRITICS shows no backtracking. Both say they don't expect to please everyone (p. 2).

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MINOW & LANDIS GIVE UP ON FCC PLAN: Except for funeral formalities in Congress, it was all over last week for President Kennedy's widely unpopular FCC reorganization plan (Vol. 17:21 p1). Even its champions—FCC Chmn. Minow & White House advisor James M. Landis—virtually wrote it off as lost.

Any hope that plan might survive in House was abandoned by its few supporters when Govt. Operations Reorganization Subcommittee led by Chmn. Dawson (D-Ill.) followed up its May 18-19 hearings by voting May 23 to turn it down. Simultaneously, Senate Commerce Communications Subcommittee conducted what amounted to a wake, with Minow & Landis as mourners.

Resolution disapproving plan was sped along by full Govt. Operations Committee May 25 for vote on House floor—possibly this week. And Commerce Committee Chmn. Harris (D-Ark.) promptly introduced watered-down legislative substitute (HR-7333) for President's much-disputed FCC proposals. Rejection of them will be backed by Speaker Rayburn (D-Tex.), whose word on agency questions usually is law in House. That will end President's FCC venture, since vote in House alone will be enough to kill plan. (At same time last week, Dawson's House unit gave green light to similar—but relatively non-controversial—reorganization of FTC, SEC and CAB, so President's defeat on agency front wasn't complete.)

Harris meanwhile planned early hearings—but set no dates—for his bill "facilitating the prompt & orderly conduct of the business" of FCC. His measure—like President's plan—would (1) Authorize Commission majority to delegate work to Commission panels & staffers. (2) Empower Minow to "assign Commission personnel" to delegated functions. (3) Remove mandatory requirements for review of cases on petitions of parties. (4) Abolish review staff. But unlike President, Harris would permit minority of Commission to rescind delegated authority. And specifically excluded from Harris bill is language in White House plan permitting Minow to hand out assignments to other FCC members. Added kicker in Harris bill: Elimination of Communications Act's Sec. 409 (c) (2) sharply restricting advisory functions of key staffers in adjudicatory cases. Most FCC members have disliked this provision.

Last-ditch (but half-hearted) fight for all of President's reorganization chart was nevertheless started in Senate by Minow & Landis. In face of House developments, they went before Communications Subcommittee to defend it. But before long they were agreeing with Chmn. Pastore (D-R.I.) that White House proposals to revamp FCC (written by Landis & previewed by Minow) could do with some revamping themselves.

Describing Commission as "6 untouchables & one unmentionable," Minow told Pastore he'd have "no objection" if key sections of plan increasing his authority were rewritten—along lines proposed by Harris. Objections by a 4-3 FCC majority and other critics had centered on these provisions, which Republicans charged would give Minow dictatorial power. Landis didn't take up Pastore's hint that White House withdraw FCC plan for revision. He maintained objectives & language were sound. But like Minow, Landis said he'd concur in modifications and in substitution of legislation for White House ukase.

All 7 FCC members were lined up before Pastore for Senate hearing. As in House proceedings week earlier, all agreed that Commission needed procedural streamlining. But only 2—Comrs. Craven & Cross—agreed with Minow that President's plan was way to do it. Also as in House hearings, critical testimony (but-tressed by 19-page brief) by ex-Chmn. Ford weighed heavily against White House proposals.

Pastore conceded that House probably would kill reorganization before Senate had chance to get around to it on floor. His Subcommittee's report will go to Senate's Govt. Operations Committee, which won't hold reorganization hearings until June 6. But there's some good legislative salvage to be had from plan, Pastore said, calling on Commission itself to get busy drafting reform suggestions for Congress.

Ford & other FCC objectors to plan were cautioned by Pastore not to conclude they had defeated President. "I don't want you fellows walking out saying 'we've killed the reorganization plan,'" Pastore told them. "Please, let us do something. I mean, let's get things done. Somewhere along the line you gentlemen ought to come up with one answer—not 7 different answers." He promised early hearings, paralleling those in House, on any legislation proposed by Commission.

At FCC, general reaction to Harris bill is that majority of Commissioners will support it, that industry will oppose it, that Congress will pass it.

HOW COLLINS & MINOW ARE REACTING TO THEIR CRITICS: "Hard-nosed" is a currently popular expression used to describe tough-minded men—and it seems to apply to both soft-spoken NAB Pres. Collins and FCC Chmn. Minow.

We took a reading on both last week, found temperature, pulse & respiration apparently normal, following criticisms of their NAB speeches.

Said Collins: "The industry has been jolted, and naturally there will be criticisms. I'm not dismayed, discouraged or disturbed by potshots. I never expected to please everyone. But I believe that the great majority of broadcasters supports me.

"I believe that the broadcasters are involved with the public interest. I can't seem to convince a few people of this. I didn't come here to present a facade, an image, a cloak, to give the impression of industry improvement—without the improvement. I don't believe I was brought here to become a prostitute for commercial interests. I don't expect to continue making speeches of criticism. I intend to point to improvements which are being made."

Minow, since his NAB speech, has several times said that some people have "misinterpreted" the speech to conclude that he believes in "censorship" or "program control." Some observers have taken this to mean he's backtracking. For example, after his May 14 interview on CBS's "Washington Conversation," May 15 N.Y. Herald Tribune headlined a story: "Minow Changes Tune on TV 'Wasteland.'" We asked him whether he had indeed changed his views. "Hell, no," was the response. During recent closed hearings of Harris Subcommittee, on FCC Reorganization Plan, Rep. Springer (R-Ill.) waved magazine at Minow, said it reported his objective as "program control." Said Minow: "I do not regard my function is to please the trade press."

THE 'EXPORT IMAGE' PROBLEM: Does U.S. prestige suffer because of telefilm shows sold in some 50 overseas markets by U.S. networks & syndicators? Definitely not, said John G. McCarthy, pres. of the TV Program Export Assn., in N.Y. last week. He termed such shows "one of the greatest assets of this country in the ideological warfare that we have been waging for these many years."

McCarthy noted "considerable criticism" of export telefilms from various American sources, which he said was "mainly based on misinformation and worn-out cliches." Furthermore, said he, such criticism is

made "with little or no consideration given to the repercussions & consequences that such utterances might have abroad."

Viewer reaction overseas to U.S. shows, in McCarthy's opinion, is that "the image of America, conveyed by the vast majority of these programs, is a highly attractive & desirable one." He had experienced good reaction to export shows, he said, in "modest homes in Australia, Manila, Japan, Argentina, Brazil, Mexico, England, Germany, Italy and many other countries." The picture of U.S. personal freedom, prosperity and well-being, he added, was "magnetic & inspiring."

There's an important financial consideration in export telefilms, McCarthy warned critics. "The export earnings of this industry are an important factor in improving the critical U.S. balance-of-payments position . . . We should all be aware how serious this situation is." The trend toward overseas telefilm quotas, designed to protect national pride & home-grown film industries, would only be furthered, McCarthy said, by "scathing indictments of the quality of our programs coming from U.S. sources."

Coincidentally, Brazil last week clapped severe restrictions on the showing of both foreign & domestic films on TV. Effective immediately, Brazilian TV stations have been ordered to: (1) Limit film showings to 30 min. daily between 7 & 10 p.m. and 20% of the remaining transmitting time. (2) Limit non-live commercial time between programs to 3 minutes, live commercial time to 5 minutes. Effective Jan. 1, 1962, each station must show one Brazilian film of comparable length for every 2 foreign films shown. Reruns of Brazilian films may only be offset against reruns for foreign films. Penalties are suspension or cancellation of station licenses.

STANTON URGES LOCAL LIFTING OF 315: To make possible TV-radio debates by key candidates for Congressional, state and local offices, local broadcasters should be permitted the same kind of equal-time freedom that was granted to the networks for the Presidential election by the suspension of Sec. 315. So said CBS Inc. Pres. Dr. Frank Stanton last week in a speech to a Chicago gathering of members of the honorary journalism fraternity, Sigma Delta Chi. The talk was later broadcast on CBS radio.

Stanton urged Congress to "seize the opportunity now" to find out how the Kennedy-Nixon debate experiment during the Presidential campaign would work when extended to state & local elections.

CBS flagships WCBS-TV & WCBS have offered free time to candidates for such offices in N.Y. & N.J.—but have made it clear that the offer is good only if Sec. 315 is lifted to assure against demands for airtime by fringe candidates. (Ex-Labor Secy. James P. Mitchell, Republican candidate for N.J. governor, last week spurned an invitation from WCBS-TV & WCBS N.Y. to debate issues with his Democratic opponent Richard J. Hughes, who had accepted the stations' free-time offer.)

NBC, reissuing its own equal-time releases, was quick to point out last week that CBS was not alone in carrying the banner for local-level suspension of Sec. 315. Last October, NBC Chmn. Robert W. Sarnoff urged in San Francisco that Congress make the lifting of equal-time restrictions permanent, and extend it to the state & local level. Later that same month, flagship WNBC-TV televised a debate between 2 N.Y. 17th district Congressional rivals. In January of this year, NBC Pres. Robert E. Kintner appeared before the Senate Communications Subcommittee, stated that TV had earned the right to hold unshackled debates "in any political contest at any level in our govt."

Programming

Murrow Learns the Ropes: Veteran CBS commentator Edward R. Murrow, who got off to a ragged start in his new job as USIA dir. (Vol. 17:12 p2 *et seq.*), says he's now finding his way around bureaucratic Washington. He wound up a National Press Club luncheon speech with this report: "I have learned since coming to Washington at least 2 things—the first is that it is easier to ask questions than to answer them; and the second, that questions are never indiscreet, but answers sometimes are." Murrow also said: (1) He has no thought of resigning his govt. job. (2) He doesn't think he's being bypassed by the White House or State Dept. on policy-making matters. (3) His USIA work provides him with more "frantic fascination" than he's experienced since World War II days

when he covered the London blitz. Murrow's agency would get more money—\$121 million instead of \$110 million asked in January (Vol. 17:4 p10)—under beefed-up national-security programs proposed to Congress by President Kennedy May 25. The President said in his speech that additional funds are needed for VOA TV & radio programming in Latin America & Southeast Asia and for more Spanish & Portuguese broadcasts in South America. Communist-bloc countries continue to outspend the U.S. on propaganda, the President pointed out.

Puzzle—Find the Whipping Boy: "In the same edition of the *N.Y. Herald Tribune* the blame for the medium's programming woes was attributed by John Crosby to sponsor control and by Marie Torre to network control."
—*Sponsor.*

FCB's Simpson Terms Minow Remarks 'Immature': FCC Chmn. Minow's scathing indictment of TV (Vol. 17:20 p1) continues to draw strong reaction, the latest coming from Foote, Cone & Belding dir. of broadcasting Jack Simpson. In Hollywood for conferences on next season's shows, the executive took time out to comment that Minow's remarks anent TV contained a "certain immaturity of knowledge of the industry." Added Simpson: "Subsequent comments & almost-retractions perhaps indicate he realizes this, too." However, Simpson did go on to say that it was time for producers to step up the quality of their product.

Expressing the opinion that Minow deliberately intended to make his first pronouncement "startling," Simpson said the speech to NAB did some good in causing the industry to engage in soul-searching.

TV is too often not looked at in its entirety and not in the context of its comparatively brief history, he said. In the span of only 11 years, Simpson explained, the industry had gone through many phases, had had to solve its technical & financial problems, and had had little time to concentrate on programming ("if you had Uncle Miltie and wrestling, you had it made").

FCB clients sponsor *Hallmark Hall of Fame*, *Bachelor Father*, *Adventures in Paradise*, *SurfSide 6*, *The Roaring 20s*, *Robert Taylor's Detectives*, *Red Skelton*, *The Untouchables*, *The Defenders*, *Twilight Zone*, *The Danny Thomas Show*, *The Andy Griffith Show* and *Tidewater* and *Purex* specials. Some, such as *Hallmark*, are full sponsors of series, while others are in on a participation basis.

Simpson said TV had shown considerable progress in public-service programs (which he preferred to identify as "socially significant" shows). This is a form which is TV's exclusively, he said. The ad man predicted that eventually 60% of nighttime programming would be mass entertainment; 30% public service, and 10% cultural. "You must maintain mass appeal, but at the same time must have enough to satisfy the splinter groups," he remarked, adding: "If you carried Minow's speech to the ultimate you would abolish free enterprise in broadcasting, and I don't think that's what's going to happen."

The time has come for producers to put more effort & time into coming pilots, said Simpson. "If there is an earnest desire for quality, you will see the networks & advertisers go along," he added. The executive said that if the producers became creative in their thinking, "there would be a significant breakthrough in the future." He conceded that networks & agencies as well as producers must share the blame for the lack of quality programs, and said "the time has come for the producer to stop trying to make just what he is asked to make. If they come to us with ideas they will find the people to listen."

Next year's schedule is not as good as it might be, Simpson admitted, but pointed out it was created about 18 months ago. However, he predicted that there would be less violence.

Public Wants Broadcast Editorials: According to a Pulse survey of 500 New Yorkers, 64% of the public favors the broadcasting of editorials by TV & radio stations. Only 18% are against the idea and the remaining 18% have no opinion. The survey, conducted for *Television Age*, also found that 71.2% considered TV to be the medium through which they "learned the most regarding the candidates & the issues" of last year's national election. Other media scores: Newspapers, 41.2%; radio, 11.4%; magazines, 5.4% (total percentage was 129.2% because of multiple responses).

The Children's Hour: FCC Chmn. Newton Minow's request for more informational programming seems to have accelerated plans to develop newscasts for the moppet-&-up set. But networks & independent stations alike, now busily preparing such programs, assert that the forthcoming crop of children's news shows is not a direct result of Minow's May 9 NAB speech (Vol. 17:20 p1), that the shows have been in the works for months.

ABC-TV plans a fall news show at the junior level which the network says has been in preparation for 2 months (Vol. 17:20 p2). Directed to the 13-17-year group, it will probably be a panel discussion. The show, not yet titled, is tentatively slotted for a late afternoon strip. ABC plans to use the news show as a training ground, with students aiding production & camera crews.

NBC-TV plans a 30-min. children's newscast, also untitled, for a fall debut on Sat. 12-12:30 p.m. Producer George Heinemann reports that trial pilots were made as far back as last December. The show's format combines hard news, student reporting, and commentary by NBC foreign correspondents. Although the program is aimed at a 10-15-year audience, news will be presented with no "talking down" to the young viewers. The newscast will differ from its grown-up counterparts by supplying to the audience detailed background material leading up to whatever incident the show is highlighting.

CBS-TV has no immediate plans for youth-angled newscasts or public-affairs shows. Said a CBS News spokesman: "We have nothing blueprinted for fall, but the idea's been under consideration for years."

N.Y. independent station WNEW-TV, one of the few local stations to have programmed in this area prior to Minow's proclamation, began children's newscasting early last April with special segments in a local film show called *Wonderama*. Conducted by Sonny Fox, the 3-hour Sunday morning program "appoints" juvenile reporters to cover N.Y.-area events and report on the air. *Wonderama's* premier telecast in 1960 featured a mock primary election with recorded messages from then-Sen. John F. Kennedy and Sen. Hubert Humphrey. In a later telecast a mock summit meeting was held.

WCAU-TV Philadelphia has included a 5-minute children's news segment in its morning *Gene London Show* since last fall.

And in the Midwest, the 5-station Taft Bestg. Co. has scheduled a 5-minute children's news show titled *Young People's World* (Vol. 17:20 p2). The program, slanted toward 5-10-year olds, will be an in-depth newscast which will expand beyond its 5-minute limit when the topic under discussion so requires. First telecast of *Young People's World* is scheduled for June 6. Taft Bestg. exec. vp Lawrence Rogers summed up his firm's attitude to us: "Feeding the kids a steady diet of cartoon fare is not taste building. The presentation of children's news shows enables us to stimulate the child's interest in the world around him. We want to become educators instead of just baby-sitters."

Stay Off TV, Judges Told: It's improper for judges to appear in commercially-sponsored TV shows which simulate court trials or other judicial proceedings, the American Bar Assn.'s committee on professional ethics has decided. But it's okay for them to participate in panel-discussion programs so long as these are produced in consultation with bar groups, the committee said. Lawyers were given permission by the ABA committee to appear as actors on any show—sponsored or unsponsored—if they are billed in the TV credits as actors, not attorneys.

Business-News Show Planned: As network public-affairs shows steadily become more specialized in their approach—i.e., to women, teen-agers, students, etc.—another example has turned up—*American Business Briefing*. This is a 60-min. Sunday show produced by a trio of ex-ad-men and scheduled to debut on ABC-TV Oct. 22 in a 12:30-1:30 p.m. weekly slot. A preview version of the show was fed by closed-circuit last week for showing to business leaders in N.Y., Chicago and Cleveland. Acting somewhat in the role of “patron” for the show has been Fuller & Smith & Ross, whose clients have first call on the show’s availabilities (cost: \$15,000 per 60-sec. participation, if an advertiser purchases 6 min. or more). The program is designed to reach, according to F&S&R, “3 million decision-makers in business, govt. etc.,” and will employ a quartet of specialized TV reports (aided by films, tapes, interviews, etc.) and a “chief editor.” Principals in the show package are Hendrik Booraem Jr., ex-bcst. vp for Ogilvy, Benson & Mather; Sidney W. Dean Jr., former McCann-Erickson vp and a trustee of Metropolitan ETV Assn.; Adrian Samish, former ABC vp & program dir. and former vp for bcstg. at Dancer-Fitzgerald-Sample.

Sponsor Snubs TV Satire: General Motors of Canada left CBC unfazed last week when it refused to sponsor “Conquest of Cobbletown,” an original TV drama satirizing Canadian nationalism, and scheduled for the CBC-produced series *General Motors Presents* (Sun. 9-10 p.m.). Said the sponsor: “We consider it would be ill-mannered for us to associate our name with a TV program that pokes fun at Canadian nationalism . . . It would place GM in the position of seeming to plead a case for U.S. ownership of Canadian companies.” GM requested that the play be omitted from its series because of “audience identification with the company.” Replied CBC with cool independence: “The play is not inappropriate for that time period and is a proper show for *General Motors Presents*. It will be presented as scheduled, but without benefit of sponsorship.” Praised TV playwright Leslie McFarlane: “If this happened in the U.S., where networks are commercial, I wouldn’t be backed up.” Last week’s was the 2nd GM-CBC falling-out, the first being “Shadow of a Pale Horse,” which dealt with the lynching of an innocent man.

Old Reruns Never Die: CBS-TV may lose money (as CBS News Pres. Richard Salant recently admitted) on some of its worthy public-affairs shows, but the network can also be as slick as a Baghdad rug merchant when it comes to making a buck from an old rerun package. Due to bow out in July on CBS in the Fri. 9:30-10 p.m. spot is *Way Out*. As a late-summer fill-in (until MGM-TV’s *Father of the Bride* series occupies the time period in the fall), CBS has scheduled a series called *Adventure Theater*. Actually, these will be episodes selected from a *Schlitz Playhouse* package of 150 half-hours which the network acquired some time ago and has used ever since as a sort of “instant TV” replacement. CBS purchase price for each negative in the package: less than \$10,000 apiece.

‘Emmy’ Due for Face-lifting: Committees were formed in N.Y. last week to examine & remedy any “notable Emmy Award failings.” Betty Furness will head an entry-qualifications committee to study the eligibility of locally produced & syndicated programs for the national Emmy awards. Because of their staggered distribution, and their availability to relatively few markets, many such programs have not previously been eligible. Max Liebman will be chairman of a committee to recommend a code of ethics governing voting structure, advertising and use of the Emmy.

Stations

What Stations Can Do to Get ‘Better’ Shows: TV’s 3 Rs—“repeats, reruns, and residuals”—are producing “more money for a few people & more boredom for millions than any other scheme ever perpetrated on America.” This latest blast at broadcasters came May 25 from Henry M. Schachte, Lever Bros. exec. vp, in a talk to the Bcstg. Executives Club in Boston. But Schachte—who recently revealed that a Lever-Nielsen study showed an annual evening-viewing decline since 1957 (Vol. 17:17 p7)—paired his criticism with a constructive idea. He attributed TV’s programming plight to “a paucity of creative talent,” and urged local-station management to carry the ball. “Today we are trying to build major league TV talent without any minor league,” he said.

“Swell the roster of rookies,” challenged Schachte, and “in a few years the world series will be something to behold.” The networks can’t do it alone, he declared, adding, “costs are too high, the audiences are too large whenever the network throws the program switch, to risk them on unproven talents. Performers in the network league must have seasoning in the minors.”

Schachte, on local shows, charged that “with a few notable exceptions, locally originated programming in too many markets consists almost entirely of 2 staples—local news & weather—one man—or one woman—in front of one camera. This is hardly the kind of daring, hardly the kind of challenge or opportunity that will allow local stations to make much contribution to the advancement of television programming.” He suggested that TV drama competitions in high schools or college drama clubs might “spark the flame that ignites the next Fred Coe, or Paddy Chayefsky.” Station contributions of equipment or money to a college that offers broadcast courses or “the guarantee of a job to at least one graduate every year—or a summer fill-in assignment, or 100 other ideas, perhaps seemingly remote, will prove the solution to the complex, national problem that we face with some urgency today,” Schachte said.

FCC Awaits Stereo Applications: Though the FCC has received many queries from stations & their attorneys, no complete stereo FM application has been filed yet, we learn from the Commission’s stereo specialist, engineer Harold Kassens. The main problem, he said, is that none can specify type-accepted equipment—because no manufacturer has yet been given a go-ahead by the Commission. Only 2 type-acceptance applications have been filed—by GE and Zenith, the latter only for its WEFM Chicago. Presumably, FCC will give the applications quick consideration and approval if satisfactory.

WKBW-TV & WKBW Buffalo Sold: They went, for \$14 million, to Capital Cities Bcstg. Corp. which had just bought radio WPAT Paterson, N.J. for \$5 million (Vol. 17:21 p16). Taft Bcstg. Co. had offered \$12.5 million for the Buffalo facilities earlier this year (Vol. 17:1 p9), but Taft officials said that negotiations fell through after word of the offer was leaked to the press. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Durham-Raleigh and WDCD (Ch. 19) Adams, Mass.

Group Name Change: The Washington Post Broadcast Div. of the Washington Post Co., operator of WTOP-TV & WTOP Washington and WJXT Jacksonville, has changed its name to “Post-Newsweek Stations, a Division of the Washington Post Co.”

ARB Merges with C-E-I-R: ARB, the 12-year-old TV audience research firm, and C-E-I-R, 7-year-old electronic data-processing & business-services company, merged May 26, with C-E-I-R acquiring all ARB stock. At present, ARB monitors U.S. stations by means of selected random samples, field interviewers and Arbitron, an instantaneous electronic system operating in 7 markets. "The merger was a logical step economically for both companies," said C-E-I-R Pres. Dr. Herbert W. Robinson. "We will jointly possess unrivaled talents to provide new standards of reliability, excellence and timeliness in TV audience measurement."

Adding his amen, ARB Pres. James W. Seiler said the merger will "make available to ARB clients tremendously increased facilities for more sophisticated analyses of existing basic data on audience behavior."

The firms announced that ARB stockholders would receive between 52,500 & 77,000 shares of C-E-I-R, recently selling at \$50-70 per share. The exact number of shares will be determined "according to a formula," details of which weren't disclosed.

Triangle Buys into ITA: A one-third interest in ITA Electronics Corp. has been purchased by the Triangle stations, it was announced last week by Roger W. Clipp, vp of the TV-radio div. of Triangle Publications, Inc., and Bernard Wise, ITA's president. The electronics firm, located in Lansdowne, Pa., is a major designer & builder of communication & broadcast equipment. It recently entered the field of AM transmission & automation. Founded only 4 years ago, it was the organization which supplied the high-frequency equipment to record President Eisenhower's Christmas message from the Atlas missile in 1959. Although the Triangle stations have pioneered in color transmission, FM, facsimile, videotape and automation, this is their first step into the actual manufacturing of broadcast equipment.

Cuba to Puerto Rico: Gaspar Pumarejo, exiled Cuban station owner (CMBJ-TV [Ch. 12] Havana) and program producer, has successfully transferred his TV activity from Cuba to Puerto Rico (Vol. 16:9 p6) and is conducting his own participating shows on a hook-up keyed from San Juan's WAPA-TV—repeating the commercial successes that made him known as "the Spanish Arthur Godfrey." WAPA-TV & WOLE-TV Mayaguez are controlled by the John G. Johnson TV-radio interests of Winston-Salem, N.C., with William M. Carpenter as vp-gen. mgr. Goar & Abel Mestre, exiled owners of the Cuban CMQ-TV & CMQ networks, hold 20% interest in WAPA-TV, which they helped found in 1954.

Camera Tube Prices Cut: GE has reduced prices and extended warranties on 2 low-light image orthicons, suitable for color or b&w cameras. The standard GL-7629 has been cut from \$2,525 to \$1,800 and the warranty extended from 500 to 750 hours. A developmental low-light tube (ZL-7802), is priced at \$1,975 (750-hour warranty).

Longest Relay Hop: RCA claims a record of the longest point-to-point TV microwave hop in a relay from Salt Lake City to Idaho Falls for KID-TV Idaho Falls. The single hop is 136 miles from a 9,000-ft. peak near Salt Lake City to Albion Peak, Idaho. The new KID-TV relay, now in operation, spans 225 miles in 2 hops.

WTVI Ft. Pierce Sold: Gene Dyer has sold, for \$175,-795, his WTVI (Ch. 19) Ft. Pierce, Fla. to Atlantic Bestg. Co. (KFEQ-TV St. Joseph, Mo.). The station went off the air Feb. 16, is expected to resume within 45-50 days.

Film & Tape

HOW TO BUY FEATURES: The first major sales call of a TV film distributor armed with a strong new feature package is almost always the home office of the CBS-TV Stations Div. in N.Y. There's a sound financial reason. Located in blue-chip major markets (N.Y., Los Angeles, Philadelphia, Chicago, St. Louis), the 5 CBS o&o's occupy a position in the TV-film business not unlike that of the Radio City Music Hall in the theatrical film business. So far, the CBS-owned outlets have invested over \$50 million in feature packages, represent a "prestige sale," and generally set the station-level feature pace for the whole TV industry in terms of what they buy, or don't buy.

The man who presides over the station group's feature-buying activities is Hal Hough, program-services dir. for CBS-TV stations and formerly program dir. of WCBS-TV N.Y. Hough recently gave us a condensation of his buying philosophy & its operation. Here are highlights:

He & his staff maintain an up-to-date analysis of every feature package on the market, and of individual movies within the packages. Additionally—and this may be a surprise to more than one Hollywood producer or distributor—the CBS o&o's have also TV-evaluated all of the pre-1948 and post-1948 films not yet on the market, and periodically revise the list. For example:

"In the early 1950s, [said Hough] Warner Bros. distributed a feature, 'Sincerely Yours,' starring Liberace. At the time, we graded it as a hot feature, but we have been downgrading it steadily since. On the other hand, Laurence Harvey was just another English actor until he struck it big in 'Room at the Top.' Although that film will probably never play TV, because of its subject matter, it has helped to upgrade, in our opinion, a number of British films in which Harvey appears."

Factors Considered in the Rating of Features

Feature ratings, audience mail, sponsor reaction and other factors are carefully sifted by Hough and his film staff (each CBS o&o has its own film buyer, but Hough is the key figure). Hough has therefore formed strong opinions about what will go, and what won't, in TV features.

"The Hollywood male stars of the late 1930s, 1940s and 1950s are still the strong drawing cards," said Hough. "Incidentally, the strongest names of the lot—Gable, Bogart, Cooper—are alive today only in their pictures. On the other hand, a number of female stars have slipped considerably as TV attractions. These include Sonja Henie, Luise Rainer, Irene Dunne, and Norma Shearer. Garbo and Jean Harlow are fairly good draws, but it's often just a case of audience curiosity."

TV success, or a major movie comeback, helps to boost the TV allure of many a feature personality. "Fred MacMurray is enjoying a new vogue," Hough told us, "because of his successful TV comedy series and because of 2 hit films for Walt Disney. Recent picture successes have also boosted our ratings for features starring Debbie Reynolds and Jack Lemmon." Warned Hough, however: "TV movie success moves much more slowly than theatrical movie success, since we're dealing with a truly mass audience. Films that are hot in the 'art houses' often just die on TV. Even an actor like Alec Guinness, who has moved up from art-house British comedies to major Hollywood features, is still not as good a draw on TV as Clark Gable and Lana Turner in an MGM oldie like 'Honky Tonk.'"

Hough doesn't like to see stations "cheat" by plugging star personalities who have actually minor roles in features. As an example, he cited Marilyn Monroe's brief (but highly visual) walk-on in one of the late comedies of the Marx Brothers, "Love Happy." Said Hough: "We have no objection to telling the audience during a commercial break to watch for so-&-so in the next reel, but we don't feel that a station, or a distributor, should merchandise major stars who are playing only bit parts."

Feature tastes in TV run in cycles, and the CBS outlets are well aware of this. "Right after World War II, nobody wanted to look at 'war pictures.' Now, we're reaching the point in the cycle where war veterans are getting nostalgic about wartime service. The biggest & best war films, like '30 Seconds over Tokyo,' are now strong at almost any time. This isn't true of all action-adventure films. We've found that cloak-&-sword pictures like 'Captain Blood' are not always dependable. Neither are wartime musicals. Musicals which don't have a gimmick that's dated and which feature still-current stars—such as 'The Harvey Girls' with Judy Garland—do well on Friday & Saturday nights—partly because there are no big network musical variety shows on these nights."

TV Potential of Post-1948s

Post-1948 films are no recent novelty to feature audiences of the CBS-owned stations. "About 20% of all features we've televised in the past 3 years on all our stations have been post-1948s," Hough estimated. "We've had post-1948s on the air ever since 1948. Actually, there's no built-in magic in the date. It's mostly a sales term in the trade. There are great pre-1948s and lousy post-1948s."

By Hough's calculation, there are about 2,500 post-1948 movies with TV potential, and of these "at least 72" are not likely to get on free TV at any time because of code & censorship problems. ("Possibly they'll play on pay TV, but I doubt it.") For the past year, a member of Hough's staff has been carefully screening post-1948s purchased by the CBS outlets. Of 125 thus examined, 8 have been rejected entirely. Chief reasons for the toss-out, according to Hough: "Cheap sex . . . sadistic violence . . . taboo subject matter."

The sales trend in post-1948 packages, Hough told us, is "definitely" toward small packages & high prices. "At least one post-1948 package is being offered today to stations at a price actually higher than the station's 'break-even' point in terms of advertising revenue from participations in the films. The distributor is talking it up as 'prestige.' Fortunately, we are well-stocked on features, and can afford to wait it out."

Several feature packages which have been offered to—and bought by—the CBS outlets have contained a few good films & a large padding of mediocre properties. Hough is well aware of this sales tactic, but points to a balancing factor: "The CBS o&o's play about 20 features per week per station in all kinds of time periods. We save our best films for our best slots, and run the 'program pictures' in our less-valuable time. You actually need minor pictures in this business."

The post-1948 trend to wide-screen processes also presents no problems to Hough. "We insist that such pictures be re-processed before we'll buy them from a distributor. It will cost a distributor about \$1,000 per negative to have them done properly in a 5-position printer with a panning head. But distributors are beginning to realize that you can't cheat here; it has to be done right."

Hough also has a buying policy concerning color features. He insists on black-&-white prints ("you get a

very limited contrast range when you run color movies through black-&-white equipment"), but manages to retain color rights on almost all color features as against the day "when color TV is really widespread."

Stations which have well-stocked feature libraries, said Hough, can bolster their audience appeal occasionally by programming their features in special week-long film festivals. A few such, as suggested by Hough: "Broadway Week" (adaptations of plays or musicals), "Oscar Week" (movies which won an Oscar or had Oscar winners in the cast, or both), "Best Sellers Week" (adaptations of famous novels—Vol. 17:17 p13), "Critics' Choice Week" (local editors choose their favorite films) and "Tribute To . . . Week" (to salute a film personality like Clark Gable, Bob Hope, Bette Davis). "In such cases," says Hough, "you need special copy for your host or announcer, lots of local promotion, and a nice sense of sequence to the films."

What is Hough's own favorite feature film? We asked him. Replied Hough: "'The Philadelphia Story' starring Katharine Hepburn." It is available for TV.

That Syndication Slump: Hollywood's TV-film executives give varied interpretations of the current syndication slump for off-network reruns (Vol. 17:19 p3).

Some take a gloomy view, and tell us "there is no longer any money to be made in the accumulation of some films. There is no market—foreign or domestic—unless you have a successful series." One producer, who has a series still on a network after 4 years, told us: "If a producer owns 39 films, he has a flop, as far as the prospective buyer is concerned. In fact, it's not too easy to sell a show which has been on for only 2 years. This is true in the foreign market too. As a result, there has been a drastic change in the rerun business, which is now good only for the distributors & packagers. The market is glutted with stuff which can't sell."

The other side of the coin was best displayed by Tom McDermott, Four Star Television exec. vp, who said that since it is no longer economically feasible to make TV film for syndication, this can't help but increase the demand for off-network series.

And Then There Were 2: Dick Powell and Ozzie Nelson (and family) are the only TV-film personalities heading for their 10th year in an industry in which personalities have been the most perishable of commodities.

Powell starred for 4 years as one of the headliners of *Four Star Playhouse*; for 5 years as host & sometimes star of his Dick Powell's *Zane Grey Theater*; and next season begins his *Dick Powell Show* on NBC-TV.

Nelson's *The Adventures of Ozzie & Harriet*, starring his real-life family, has been on ABC-TV for 9 years, and begins its 10th year next fall.

A number of personalities have had several series, but have not been on continuously for the past 9 years, as have Powell and Nelson. Multiple-series stars include Bob Cummings, whose 3rd begins next fall; David Niven, 3; Ray Milland, Eve Arden, Richard Boone, Jackie Cooper, Ida Lupino, Darren McGavin, John Russell, Lloyd Nolan, Roger Moore, Robert Young, Broderick Crawford and Ann Sothern, 2 each.

Screen Gems' new animated Hanna-Barbera show *Top Cat* set for ABC-TV next fall will star Arnold Stang as the leader of the N.Y. cat pack. Originally Michael O'Shea had been tapped for the title-role voice, but because of an "imminent live-action series" he was forced to bow out.

HOLLYWOOD ROUNDUP

Warner Bros. begins production on 26 TV shows between now and June 12—6 for *77 Sunset Strip*, 5 each for *Lawman* and *Hawaiian Eye*, 4 for *The Cheyenne Show* and 3 each for *The Roaring 20s* and *SurfSide 6* . . . MGM-TV goes into production June 12 on *Dr. Kildare*, June 19 on *National Velvet* . . . *Robert Taylor's Detectives* goes into production as a 60-min. series June 10 at Four Star Television, under the aegis of the Levy-Gardner-Laven production combination.

Revue Studios has lined up as guest stars for its new *Frontier Circus* series Sammy Davis Jr., Thelma Ritter, Vera Miles, Mickey Rooney, Barbara Rush, Brian Keith, Aldo Ray, Eddie Albert, Rip Torn and Gilbert Roland. Richard Irving produces the series which stars John Derek, Chill Wills and Richard Jaeckel.

MGM-TV is planning as pilots for the 1962-63 season the *Russell Nye Show* and *The Angry Ones*, both half-hour series . . . Filmaster Productions will pilot *Man at the Cape*, about the missile base at Cape Canaveral. Nat Perrin will produce it.

Brennan-Westgate Productions begins filming next season's *The Real McCoys* at Desilu Culver studios in July . . . MGM-TV has signed Claire Kennedy and Anne Howard Bailey as writers for *National Velvet*.

CBS-TV is considering expanding *Have Gun, Will Travel* to 60-min. in 1962. Its decision may depend on the fate of another CBS series, *Gunsmoke*, being stretched to the hour length next season.

MGM-TV's *Father of the Bride* goes into production in mid-June, with 2 writing teams, Katherine & Dale Eunson and Ted & Mathilda Ferro signed to write the series.

Warner Bros. will finish 13 *Lawman* films by June 30, plans a 2-week hiatus before resumption.

Valentine Davies elected president of the Academy of Motion Picture Arts & Sciences, a post he has held since moving up from vp following the death of B. B. Kahane.

Henry Jaffee Enterprises has made a deal with the Skelton studios to tape in color a 60-min. special, "Highways in Melody," on NBC-TV next fall.

MGM-TV begins production June 5 on *Cain's Hundred*, being produced by Paul Monash.

WGAW to Debate Minow Talk: A panel discussion centered on FCC Chmn. Minow's criticism of TV (Vol. 17:20 p1) is scheduled by Writers Guild of America for its TV awards meeting June 8. FCC counsel Ashbrook Bryant will be the Commission spokesman on the panel, and others will represent writers, sponsors and ad agencies. The event will take place at the Beverly Hilton Hotel.

People: Berle Adams, in charge of MCA's international TV div., has left on a South American business junket . . . Producer Irving Pincus (*The Real McCoys*) left last week for Europe on a month's business-vacation trip . . . William Dozier, vp in charge of West Coast activities for Screen Gems, leaves June 19 on a 5-week European vacation . . . Jack Chertok, producer, has left Revue Studios and is preparing several projects as an independent . . . Gene Banks has been named dir. of live & tape programming for Selmur Productions, AB-PT subsidiary.

NEW YORK ROUNDUP

Wolper-Sterling Productions grossed \$750,000 in 1960, its first year of operation, Sterling TV Pres. Saul J. Turell revealed last week. The 6 specials on the 1960-61 production roster: "Hollywood—the Golden Years" (set for NBC-TV this fall); "Biography of a Rookie;" "Project: Man in Space," currently being syndicated by Tidewater Oil (Vol. 17:17 p12); "The Rafer Johnson Story;" "The Legend of Rudolph Valentino," spot-sponsored by Peter Pan foundations and telecast in N.Y. on WPIX last week; and Wolper's much-debated "Race for Space" which recently achieved high ratings again in its 3rd N.Y. run on WPIX (Vol. 17:17 p12). Turell and Wolper met last week to "work out details of next season's production schedule" which, according to Turell, includes "12 new TV spectaculars." First item on the agenda will be a follow-up Hollywood documentary which traces the growth of the movie industry after the introduction of sound. The other 11 will be divided among sports, the motion picture field, and "what might be called the public-affairs field—like man's adventures in space," Turell said.

CBS-TV Stations Div. is completing an international program exchange with England, Canada, Australia and Italy. Terms of the 5-way, quasi-syndication deal: The 5 CBS o&o's, starting in mid-June and running through the summer, will carry *The International Hour*, utilizing 13 hours of programming contributed by 4 foreign TV networks (BBC, CBC, ABC, RAI). The programs are currently being selected. In exchange, CBS will offer the *American Musical Theater*, produced by WCBS-TV N.Y. as a taped half-hour series.

CNP Slashes Sales Staff: Confirming our report that the syndication offshoots of all 3 networks are cutting back heavily in a slack season (Vol. 17:19 p4), NBC's Cal. National is now making plans to cut its 20-man sales force in half. The trimmed-down staff will concentrate on what is virtually a holding operation in the sale of reruns & off-network properties. CNP has invested some \$250,000 in 5 unsold pilots, but it's doubtful that any will be launched as first-run syndication properties.

NBC TeleSales is the latest network tape offshoot to land a major production order for a show that will actually be seen on another network. The NBC unit begins shooting "The Power & the Glory" for Talent Associates-Paramount this week. Scheduled for telecasting on CBS-TV this fall, the 90-min. special will be simultaneously filmed & taped. Because of the show's "size & scope," both of NBC's Brooklyn studios will be used.

Add syndication sales: 7 Arts has sold the first group of post-1950 Warner Bros. features in 85 markets to date. Sales for Volume 2 now total 12.

Screen Gems begins production July 10 on next season's *Route 66*, starring Martin Milner & George Maharis.

People: Fred Raphael has been appointed Filmways vp-gen. mgr. . . . Marilyn Gold has been named PR dir. for T.F.P. (Transfilm-Caravel, Flamingo and Pyramid Productions), the entertainment div. of the Buckeye Corp.

Obituary

Robert W. Friedheim, Ziv-United Artists administrative vp, died May 21 of a heart ailment while in Fort Lauderdale, Fla. He is survived by his wife, a son, a daughter, and 3 grandchildren.

Religious Objection Kills an Episode: NBC-TV Pres. Robert E. Kintner has ordered withdrawn what was to have been the first of a 5-parter on *The Lawless Years*, a drama entitled "Louy K." Instead, the project will begin with the 2nd episode and a brief narration explaining what happened in the dropped segment. Producer Jack Chertok was irate about the action, which was taken on religious grounds. He told us that he & Robert Wood, NBC-TV West Coast broadcast-standards mgr., had 5 rabbis check the script beforehand, and that changes suggested by the rabbis had been made. In addition, Chertok said, "I had a rabbi on the set every day we shot the picture and he made no objection." But after the print had been approved by the network, some N.Y. rabbis read a publicity release about it and asked to see it. They objected to the episode and Kintner immediately withdrew it. The story concerns a rabbinical student, who, with his sister, is attacked on N.Y.'s East Side. The girl loses her sanity from the shock of the assault and the brother renounces the faith and desecrates holy documents. Chertok said he could not understand Kintner's order, since rabbis and NBC-TV in Hollywood had not found the episode offensive.

What a Series Can Do For An Actor: A striking example of what a TV series can do for an actor's career is Robert Horton, co-star of Revue Studios' *Wagon Train*. Just before he became one of the stars of this successful series in 1957, Horton was getting \$400 apiece for freelancing in 30-min. films—when he could get the work. Today his price as a guest on a 30-min. film is \$5,000. His fee for working in *Wagon Train* is \$2,250 a week. Recently he rejected a \$15,000-a-week movie offer because he didn't think the picture would help his career. Despite his TV success, Horton plans to leave the series when his contract expires after next season. He is reported interested in starring in a Broadway musical, and has received such offers. At Revue, the report that Horton would leave the series was met calmly by producer Howard Christie. He told us the studio had introduced a new young actor, Scott Miller, as a regular on the wagon train.

Inter-American Show Business Union Formed: Representatives of all U.S. entertainment field unions and more than 40 delegates from 17 other countries formed the Inter-American Entertainment Workers Federation at a meeting in San Jose, Costa Rica, last week. The organization's constitution seeks to expedite reciprocity of talent working in various countries through exchange plans; to end discrimination of race, religious and other grounds; to assist efforts of the unions to remain free; and to study the effects of automation on show-business workers.

Add Syndication Sales: Ziv-UA has sold its first-run *King of Diamonds* in 145 markets to date. *Ripcord*, Ziv-UA's latest syndication release, has been sold in 32 markets, including KABC-TV Los Angeles and WTVJ Miami.

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more. After publication, single copies \$12.50 each; or \$10 each for orders of 5 or more.

Advertising

FTC Okays 'Reasonable' Props: TV commercials for Palmolive Rapid Shave which use sandpaper demonstrations are "harmless exaggeration or puffing"—not deceptions—according to FTC examiner William L. Pack. In an initial decision calling on FTC to drop a Jan. 1960 complaint against Colgate-Palmolive (Vol. 16:3 p8), Pack said that neither the company nor Ted Bates should be censured for not using real sandpaper in TV shaving sequences prepared by the agency. "In view of the technical problems peculiar to TV," Pack said, "reasonable latitude in the use of mock-ups or props should be permitted—provided, of course, such use is not misleading in a material respect as to the actual properties or qualities of the product advertised."

The FTC had complained that substitution of plexiglass for sandpaper in the commercials misled Rapid Shave customers. But Pack contended: "Obviously the sandpaper sequences were employed simply for the purpose of emphasizing & dramatizing the recognized moistening or wetting properties of the cream. It is difficult to believe that anyone could have been misled as to the properties or qualities of the product."

BAR Plans Speed-up: The CIA of the spot-TV ad world—Broadcast Advertisers Reports Inc.—has expanded its operation to include electronic data-processing equipment. BAR monitors on-the-air commercial performance and competitive data for some 3 million national, regional and local commercials in the top 75 TV markets, using tape recordings that are later replayed at a central listening facility. Electronic data-processing will not replace this intelligence-gathering method but "will accelerate the publication of reports substantially," said BAR Pres. Robert Morris. It makes possible "a number of specialized tabulations of current data for all the specific interests of our subscribers," he added. "Each announcement, as broadcast, can be detailed to show time of occurrence, station, market, length, type and product information." The new equipment has been installed in BAR's Darby, Pa. production center.

Webb Addresses AFA: The opening Monday luncheon of the 4-day Advertising Federation of America convention in Washington's Sheraton-Park Hotel this week will be addressed by NASA Administrator James E. Webb. Other luncheon speakers: May 30, FTC Chmn. Paul Rand Dixon; May 31, Cunningham & Walsh Chmn. John P. Cunningham. Dixon's talk will be followed by a panel discussion of "creativity in advertising with relation to govt. regulation." Participants will include ex-FTC Chmn. Earl W. Kintner, Ed Zern of Geyer, Morey, Madden & Ballard, Burton E. Hotvedt of Brady Co., and Leslie Bruce of Purex Corp.

Cold "Cure" Cited: Radio commercials for Vicks Double-buffered Cold Tablets that claim they will cure or shorten the duration of the common cold are false, FTC charged in a complaint against Richardson-Merrell Inc., the manufacturer. Newspaper & magazine advertising for the preparation also was cited by FTC.

Ad People: William Brennan, ex-CBS, named vp & TV programming mgr., Compton Los Angeles office . . . John Cole, Sullivan, Stauffer, Colwell & Bayles TV producer, and Donald Moone, account supervisor, named vps . . . Richard M. Fishel Jr. and H. T. Eckhardt elected vps, Erwin Wasey, Ruthrauff & Ryan . . . Havis Medwick named asst. dir., TV-radio dept., Erwin Wasey, Ruthrauff & Ryan. He is business mgr. of the department.

Shell Returns to TV Fold: Shell Oil Co., which startled the TV industry last fall with the most-publicized pull-out of the season (Vol. 16:47 p9), seemed last week to be doing a quiet about-face on its present all-print media policy. Through Ogilvy, Benson & Mather (which had helped persuade Shell to put its \$15-million budget in non-broadcast media), Shell signed with CBS-TV for a participation schedule in telecasts of the pro football N.Y. Giants this fall. And there was evidence that there was more TV to come. An OBM spokesman denied in N.Y. that the agency was currently scouting available network properties for Shell sponsorship in 1962, but network sources said Shell was considering a European-taped series of golf matches & a concert series with Leonard Bernstein.

Both Shell and OBM have been under heavy TV sales & promotional fire from a number of quarters since last fall, including TvB, network sales executives, station reps—and even Shell dealers.

Tobacco & Furniture TV Dollars Up: While the tobacco industry reduced ad expenditures in other consumer media last year, TV's share "rose substantially," TvB reported last week. Total 1960 ad budget for the industry—\$176 million—declined 1.7% from 1959's \$179 million, while national spot & network TV billings rose from \$106.7 million in 1959 to \$112.6 million. Brown & Williamson led in TV with total gross time billings of \$20.3 million, followed closely by R. J. Reynolds (\$20 million) and by P. Lorillard (\$16.2 million).

On another TvB front, a survey of 620 National Retail Furniture Assn. members showed that this industry's use of TV has virtually tripled since 1955. Other findings: (1) The average furniture store using TV puts 21% of its ad budget into the medium. (2) Sunday is the preferred day for TV advertising. (3) 77% use spot-announcement campaigns and of those, 48% buy prime evening time, 39% early evening and 31% afternoon hours. (4) Newscasts are the most popular program buy—40%, followed by 30-minute films—30%, and feature-length movies—28%.

Spot-TV Estimator Distributed: A new edition—the 29th—of "Spot TV Advertising Cost Summary" is being distributed to agencies by rep firm The Katz Agency Inc. Designed to aid timebuyers in making quick estimates of basic spot TV purchases in as many as 228 U.S. markets, the summaries have been issued by Katz since 1949 and have been revised semi-annually since 1953. Grouped in terms of market size (top 10 markets, top 20, top 30, etc.) basic spot rates are given (highest base rate in market) for nighttime half-hours & 20-sec. announcements; daytime minutes and 20-sec. announcements on a 1-time, 6-plan and 12-plan basis; and late-night announcements. Rate data is based on the March 15, 1961 issue of SRDS Spot-TV Rates & Data. Copies of the summaries are available from The Katz Agency Inc., 666 Fifth Ave., N.Y. 19, N.Y.

New Rep Firm: Advertising Time Sales Inc. has been chosen as the name for the firm which takes over Branham Co.'s broadcast div. (Vol. 17:20 p15). It plans to begin operation by July 1.

Want a \$6-Million Account? There's one of this size up for grabs—but more than one agency is simply not interested. The account is that of American Airlines, which budgets a modest amount (less than \$1 million) for spot TV & radio in major cities touched by its flight routes, spends the rest in newspapers, magazines and other media. Currently, AA is in the process of leaving Young & Rubicam, and has been talking to a half-dozen other agencies. But last week Ted Bates and Ogilvy, Benson & Mather indicated they were withdrawing from the race. One reason for the shyness may lie in a comment we once had from the vp of a medium-sized N.Y. ad agency which had just lost the Air France account. "Airlines," said the ad-man, "are the gypsies of Madison Ave. Their advertising accounts are always on the move. You may be doing a great job for them, but whenever there's a slump in revenues the first thing they look for is a new agency."

Advertising Age: "Advertisers who now blame all the ills of broadcasting on the networks & stations are conveniently forgetting their unwillingness—by & large—to buy anything but rating numbers, without regard to quality. Broadcasting is a mass medium and must cater to mass tastes, and it has done a far better job than Mr. Minow gave it credit for, but it would be a brave soul indeed who would argue that it cannot improve its level a mite without alienating all its listeners. The tongue-lashing the FCC chairman delivered could help greatly in reversing the downward cycle which has been increasingly noticeable."

Educational Television

Survey Grant for NET: Types of audiences won by 6 selected educational TV stations will be studied by the National Educational TV & Radio Center under a \$59,000 contract with the U.S. Office of Education. Scheduled for completion by next Jan. 1, the survey will cover 2 widely separated stations, as well as one operated by a school district, one in a state network, one licensed to a university and one uhf station. Telephone & personal interviews will be used in the study, which Education Comr. Sterling M. McMurrin said would help determine whether ETV viewers are better educated, more cultured and more active in their communities than those who watch commercial shows only. The grant was authorized under Title VII of the National Defense Education Act. The House meanwhile approved a \$4.7-million appropriation—the same as for fiscal 1961—for Title VII audio-visual research projects in fiscal '62.

Faith Moves An ETV Mountain: The Philippine Islands' first ETV venture is patterned after NBC-TV's *Continental Classroom*. Credit for the series goes to Josephina D. Constantino, technical asst. on training & scholarship with the National Science Development Board in Manila, who bought time on the country's 4-station commercial network for a course in atomic age physics, signed a teacher, and persuaded 41 Philippine colleges to give academic credit for the course. She then got The Philippine TV Mfg. Co. to lend 100 TV sets to participating schools, and Litton Textiles, Ysmael Steel and U.S. Tobacco to assume all costs of the TV network.

ETV as Antidote: The trouble with commercial TV programming "is not that it contains so much violence & mayhem, but rather that it is so painfully boring," according to David C. Stewart, Washington dir. of the National Educational TV & Radio Center. That's why "American citizens most certainly want an attractive, alternative TV-programming service" from an expanded ETV system. he told the Milwaukee County Radio & TV Council.

U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WFIL-TV Philadelphia	\$4000 to \$4200	\$875 to \$1200 ¹	April 1
WWJ-TV Detroit	2700 to 3000	760 (no change)	April 1
WBAL-TV Baltimore	1500 to 1600	400 to 450	"
KTRK-TV Houston	1300 (no change)	350 to 400 ³	April 15
WCBI-TV Columbus, Miss.	180 to 220	35 to 50	May 1

¹20 Sec. ²Not Reported. ³Applies to Min. or 30 Sec.

Auxiliary Services

Telemeter Developments: Telemeter's latest venture into live, on-location pay-TV entertainment will be "The 2nd City Revue," the current cabaret showcase produced in Chicago by a group which counts such social satirists among its alumni as Mike Nichols & Elaine May and Shelley Berman. The show will be fed to Telemeter's 5,800 Toronto pay-TV families "early in July," but is scheduled to be taped May 29.

As with previous Telemeter taped pay-TV specials—"The Consul," Carol Channing's "Show Girl," and the one-man Bob Newhart show—the tape will go into Telemeter's growing stockpile of tapes for re-use when other Telemeter systems are opened in the U.S. & Canada (Vol. 17:15 p4).

A current target city for Telemeter in the U.S. is Little Rock, Ark., where Midwest Video, a Telemeter franchise holder, is seeking a go-ahead on a pay-TV installation from the Ark. Public Service Commission. The Commission has been approached by Southwestern Bell Telephone Co., which has stated it's "ready, willing and able" to install a system to distribute pay-TV shows for Midwest, but wants official approval from the state for such use of a public utility. The hearings have been adjourned to June 1.

We also learned from Telemeter that:

(1) Telemeter will probably expand throughout Metropolitan Toronto and the Port Arthur-Fort William area of Ontario. Toronto will probably be carved into 6 Telemeter areas (including Etobicoke), with the present Telemeter studios feeding all 6. Program fare will follow the present patterns of movies & sports, augmented by tape specials.

(2) The cost of the Telemeter meter attachment for TV sets is being steadily reduced. Originally, they cost about \$85 (including Canadian duties) when made in the U.S. Now, a new-type attachment has been developed for Canadian manufacture, and will cost only about \$45-50. The annual break-even point, formerly well over \$100 per home, has been reduced so that a profit can be made on an annual take of about \$75.

Examiner Favors CATV Microwave: FCC examiner Walther W. Guenther last week recommended the rejection of a protest by KWRB-TV Riverton, Wyo. against microwave grants to Carter Mountain Transmission Corp., that proposed to feed CATV systems in Riverton, Landis and Thermopolis. Guenther held that the microwave is a *bona fide* common carrier in the public interest and that possible economic impact of CATV systems on KWRB-TV is "of no legal significance." If the impact were to be considered, he said, the record in the hearing "precludes any reliable approach to an accurate estimate of that 'impact.' If there is any impact on KWRB-TV's operation, such impact is not caused by Carter, but its CATV customers."

Vhf Translator Starts Operation: K7AA Center, Neb. started April 28 repeating KTIV Sioux City, Ia. It's the second town to get this kind of service—K3AA & K13AA having started last Feb. 16 in Mexican Hat, Utah.

Medico's D.C. Office: The Institute for Advancement of Medical Communication, a leader in closed-circuit TV, has opened a Washington branch at 1028 Connecticut Ave., NW, Washington, under Isaac D. Welt, associate dir.

NTA's Pay-TV Demonstration: "Revolutionary new system for pay TV" will be demonstrated by NTA's Home Entertainment Co. June 20, at the Jack Tar Hotel, San Francisco, coinciding with NCTA's annual convention.

Congress

Minow Promoted to 'Pike': New FCC Chmn. Minow already has demonstrated that "he is going to be a pike in a carp pond," Senate Commerce Committee Chmn. Magnuson (D-Wash.) said approvingly on CBS Radio's *Capitol Cloakroom*.

Commenting on Minow's "dramatic" NAB convention speech (Vol. 17:20 p1), Magnuson said the Commission's chief "stated a lot of things I had been thinking about—or maybe I had talked about here & there—and put them together." Magnuson followed up the broadcast by inserting the text of Minow's speech in the *Congressional Record*.

On the CBS show, Magnuson said that in the past FCC has "failed to face up to decisions," that Commission members betrayed tendencies to "sweep them under the rug, just let them go." It's "good" to have somebody like Minow "once in a while," he added.

At the same time, Magnuson reported he didn't go all the way with Minow's description of TV as "a vast wasteland." In the past 2 years, broadcasters "have done an excellent job"—better than the industry did in the 10 preceding years—"but they had no place to go but up."

TV Import Check Urged: House Judiciary Committee Chmn. Celler (D-N.Y.) has introduced a bill (HR-7170) requiring alien producers of "foreign-made & controlled programs" to place themselves under U.S. court jurisdiction before the films are shown on TV here. Celler said his measure is intended to make the foreign producers subject to copyright & contract suits by U.S. citizens. The Nevada state legislature meanwhile called on Congress to enact legislation to "correct the abuses" resulting from importation of foreign-made music recordings for TV films produced here. American musicians need protection from such "cut-rate competition," the legislature said.

Sen. Bridges Fears FCC "Threat": "The clutching hands of federal bureaucracy," in the shape of FCC Chmn. Minow, were cited by Sen. Bridges (R-N.H.) as he inserted in the May 25 *Congressional Record* the May 18 column of David Lawrence which was devoted to a concern with "government dictation" by FCC. In the same issue of the *Record*, Sen. Monroney (D-Okla.) reprinted columns & editorials praising the "courageous & thoughtful" Minow speech—from John Crosby, *Life* magazine, *St. Louis Post-Dispatch* and Jack Gould.

Broad ETV Aid Urged: The Kennedy administration's \$25-million federal-state matching-grant plan to aid educational TV (Vol. 17:21 p8) doesn't go far enough, Rep. Rivers (D-Alaska) told the House. He urged that the plan be broadened by Congress to permit expenditures for purchase of station sites & buildings, operation & maintenance and financing of ETV programming. Proposed restrictions on use of the grants for equipment purchases would "seriously circumscribe" ETV development in such sparsely-populated states as Alaska, Rivers said.

New NBC-TV Series Denounced: NBC-TV's new *Whispering Smith* series is a "mental aberration" which is "nothing short of frightening," according to Rep. Monagan (D-Conn.). He told the House that violence portrayed on the show is "subversive of the values which we should be trying to inculcate in our youth." Congress shouldn't permit "any calculated cry of censorship to divert us from our efforts to improve the standards of our radio & TV programs and to eliminate the active danger" represented by such shows, Monagan said.

The FCC

Among Minow's Supporters: Clarence C. Dill, former chmn. of Senate Commerce Committee (D-Wash.) who was a major architect of both the Federal Radio Act of 1927 and the Communications Act of 1934, has written the FCC Chairman: "This comes like a wave of fresh air across a hot & burning desert and I write to congratulate you on taking this position . . . So many abuses of the intent of Congress in passing that Act have grown up that I had about given up hope of seeing any reform. The programs of the great TV chains & of the many local stations have become so loaded down with violence & murder & shooting that most people find it preferable to turn off their TV sets to avoid being deluged with this kind of pictures. I don't know whether it will be possible for you & the other members of the Commission to remedy the situation or not, but I wish you well."

Movie Rules Protested: As expected, Hollywood feature-movie producers aren't happy about FCC's proposed new anti-payola rules as applied to them (Vol. 17:18 p3). The first outcries against the rules—from Eric Johnston's Motion Picture Assn. of America—have been relayed to FCC Chmn. Minow by freshman Rep. Corman (D-Cal.), part of whose district lies in Hollywood. Corman wrote Minow that it would be unfair—and maybe illegal—for the Commission to require theatrical-film makers to disclose any payola received in producing movies which are subsequently shown on TV.

Agency Session Set: The first plenary sessions of the Administrative Conference of the U.S., set up by President Kennedy to devise improvements in regulatory-agency procedures (Vol. 17:20 p13), will be held in Washington June 27. Court of Appeals Judge E. Barrett Prettyman, designated by the White House to lead the conference, said the 85-member group will include 21 practicing attorneys and representatives of the agencies, Senate & House, law school faculties and state regulatory commissions. All of the June 27 sessions will be public.

Ex-Comr. Durr's Car Burned: The automobile of Clifford J. Durr, Montgomery, Ala. attorney long active in civil liberties cases, was burned by a mob during the riots last week. He had loaned the car to British writer Jessica Mitford, wife of Winston Churchill's nephew, who is writing for a magazine. She had parked the car and was attending a meeting of Negroes in the First Baptist Church.

Cox Slated for Speech: FCC's Broadcast Bureau chief Kenneth Cox and FTC's TV-radio monitoring chief Charles A. Sweeny will address the annual Md.-D.C. Bcstrs. Assn. convention in Ocean City, Md. June 23-24. FCC Chmn. Minow, FTC Chmn. Paul Rand Dixon and NAB Pres. LeRoy Collins also have been invited to attend the convention.

FCC Uhf Receiver Bids: For its N.Y. uhf project, FCC is seeking bids on combination vhf-uhf receivers by June 7. The Commission wants 100 b&w table models, 15 portables, 10 table color units. For details, contact Chief, Administrative Services Div., FCC.

CPs Granted: Ch. 27, Tulare, Cal., to KCOK Inc. • Ch. 18, Midland Tex., to Midland Telecasting Co. • Ch. 25, Richland, Wash., to Columbia Empire Bcstg. Corp., Yakima.

Medford CP Final: FCC has announced that the initial decision granting Ch. 10 to Radio Medford Inc., Medford, Ore., is now final.

Boston Ch. 5 Procedure: With the Boston Ch. 5 case finally fully out of the courts and back in FCC's hands, the Commission has ordered the 3 applicants to file within 60 days briefs supporting their cases. Reply briefs are due 10 days later, after which oral argument before the Commissioners will be held. The FCC had decided that WHDH-TV's CP for Ch. 5 should be set aside, and that WHDH-TV and Massachusetts Bay Telecasters be given demerits for *ex parte* conduct in another comparative consideration with Greater Boston TV Corp. A 4th applicant, Du Mont Labs, dropped out of the case.

OCDM "Reconstituted": The Office of Civil & Defense Mobilization, which works with FCC on Conelrad problems & military allocations, will be transferred to the Defense Dept. and "reconstituted as a small-staff agency," President Kennedy told Congress May 25. He said OCDM (probably renamed the Office of Emergency Planning) properly belongs in the jurisdiction of the Defense Dept.—"the top civilian authority already responsible for continental defense." The President will make the shift under 1958 Reorganization Plan No. 1. The Kennedy move sparked speculation as to what will happen about the division of authority between FCC and the Executive Department in the allocation of spectrum—but there was no definite information immediately available.

Paul Revere Cowgill: Former FCC Broadcast Bureau chief Harold Cowgill, now in private Washington law practice, continued his circuit-riding warnings to broadcasters last week by repeating to the Pennsylvania Assn. of Bcstrs., at State College, the same admonitions he gave the Illinois Bcstrs. Assn. (Vol. 17:16 p4). He's scheduled to address the Florida Assn. of Bcstrs. in Miami Beach during its June 15-17 convention. Cowgill has been urging that broadcasters adhere meticulously to the law and FCC rules.

Network Hearing Schedule: FCC's network hearing, which resumes in New York June 20 (Vol. 17:21 p9), will probably take testimony from Eastern producers initially, running about 2 weeks. Later sessions are expected to wind up the whole study with appearances by advertisers & network executives. Witnesses for the June 20 hearing are to be announced within a week or so.

FCC Picnics: First affair of its kind since World War II, a picnic for FCC employes & their families will be held May 30 at Linton Hall Military School, Bristow, Va. This is also the rendezvous point for the Commission in the event of emergency evacuation from Washington.

KCOP's ETV Plan: The way to give ETV a channel in Los Angeles & N.Y., according to KCOP Los Angeles, is not to divert a commercial vhf channel to ETV. Rather, it told FCC last week, the Commission should require each commercial station to give ETV 1½ hours daily.

Violence Again: Among letters of complaint recently received by FCC regarding violence on TV was one from a lady in Wauseon, Ohio. She reported that when she informed her 3-year-old son about the death of his uncle, the boy asked: "Who shot him?"

Technology

FCC Space Parley: Concluding that a joint venture by common carriers is the best way to handle space communications, FCC has called all international carriers and pertinent govt. agencies to a June 5 conference "for the purpose of exploring plans & procedures looking toward the early establishment of an operable commercial communications satellite system." Session will be closed to the public.

Networks

Off to the Summit: President Kennedy's Paris meetings with President De Gaulle (May 31-June 2) and Vienna talks with Premier Khrushchev (June 3 & 4) will get day-to-day coverage on network newscasts, costing some \$300,000. And an ambitious schedule of specials will also spiral the TV budget. ABC-TV has shipped 2 mobile trucks carrying 25 tons of TV cameras & video-tape recorders to Paris & Vienna. Ten correspondents, 2 producers, an engineering co-ordinator, and interpreter Nicholas W. Orloff will be on the scene for ABC. Heading the network's delegation will be news vp James C. Hagerty, who will personally report on ABC's 5 special programs in addition to supervising the over-all network coverage. CBS-TV, which is also sending a large news staff (9 correspondents, 3 producers) will use its own European-based truck and the facilities of Intercontinental TV, Radio Diffusion, the Austrian Bcstg. Co. and BBC. Beginning May 31, CBS will have six 30-min. specials on the summit. NBC-TV will field a 30-man news team, including 7 correspondents, and will use the NBC-BBC Trans-Atlantic cable film system, Eurovision, and Intercontinental TV facilities. Four 30-min. specials (JFK—Reports No. 3, 4, 5 & 6) will be televised from June 2-5.

Skepticism About ABC-TV Trend to Live TV: ABC-TV, long known as the film network, will reverse this reputation and veer to live TV shows next season and in 1962-63—said *Daily Variety* last week. The trade paper quoted ABC-TV program vp Thomas Moore as its authority. According to the publication, Moore said that an ABC study recently showed live TV was up 24% in ratings this season, while film shows were down 2%. There was considerable skepticism of this entire account in the trade, particularly when Moore coupled this with grumbling about the soaring costs of TV film. Asked for specifics, Moore declined to reveal the identity of any new live shows next season other than *The Steve Allen Hour*, nor did he identify 6-7 shows he was quoted as saying he had scheduled for 1962-63. The announced 1961-62 schedule is preponderantly film.

Unprecedented Move in Canada: CHCH-TV (Ch. 11) Hamilton last week asked BBG to revoke the clause in its license binding it as an affiliate of CBC. Niagara Television Ltd. gave no reason for the request in its application which is expected to be fought hotly by CBC at the Ottawa hearings. Said CHCH-TV Pres. Ken Soble: "We don't want to belong to any network. We just want to offer viewers some variety and get away from this program duplication in our viewing area."

ABC Gets Fat on Metrecal: So successful has the network-level campaign by Edward Dalton div. of Mead Johnson been for Metrecal that the drug firm recently decided to expand its TV budget for the latter half of 1961. Top sales executives of all 3 networks were invited to Dalton's Midwest offices to make a pitch—and all 3 complied. ABC-TV, which has had the Metrecal business so far (\$2.5 million in *Winston Churchill—The Valiant Years*, plus some participations), got the nod—and the billings. Starting in July, Dalton will spend about \$3 million more on ABC for a total of 300 commercial minutes for the remainder of the year. During the summer, Dalton will use *Asphalt Jungle*, *Walt Disney*, and *The Law & Mr. Jones*. In the fall, the lineup will be *The Corrupters*, *The New Breed*, *Roaring 20s*, and *Cheyenne*. Total Dalton business on ABC during 1961 will therefore be \$5.5 million.

Network Television Billings

March 1961 and January-March 1961

For Feb. report, see TELEVISION DIGEST, Vol. 17:19 p6

First Quarter Billings Up 6.2%: Network TV's January-March 1961 gross time billings rose 6.2% to \$182.5 million from \$171.9 in the like quarter a year ago, reported TvB.

ABC set the pace for percentage gains with a 20.3% jump to \$47.4 million. NBC also posted a large percentage gain (10%), with first quarter billings of \$68.2 million. But CBS, trailing NBC in monthly billings since the first of the year, registered a 5.1% decline for the first quarter, down from \$70.5 million to \$66.9 million.

	NETWORK TELEVISION					
	March 1961	March 1960	% Change	Jan.-March 1961	Jan.-March 1960	% Change
ABC	\$16,577,140	\$13,487,460	+22.9	\$47,414,630	\$39,424,580	+20.3
CBS	23,085,353	24,043,799	- 4.0	66,909,058	70,498,328	- 5.1
NBC	23,920,311	21,072,164	+13.5	68,154,484	61,976,770	+10.0
Total	\$63,582,804	\$58,603,423	+ 8.5	\$182,478,172	\$171,899,681	+ 6.2

	1961 NETWORK TELEVISION TOTALS BY MONTHS			
	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,920,311	63,582,804

NETWORK SALES ACTIVITY

ABC-TV

Daytime programming, Mon.-Fri., part. eff. Sept.
Bon Ami (Charles W. Hoyt)

CBS-TV

Dobie Gillis, Tue. 8:30-9 p.m., co-sponsorship eff. Oct. 10.
Colgate-Palmolive (Ted Bates)

CBS Reports, Thu. 10-11 p.m., co-spon. & part. eff. June 8.
Thomas J. Lipton (SSC&B)
Bristol-Myers (Young & Rubicam)
Block Drug (Grey)
Fedders (Hicks & Greist)

Face the Nation, Thu. 10-11 p.m., part. eff. June.
Fedders (Hicks & Greist)

Daytime programming, Mon.-Fri., part. eff. May, June, Aug. & Sept.
Pillsbury (Leo Burnett) & (Campbell-Mithun)
Colgate-Palmolive (Ted Bates)
Food Manufacturers (Ted Bates)
A. J. Siris (Sackheim-Bruck)

NBC-TV

It Could Be You, Wed. 10:10-30 p.m., full-spon. eff. June 7.
Procter & Gamble (Benton & Bowles)

Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-sponsorship eff. Sept. 29.
Gulf Oil (Young & Rubicam)

Captain of Detectives, Fri. 8:30-9:30 p.m. part. eff. Oct.
Union Carbide (William Esty)

Saturday Night Feature, Sat. 9:30 p.m.-end, part. eff. fall.
Mabelline (Post & Morr)

Daytime programming, Mon.-Fri., part. eff. June & fall.
Norwich Pharmaceutical (Benton & Bowles)
Miles Laboratories (Wade)

National Velvet, Mon. 8-8:30 p.m.; Bullwinkle, Sun. 7-7:30 p.m.; part. eff. fall.
General Mills (BBDO; D-F-S)

Daytime programming, Mon.-Fri., part. eff. fall.
General Mills (D-F-S; Knox, Reeves)

Television Digest

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Personals: Ward L. Quaal, vp-gen. mgr., WGN Inc. Chicago, promoted to exec. vp-gen. mgr. Carl J. Meyers, engineering mgr., WGN-TV & WGN, named a vp.

Sherman Adler named asst. daytime sales mgr., ABC-TV, succeeding Peter Reinheimer, appointed an account exec. on the Eastern sales staff . . . George M. Rogers Jr., ex-NBC-TV mgr. of the Jack Paar and Dave Garroway shows, appointed vp-gen. mgr., Product Services Advertising Agency . . . Jim Early named news editor, WLOS-TV Asheville, N.C., succeeding Leo Willette, who has joined WWL-TV New Orleans.

J. Robert Gulick, asst. gen. mgr., WGAL-TV Lancaster, Pa., named pres., Pa. Assn. of Bcstrs. . . . Jerome R. Reeves, KDKA-TV (Pittsburgh) gen. mgr., elected pres., Pittsburgh Radio & TV Club . . . Richard S. Salant, CBS News pres., named an honorary life member of RTES on his retirement as pres. of the organization.

Johnston F. Northrop resigns as admin. vp & treas., Corinthian Bcstg. Corp., to join Electric Bond & Share Development Corp. as vp . . . Arthur C. Elliot named a vp, Harrington, Righter & Parsons . . . Thomas (Tom) B. J. Atkins, ex-supervisor of national selective sales for CBC, named sales mgr. for Canada's new CTV Network.

Edward F. Kenehan named exec. secy. of National Assn. of FM Bcstrs., continuing as member of Spearman & Roberson, Washington legal counsel for NAFMB . . . Tim A. Cross, Rediffusion pres., elected pres., National Community Antenna TV Assn. of Canada; Jean Beauchemin appointed vp . . . Norman Boggs elected chmn., Southern Cal. Bcstrs. Assn.; Robert Light, pres.; Charles Hamilton, vice chmn.; Robert Sutton, secy.; Ernest Spencer, treas. . . . Allan F. Conwill, ex-Willkie, Farr, Gallaher, Walton & Fitzgibbon, N.Y. law firm, named SEC general counsel, succeeding Walter P. North who becomes asst. gen. counsel.

FCC Chmn. Minow was joined by his wife and 3 young daughters last week; they came from Chicago suburban home, moved into Washington house . . . William L. Putnam, pres.-gen. mgr., WWLP Springfield, Mass., recently aided in the rescue of 2 mountain climbers stranded for several hours on a cliff on Cannon Mountain, N.H. . . . Frank Stanton, CBS Inc. pres., named a trustee of RAND Corp., replacing H. Rowan Gaither Jr., who died recently . . . Walter Cronkite awarded American Democracy Award of Roosevelt U., Chicago.

Meetings Next Week: International Communications Workshop (June 5-16). Sponsored by religious groups including World Commission for Christian Bcstg. and American Jewish Committee. U. of Southern Cal., Los Angeles • N.C. Assn. of Bcstrs. convention (8-9). Speakers include Clair McCollough, NAB Joint Boards chmn.; J. Leonard Reinsch, President Kennedy's TV-radio advisor. Durham • Western Assn. of Bcstrs. annual meeting (8-10). Don Jamieson, Canadian Assn. of Bcstrs. pres., will speak. Banff Springs Hotel.

TV-Radio Scholarship: The Jefferson Standard Bcstg. Co. (WBTV & WBT Charlotte, N.C.; WBTW Florence, S.C.) has awarded its annual Jefferson Standard Foundation Scholarship for TV-radio study at the U. of N.C. to Harrell H. Stevens Jr., a senior at Williams High School, Burlington, N.C. The scholarship, valued at \$2,500, covers the undergraduate course & 2 years of specialized study in the creative aspects of TV & radio.

Law Firm Merger: The Washington TV-radio law firms of Scharfeld & Baron and Paul M. Segal have joined forces, headquartering at 816 Connecticut Ave. NW. Partners are Arthur W. Scharfeld, Segal, Theodore Baron and Arthur Stambler. Bernhard Bachhoefer is counsel, Robert Jacobi associate.

Storer Donates "Fun Day" Trophy: A \$3,000, 4-ft. sterling silver cup is being donated by Storer Bcstg. Co. to RTES as a permanent golf trophy for the society's annual "Fun Day." The Storer Cup, a colonial Georgian-period urn, with black ebony base, was hand made in New England over 80 years ago.

Mel Wright, mgr., elected pres., Skyline Network (KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho; KXLF-TV Butte, KOOK-TV Billings, KFBB-TV Great Falls, all Mont.; Joseph S. Sample, KOOK-TV, elected secy.; W. C. Blanchette, KFBB-TV, elected secy.; A. W. Schweider, KID-TV, treas.

Bob Hope Medal Voted: Legislation authorizing President Kennedy to give comedian Bob Hope a gold medal as "America's most-prized Ambassador of Good Will" (Vol. 17:21 p7) has been passed by the Senate, which set a \$2,500 cost limit on the award.

Wisdom for Our Time: The 2nd book based on NBC-TV's *Wisdom* series, is edited by James Nelson and contains conversations with 22 of the distinguished men & women interviewed. (W. W. Norton & Co., 266 pp., \$4.50.)

Blackburn & Co., media broker, has moved to RCA Bldg., 1725 K St. NW, Washington (Federal 3-9270).

Obituary

Joan Davis, 53, TV-radio comedienne and star of the TV syndicated series *I Married Joan*, died of a heart attack May 23 in Palm Springs, Cal. After playing in vaudeville & the movies, she entered radio in 1941 as a guest on Rudy Vallee's show, took over the show when he entered the Coast Guard in 1943, and for a 4-year period, had a \$1 million-a-year contract with NBC for playing the proprietress of *The Sealtest Village Store*. Surviving are her mother and daughter Beverly, who appeared as her sister in the TV series.

E. B. Jeffress, 75, pres. of the Greensboro (N.C.) News Co. (WFMY-TV Greensboro and newspaper properties), died May 23 in Chapel Hill. He was mayor of Greensboro from 1925 to 1929 and represented Guilford County in the N.C. general assembly. Surviving are 2 sons, 3 daughters and 10 grandchildren.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV HEADED FOR RECORD MAY SALES: There's been a definite pickup in TV sales this month, and there's a good chance that distributor sales to dealers—the figures scanned most anxiously by the trade—will set a new unit record for the month of May. Just about every manufacturer is sharing in the sales rise, although some are feeling it far more than others.

That's the word from Chicago, where we talked with TV set makers at the EIA convention last week, and from Miami where RCA & Sylvania were showing their new lines.

But nobody in trade is swooning with delight at the business improvement. And for these reasons: (1) Inventories at all levels are so low (Vol. 17:21 p17) that any movement at retail is bound to be reflected more strongly than usual throughout distribution channels as depleted pipelines are partially refilled. (2) Sales are heavily concentrated among lower-priced sets, reversing trend of recent years to higher-end merchandise. (3) Industry seems to have gone hog-wild on 19-in. sets, and despite tight inventory situation, trade is full of liquidations, dumps and cut-price deals.

Almost everybody expects pickup to continue, with much better business in fall. There's some hope for firming of prices—for an end to what Zenith's Leonard Truesdell calls "manufacturing discount houses"—with this uptrend.

TV inventory control has been good, on industry-wide basis. But imbalances do exist (such as the top-heavy emphasis on 19-in. sets) and the trade is still making efforts to correct this. For example, Sylvania outlined to its distributors last week a new marketing policy forswearing deals and price-for-price's sake, stressing upgraded quality.

List prices of both RCA & Sylvania lines shown last week were comparable with last year's—slightly on the higher side, if anything. Although Admiral's line, shown the week before (Vol. 17:21 p18), begins at lower levels than last year, most model-for-model comparisons show little price change.

Position & success of color in market next fall & winter is still a question-mark. Only one thing is certain now: Every major manufacturer will be in color by year's end—and that includes Motorola, Philco and Westinghouse—despite protestations to the contrary. There's been a parade of manufacturers to RCA's Indianapolis hq in the last few weeks, and the entry of all the majors is now so likely—in the view of several independent industry sources in a position to know—that you can consider it a reality.

Sylvania probably will be next rider on color bandwagon. Sylvania Home Electronics Pres. Peter J. Grant put a spark into the company's distributor convention at Miami's Eden Roc hotel last week by holding an unscheduled closed-door session on color, presumably to sound out distributor sentiment. Sylvania's announcement will come around June 15.

While Sylvania pondered, RCA was beating its own color drum just a few doors down the street at the Fontainebleau, for its Eastern distributors & their best-selling color dealers. The occasion was part 2 of RCA's 2-step introduction of its 1962 TV line, encoring the premiere showing in Las Vegas the preceding week (Vol. 17:21 p18). A surprise speaker was RCA Pres. John L. Burns, who was in Florida for the May 25 dedication of the corporation's new Palm Beach data-processing facility. He took a delay enroute at the Fontainebleau for a few words & some startling predictions.

"Color TV sales at retail will approach \$25 billion over the next 10 years," he forecast. "During this period, the total TV industry's annual dollar volume will achieve a rate of practically 3 times its current \$1.2-billion volume. Color TV is the greatest 'New Frontier' facing American business. Its potential is greater than any consumer product on the American scene."

Burns' audience accepted the \$25-billion forecast quietly. His prediction requires average annual sales of \$2.5 billion, beginning this year. Best estimate for 1961 color sales: 250,000 units. At RCA's estimated average selling price of \$750, the 1961 volume should be under \$200 million. Burns later suggested that the industry may well sell an average of 5 million color sets annually at average price of \$500 each.

For details of new RCA & Sylvania black-&-white lines, see p. 18.

EIA PLANS FM STEREO CAMPAIGN: All-industry action to explain FM stereo multiplexing to dealers, FM stations—and eventually the public—was approved by EIA last week. It's a hurry-up job, and the Consumer Products Div., headed by Motorola's Edward R. Taylor, hopes to have a "fact book" ready for distribution by the opening of the Music Show July 16 in Chicago.

Purpose of drive will be to head off consumer confusion before it has chance to start—by giving dealers & stations information on how best to represent FM stereo to public. Book will be distributed by EIA member firms to all FM stations and radio retailers & distributors, who will be given opportunity to order copies at cost if they wish to circulate them directly to listeners or customers. Plan was proposed by Division's Radio Committee, headed by Orphie Bridges, Arvin.

Warning to radio manufacturers was issued by Consumer Products Div. in its annual report, when it cautioned set makers against "rushing on the market with unsatisfactory & untested products which could seriously damage this market before it fairly opens." FM stereo, which promises to open a "substantial market," puts consumer-electronics industry in an "optimistic frame of mind," report said, and Taylor predicted 1961 TV-radio-phono sales "will equal, and may slightly exceed 1960 levels."

Other significant EIA convention actions:

Elimination of retail sales statistics was voted by Consumer Products Division. Covering TV, radios & phonos, this data had been collected on sampling basis at cost of more than \$100,000 annually. Many in industry had considered these figures less useful—& less accurate—than distributor-to-dealer sales statistics, which will be continued. Retail sales figures will be discontinued in June.

That consumer-electronics advertising code—in preparation since last September (Vol. 16:38 p16)—was stymied by a disagreement between EIA's Consumer Products Div. and its Law Committee, presumably fearing possible antitrust implications of the code, which is designed to present abuses in advertising of TV, radios & phonos. Taylor pointed out that code is "practically a carbon copy" of the code now in use by American Home Laundry Mfrs. Assn., and took his Division's fight to EIA's Board of Directors, which took no action.

Continued alarm over rising tide of imports was expressed at convention, the Association's Small Business Committee warning that small manufacturers are "in the most vulnerable position." The Import Committee, under Robert C. Sprague, approved an ad campaign to be administered by Henry J. Kaufman agency of Washington, including pamphlets, filmstrips, direct mail, posters & billboards to inform employes, customers, stockholders and general public of impact of imports. EIA Pres. L. Berkeley Davis, re-elected for another year, cautioned in his annual report that imports now threaten new segments of electronics industry, and "the consequent threat to employment, to our economy, and to the industry's capability for meeting defense requirements is more serious today than ever before." The Board took no action on the Import Committee's ad campaign plan, will take it up at September meeting.

Proposal to reorganize EIA to meet inroads of independent "splinter" organizations was tabled for more discussion. The plan discussed at convention provided for a dozen semi-autonomous divisions oriented to specific products—almost separate trade organizations in themselves. Board of Governors would be sharply reduced in size and its jurisdiction would be limited to "matters of broad interest" which couldn't be handled by divisions because they cross product lines. Proposal envisioned increase in PR activities to develop strong industry image—including possibility of building "a showplace for the industry." There was considerable disagreement over proposal for product-oriented divisions to replace the present market-oriented groups.

Electronics industry will set new production record of \$10 billion or more for 1961 (vs. \$9.75 billion in 1960), Pres. Davis said in his annual report. He warned that future advances in industry will be made with "some dislocations & perhaps some casualties," and stressed the need for the industry to "proceed cautiously but with daring & imagination in the years ahead."

For other EIA convention actions, see p. 20.

PARTS SHOW LAUNCHES FM STEREO ADAPTERS: The nation's component hi-fi manufacturers showed they were ready—well, almost ready—for FM stereo multiplexing last week. At the Electronic Parts Distributors Show in Chicago, adapters to convert monaural tuners to stereo were displayed by 12 manufacturers at prices from \$29.95 to \$89.50. And there were as many different opinions on FM stereo sales, timing, adapter quality and construction as there were manufacturers.

There was agreement, however, that stereo FM eventually will revitalize the hi-fi business. Part distributors attending show expressed varied degrees of interest, and most manufacturers reported good batch of advance orders for stereo adapters & stereo tuners—even though nobody knows for sure how soon which stations will be broadcasting stereo. Generally, big-city parts jobbers expressed greatest interest, and several told us they had already had inquiries from consumers about FM stereo multiplex equipment.

GE began pilot production last week on its first multiplex adapter—a self-powered unit at \$39.95 list—and had engineering & sales personnel present to answer questions of manufacturers & distributors about FM stereo. GE said it is supplying adapters to other manufacturers; and it presumably is looking for more original-equipment manufacturer business. The adapter it displayed was designed specifically for GE stereo consoles, and the company's literature described it as a "unit used to deliver a stereo radio signal from a tuner having suitable characteristics." In trade ads at the Parts Show, GE raised the question of "the feasibility of a single, low-cost 'universal' adapter"—but didn't answer it. Some other manufacturers showed "universal" adapters, but most specified that their adapters were designed specifically for their own sets.

Manufacturers were divided into 2 schools of thought about adapters & multiplex tuners—and each lost no opportunity to propagate its own faith: (1) There is the multiplex-in-a-hurry school which can deliver in 3 weeks or less, has equipment design already frozen, has tested it with own prototype transmitter and is out to have receivers in field by time first stereocasts start. (2) The take-it-easy school wants to wait until broadcasts are in progress, for thorough field-testing; some have encountered difficulty obtaining certain specialized parts—such as coils—which are now in heavy demand.

GE seems to be on both sides of fence, at least to casual observer. Although already producing adapters, it's taking ads to warn the trade: "GE believes that this is a time to make haste slowly. The healthy development of FM multiplex—and particularly the marketing of adapters—demands the resolution of several problems." Among them: Coordination of marketing with local FM-station activity; feasibility of "universal" adapter; functional controls; self-powered or set-powered; how low a satisfactory adapter can be priced.

There's disagreement on all of these points—and that is bound to cause consumer confusion. EIA's consumer-education campaign on FM stereo (see p. 16)—if it's effective—may come in nick of time. For different approaches to FM stereo taken by 12 manufacturers, see p. 19. For a report on the expected boom in antennas, tape recorders & multi-set couplers as result of new FM stereo market, see p. 20.

TV-RADIO PRODUCTION: EIA statistics for week ended May 19 (20th week of 1961):

	May 13-19	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	120,541	113,937	113,976	2,060,494	2,320,729
Total radio	302,706	291,062	324,021	5,586,058	6,652,283
auto radio	100,841	96,811	112,129	1,753,502	2,604,536

Zenith Quits EIA: Although Zenith quietly pulled out of the electronics manufacturers' group last February, the big Chicago manufacturer remains in EIA's statistical pool—continuing to supply information on production & factory sales and continuing to receive industry-wide figures. Although EIA has lost Zenith—for reasons not disclosed—there's a chance it will gain Admiral. The latter company, which had been the largest non-member consumer-electronics manufacturer, has been discussing membership with EIA, it's understood, and conceivably could become a member at next September's fall meeting. Admiral recently joined EIA's statistical pool, supplying its own figures and receiving EIA marketing data in return. Previously, Admiral's production & sales figures had been estimated by EIA's Marketing Data Dept., along with those of smaller non-member firms which don't supply EIA with figures.

Wiesner Pleads for Scientists: The nation needs 12-15,000 additional scientists yearly instead of the 6,000 it's getting, Dr. Jerome B. Wiesner asserted last week as he accepted EIA's 1961 medal of honor in Chicago last week. President Kennedy's chief scientific advisor also termed electronics "the backbone of the technology which supports our nation" and a "mainstay" of its civilian economy. He's on leave as dir. of MIT's research lab of electronics.

New Plants & Expansions: GE has opened a \$3-million distribution center for TV & appliance parts in New Concord, Ohio. The center employs a computer to speed order handling and to control inventory • Motorola has opened a 307,000-sq.-ft. addition to its Phoenix semiconductor-manufacturing plant • Sylvania's Parts Div. has formally begun operations at its new 20,000-sq.-ft. production plant for welded components in Warren, Pa.

More about

RCA'S & SYLVANIA'S NEW TVs: Nothing startlingly new or excitingly different in TV styling or design was unveiled by RCA or Sylvania in their 1962-line showings in Miami Beach last week (see p. 15). This appears to be an in-between retooling year—a year for dressing up models, adapting competitors' most salable 1961-62 features, catching up with public preferences & demand.

At the Eden Roc, Sylvania introduced its distributors to its first home-entertainment center in 5 years—a \$699 unit complete with TV, stereo, AM-FM and multiplex jack. Sylvania also caught up with the industry swing bonded tubes, automatic brightness & contrast control.

Highspots of RCA's new b&w line, shown to Eastern distributors at the Fontainebleau: Corning "Velvetone" bonded tube, automatic brightness & contrast control.

Neither company showed FM multiplexing equipment or adaptors; both held to their standard warranty program of 90-day protection on parts, none for labor.

RCA Introduces 31 New Models

RCA's 1962 b&w TV line embraces 31 new models: A 17-in. portable, a 19-in. portable, four 23-in. tables; four 23-in. consolettes; seventeen 23-in. consoles; four 23-in. TV-AM/FM-stereo combos. Suggested prices range from \$149 for the 17-in. portable (RCA's lowest-ever 17-in.) to \$660 for the Haviland, a Danish modern combination.

Each of the new models uses RCA's "New Vista" tuner; 12 of the high-end sets have the "Magic Eye" automatic brightness & contrast control (*à la* Magnavox, Vol. 17:3 p22); and fourteen 23-in. TVs above the \$300 bracket employ Corning's Velvetone glare-proof bonded picture tube. RCA also showed a refined "Wireless Wizard" remote control with a "master off." RCA Sales Corp. marketing vp Raymond W. Saxon said the new remote "introduces for the first time volume adjustment, either louder or softer, through the complete range of sound levels."

RCA's 1962 line also carries over three 19-in. portables and two 23-in. Henredon consoles.

Also introduced at the Fontainebleau was RCA's 1962 stereo line, highlighted by 2 "Hutch"-styled consoles priced at \$595 and a low-priced stereo console (Mark XVIII) which at \$159.95 is \$20 under the previous starting price for consoles.

Product planning & development vp Bryce S. (Buzz) Durant said that a multiplex adapter will be available before Labor Day, told us the maximum price should be \$30. He also told us that RCA is continuing its reverb kits for the new line, but forecast that "reverb will be forgotten a year from now."

On the question of an RCA 33-rpm-only phono, Durant said the company had no plans, noted that "cost of adding additional speeds is only about 50¢ each at factory."

Announced (but not shown or demonstrated) for fall availability was a new line of tape cartridge recorders—"the lowest priced instruments ever offered by RCA," according to Saxon. No prices were quoted, but Saxon told us "we're shooting for a starting price [for mono units] of under \$100." The line will have mono & stereo versions, will feature an adapter to permit reel-to-reel operation. The new recorders will have both 1-7/8 & 3-3/4 inch-per-second speeds.

The RCA distributors, and their selected color dealers, also saw the East Coast showing of RCA's new color TV line (Vol. 17:21 p18). The demonstration included a \$1,000

self-contained closed-circuit "broadcaster" for in-store demonstrations of color. The device transmits from 6 color slides, feeds a picture to the screen that can be tuned for color, tint, etc. Durant said RCA is testing dealer & distributor interest in the demonstrator; if they give it the green light, RCA will build units, on a share basis with distributors, for bicycling among color dealers.

Sylvania Introduces 17 New TVs

Sylvania showed its distributors 17 new TV models ranging in price from \$179.95 (for a 19-in. portable) to \$699.95 for its new home-entertainment center. The new line also carries over, on open list, Sylvania's \$159.95 17-in. Dualette. With one exception, the new TV's feature bonded shield "Velvetone" picture tubes. The loner: A 19-in. portable (Model 19T12) carried on open list.

Most of the new TV's use Sylvania's "Flexi-core" transformer-powered chassis. Home Electronics Corp. Pres. Peter J. Grant said Sylvania's portables & 19-in. table models will continue to use silicon power rectifiers; the complete 23-in. line is expected to be transformer-powered within 6 months.

The new line embraces one 19-in. portable; three 19-in. tables, one 23-in. table; ten 23-in. consoles; 2 home-entertainment centers. The new multi-function remote tuner is available on 4 deluxe models. Among the features emphasized by Sylvania: A new-type picture tube & improved electron gun which increase contrast & brightness by 20%; a "super-distance" tuner for improved fringe-area reception.

Sylvania also introduced 4 portable stereo phonos ranging in price from \$79.95 to \$149.95. "Unlike most manufacturers, we can say these phonos are made in our own plant," Grant told us.

Distributors at the Eden Roc sessions also heard that Sylvania plans to close all of its existing branch operations in favor of independent distribution. By the end of this year, the company expects that all of its home-entertainment products will be marketed exclusively through independent distributors.

* * *

New Models: Westinghouse, two 19-in. portables with "Attaché styling," one with open list, the other at \$189.95, both carrying 90-day parts & labor guarantee ● Emerson, 5-tube radio, finished front & back, at \$14.88, clock radio at \$19.88, with step-ups at \$17.88 & \$22.88.

RCA Dedicates Florida "Brain" Plant: Pres. John L. Burns last week officially dedicated RCA's \$4-million data-processing center at Palm Beach by turning over to Chase Manhattan Bank Chmn. George Champion the first 301 system produced there. The computer system was turned out 2 months ahead of schedule. Commented Burns: "Only 2 years ago RCA delivered the nation's first business solid-state electronic data-processing system. Last year, we moved into 3rd place among the major computer manufacturers, in terms of the dollar sales value of commercial systems shipped in 1960."

Color TV An Eye Saver? A joint 16-month study by N.Y.'s Optometric Center and the Pa. State College of Optometry has produced new support for color TV. Hued TV is easier on the eyes than the b&w type, says Vision Conservation Institute in a preliminary report based on the study. Furthermore, the report continues, color TV may prove helpful in detecting vision deficiencies, because viewing TV or movies in color reveals unsuspected farsightedness or myopia.

More about

FM STEREO AT PARTS SHOW: Component hi-fi manufacturers at the Parts Show expressed all shades of opinion about FM stereo adapters & tuners (see p. 17). Some featured them prominently, operating from prototype transmitters, and actively solicited orders. A few kept them under the counter, showing them only on request, then urging prospective customers to wait.

Designs varied widely, as did controls. A few adapters featured "dimension" control, which varies the apparent channel separation; others had gain or "level" control. It's unlikely, however, that extra controls will be used in adapters for console stereo-phonos; this seems to be a special for the knob-happy super-critical component-hi-fi bug. All of the adapters shown were designed for stereo-phonos which already have 2-channel amplifiers & 2 speaker systems.

Here's a rundown on the FM stereo adapters & tuners shown at the Parts Show, with brief comments:

GE—Two-tube self-powered adapter designed to plug into GE consoles, with 4 cord connections, no controls. This one (list \$39.95) is in pilot production at the Audio Products Section plant in Decatur, Ill. Also shown: Developmental adapter, in own cabinet, at \$59.95.

Bogen—Self-powered adapter for Bogen tuners, at \$69.95, with 2 controls: Power on-off and audio level; shipment in July. Also showed complete AM-FM-multiplex receivers (less speakers) at \$399.95 & \$299.95; FM-AM-multiplex tuners at \$269.95 & \$199.95.

Harman-Kardon—Plug-in adapters for Harman-Kardon tuners at \$39.95 (June delivery) & \$49.95 (late June), self-powered adapter at \$59.95 (July). All adapters have dimension control.

Bell Sound Systems (Thompson Ramo Wooldridge)—Plug-in one-tube adapter for Bell line will sell for \$39.95, self-powered one "for any Bell units and most others" at \$59.95. Will produce "as quickly as we can get parts"—but there's a jam-up in certain critical components. No dimension control.

Sherwood—2-tube plug-in adapter for Sherwood tuners, \$49.50, shipments beginning in 3 weeks; 4-tube self-powered adapter "designed to work with a variety of FM tuners," including tuner modification parts, \$69.50. FM-multiplex 64-watt receiver (less speakers), \$299.50; FM-multiplex tuner, \$160.50; FM-AM multiplex tuner, \$179.50—all available in July. No dimension control.

Dynaco—This kit-maker will offer a 2-tube plug-in adapter for its own sets at about \$29.95, but a spokesman told us: "We will delay as long as possible; we want to wait until stations are on the air and we can improve the design; we won't deliver before October." The company distributed a mimeographed warning against haste, expressing doubt that a "universal" adapter can be developed and venturing the opinion that "a very high percentage" of existing FM tuners can't satisfactorily be adapted.

EICO—This kit-maker showed a developmental sample adapter with "stereo beacon" which indicates whether stereo broadcast is on the air. The company will not announce plans & prices until stations are stereocasting.

DeWald—"Stereo-Plex" self-powered adapter at \$59.95 has controls for off-on, mode (stereo & mono) and level, with 2 multi-function tubes. The company is taking orders for delivery in 8 weeks.

Eric Electronics (Santa Monica, Cal.)—Adapter using one GE Compactron multi-function tube is due for marketing June 1 at \$39.95 (slightly higher in the East).

Fisher—Reports "tremendous demand" for its \$89.95 self-powered adapter with dimension control & Stereo Beacon (already described in Vol. 17:20); deliveries in June.

Shell Electronics (Westbury, N.Y.)—Adapter for own tuners, \$39.95; self-powered, \$49.95; production to start by end of June.

Majestic International—Demonstrated adapter made by Crosby Teletronics for Grundig sets, with "target date" of June 15. With 2 controls, the unit has 3 tubes plus rectifier. No price was given, but Crosby's own adapter is scheduled to sell for \$69.50 (Vol. 17:21 p20).

* * *

Zenith Shares Stereo Data: FM stereo multiplex transmitting equipment installed by Zenith's WEFM Chicago was described & diagrammed in a mailing sent last week to all FM stations by Zenith Sales Corp. In a covering letter, PR dir. Ted Leitzell promised to co-operate with the broadcasting industry "to help all of us get stereo FM off to the best possible start." Zenith has applied to FCC for approval of WEFM's stereo multiplex equipment. GE has a similar application pending for a prototype of the FM station stereo gear it plans to produce.

Admiral's Orders are Heavy: Orders from dealers at Admiral Sales Corp's sales meetings in Las Vegas are exceeding last year's rate and Pres. Carl E. Lantz predicted last week that the volume will easily top last year's \$20 million in orders placed at similar meetings in Miami & Las Vegas. The first 3 of 4 meetings this year resulted in orders of \$16 million. "In talks with scores of dealers from all sections of the country," Lantz said, "it is apparent that business is picking up in encouraging fashion in all product categories." Admiral's target for radio production this year is a million units, he added.

General Mills Forms Electronics Group: All electronics & allied operations within the General Mills organization will be combined with 2 wholly owned subsidiaries into a General Mills Electronics Group, directed by corporate vp Richard A. Wilson. The 2 subsidiaries are Chicago-based Magnaflex Corp. and Daven Co., Livingston, N.J. Pres. C. H. Bell said the new operation reflects the company's policy of diversification, will have major facilities in Minneapolis, Los Angeles, Chicago, Livingston, N.J. and Manchester, N.H.

Philco Gets \$35.8-Million Contract: Air Force award is for the continued development of command & control subsystems for space & satellite programs. The contract establishes Philco as an associate prime contractor on work it originated in 1957 as a Lockheed subcontractor.

Texas Instruments' Stereo Amplifier: Built "to prove the feasibility" of fully transistorized stereo systems, the TI circuit design is now being demonstrated to audio manufacturers throughout the industry. TI says it will provide 20 watts of sine wave power per channel from a distortionless amplifier circuit.

Collins' ETV Microwave: Engineered for operation in the radio frequencies recently authorized by FCC for educational institutions, the microwave system is intended for closed-circuit transmission of ETV programs. Multiple-channel systems also are available. Descriptive brochure is available from Collins' Texas Div., 1930 Hi-Line Drive, Dallas.

Symphonic Shows New Line: The TV-phonos company holds the first of a series of regional meetings May 29-31 at the Riviera Motel, Atlanta, for Southeastern distributors.

More about

EIA CONVENTION ACTIONS: Concern over imports again was a dominant theme among EIA members as they met in Chicago's Pick-Congress Hotel last week for their annual convention (see p. 16). Imports Committee Chmn. Robert C. Sprague predicted that imports of Japanese radios & radio parts in 1961 would exceed those of 1960 despite a slow start. "Increases are also expected in other categories of Japanese electronic shipments," he added, "particularly in TV receivers" (4,600 were imported in the first 2 months of 1961 vs. 10,000 for all of 1960).

The EIA Board approved the legislative objectives of the Trade Relations Council, a private organization, including safeguards on an industry-by-industry basis against "destructive" imports.

Among other EIA convention highlights:

(1) L. Berkeley Davis, GE, was re-elected president. Leslie F. Muter, the Muter Co., was named to his 26th term as treasurer. Other officers & directors were re-elected, except for these replacements: L. M. Sandwick, Pilot Radio, was named a director, succeeding Leonard Truesdell, of Zenith, which no longer is an EIA member; also elected to the board was G. B. Mallory, pres. of P. R. Mallory & Co., succeeding the late Ray F. Sparrow, also of P. R. Mallory. George W. Keown, Tung-Sol, became chmn. of the Tube & Semiconductor Div., succeeding William J. Peltz, Philco; Gerald Tuttle, American Bosch Arma, became dir. of the Industrial Relations Dept., succeeding Theodore Hoffman, Hoffman Electronics; Thomas P. Collier, Motorola, heads International Dept., succeeding Harvey Williams, Philco.

(2) The Board of Directors approved a 12-point tax program, including repeal of excise taxes on TV-radio equipment, opposition to state taxation of out-of-state business, and legislative stands on depreciation, foreign income, prepaid income, withholding of tax on dividends & interest.

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Electronics Conference Set: The Commerce Dept.'s Business & Defense Services Administration will bring in 45 electronic industry executives to Washington for National Defense Executive Reserve conferences May 30-31. BDSA said the "shirt-sleeve" sessions will outline government responsibilities members of the group will be expected to undertake in the event of a national emergency.

Turin Show Opens: More than 70 U.S. companies are represented in the U.S. exhibition at the Turin Centenary Exposition. Its "Italia '61" theme is "Technological Progress in Industry—Man & Communications." One U.S. display features TV & radio in lighted panels demonstrating networks linking air routes, cables, railroads, seaways, highways; another demonstrates satellite communications. The Turin show will continue through Oct. 31.

Transistor Research Reported: A new Commerce Dept. booklet—*Semiconductors: U.S. Production & Trade*—details data gathered by the Business & Defense Services Administration from 60 manufacturers of transistors, crystal diodes and related devices. BDSA estimates that in 1959—latest year for which figures are available—research & development in the fields cost \$70 million, with private industry underwriting \$54 million of the total. Copies at 15¢ are available from any Commerce Dept. field office or from the U.S. Govt. Printing Office, Washington 25.

More about

New Markets, New Products: The advent of FM stereocasting (see p. 17) will be responsible for a boom in accessories and hi-fi equipment, in the opinion of manufacturers exhibiting at the Parts Show in Chicago last week.

Take antennas, for example. In recent years there's been increasing demand for outdoor FM antennas—and these were displayed prominently at the show. But antenna makers now believe that multiplexing will vastly increase their market potential. Stereo broadcasting carries only about two-thirds as far as monaural FM broadcasting—bringing the fringe area as close as 20 miles from the station in some cases.

Other accessories—such as multi-set couplers, to permit the hookup of FM sets to TV antennas—were also being plugged hard. Jerrold, Winegard and Blonder-Tongue all were pushing antenna-mounted preamplifiers, not only for TV but for FM. And Jerrold introduced a low-priced "FM Range Extender" preamplifier designed to recoup the loss in FM range due to stereo multiplexing.

Tape recorder manufacturers were looking to FM stereo to push sales. Ampex Audio mgr. Herbert G. Brown predicted "an unmatched boom" in recording equipment during the next 1½-2 years, since it will soon be possible for "the home recordist to tape professional stereo directly from the air."

With the coming boom in mind, Bell Sound introduced an extremely compact cartridge-tape stereo recorder (using the RCA-type tape cartridge), completely equipped with 2 microphones & dual amplifiers & speakers, at \$199.95 list. A monaural version is priced at \$139.95.

Automobile FM radio seems to be enjoying a minor boom, with several new models shown, a complete FM-AM-SW combination auto-portable set by Grundig-Majestic, and car FM tuners by Eric Engineering (\$69.95) and Kinematix (\$89.95). Ward Products displayed "the first true FM auto antenna."

The biggest other major new-product trends at the Parts Show were in the fields of citizens band radio equipment and intercom systems, with an unusually large amount of new equipment being shown. In the field of industrial & institutional TV, 2 foreign-made closed-circuit vidicon camera systems were shown—the German-made Grundig (by Majestic International) and the Dutch-made Philips (Norelco).

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Emerson's Uruguay & Peru Licensees: Casa Praos S.A. will produce & market Emerson-labeled TVs, radios and phonos in Uruguay. Cinematographica Glucksmann S.A. has a similar licensing arrangement for the Du Mont "Collector Series" of home instruments. Emerson Pres. Benjamin Abrams reports that the 2 Uruguay companies, both located in Montevideo, are already in production. Licensed for Peru is Alpha Union S.A. of Lima, which will make & sell the Emerson line. Alpha Union is scheduled to begin production in July. The licensing arrangements were made by Emerson Radio Export Corp., which recently established an Argentine licensee (Vol. 17:12 p17).

Raytheon in India: The first Indian semiconductor plant, Semiconductors Private Ltd., will be jointly owned by Raytheon (one-third) and private Indian business interests. The company is building a 10,000-sq.-ft. plant in Poona, 120 miles south of Bombay, and hopes to begin production by late fall. Raytheon holds an option to increase its investment in the company, subject to Indian govt. approval.

Trade Personals: Robert L. Jablonski, ex-product mgr., appointed to new post of gen. mgr., consumer products dept., Hoffman Electronics . . . Jerome Noel, ex-vp, Advisors Fund Management Corp., joins Howard W. Sams & Co. as vp of Sams companies . . . Mauro E. Schifino, Rochester, NEDA pres., re-elected for another one-year term along with entire slate of past officers . . . Roy Raymond, ex-Stromberg-Carlson component sales mgr. named dir. of product development, Scott Radio Labs, Annapolis, Md.; Fred Moore, ex-Stromberg-Carlson, named dir. of mfg.; John Middlebrook, ex-Fisher Radio, named Scott key accounts mgr.

Larry Epstein, ex-Bogan-Presto, named mgr., Harman-Kardon's new commercial sound-products div. . . Robert F. Burns appointed a senior sales rep, Philco's govt. & industrial group . . . Dr. E. Eastwood, research dir., Marconi research & development labs, Great Baddow, England, awarded the Wakefield Gold Medal by the Royal Aeronautical Society for development of air-traffic control and navigational aids.

K. L. (Ken) Bishop, Bell Sound pres.-gen. mgr., elected pres., Magnetic Recording Industry Assn. . . Hart Perry named pres., ITT Credit Corp., a newly formed finance subsidiary which will service ITT's manufacturing subsidiaries. Perry had been deputy managing dir. of Development Loan Fund, a govt. institution.

TV Service Case Settled: FTC and Washington's Mars Electronics Inc. have agreed on terms of a consent order forbidding the company to misrepresent charges for home servicing of TV sets, guarantees, and technical qualifications of its employes. In a complaint filed last November, FTC charged that Mars used "\$1-only" bait to induce customers to contract for repair work.

English Electric's U.S. Subsidiary: Delaware-incorporated English Electric Corp. will function as a wholly-owned subsidiary of the giant British company to consolidate U.S. sales of all subsidiaries. Among them: Marconi Instruments, English Electric Valve, English Electric Export & Trading.

Rauland Producing Transistors: Zenith's tube-making subsidiary is now making & marketing hermetically sealed miniature & microminiature transistors. Rauland vp-gen. mgr. W. E. Phillips said the new devices, PNP types, can be used both in simple & sophisticated circuits as either audio or IF amplifiers.

Admiral's Hotel Automation: Admiral will market electronic hotel room-condition & message-relaying equipment under an exclusive 10-year sales license from Metropolitan Telecommunications. The agreement calls for Admiral to sell a minimum of \$3-million worth of the hotel equipment at an annual rate of \$300,000.

Sylvania to Close Plant: Tube sub-assembly production at the Electronic Tube Div.'s Houtzdale, Pa. facility will be discontinued over the next 4 or 5 months. The plant employs 360.

Obituary

Ray F. Sparrow, 63, exec. vp of P.R. Mallory & Co., died May 22 in Pembroke, Ont., where he had been recuperating after an illness of several months. A leader in the electronic-component business, he joined Mallory in 1929 as vp, was elected exec. vp in 1952. He held important EIA posts and was a board member at the time of his death. He is survived by his wife and his mother.

Finance

Daystrom's "Poor" 4th Quarter: Performance in the final 3 months of fiscal 1961 (ended March 31), plus special year-end adjustments, cut into the \$1.1 million (89¢ a share) earned in the first 9 months (Vol. 17:5 p20). In fiscal 1960, Daystrom earned \$2.3 million (\$2.48) on record sales of \$90.6 million. Finance vp Bradford T. Blauvelt reported that Daystrom does not anticipate a marked improvement in earnings until the second half (starting Oct. 1) of its 1962 fiscal. "Although fiscal 1961 was a poor year," he pointed out, "we probably have the strongest balance sheet we've ever had." Cash on hand increased by more than \$1 million; \$8 million in outstanding debentures was converted to common stock; \$10 million of additional working capital was added through issuance of sinking fund debentures.

TV-Electronics Fund at Peak: The Chicago-based mutual fund reported record net assets of \$431 million at the close of fiscal 1961's first half, April 30. In the 6-month period, net assets rose 27%; net asset value per share climbed 23.3% to \$8.82 from \$7.41, after adjustment for a 32¢ capital gain payment in November. Outstanding shares also rose to a record level—48,850,240, compared with 45,813,404 shares at the close of fiscal 1960, October 31. For the quarter to April 30, here are the principal portfolio changes in electronics common stock: Added—Loral Electronics. Eliminated—Conrac, Eitel-McCullough. Additions—GE, RCA, Fairchild Camera & Instrument, Westinghouse, Varian Associates, IBM. Reductions—Amplex, Cle vite, Magnavox, Motorola, Perkin-Elmer, Zenith.

CATV Offering Listed: CATV operator International Cablevision Corp., headquartered in N.Y., plans public sale of 164,850 Class A common stock shares at \$10 per share to finance expanded operations. An SEC registration statement (File 2-18161) said underwriters headed by James Anthony & Co. Inc. will have rights to buy 13,200 additional Class A shares at 10¢ per share following completion of the public offering. Organized in January by Ralph M. La Porte & Henry M. Diambra, International Cablevision operates community-antenna systems in Vero Beach & Fort Pierce, Fla. and San Angelo, Tex., and plans to extend them and build new systems in Tallahassee, Panama City and Eau Gallie, Fla. It holds an option to buy Virgin Isle TV Cable Corp. Diambra is also pres. of Entron Inc., Bladensburg, Md. CATV equipment manufacturer.

Transcontinent Plans Offering: Holders of 400,000 outstanding class B common stock shares of Transcontinent TV Corp. will offer them for public sale—price unreported—through Carl M. Loeb, Rhoades & Co. and Bear, Stearns & Co. An SEC registration statement (File 2-18183) listed the sellers as General Railway Signal Co. (200,000), J. D. Wrather Jr. (124,000) and Devon Corp. (76,000). Other class B holders include Transcontinent Chmn. Paul A. Schoellkopf Jr. (309,232) & Edward Petry & Co. (221,860).

Electronic Capital Corp., San Diego management investment company headed by Charles E. Salik, plans a subscription offering of 612,403 common stock shares to present holders at the rate of one new share for each 3 held. An initial SEC registration statement (File 2-18184) listed Bear, Stearns & Co. as the underwriters, price & terms to be supplied in an amended filing. Net proceeds from the sale would be used to add to Electronic Capital's portfolio. The company said it also may use some of the funds to construct an office building.

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	1961—39 wks. to Apr. 1	\$10,498,489	—	\$ 414,105	\$0.42 ¹	899,723
	1960—39 wks. to Apr. 1	12,915,723	—	1,005,955	1.08 ¹	895,346
Andrea Radio	1961—qtr. to Mar. 31	1,419,017	—	62,473	.25	250,700
	1960—qtr. to Mar. 31	1,802,085	—	80,259	.32	250,700
Electronic Communications	1961—6 mo. to Mar. 31	8,455,721	—	(138,783)	—	597,209
	1960—6 mo. to Mar. 31	11,451,000	—	89,282	.13 ¹	590,076
Emerson Radio & Phonograph	1961—26 wks. to Apr. 29	—	—	667,646	.30 ³	2,209,619
	1960—26 wks. to Apr. 29	—	—	1,118,768	.51 ³	2,117,462
General Instrument	1961—year to Feb. 28	70,644,123 ²	\$ 6,720,688	3,424,891 ²	1.41	2,427,512
	1960—year to Feb. 28	66,895,542	5,545,842	2,655,652	1.23	2,153,678
Hewlett-Packard	1961—6 mo. to Apr. 30	33,322,000	—	2,587,000	.26	9,869,733
	1960—6 mo. to Apr. 30	28,758,000	—	2,378,000	.24	9,816,561
Lafayette Radio Electronics	1961—9 mo. to Mar. 31	17,572,778	1,158,179	594,750	.58	1,025,000
	1960—9 mo. to Mar. 31	13,526,182	753,539	365,593	.36	1,025,000
Telectro Industries <i>Story on p. 23</i>	1960—year to Dec. 31	5,490,674	(1,149,929)	(936,547) ⁴	—	709,704
	1959—year to Dec. 31	5,160,434	356,977	177,320	.30	600,000
	1961—qtr. to Mar. 31	993,502	—	(99,571)	—	709,704
	1960—qtr. to Mar. 31	1,199,744	—	41,351	.07	600,000
Times-Mirror	1961—12 wks. to Mar. 26	25,717,507	—	739,427	.18	4,195,024
	1960—12 wks. to Mar. 20	21,345,814	—	951,515	.25 ⁵	3,761,622 ⁵
Transitron Electronic	1961—39 wks. to Mar. 25	31,038,990	—	2,970,840	.40	7,502,500
	1960—39 wks. to Mar. 25	35,113,222	—	5,961,478	.80	7,502,500
	1961—13 wks. to Mar. 25	7,512,689	—	(698,804)	—	7,502,500
	1960—13 wks. to Mar. 25	13,128,611	—	2,154,216	.29	7,502,500

Notes: ¹After preferred dividends. ²Record. ³Based on 2,209,619 shares. ⁴After \$213,382 tax credit. ⁵Adjusted for January 1961 4% stock dividend.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 25, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17	19 ⁷ / ₈	Magna Theater	3 ³ / ₄	4 ³ / ₈
Adler Electronics	17	18 ⁵ / ₈	Magnetics Inc.	11 ¹ / ₂	12 ⁷ / ₈
Aerovox	11 ¹ / ₄	12 ⁵ / ₈	Maxson	25 ¹ / ₄	27 ¹ / ₂
Allied Radio	29	31 ¹ / ₂	Meredith Pub.	43 ¹ / ₂	47 ³ / ₄
Astron Corp.	3	3-9/16	MetroMedia	21 ¹ / ₂	23
Baird Atomic	22	24 ¹ / ₈	Microdot	28	30 ³ / ₈
Cannon Electric	36 ³ / ₄	39 ⁵ / ₈	Milgo Electronics	23	25 ⁵ / ₈
Capehart	8	9 ¹ / ₄	Narda Microwave	8 ³ / ₄	9 ³ / ₄
Chicago Aerial Ind.	23 ¹ / ₂	25 ⁵ / ₈	Newark Electronics	16 ¹ / ₄	17 ⁷ / ₈
Control Data Corp.	90	97	Nuclear of Chicago	45 ¹ / ₂	49 ¹ / ₄
Cook Electric	13	14 ³ / ₈	Official Films	3 ³ / ₄	4 ³ / ₈
Craig Systems	14 ¹ / ₂	16 ¹ / ₄	Pacific Automation	6 ¹ / ₂	7 ³ / ₈
Crosby Electronics	7	7 ⁷ / ₈	Pacific Mercury	7 ¹ / ₈	7 ⁷ / ₈
Dictaphone	34 ¹ / ₂	37 ¹ / ₄	Philips Lamp	148	152 ³ / ₄
Digitronics	26 ¹ / ₂	29 ⁷ / ₈	Pyramid Electric	2 ¹ / ₂	3-1/16
Eastern Ind.	18 ³ / ₈	19 ³ / ₄	Radiation Inc.	26 ¹ / ₂	28 ⁷ / ₈
Eitel-McCullough	16 ¹ / ₄	17 ⁷ / ₈	Rek-O-Kut	2 ¹ / ₂	3-3/16
Elco Corp.	12 ³ / ₄	14 ³ / ₈	Research Inc.	5 ⁵ / ₈	6 ¹ / ₂
Electro Instruments	20	23	Howard W. Sams	44	48
Electro Voice	13 ¹ / ₄	14 ³ / ₈	Sanders Associates	49 ¹ / ₂	53
Electronic Associates	32 ³ / ₄	35 ⁵ / ₈	Silicon Transistor	14 ¹ / ₂	16 ¹ / ₄
Elec. Capital Corp.	43 ¹ / ₂	47 ³ / ₄	Herman Smith	13	14 ¹ / ₂
Erie Resistor	13 ³ / ₄	14 ⁷ / ₈	Soroban Engineering	70	75 ³ / ₄
Executone	21 ¹ / ₂	23 ⁵ / ₈	Soundscribe	14 ¹ / ₂	15 ¹ / ₂
Farrington Mfg.	16 ¹ / ₂	18	Speer Carbon	24 ¹ / ₂	27
Foto Video	7 ¹ / ₂	9	Sprague Electric	75	78 ³ / ₄
Four Star TV	21	23	Sterling TV	3 ⁵ / ₈	4 ³ / ₈
FXR	21 ¹ / ₂	23	Syston-Donner	40 ¹ / ₂	43 ¹ / ₂
General Devices	15	16 ¹ / ₂	Taft Beste	22	23 ⁷ / ₈
G-L Electronics	8 ¹ / ₂	9 ³ / ₄	Taylor Instrument	7	8 ¹ / ₂
Granco Products	4	4 ³ / ₄	Tele-Broadcasters	2 ¹ / ₂	3-3/16
Gross Telecasting	22	24 ¹ / ₂	Telescope	13 ¹ / ₄	14 ³ / ₈
Hallicrafters	24 ¹ / ₂	26 ¹ / ₂	Telemounting	7 ⁷ / ₈	8 ³ / ₄
Hathaway Instruments	27 ¹ / ₂	29 ⁷ / ₈	Time Inc.	85	89 ¹ / ₄
High Voltage Eng.	180	196	Tracerlab	13 ³ / ₄	15 ¹ / ₂
Infrared Industries	17	18 ¹ / ₂	United Artists	7 ¹ / ₄	8 ³ / ₈
Interstate Engineering	20 ³ / ₄	22 ¹ / ₂	Universal Trans.	1 ¹ / ₄	1 ³ / ₈
Ionics Inc.	33	36 ¹ / ₄	Vitro	28 ¹ / ₂	30 ⁵ / ₈
Itek	49	53 ¹ / ₄	Vocaline	2 ³ / ₄	3-3/16
Jerrold	8 ³ / ₄	9 ¹ / ₂	Wells-Gardner	33 ¹ / ₂	36 ¹ / ₂
Lab for Electronics	56	59 ¹ / ₂	Wilcox Electric	11 ¹ / ₄	12 ¹ / ₄
Leeds & Northrup	37	39 ⁷ / ₈	Wometco	26	28 ¹ / ₄
Lcl Inc.	9 ¹ / ₂	11			

No Desilu Dividend: Desilu Productions' board has omitted declaration of the 15¢ cash dividend for the fourth quarter of the fiscal year ended April 29. The move was in the "interests of conserving cash for expanded TV-program development," explained Pres. Desi Arnaz. An annual dividend of 60¢ a share has been paid on common stock since Desilu became publicly owned in December, 1958. No dividends have been paid on class B common held by Arnaz & his ex-wife, Lucille Ball.

Hallicrafters Doubles Authorized Common: Stockholders approve increase to 3 million shares. Hallicrafters' directors recently also voted a 100% stock dividend on the 1,109,300 shares outstanding. Pres. Robert F. Halligan told stockholders that earnings in the 8 months to April 30 jumped to 94¢ a share on \$37,851,000 sales—from 62¢ on \$19,654,000 in the year-earlier period.

Reports & Comments Available: Zenith, analysis, Bacon, Whipple & Co., 135 S. La Salle St., Chicago 3 • Standard Kollsman, analysis, John H. Lewis & Co., 63 Wall St., N.Y. 5 • ITT, review, Shearson, Hammill & Co., 14 Wall St., N.Y. 5.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Acme Electric	Q	\$0.07 Jun. 20	Jun. 8
Acme Electric	Ex.	.02 Jun. 20	Jun. 8
American Bosch Arma	Q	(Omitted)	
Amphenol-Borg Elec.	Q	.35 Jun. 30	Jun. 16
Desilu Productions	Q	(Omitted)	
Globe-Union	Q	.25 Jun. 10	Jun. 2
Sprague Electric	Q	.30 Jun. 14	May 29
Wells-Gardner	Q	.30 Jun. 15	Jun. 9

Lynch Corp. Stock Increase: The corporate parent of Symphonic Electronic Corp., received stockholder approval of a proposal to increase its capitalization from 1 million to 2 million shares at its annual meeting last week. The additional stock will be used for "general corporate purposes including possible stock dividends, long-term financing transactions and merger & acquisition transactions." Pres. Bernard H. Lippin said the company's order backlog indicates profitable operations for the current year.

Telectro Ban Ends: Effective May 31, SEC lifted an order suspending American Stock Exchange & over-the-counter trading in Telectro Industries Corp. common stock (Vol. 17:12 p20). SEC said independent accountants had completed an audit of the company's books and that stockholders had been supplied with information which had been missing from earlier Telectro reports. In its original suspension order SEC had cited "inadequate" information on the condition of Telectro, being taken over by Emerson.

Amphenol-Borg Electronics Acquires FXR: Stockholders of both concerns last week approved the merger (Vol. 17:14 p21) which will convert microwave-producer FXR into an Amphenol-Borg division. The latter is acquiring FXR for 212,328 common shares, valued at some \$9.2 million under recent NYSE quotations.

Roulette Suspension Sustained: A temporary suspension of a stock-issue registration exemption for N.Y.'s Roulette Records Inc., ordered by SEC in March for alleged "false & misleading" circular statements, has been made permanent. SEC said the record company had withdrawn its request for a hearing on SEC complaints.

Foreign

GUIDE TO BBC-TV: To many U.S. admen & broadcasters, "BBC" conjures up visions of dust-dry lectures on bird-watching or recollections of Khyber service by retired *pukka sahib* colonels. To others, BBC means wartime memories of imperturbable announcers calmly reading newscasts as bombs rained down on London. To still more Americans, BBC exists as a modernized program service—but one that is a sort of electronic extension of the British govt. and its official mouthpiece for public statements.

Such U.S. images of BBC are now a matter of considerable concern to that organization. BBC is a major TV power in Britain, and nearly all British viewers are aware of its general policies and how it works. But BBC is also increasingly active on the U.S. scene as both a program source (*An Age of Kings*; co-productions such as *The Third Man*; newsfilm sales, etc.) and a program purchaser (whose recent buys have ranged from *The Perry Como Show* to Warner Bros.' *Sugarfoot*).

To gain perspective on BBC, 1961 model, we interviewed Derek Russell, BBC's chief U.S. representative, at his N.Y. office (630 Fifth Ave., not far from NBC). We posed questions most likely to be asked by U.S. TV-radio executives. This was the result:

Q. How do you define the BBC?

A. It's the world's largest non-commercial broadcasting organization, and it's primarily public service in nature.

Q. Who runs BBC?

A. BBC runs itself. It operates under a Royal Charter, with a 9-man Board of Governors appointed by the Queen. The Governors work through a permanent executive staff headed by the Director-General, who is something

like the president of a major TV network.

Q. What supports BBC financially?

A. BBC, in a way, is a sort of pay TV. It is financed directly by British viewers and radio listeners who pay an annual license fee at their local Post Office. The radio-only license is \$2.80 per year. A combined TV-radio license costs \$8.40 a year, and there's an extra \$2.80 which the govt. takes as excise duty.

Q. What do these revenues amount to?

A. In the 1959-1960 fiscal year, the gross license revenue of BBC was over £36 million [\$100 million]. From this was deducted nearly £5 million [\$14 million] by the Post Office, for expenses, and by the Treasury, for excise. There is a new financial agreement under which the Treasury will make no deduction for the year ending March 31, 1962. Total revenue in 1959-60 from the Postmaster General and sales of BBC's *Radio Times*, etc. was about \$91 million.

Q. That's a pretty healthy revenue for any broadcasting organization. Is there any profit in it for anyone?

A. Not for any individual. Under its charter, BBC must apply all of its income, including profits from sales of programs and the *Radio Times*, to BBC projects. Salaries of Governors are laid down in the Charter. No funds of BBC are divided among them as profit.

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Q. Suppose there's money left over at the end of the year. What happens to it?

A. It goes for program development, studio construction, various expansion projects. One notable example is the TV Centre at Shepherds Bush, opened in June 1960, built at a cost of more than \$30 million.

Q. Suppose BBC runs in the red financially. Who or what makes up the difference?

A. BBC, under its Charter, can borrow or raise money upon the security of its property or rights. It can make temporary banking accommodations. However, BBC sets aside from its revenue various sums to meet depreciation and to act as reserve funds, and generally tries to plan to live nicely within its income.

Q. Does the British govt. officially "own" BBC?

A. No, it does not. BBC does not work against the national welfare, any more than an American network would, but the govt. in Britain cannot dictate what BBC will, or will not, do. The BBC is completely responsible for all its programs. Of course in the news field, we air not only Government viewpoints but equally those of the opposition—and a rich variety of independent views.

Q. Let's talk about BBC operations. How big is BBC and what does it do?

A. BBC has a staff of 16,900, representing some 100 trades & professions. It operates a national TV network,

3 national radio networks, and broadcasts radio all over the world in 39 languages. It also publishes a copyrighted weekly program journal with 7½ million circulation, maintains 13 full-time orchestras, operates a training school, and has 17 correspondents & staffs in world news centers.

Q. You say you are a "public service" organization. Why then do you have entertainment programs that have no immediate instructional value?

A. The bulk of our output is entertainment in the broadest sense. We have created some of the most popular British TV comedy series. We feel that most viewers & listeners, whatever their background, have a general curiosity about the world in which they live and a potential enjoyment of the arts. We try, therefore, to provide a very wide range of programs, from operas to Westerns, and from comedy to current events.

Q. American network TV is tending to become primarily a filmed program medium. Is this true of BBC?

A. No. BBC feels that TV should develop its own electronic entertainment. About 80% of BBC's TV fare is live studio production or remotes, and a very large proportion of radio output is also live studio production. This doesn't mean that BBC is not in the film medium. BBC Film units produce the equivalent of 140 full-length features a year.

Q. Do you have educational TV shows?

A. Yes, but we feel that BBC-TV can do more good with "the enrichment of education" than in direct teaching for examination purposes. Many programs conceived primarily as entertainment serve educational purposes. By our reckoning, 50% of BBC-TV's schedule during prime evening time is of educational value in the sense that it makes a demand upon the intelligence of the viewer.

Policy on Violence: "Brutality" vs. "Combat"

Q. It's said that you have a tough policy on "violence" in TV shows, particularly American imports. True?

A. It all depends. We do not try to emasculate adult shows, and we do not attempt to lay down laws too precisely. We differentiate between shows for children and shows for adults; for example, family insecurities and marital infidelities may be commonplace to adults, but to children they can be deeply disturbing. Brutality is also a difficult situation, because brutality is not the same thing as combat. Combat, which is healthy, and brutality, which is not, both contain violence and tend to become identified. A sequence involving violence should arise naturally from the story, and be therefore dramatically necessary and defensible. If it is inserted purely for a depraved effect, it should be rejected.

Q. Since the Post Office—a government organization—collects BBC's revenue, does this mean that the govt. then calls the shots at BBC in terms of program policy?

A. Indeed not, although that may sound unusual. You see, ever since BBC's first Royal Charter in 1927, BBC's freedom has been a matter of national policy. BBC has complete choice in arranging its programs. This fact is always made plain in Parliament. BBC is independent of govt.—or commercial—interference. Govt. officials do not dictate how the BBC revenues will be spent in TV or radio. Also, the Board of Governors are not political appointees, and a new set is not named if there is a change in govt.

Missionary TV: Ecuador has granted its first TV permit to a group of American Protestant missionaries for a station in Quito. The group has been operating "The Voice of the Andes" radio station there for 26 years.

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WEEKLY **Television Digest**

JUNE 5, 1961

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VOL. 17: No. 23

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

SUMMARY-INDEX OF WEEK'S NEWS**Stations**

STEREOCASTING BEGINS on GE & Zenith FM stations in Schenectady and Chicago, opening new era in sound broadcasting. Manufacturers cautious about receiver problems (pp. 1 & 17).

DIRECTORY OF NAB PUBLICATIONS, prepared at our request, shows impressive list available to members (pp. 3 & 13).

FCC

AFTERMATH OF FCC REORGANIZATION BATTLE finds Commission happy that Congress is moving toward legislation to streamline procedure. "No defeat," says Minow camp (p. 2).

FCC's CLOSER LOOK AT MULTIPLE OWNERSHIP produces a staff letter questioning MetroMedia's purchase of KMBC-TV & KMEC Kansas City on "concentration of control" issue (p. 3).

KINGSTREE OBSCENITY CASE goes to hearing, owner Robinson asserting he knew nothing of dj's material. FCC puts tapes in record, produces witnesses contradicting Robinson (p. 5).

Film & Tape

OUR HOLLYWOOD PREVIEW OF TV IN 1962 finds executives predicting excursions into such new areas as public affairs. Producers split on 60-min. & action-adventure (pp. 3 & 8). Dept. (p. 14).

Programming

FCC ANALYZES VOX POPULI, making breakdown of 2,542 letters reacting to Minow's NAB speech on programming (p. 9).

Consumer Electronics

AVERAGE TV PRICE moved up to \$145 at factory last year, highest since 1953; combinations totaled 4% of unit retail sales for first time; radio prices dipped (p. 16).

NEW FACES OF 1962: TV lines show no radical changes in design or pricing. GE's color line has 3 basic models, 8 sets from \$595 to \$775 (p. 17).

PHILCO & CBS DROP RECEIVING-TUBE operations as competition increases from transistors and other domestic & foreign tube makers (p. 18).

ARE DEALERS JUNKET WEARY? Wall St. Journal finds growing disenchantment with sales-incentive trips to posh resorts & foreign countries (p. 18).

Advertising

FTC HITS "TARGET NO. 1" at AFA convention, Chmn. Paul Rand Dixon firing broadside at "illegal brinkmanship" of exaggerated & disparaging advertising (p. 10).

RADIO CODE STIFFENED BY NAB to bar commercials for hemorrhoids & feminine-hygiene products, matching TV Code prohibitions. Nationwide monitoring approved (p. 11).

Other Departments

CONGRESS (p. 3). **NETWORKS** (p. 6). **EDUCATIONAL TV** (p. 7). **PERSONALS** (p. 15). **FINANCIAL** (p. 19).

STEREOPHONIC FM BROADCASTING BEGINS: New era in sound broadcasting—and a new chapter in the never-say-die history of FM—began last Thursday, June 1, when first regular broadcasts in the new stereo multiplex medium began in Schenectady, N.Y., and Chicago.

First stations broadcasting with newly approved Zenith-GE standards (Vol. 17:17 p1) are, quite appropriately, owned by Zenith & GE. Both began at the earliest moment permitted by FCC rules—12:01 a.m. June 1—but because GE's WGFM Schenectady is in Eastern time zone and Zenith's WEFM Chicago in Central zone (both are on daylight time), GE was able to claim a "first."

The 2 stations were the only ones able to get on air simultaneously with FCC's June 1 starting gun, because no other stereo broadcast equipment had been type-accepted by FCC. FCC okayed the Zenith & GE equipment earlier in the week. Both companies used prototype equipment they had developed for FM stereo experimentation & testing.

The Schenectady station announced it would program 20 hours of stereo weekly at the outset. Zenith's commercial-less Chicago FM hasn't yet announced specific stereocasting schedule. Both reported debuts were successful and stereo reception good.

Stereocasts went on air before receiving equipment was generally available. Most manufacturers aren't ready with receivers and/or adapters yet. It will be some time before receiving gear is plentiful. Most manufacturers haven't yet reached production stage; many are proceeding cautiously, want to wait until there are a number of stations on air so receivers can be tested with a variety of signals. FM stereo standards are highly critical, and some manufacturers privately express fear that broadcasters might not stick to every jot & tittle of the Commission's technical specifications. These manufacturers warn that receiving equipment won't work unless they do.

Claiming "first actual shipment of commercially produced multiplex adapters," Crosby Electronics Inc. sent a token batch May 26 to Allied Radio Stores, Chicago. The \$69.50 units are designed for adapting component hi-fi FM tuners to stereo standards. By press time, Crosby had shipped about 150 units—to N.Y., California, Texas & Baltimore, in addition to Chicago.

It's hard to say who'll be next on air with stereo multiplex. At week's end, no new type-acceptances of transmitting equipment had been handed out by FCC. The Zenith & GE acceptances were for single stations only, since neither firm now plans to market commercial-station stereo conversion gear. Zenith modified a Collins transmitter, GE a Gates.

Only one request for type-acceptance was on file at FCC at press time. WKFM Chicago, which has been testing FM stereo transmission during non-programming hours, has asked Commission to approve its equipment, manufactured by Chicago hi-fi manufacturer Sherwood Electronic Labs. It's understood WKFM wants to get on air this week. Gates asked FCC whether all its stereo equipment could be assumed to be type-accepted because GE used Gates transmitter. Commission said acceptance didn't cover future Gates stereo units, since GE's gear was "composite." FCC's promptness in type-accepting the GE & Zenith gear indicates it will give quick service to other manufacturers submitting measurements of their equipment.

Possibly a dozen FM stations are now champing at the bit to be next on the air, as soon as equipment has been type-accepted & installed. All FM stereo starters will be reported, as they go on air—with stereo programming hours wherever possible—in our weekly AM-FM Addenda (yellow sheets), which go to all Full TV-AM-FM and Full AM-FM Service subscribers to Television Digest. If you don't currently receive the AM-FM Addenda and are interested in being informed of all FM stereo starts, you can get further information from our business office at Radnor.

For latest developments in FM stereo receivers & adapters, see p. 17.

AFTERMATH OF FCC REORGANIZATION BATTLE: Although administration's FCC reorganization plan is expected to be killed by House this week—FCC is confident that streamlining legislation will be enacted. Reasons:

(1) Harris bill (Vol. 17:22 p1) is virtually same as White House (Landis) plan. Only important difference is that it would not let Commissioners delegate to the Chairman the authority to assign them to jobs.

(2) FCC's own proposed reorganization bill, requested by Sen. Pastore (D-R.I.) and discussed by Commission June 1 & 2, would accomplish what majority of Commissioners, including Chmn. Minow, really want—namely, that Commissioners be empowered to delegate hearings & appeals to staff members or to less than the full Commission. As law stands now, only an examiner or full Commission can hear cases and only full Commission can hear appeals.

The big noise about Landis plan, and what probably defeated it, was the provision allowing Commissioners to give the Chairman power to give them assignments. However, Minow never wanted this, and insiders report that he urged its deletion from the plan. What really pleases the Commission, including Minow, is that the furor over Landis plan has stimulated Congress into moving on procedure-streamlining legislation long sought by FCC.

Now, FCC is debating the "Ford plan," and is almost certain to recommend it to Congress. This plan would provide that:

(1) Hearings could be conducted by an examiner or by one or more Commissioners.

(2) Parties would have right of appeal and oral argument.

(3) FCC could designate a board of staff members, a panel of Commissioners or the full Commission to hear oral argument and render final decision.

(4) Parties could petition the full Commission for reconsideration of final decisions, but Commission could grant or deny reconsideration at its own discretion.

Proposal was drafted by Comr. Ford, whose scholarly analysis was a strong factor in Landis plan defeat, and his views command respect of colleagues & Congress.

From practical standpoint, it's expected that Commission would delegate review of minor cases to staff board. More important cases would go to a panel of Commissioners or full Commission. If a panel of 3 Commissioners voted unanimously in a case, chances are remote that full Commission would reverse it.

Attorneys & broadcasters generally don't like to appeal to anyone except the full Commission—for simple reason that they constitute 7 fairly well known quantities and they are politically appointed. (For status of Landis plan in House, see p. 4.)

FCC'S CLOSER LOOK AT MULTIPLE OWNERSHIP: In a precedental move, FCC's staff is questioning MetroMedia's purchase of KMBC-TV (Ch. 9) & KMBC Kansas City on the "concentration of control" issue. For many years, such acquisitions have been automatic. Now, however, Commission staff has sent a letter to MetroMedia, citing hitherto dormant Sec. 3.636 & Sec. 3.35 of FCC rules.

The letter notes that purchase would give MetroMedia 3 vhs in top 25 markets (WNEW-TV N.Y. & WTTG Washington are the other 2) and 4 AMs in top 25 (other 3 are WNEW N.Y., WHK Cleveland and WIP Philadelphia).

FCC rules state that owner of one station won't be allowed another "if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity."

Staff's letter writing doesn't mean Commissioners will necessarily agree with implication that the purchase may produce too much concentration. At very least, however, delays & uncertainties are thrown into the purchase picture.

Asked about the move, a top staff member put it this way: "We're just feeling our way."

MetroMedia is paying \$10,250,000 for the stations plus KMOS-TV (Ch. 6) Sedalia, Mo., which it plans to sell for \$200,000, and radio KFRM Concordia, Kan. which it would sell for \$201,000 (Vol. 17:6 p12).

HOLLYWOOD PREVIEW OF 1962 TV: West Coast TV-film executives, now enmeshed in plans for the 1962-63 season, foresee excursions into fields comparatively new for them, such as public affairs and space. They also predict more emphasis on science fiction and the supernatural.

They disagree on the fate of the action-adventure series so prevalent in today's programming. Some say the trend will have worn itself out by the end of next season; others differ. One of those we talked to was N.Y.-to-Hollywood commuter Oscar Katz, CBS-TV program vp, who said: "I'm not sure the 60-minute action-adventure will hold up. We may be nearing the saturation point." Katz pointed out that CBS-TV's fall schedule has only 3 new series he would so categorize—"The Defenders," "Frontier Circus" and "The Investigators."

"I have a feeling there may be some new program forms [in 1962]," went on Katz. "The tendency will be to go for something new. It depends on Hollywood's creators. We encourage this type of thinking."

Producers split sharply on the 60-minute series trend, some theorizing that by the end of next season programming would revert to the 30-min. form, others insisting that the 60-min. length is here to stay. (For individual opinions, see p. 8.)

DIRECTORY OF NAB PUBLICATIONS: Once you put them all together, NAB's list of brochures, reports, leaflets, etc. published over the years makes impressive reading. Your copies of some may have disappeared, and we thought you might like to see a rundown of what's available—to NAB members only, of course. The Association's Public Relations Service Office, under John Couric, has given us a short summary of each—see p. 13.

Congress

Sabotage Bill Revived: Bombings of 3 telephone microwave & cable relay stations in Utah & Nevada May 28 brought a new move in Congress for a law to provide criminal penalties for malicious damage done to commercial communications systems which may be used by the govt. Sens. Dodd (D-Conn.) & Eastland (D-Miss.) resubmitted a bill (S-1990) making such sabotage a federal offense. Similar legislation was approved by the Senate Judiciary Committee (headed by Eastland) last year (Vol. 16:33 p10), but died before it reached a floor vote. The U.S. Code now provides sabotage penalties only for acts affecting communications facilities owned or operated by the govt.

New TV Probe Starts: Crime & violence on TV and their relationship—"if any"—to juvenile delinquency will be explored this week in Senate hearings. Announcing that the long-planned investigation (Vol. 17:11 p13) will open June 8-9 in the big Caucus Room of the old Senate Office Bldg., Chmn. Dodd (D-Conn.) of the Judiciary Juvenile Delinquency Subcommittee said he planned a "thorough but careful weighing" of the influence of TV shows on viewers' behavior. He noted there had been a 177% increase in juvenile delinquency since 1948, said he wanted to find out if any of it could be linked with TV's rise in the same period. Names of scheduled witnesses weren't available at last week's end, but they'll include network spokesmen, behavioral scientists, TV producers & writers, penologists.

Celler Summons Minow: The House Judiciary Antitrust Subcommittee headed by Rep. Celler (D-N.Y.) plans to put FCC Chmn. Minow & Asst. Attorney General Lee Loewinger on the spot June 14-15. Among other things, they will be asked to tell the Subcommittee at "consultative" hearings just what has been done toward carrying out recommendations in the Celler unit's massive 1957 report on the TV industry (Vol. 13:23 p3). The report swept over a wide range: Option time, "must buy" practices, ASCAP vs. BMI, FCC "ethics," allocations, NBC-Westinghouse antitrust proceedings.

Also to be covered at the hearings will be issues in other communications areas, such as the AT&T antitrust decree and telephone earnings. A Subcommittee source told us that no witnesses except Minow & antitrust chief Loewinger—both newcomers in their jobs—will be called to the stand to give Celler reports on progress, or lack of it. Both will be accompanied to Capitol Hill by Commission & Justice Dept. specialists, however.

TV Fight Curbs Urged: Small boxing clubs which once bred fight champions have been closed out by TV, former heavyweight champion Jack Dempsey testified at a Senate Judiciary Antitrust & Monopoly Subcommittee hearing. One in a string of witnesses supporting a bill (S-1474) by Chmn. Kefauver (D-Tenn.) calling for a federal boxing "czar" (Vol. 17:14 p16), Dempsey said telecasts of fights should be restricted to big title bouts. That would give smaller clubs a better chance to survive, he said. Dempsey also said part of the TV receipts from big fights should be reserved by the promoters for a fighters' retirement fund. As it is, he told the Subcommittee, too many outworn fighters end up on skid row because they have no pensions. Under Kefauver's anti-racketeering measure, TV fight promoters & others connected with managing & staging fights would have to be licensed by the govt. Federal controls of the boxing business should have been set up when broadcasting brought it clearly into interstate commerce, another ex-champion—Gene Tunney—testified. He protested "the monopoly" on recent championship fights created by closed-circuit TV. Millions of fight fans who are unable to pay their way into closed-circuit theaters to watch the bouts have been given a raw deal by the promoters, Tunney said. Tunney added that the 3rd Johansson-Patterson fight apparently was staged for the benefit of TV viewers—not paying ringside customers. "I paid \$100 and there were 300 people in front of me," he said. "I didn't see the knockdown. I had to see it later on TV."

How to Kill a Bill: The surest way to kill ethics-in-govt. legislation is to include members of Congress in its provisions, according to Rep. Bennett (D-Fla.). Himself the author of a bill (HR-302) to restrict private employment of former federal employes (Vol. 17:5 p8), Bennett told the House Judiciary Committee that conflict-of-interest measures which embrace Senate & House members would be defeated. "Let's leave something for our children to do," he said in testimony on a half-dozen such bills including HR-3411 by Chmn. Celler. "I'd rather have a little bill pass than a big one fail." Similar legislative ground will be covered this week in 4-day hearings by the House Commerce Committee on a bill (HR-14) by Chmn. Harris to tighten rules governing back-door approaches to regulatory agencies (Vol. 17:20 p12). FCC Chmn. Minow is scheduled for the stand on the final day of the June 6-9 sessions. Other agencies to be heard from are FTC, SEC, ICC, CAB, FPC.

More about

FCC Plan Vote Put Off: The House failed to reach a vote last week on President Kennedy's doomed FCC reorganization plan (Vol. 17:22 p1), which was kept alive by the press of other floor business in the short holiday workweek. Majority leader McCormack (D-Mass.) is expected to call up a resolution of disapproval this week, however—and there's almost no chance that it will fail to get a majority vote necessary to kill the White House proposals (see p. 2).

Meanwhile, the President's FTC reorganization plan, which easily survived House hearings, was given a once-over at Senate Commerce Committee hearings preparatory to a Govt. Operations Committee hearing June 6 on all of the agency plans. As in House hearings on the plans, only one FTC member—Republican Sigurd Anderson—voiced objections to the proposed FTC reorganization. He said it might "create a one-man agency out of our multi-member agency." Unlike the FCC plan, which ran into protests by a majority of FCC members and by Republican & Democratic members of Congress, the FTC plan otherwise escaped Senate attack. Criticism of the FCC plan in the Senate was carried by Sen. Beall (R-Md.) to 16 home-state radio stations. In a recorded speech, Beall said it "would mean endless trouble for the broadcasting industry."

USIA Budget Cut: President Kennedy's plea for extra-budget money for USIA (Vol. 17:22 p3) has been spurned by the House. It followed recommendations by the Appropriations Committee, which said some of the agency's broadcasting operations should be curtailed instead of expanded. The Committee didn't recommend cuts in Voice of America TV & radio plans which include expenditure of \$1.85 million for a portable radio relay station, but sliced away such items as \$950,000 for theatrical productions and \$172,711 for psychiatric checks on USIA job applicants. The over-all USIA allowance for the next fiscal year was trimmed by the Committee to \$134.8 million—about \$3 million more than Congress authorized for the current year. The House voted 256-71 to approve the USIA figures in a \$751-million bill covering State & Justice Depts. and related agencies.

FCC Budget Vote Due: An \$8.4-billion money bill to run 23 independent agencies—including \$12.4 million of \$12.5 million requested by FCC—for the fiscal year starting July 1 was sent along to the House June 2 by the Appropriations Committee. The House is expected to take up the measure June 7 for a vote. Included in FCC budget items approved by the Committee was provision for 50 more staffers. At budget hearings in March, the Commission had made a strong pitch for the need for more personnel—particularly in the Complaints & Compliance div. and for handling license renewal hearings in the field. The Committee also allowed increases for an augmented FTC staff.

Westerns Tire Morton: Sen Morton (R-Ky.), GOP chairman and Commerce Committee member, says he's "getting a little tired of Westerns." But that's no reason to look to the govt. for TV programming reforms, he added on Ted Granik's *Youth Wants to Know*. "We must be sure that we do not get a censorship of this industry," Morton warned, arguing that self-regulation by broadcasters & sponsors will bring TV improvements. (*Saturday Review*—June 3 issue—is authority for the statement that what Chief Justice Warren likes best in TV is Westerns.)

The FCC

KINGSTREE OBSCENITY CASE: Probably unique in FCC history, the hearing on the renewal of radio WDKD Kingstree, S.C.—mostly on charges of indecent & suggestive programming—began in Kingstree last week, is expected to conclude this week.

FCC counsel Pat Valicenti & Donald Rushford placed in the record—though they didn't play them—tapes of material broadcast by WDKD's disc jockey "Uncle Charlie Walker."

The station put on its case first, and main defenses of owner E. G. Robinson were these: (1) He had no knowledge of the nature of Walker's material. (2) No one ever complained about it. (3) He fired Walker immediately when FCC cited the station. (4) The station has a long record of public service.

"Maybe I should have known" about Walker's output, Robinson said, but insisted that he didn't. The mayor of Kingstree, E. B. Bower, mayors of surrounding communities, and other citizens testified at length about WDKD's service to the area.

The Commission counsel, before examiner Thomas Donahue and against defense counsel Harry Daly & Lenore Ehrig, presented 2 local ministers, Rev. James Lawton & Rev. Bernard Drennan, who testified that Walker's material was indecent & suggestive, that they had received many complaints about it—and that they had asked Robinson personally to do something, but that nothing happened. Walker was on the station 8 years.

Over-Commercialism Is Alleged

Another witness for FCC, former WDKD announcer Ashby Ward, now with WBTW (Ch. 8) Florence, testified that Robinson was familiar with Walker's programming. In addition, Ward said that Robinson had no policy on commercialization and that he, Ward, had given as many as 15 spots in a 14½-minute period, with no programming in the period.

T. Douglas Youngblood, exec.-secy. & treas. of the South Carolina State Bcstrs. Assn., testified for the Commission that he had heard indecent material on the station, that the area's broadcasters had often discussed it and "wondered how they got away with it." And, he said, "it's easy to peddle smut."

FCC also put on the stand 2 Kingstree bankers, Donald Taylor & Louie Law, who had gone to talk to John Rivers, pres. of WCSC-TV Charleston, about WCSC-TV employe Carroll Godwin. Godwin, a former WDKD employe, was to be an FCC witness. Taylor & Law said that the purpose of their visit was to determine whether Godwin "was going to tell the truth."

Mr. Drennan also testified that Taylor & Law told him that if he testified against Walker he'd hurt himself and his church.

One of the milder samples of Walker's humor:

"You farmers better get off of it and get out there and get at them tobacco fields. We don't want no crop failures this year. It is that we don't want any farmers that have crop failures. I know about 8 farmers' daughters that I hope like the devil they have a crop failure. All I've got to say—they'd better have one. If they don't have a crop failure, I'm going to have a heart failure."

Walker also had a practice of playing on the names of neighboring towns. Andrews was "Ann's Drawers." Bloomingville—"Bloomersville." St. Stephens—"Stepins."

FCC Gears for N.Y. Network Hearing: Emphasizing the importance FCC attaches to its network hearing, which resumes in N.Y. June 20, Broadcast Bureau chief Kenneth Cox will participate—probably giving an opening statement and asking occasional questions. Live-show producers & writers will be the witnesses in this phase—names not yet released. Advertisers will be called during this or later sessions, and network officials will wind it up with testimony on the whole program-acquisition system. As in earlier hearings in N.Y., municipal WNYC will broadcast the proceedings.

Bartley Commends Staff: The 200 FCC members & staff and their families, including Chmn. Minow and his family, who attended the Commission's Memorial Day picnic at Linton Hall Military School, Bristow, Va., were commended by Defense Comr. Bartley for co-operating in the Commission's program to familiarize its personnel with the location—which is the agency's meeting place in the event of emergency evacuation of Washington. He said that the school "is undoubtedly one of the very few such facilities, of which I am aware, provided by U.S. govt. agencies." The "rendezvous point" will have food, shelter, communications equipment, emergency power, etc.

Program Form Suggestion: Dr. Harold Niven, asst. prof., School of Communications, U. of Washington, filing comments in FCC's program-form rule-making, urged that specialized programming be given favorable consideration. "In many metropolitan areas," he wrote, "the saturation by radio broadcasting stations is so extensive that a complete balance of programming met by carrying all the program types described in item 7 [of FCC's proposal] would be overly repetitious and the quality of broadcasting would tend to suffer."

Scrambled Medical TV: Educational WJCT Jacksonville has been given permission by FCC to transmit scrambled telecasts of medical procedures, produced with co-operation of the city's hospitals, to be received in hospitals & doctors' homes on special receivers. Comrs. Bartley & Craven dissented.

Fresno Uhf Fill-in: A Ch. 71 uhf translator has been granted to KFRE-TV Fresno, which switched recently from Ch. 12 to Ch. 30, to fill shadowed areas of Woodlake & Lemoncove. A similar translator grant, on Ch. 76, has been made to KHSL-TV (Ch. 12) Chico, Cal., for Chester, Westwood and Greenville, Cal.

Allocations Petitions: (1) Add Ch. 24 to Binghamton, shifting it from Elmira, by CP-holder WBJA-TV which seeks a change from Ch. 56. (2) Add Ch. 24 to Erie, Pa., shifting it from St. Thomas, Ont., requested by grantee WEPA-TV which wants to move from Ch. 66. (3) Add Ch. 11 to Staunton-Waynesboro, Va., by radio WINA.

Uhf Application: For Hampton-Norfolk, Va., Ch. 15, has been filed by Hampton Roads Educational TV Assn. (W. E. Campbell, fiscal agent) which seeks to use the commercial channel for non-profit ETV.

FCC Vacation Period: Will be the month of August, as usual. The Commission will schedule only one meeting during the month, because the law requires at least one.

Columbia Uhf CP: Ch. 25 has been granted to First Carolina Corp., Columbia, S.C., FCC finalizing an April 12 initial decision.

KXYZ Houston Sale Approved: By FCC, for \$1 million, to Radio Station KXYZ Inc. (L.M.&M. Kamin).

Networks

'WINNER & STILL CHAMP . . .': As the 1960-61 season drew to its close last week, CBS-TV issued one of its periodic research bulletins to its own executives & to agencies. The network pointed out that ABC may have made progress, but CBS was still the rating champ. Summarizing figures from the first of A. C. Nielsen's national reports for May (2 weeks ending May 7), CBS stated:

"With this report, [CBS] has maintained first place in the nighttime averages for the 139th time in the last 141 reports. The 17% lead over the 2nd network [ABC] is the largest lead . . . that [CBS] has registered since the first October report, in which we also led the 2nd network [then NBC] by 17%."

CBS used a favorite yardstick to claim its victory—nighttime average-audience levels in the national Nielsen report on a 6-11 p.m. basis. The figures: CBS, 18.9 AA; ABC, 16.2 AA; NBC, 15.9 AA. This amounted to a CBS lead of 17% over ABC and 19% ahead of NBC. In terms of the season to date (the first of Nielsen's October 1960 reports through the first May report), CBS had an average nighttime rating advantage of 11% over ABC and 13% over NBC. And in the May report, CBS emerged with "24 of the top 40" shows.

CBS Also Claims Daytime Lead

Using a similar average-audience national yardstick for daytime viewing, CBS also claimed top honors in the daylight hours. In the May report (said the CBS research bulletin) CBS had a 10 a.m.-6 p.m. average-audience level of 7.6 as compared with a 6.1 for NBC and 3.7 for ABC. Thus, CBS led NBC by 26% and had a commanding lead over ABC of 104%, the report indicated.

Although no comment was available from ABC on the CBS research report, NBC generally conceded the CBS victory—but pointed out a few qualifiers. In the nighttime measurements (said NBC), the NBC schedule really begins at 7:30 p.m., and the 6-11 p.m. yardstick "favors CBS slightly, since they have programming going as early as 6 p.m." In the daytime measurements (added NBC), CBS counts 6½ hours of programming whereas NBC has only 6. Included in the general levels of CBS daytime ratings is *As the World Turns* (Mon.-Fri. 1:30-2 p.m.), which faces no network competition on NBC. This also (according to NBC) weights the daytime scales somewhat in CBS's favor.

Out-gunned by CBS in the big-numbers barrage, NBC & ABC managed to lob back a few qualitative-analysis shots which proved once more that an expert slide-rule researcher may be down but is never really out.

NBC pounced on a new research gimmick added to the ARB national reports this spring: A measurement of "the percentage of audience to each reported network program which are automatic dishwasher homes." Aiming squarely for such detergent manufacturers as P&G, Lever Bros. and Colgate-Palmolive, NBC stated:

"Each of the 12 NBC daytime programs reaches significantly more automatic-dishwasher homes than the CBS network competition (more than twice as many on the average, and as high as 10 times as many). Only 6 competing ABC programs are reported, due to deficiencies in rating and/or coverage."

And ABC had its own research horn to blow concerning daytime TV. As did NBC, ABC drew on ARB for sales-

angled data, and boldly headlined a network TV research report with: "ARB audience composition reveals 50% more women per 100 homes for ABC daytime than CBS's new morning programs." The revamped (in March) CBS morning-program block, said ABC "is averaging only 57 women per 100 homes." ABC, on the other hand, was doing much better in the ARB local reports. "In these same markets from 11 a.m. to 4 p.m., [ABC] is averaging 86 women per 100 homes . . . Thus, an advertiser purchasing the average ABC daytime schedule will be reaching 50% more women . . . than the CBS morning plan."

TV Turns Advertising's Loss into Gain: Network TV's big 18% billings gain in March 1961 over March 1960 was "largely responsible" (reports *Printers' Ink*) for the fact that the national ad budget, instead of showing a loss for 1961's first quarter, ended up with a 1% gain.

Magazine advertising showed no change from 1960's first quarter, and newspapers, network radio, business papers and outdoor advertising were all down.

NBC Opens New Bureaus: A "full-time" news bureau co-ordinating network coverage of the African continent has been established in Leopoldville by NBC. Headed by correspondent Bernard Frizell, the bureau "can be moved on short notice to any other African area that may assume importance in the news," according to exec. vp William R. McAndrew. This is the 4th additional NBC news bureau to be set up in the past 2 months, McAndrew added, pointing to NBC's increase in Latin American coverage (Vol. 17:12 p6) and the new bureau in Ottawa, Canada. And borrowing the technique used to "monitor" Iron Curtain countries in Europe with listening posts in West Berlin, Vienna, etc., NBC recently opened a bureau in Miami, headed by one-time Havana correspondent Richard Valeriani. The bureau will use the TV-radio facilities of NBC affiliate WCKT.

Exit California National: NBC's syndication offshoot completed a full circle last week. There'll be no more California National Productions; once more it will be called NBC Films, a name it had in the early 1950s. As we've reported before (Vol. 17:22 p8), the move is part of an NBC economy drive. The sales staff has been slashed from a 20-man force to 7, with Bill Breen, who headed CNP's N.Y. sales office, named sales mgr. Breen's staff will concentrate on what NBC calls "quality-proven series" (i.e., reruns on which NBC controls residual distribution). NBC Films will now be part of NBC Domestic Enterprises, which in turn is one of 2 major units in NBC Enterprises Divisions headed by vp Alfred R. Stern. Carl Lindemann, at one time NBC-TV daytime programming vp and more recently program vp for CNP, has shifted to a special-projects vp post with NBC News.

DGA Settles Contract Dispute: The lengthy hassle between the Directors Guild of America and the networks was reportedly ending last week, with a new TV-radio directors contract due for a membership vote in about 2 weeks. Negotiations, which began back in March, reached a stalemate at the end of April when the networks refused to permit a status change for the directors from salaried employes to semi-freelance agents (Vol. 17:16 p8). Although details of the new contract were not disclosed, it's understood that a wage increase, in lieu of a status change, was agreed upon.

NETWORK SALES ACTIVITY

ABC-TV

- Naked City**, Wed. 10-11 p.m., part. eff. Sept.
Beecham (Kenyon & Eckhardt)
- Presidential Mission**, June 1-5, 11:15-11:45 p.m.; June 2
7:30-8 p.m.; June 3, 7-7:30 p.m. Full sponsor-
ship.
Gillette (Maxon)

NBC-TV

- Huntley-Brinkley Report**, Mon.-Fri. 6:45-7:00 p.m., co-
sponsorship eff. July 3.
R. J. Reynolds (William Esty)
Texaco (Cunningham & Walsh)
- Daytime programming**, Mon.-Fri. part. eff. immediately.
Colgate-Palmolive (D'Arcy)
Lever (BBDO)
American Marietta (Turner)—eff. Sept. 4.
- World Series Preview**, 15-min. preceding World Series
games, co-sponsorship.
American Tobacco (SSC&B)
General Mills (Knox Reeves)
- All Star Preview**, 15-min. preceding all star games, July
11, July 31, full sponsorship.
General Mills, (Knox Reeves)
- NBA pro basketball**, Sat. & Sun., part. eff. fall.
Sunbeam (Foote, Cone & Belding)
- 87th Precinct**, Mon. 8:30-9:30 p.m.; Cain's 100, Tue. 9:30-
10:30 p.m.; Robert Taylor's Detectives, Fri.
8:30-9:30, part. eff. fall.
Sunbeam (Foote, Cone & Belding)
- Dick Powell Show**, Tue. 8:30-9:30 p.m., part. eff. fall.
American Tobacco (BBDO)
- The Americans**, Mon. 7:30-8:30 p.m.; Whispering Smith,
Mon. 9-9:30 p.m.; Michael Shayne, Fri. 10-11
p.m., part. eff. June & July.
Chesebrough-Pond's (NC&K)
- Mystery Theater**, Sun. 9-10 p.m., part. eff. July.
Chesebrough-Pond's (NC&K)
Procter & Gamble (Benton & Bowles)
- JFK—Chet Huntley Report**, June 4, 5:30-6:30 p.m., full
sponsorship.
Mutual Benefit Health & Accident Assn.
(Bozell & Jacobs)
- JFK No. 6**, June 5, 10:30-11 p.m., full-sponsorship.
Gulf Oil (Young & Rubicam)

GOP Resents JFK on TV: President Kennedy & his administration are getting too much TV network exposure—and the GOP should get matching time—outgoing Chmn. Thruston B. Morton told the Republican National Committee in Washington. "We have protested & expressed a desire for at least equal time," Sen. Morton (Ky.) reported in response to queries from Committee members on recent TV play given the president. Morton agreed with them that it's time for the networks to make up for the "many TV shows" featuring the Democrats. In his final report before turning over the GOP chairmanship to Rep. Miller (N.Y.), Morton also said the party plans 3 full-hour TV shows—the first ("The Loyal Opposition") scheduled on NBC for 5-6 p.m. June 11.

"Help TV," Congress Told: A resolution adopted unanimously by California's Senate calls on Congress & President Kennedy to do something to improve TV programming. In recent years, according to the resolution, network shows have sunk to low moral & taste levels.

More CBS Participations: CBS has begun to bow to advertiser pressure for participation deals rather than holding out for full or alternate-sponsorship purchases. The move is not unexpected, since the problem has been a prime headache for CBS in recent weeks (Vol. 17:21 p10).

In its nighttime schedule this fall, CBS will have an average of 5 hours, 15 minutes of participation programming. Some shows (such as *Perry Mason*) have been participating vehicles almost from the start, but newcomers to the list will be: Sundays—minute participations in alternate weeks of *Mr. Ed*, 6:30-7 p.m.; Mondays—all availabilities on *I've Got a Secret*, 10:30-11 p.m.; Thursdays—some availabilities in *Frontier Circus*, 7:30-8:30 p.m., and *The Investigators*, 9-10 p.m. (Vick Chemical last week snapped up the other participations in both shows.)

NBC Eyes Mexican Market: As a first step toward carrying out NBC Chmn. Robert W. Sarnoff's recently proposed inter-American TV network (Vol. 17:19 p18) NBC, through its international branches, reportedly is making new offers of technical & financial aid to broadcasters planning new stations in Mexico. Similar offers are also said to be extended to existing stations in that country. NBC has been active of late in extending aid to TV stations in Japan, Argentina, other foreign markets.

GE Protests Space Ruling: FCC's decision that only international common carriers should handle satellite communications (Vol. 17:22 p12) was protested vigorously by GE, which petitioned the Commission to reconsider. GE made particular point of the fact that Justice Dept. had informed the Commission that limitations on ownership & operation—such as to international common carriers only—raised dangers of anti-trust-law violations, but that the Commission ignored the warning in its decision.

Educational Television

Vhf ETV for L.A.: Educational TV Inc., seeking a vhf channel in Los Angeles, suggested to FCC that in addition to the techniques proposed by the National Educational TV & Radio Center (Vol. 17:19 p15) 2 more factors be employed: (1) ETV groups should be permitted to participate in commercial license renewal hearings. (2) If a commercial station sells to ETV interests, it should be given favorable consideration by FCC if it applies in another city—though not at the expense of a "better qualified" applicant. FCC has extended the deadline for comments from June 1 to July 6 at the request of N.J. Gov. Meyner and WNEW-TV & WOR-TV N.Y.

TELEVISION FACTBOOK NO. 32 OUT NEXT WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST during the week of June 12.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more. After publication, single copies \$12.50 each; or \$10 each for orders of 5 or more.

Programming

More about

PRODUCER PROGRAMMING PREDICTIONS: We present below a sampling of the views of some of the men who are currently planning what will be seen on TV in 1962-63 (see p. 3):

Tom McDermott, exec. vp. Four Star Television: "There won't be as many hour shows after next season. The same thing will happen to them as happened to the spectaculars—they will reach the saturation point. There will be a demand for greater quality, but that happens every year, and the quality of shows has improved. There will be a greater demand for half-hour shows, for action-adventure and comedy."

William Dozier, vp in charge of West Coast activities, Screen Gems: "We are planning several projects. We think the important areas in 1962 will be action-adventure, comedy and public service. (We have the Churchill series.) We intend to move strongly in the public-service area. We also feel there will be fewer one-hour shows, so we are not concentrating entirely on them. Our company is meeting in Phoenix June 1-10 to organize our thinking for 1962."

Jerry Thorpe, programming vp, Desilu Productions: "In 1962 there is going to be a trend away from violence, from police & adventure shows which have a lot of it . . . The Western cycle is dead, unless something extremely unlikely occurs . . . There is going to be a decided trend to the science fiction, metaphysical and supernatural areas, and there will be imitations of *Twilight Zone*. Because of the world situation (I don't mean political, I mean space & science), there will be an effort to keep abreast of world achievements in space & science. There will be more of a trend to mystery stories, because they do not have to rest on violence—they are more cerebral. They have an element of adventure and no need for violence. The action trend will have had it by the 1962-63 season . . . There will be a fairly equal balance between the hour & half-hour shows. In 1962 there will be a strong trend toward comedy."

Roy Huggins, production vp, 20th Century-Fox TV: "1962 will see the end of the action-adventure cycle. Our *Bus Stop* formula is going to be a pattern which will be widely imitated. It's a combination of the series and anthology ideas. It has a given background and a given set of characters, but each week we have guest stars whose stories will be told against this familiar background . . . In 1962 there will be more stress on character, wit and style, and this is where our emphasis is in *Follow the Sun* . . . Violence will be extremely de-emphasized. To me, excessive violence is a form of bad taste . . . The Western is in a temporary decline, but will return in 2 or 3 seasons . . . Since I've been in TV I've been a crusader for the hour form. The half-hour form, like a 2-reel feature, is a hold-over from the past, and is doomed. There will be a few—all comedies or public-service shows . . . Straight drama has had a shaky past in TV because it was not done well, but I think the anthology drama will take a firm position. In movies, series were B product and straight dramas were the important pictures. This has got to happen in TV."

Hubbell Robinson, pres., Hubbell Robinson Productions: "I'm trying to reach for things that will not only be attractive to the current audience, but also to that part of the audience going away from TV. I don't mean shows with violence. I am thinking of the dramatic & comedy fields, with some quality of uniqueness about them and thoughtfulness in their basic stories to attract that section

of the audience which has found the sameness & staleness of TV such that they don't watch it as they used to. I seek the kind of material which has more substance and bite to it. I want to get away from the bland. *Thriller* has style, excitement and uniqueness. Our *87th Precinct* next season will have these ingredients, too, because it's about people & characters that are going to be memorable."

No Festival for Us: No American TV show won a top award last week when, after viewing 25 hours of TV programming, a 7-man international judging panel made its decisions in the first annual TV festival at Montreux, Switzerland. The festival's Golden Rose Award (and \$25,000 in cash) went to a British TV musical, BBC's *Black & White Minstrel Show*. Second honors went to Radio Televisione Italian's *Giardino d'Inverno*, and 3rd prize was awarded the Czech state-owned TV network's production of *Mille Vues Derrier les Coulisces*. "Special mention" awards, for production quality, went to a trio of shows, one of which was NBC's Perry Como's *Kraft Music Hall*. The other 2 were produced by Japanese and Soviet networks. The festival itself was attended by representatives of a long list of TV-equipped countries, including the U.S., Japan, Russia, West Germany, France, Italy, and Britain. Show's highlight was the festival's technical symposium and electronics trade fair (Vol. 17:21 p12), which yielded sales of more than \$3 million.

KLTV Tyler, Tex. Editorial: "Mr. Minow's speech raked us from antenna to transmitter. During the rest of the convention, the more we thought about the speech, the madder we got. We were still burning when we got home, and we told our friends about the young egghead lawyer, who was planning to dictate the television program content for all the people of the U.S. The newspapers blew it up. The trade press roared & ranted. It pyramided into a storm of industry controversy. Well, that was 2 weeks ago. Now, after some sober reflection, the picture begins to come clear. Mr. Minow, you're a master psychologist. You stunned us. You burned us up. And the final result will be better programs in the days ahead. Pretty sharp, Mr. Minow, you staged it perfectly!"—Marshall Pengra, gen. mgr.

WKRC-TV Cincinnati Editorial (quoting *The Wall Street Journal*): "We beg to suggest that what an African child might or might not think about anything is a pitifully poor excuse for anything the U.S. does or does not do. But the real point is this: Who is going to 'permit' what kind of entertainment TV is to offer? If that is not an implied plug for governmental censorship, then it is hard to figure just what Mr. Minow is talking about. It all smacks of the old business of intellectual puritanism. Somebody doesn't like the books you're reading; public tastes are too low and need to be elevated. So the answer is to substitute official taste for public taste. When people permit officials to do that, they open up a real wasteland, not just a cultural one."

TV Cameras in Court: KHOU-TV Houston was allowed to film & record a recent Harris County District Criminal Court murder trial. Judge Myron Love and the district & defense attorneys granted permission, and space was allotted to the camera crew beside the judge's bench. Judge Love permitted increased lighting over the witness stand and a tie-in with the court amplification systems.

Add Public Service: WSOC-TV Charlotte, N.C., has produced a 20-min. film outlining the Charlotte Chamber of Commerce's plans for the coming year. The film will be shown to local clubs, schools and church groups.

'PM East . . . PM West' Premiere Set: Westinghouse Bestg. Co. has set June 12 as the premiere date for its back-to-back pair of tape-syndicated late-night shows, *PM East & PM West*. Together the 2 shows are available as a nightly 90-min. package. Among guests for the first week's production: Otto Preminger, Lucius Beebe, Admiral Chester Nimitz, Jonathan Winters, William L. Shirer, singer Sam Cooke, composer Arthur Schwartz. Mike Wallace, assisted by Joyce Davidson, will host the N.Y.-originated *East* segment; Terrence O'Flaherty the *West* portion. All 5 WBC-owned TV outlets will carry the same show on the same night.

WBC last week was busily confirming syndication orders from stations in some 20 major markets (N.Y., St. Louis, Detroit, Philadelphia, Miami, Denver, Los Angeles, etc.). Added to WBC's own outlets, WBC officials estimated that the coverage of U.S. TV homes represented by stations carrying the twin taped shows on June 12 "might be as high as 75%." WBC also did not deny in N.Y. a rumor that ABC-TV was "interested" in the taped series as a possible late-night network vehicle for the fall season.

Day Hits Media: Ex-CBS news vp John F. Day, who quit the network in February (Vol. 17:6 p10) and now runs radio WBAI (FM) N.Y., lashed out at TV in general & networks in particular at a "Conference on the American Character" in Washington. Among all the mass media, TV's impact is "more malignant than otherwise," Day told the Fund for the Republic-sponsored meeting. He said TV does much "to leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world." As for the networks, they ought to be brought under FCC licensing control, he said. Day also came out for establishment of a permanent citizens' committee to appraise broadcasters' performances with the objective of improving TV programming—which he said may have to be regulated directly by a federal agency eventually.

ARB Surveys Merging: Following the agreement whereby American Research Bureau merges into C-E-I-R Inc. (Vol. 17:22 p6), ARB Surveys Inc., an independent affiliate of ARB, has reached an "agreement in principle" to follow suit. ARB Surveys does non-broadcast market research of all kinds. Headed by Pres. Don Calahan, it's owned about 50-50 by 5 stockholders of ARB and by Calahan & 4 of his associates. Its billings have been running over \$250,000 annually. Financial details of the merger haven't been finalized yet. The ARB merger was negotiated by Blackburn & Co.; the ARB Surveys deal is being handled directly by the principals.

Intertel in Debut: The first hour-long documentary produced by the 4-country International TV Production Assn.—"The Quiet War" in South Viet-Nam—will be screened for an invited audience June 6 in the National Education Assn. Bldg. in Washington. Participating in the Intertel venture are Westinghouse Bestg. Co., National Educational TV & Radio Center, Associated Rediffusion, CBC and Australian Bestg. Commission.

Top 10 Specials: "Peter Pan" with a 33.4 drew the largest rating of all specials presented between Oct. 1, 1960 and June 1, 1961. The other 9 top-raters, according to *Sponsor*, were "Wizard of Oz" (32.7), Bob Hope-Buick (31.3), DuPont Show of Month-Feb. (30.5), Bob Hope (30.0), Bob Hope (29.8), Debbie Reynolds (29.7), Ingrid Bergman (29.2), Circus-U.S. Time-Shulton (28.6), Purex March special (28.0).

FCC ANALYZES VOX POPULI: In a crash program, FCC Chmn. Minow has had his staff evaluate the mail response to his NAB speech (Vol. 17:21 p2). The statistical breakdown documents the overwhelmingly favorable reaction previously reported. Of 2,745 letters, 2,542 were analyzed up to last week according to 33 categories. Among them were the following:

"Writer identification"—Men, 1,618; women, 824; children, 8; unknown, 92.

"Business or profession"—Of the 2,542, 1,845 were unknown. Of those known, the following had 10 or more each: housewives, 70; teachers, 56; lawyers, 51; doctors, 50; ministers, 47; professors, 42; executives, 23; students, 22; businessmen, 15; advertising, 13; realtors, 12; public relations, 11; retired, 10.

"Political party affiliation"—Democrat, 33; Republican, 19; unknown, 2,490.

"Expressed hope that speech can be implemented"—Yes, 1,730; No, 55; no comment, 757.

"Stated position of chairman long overdue"—Yes, 958; No, 55; no comment, 1,529.

"Medium by which writer became aware of speech"—TV & radio, 208; newspaper, 556; both, 122; unknown, 1,656.

"Expressed support of chairman's position"—In toto, 2,049; with reservations, 69; No, 55; no comment, 369.

"Stated TV programming generally has been"—Good, 50; bad, 1,507; no comment, 985.

"Stated radio programming generally has been"—Good, 16; bad, 253; no comment, 2,273.

"Complained of too much liquor, crime, violence and/or sex"—Yes, 581; No, 12; no comment, 1,949.

"Stated present TV generally adversely affects"—Children, 426; adults, 65; public morality, 345; country's image abroad, 44; no comment, 1,651.

"Listed 'good' programs"—195. 'Bad' programs—151."

"Stated network programs are"—Good, 13; bad, 196; could be improved, 189; no comment, 2,144.

"Suggested program types to improve TV"—287.

"Criticized program ratings as an improper standard"—Yes, 109; No, 16.

"Complained of number, length, and/or content of commercials"—Yes, 423; No, 20.

"Boycotts over-commercialized products & services"—Yes, 71; No, 7.

"Listed stations as 'good' operations"—Yes, 74.

"Listed stations as 'bad' operations"—Yes, 121.

"Asked date for renewal of local station license"—164.

"Desires"—Govt.-controlled TV, 42; pay TV, 39; educational TV, 164.

"Writer is parent"—Yes, 459; No, 42; unknown, 2,041.

Bartell Cuffs Collins on Pay TV: Gerald A. Bartell last week described pay TV as "the most feasible, the fairest way to serve . . . the one-third of our population whose critical judgment has been tuned to a finer point than the others." In a May 25 letter to NAB Pres. LeRoy Collins, taking exception to the latter's anti-pay-TV comments before the NAB convention (see 1961 Supplement No. 5 p7), Bartell said pay TV would not destroy commercial TV, but that pay-TV subscribers should be given the choice between the commercial product and "a program of no interest to sponsors because of a prohibitive cost-per-thousand." Bartell, who is pres. of Macfadden Publications and Bartell Bestg. Corp., which recently acquired an interest in Teleglobe Pay-TV System (Vol. 17:16 p9), urged Collins, in effect, to learn more about pay TV.

Advertising

FTC HITS 'TARGET NO. 1': If delegates to last week's Advertising Federation of America convention in Washington expected to be "entertained or inspired" by FTC Chmn. Paul Rand Dixon, they picked the wrong guest speaker, he told them. What they got was a stern dressing-down.

"I can say with assurance that my fellow Commissioners & I place little stock in evangelism as a substitute for law enforcement," the govt.'s chief advertising policeman said in a luncheon speech titled "False Advertising Target No. 1—Brinkmanship."

Promising "the hardest-hitting program of law enforcement that the Federal Trade Commission can develop," Dixon said that "few indeed are the misrepresentations . . . that are made through ignorance or naivete."

"Both advertiser & advertising agency know perfectly well when they are engaging in illegal brinkmanship in exaggerating claims for a product or falsely disparaging competing products," the new FTC chairman went on.

"I would hazard the further guess that such advertisers welcome appeals for fair play & better business citizenship as an alternative to a formal complaint from the Federal Trade Commission. Their enthusiasm for self-policing is matched only by the skepticism of competitors who have lost business to the false advertising."

Dixon Fears Increase in False Claims

Dixon said FTC "is going to stay in business with an overload of work in prosecuting false advertising cases, and unless we can reverse a trend, we'll have a heavier load of them next year at this time than we have now."

The cases will continue to flood FTC, he said, "because too many advertisers—with & without the connivance of their advertising agencies, and without or against the advice of their lawyers—will take a chance on trading truth for more sales."

"You would be doing your industry & the American people a very great service if routinely & automatically your first appraisal of an advertising idea would concern its fairness & honesty. Then, if the idea has even a suggestion of a bad smell, throw it away," Dixon concluded.

Ex-FTC Chmn. Earl W. Kintner, Dixon's Republican predecessor, gave the delegates a similarly pointed warning. "It is most alarming that there are still many ostriches within the industry who somehow believe that the threat of increased govt. regulation is illusory and that the storm will soon blow over," Kintner said in a panel discussion following Dixon's speech.

Presiding over the panel was vp Edward Zern of Geyer, Morey, Madden & Ballard, who professed "inability to get worked up at the specter of govt. regulation haunting Madison Ave."

John F. Cunningham of Cunningham & Walsh, who succeeded General Mills' James F. Fish as AFA chairman, didn't appear to be disturbed by the FTC warnings, either. In an inauguration speech, Cunningham said industry self-regulation against deception & misinformation is working effectively, that a big danger now is that advertisers may "bore the blazes out of 170 million Americans." Said he: "We must recognize that when we load the TV screen with arrows running around people's stomachs and hammers banging away inside their brainpans [and] when we plaster 5 different commercial messages right after one another at station break time, we are boring the public."

Y&R Finds 9,514 Violations: Young & Rubicam has been leading the charge of Madison Ave.'s Light Brigade against over-commercialization of TV-radio since ABC announced its proposed increase in station-break time (Vol. 17:16 p7). Last week Y&R took new ground when it became the first agency to sign for BAR's newly expanded service—TV Performance Audits. A proof-of-performance technique, the service compares agency TV schedules and commercial copy with actual broadcasts to certify that correct product & copy were aired and that length, date and time of commercial occurrences were according to agency specifications. Y&R vp William E. Matthews said the service is "a significant advance over the traditional station affidavit system."

Pointing to a 4th-quarter 1960 BAR report, based on one week of monitoring in 75 markets, Matthews said 9,514 local station violations were uncovered, including triple-spotting, excessive over-commercialization, product conflict and overtime station breaks. "The very nature of TV makes it less susceptible to detailed checking than the permanent forms of print media," said Matthews. "The agency felt it had a responsibility to encourage the development of more accurate checking."

Toy Code Ratified: TV "guidelines" for toy commercials, aimed at unethical or misleading appeals to children, have been formally approved by NAB's TV Code Review Board and endorsed by Pres. Edward P. Parker of Toy Mfrs. of the U.S.A. Inc. Drafted by the N.Y. Code Office following a hassle over toy commercials last Christmas (Vol. 17:10 p14), the guidelines caution advertisers against over-glamorizing of products, warn that prices described as "only" or "just" so much can leave over-simplified impressions with children. An NAB statement stressed that "these are general guides, not dogmas."

Aspirin Complaints Denied: Plough Inc. (St. Joseph Aspirin) and Sterling Drug Inc. (Bayer Aspirin) have called on FTC to dismiss charges that they made false fastest-relief-of-pain claims for their products in TV & other advertising (Vol. 17:12 p8). Both companies denied that their advertising contained any deception. Similar denials of FTC complaints against claims for analgesics were made earlier by American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin), which asked that cases involving them be dropped (Vol. 17:18 p11).

Newspapers Bigger: Newspapers carry 55% more pages today than 20 years ago, reports the American Assn. of Newspaper Representatives.

New Reps: WGAN-TV Portland, Me. to Blair Television Associates June 1 from Avery-Knodel • WBTW Florence, S.C. to Young July 1 from CBS Spot Sales.

New Reps: WBTW Florence, S.C. to Young July 1 from CBS TV Spot Sales • WMUR-TV Manchester, N.H. to Young June 1 from Weed.

Ad People: Melvin A. Singer elected a vp, Grey Advertising . . . Mrs. Mary Wells & Jon Gronfein named vps, Doyle Dane Bernbach . . . B. B. Randolph appointed mgr., radio & TV section, ALCOA ad dept.; Blair R. Gettig named mgr. of radio & TV production.

Obituary

Walter M. Swertfager, 60, senior vp of Geyer, Morey, Madden & Ballard, died May 28 at his Scarsdale, N.Y. home.

Soft Drink, Insurance TV Dollars Up: Soft drink advertisers spent \$14.7 million in 1960 network & spot TV. This was up 10.3% from 1959's \$13.3 million, TvB reported last week. Gross time billings for the industry "are expected to rise some 20% in 1961," the Bureau added, based on (1) co-operative ad efforts in TV markets, with costs proportioned to the number of homes delivered in the bottler's franchise area and (2) increased industry competition, brought about by "the introduction of many new soft-drink brands & other competitive drinks." Network billings in 1961 "are expected nearly to double, with the recent re-entry of Pepsi-Cola into network TV spurring the upward trend," TvB said. Coca-Cola was the leading TV user in 1960, with gross billings of \$4.7 million, followed by Pepsi-Cola (\$3.1 million) & Canada Dry (\$1.6 million).

Insurance advertisers increased expenditures in major consumer media by \$19.2 million since 1956, (from \$39.6 million to \$58.8 million), with 47.4% of the increased dollars allocated to TV, the Bureau said. "Since 1956, only TV has increased its share of insurance advertising"—up from 16.9% to 26.9% in 1960. Magazines' share over the 5-year period dropped from 47.2% to 44.2%, newspapers' from 29.8% to 23.1%. TV gross time billings in 1960 were \$15.7 million, with Prudential Life Insurance the leading insurance advertiser (\$3.8 million).

Radio Code Stiffened: Commercials for hemorrhoid remedies and feminine-hygiene products have been ruled out by NAB's Radio Code Board, bringing radio's self-regulating commandments into line with the TV Code.

The Code Board headed by Cliff Gill (KEZY Anaheim, Cal.) approved a new rule recommended by a special subcommittee chaired by Cecil Woodland (WEJL, Scranton). Subject to expected ratification by NAB's Radio Board at Washington sessions June 14-16, the new section reads:

"Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids & for use in feminine hygiene."

NAB has very sketchy information on the extent of hemorrhoid & feminine-hygiene commercials on radio now, but Preparation H was being advertised on radio in about 80 markets several months back. At about the same time, a feminine-hygiene test campaign was being run on a couple of N.Y. radio stations.

Meeting in Washington June 1, the Code Board also approved plans outlined by NAB radio vp John F. Meagher for nationwide monitoring of programs aired by radio stations—Code subscribers & non-subscribers alike.

Meagher said tapes of programs which seem to be overlaid with commercials or which appear to be in questionable taste will be checked at NAB hq for possible Code rulings & action.

Camel becomes David & Chet Co-sponsor: Climbing costs for the nightly NBC *Huntley-Brinkley Report* (double what they were when Texaco began full sponsorship in 1959) have made it difficult for the oil firm to maintain full sponsorship of the award-winning program. NBC, however, lost no time last week in finding a customer. R. J. Reynolds will pick up half the *Huntley-Brinkley* tab starting July 3. (Reynolds sponsored network TV's first regularly scheduled news program—*Camel News Caravan*—on NBC from 1949 to 1956.)

SUCCESS STORY—CHAPTER 5: Continuing our coverage of local TV successes (Vol. 16:48, 17:8, 10 & 15), the capsuled case histories below demonstrate how TV can produce direct, traceable results for such diverse sponsors as real estate firms, household products, banks, theaters and toy retailers.

XETV Tijuana-San Diego. Can TV aid a real-estate promotion? Yes, says Harrison W. H. Eagles, XETV program promotion mgr. The Skylift Motor Hotel, placing its ad budget exclusively on the station, invested \$3,500 weekly (for 3 weeks last year) in a saturation spot campaign. "The public was invited to buy shares, and acceptance was overwhelming," reports Eagles. Another firm, Skyline Homes, put \$1,000 per week (for 3 months) into a campaign of 60-sec. announcements. Result: Although the homes were priced from a minimum of \$18,600, Skyline averaged 10 closed deals per week. "It took a great deal of salesmanship & encouragement to convince Skyline that TV could surpass anything done in newspapers," Eagles said, "but their decision proved a wise one." XETV also points to *Showhouse 60*, a Sunday-morning program dealing with real estate & allied home products. Eight tract developers comprise the sponsor pivot of the program. "The first weekend produced 80 sold units," reports Eagles.

WVEC-TV Hampton, Va. Levine Enterprises, operators of 11 theaters in the Norfolk-Hampton-Newport News area, has adopted the "if-you-can't-beat'em, join-'em" approach to TV. According to Byron Rose, gen. mgr. of the chain, "WVEC-TV has never failed to deliver outstanding results for any picture." Sample: Disney's "A Dog of Flanders," scheduled for 2 weeks, ran for 6 as a direct result of a spot-TV promotion. "Swiss Family Robinson," also scheduled for 2 weeks, ran for 9. Continued success on WVEC-TV has induced Rose to put more of his budget into TV, less into newspapers—unusual in the theater field.

CJFB-TV Swift Current, Sask. The Pacific Coast Borax Corp. not long ago used CJFB-TV, via sponsorship of its spot-placed film series, *Death Valley Days*, as a Canadian test market for Borax & Boraxo. "Although the 2 products were completely unknown in the area, with no distribution," CJFB-TV Pres. William D. Forst told us, "product acceptance was so successful and demand so high after commencement of telecasting, that even with properly geared distribution, retailers couldn't keep sufficient stock on hand. Within 2 months, sales in the area exceeded the highest expectations."

WDSU-TV New Orleans. A 5-hour spectacular sponsored by Family Real Estate is one of WDSU-TV's favorite success stories. "\$1,260,000 worth of lots were sold as a result of the TV show and we were fabulously happy about the over-all results," enthused Warren A. Griffith Jr., gen. mgr. of the realty firm to the station.

WIBW-TV Topeka. A consistent TV user for the past 5 years, the Capitol Federal Savings & Loan Assn. has seen "a tremendous growth in assets as the result of TV," reports WIBW-TV gen. mgr. Thad M. Sandstrom. The bank is currently sponsoring alternate weeks of *Whirlybirds* and *Manhunt*.

KMTV Omaha. "About 2 years ago, Cooper Foundation Theaters chain made our station their basic advertising buy," states this Midwest station. The chain ran 10-15 local spots weekly, most of them produced by KMTV. "Grosses for the theaters in Omaha have been consistently higher than the same films draw in comparable . . . or even larger markets," said the station. "The 2nd longest run in the world for 'South Pacific' was at the Cooper Theater in Omaha—well over a year."

Stations

NEW & UPCOMING STATIONS: The only report received this week about a new station comes from Canada where satellite CHAT-TV-1 (Ch. 4) Pivot, Alta. began May 25 carrying the programs of its parent CHAT-TV (Ch. 6) Medicine Hat. The station has a 2-kw GE transmitter and a 500-ft. Wind Turbine tower at a site near Pivot. Sid Gaffney, from CHAT-TV, will be the resident engineer. CHAT-TV-1 will be sold as a bonus to CHAT-TV, which on July 1 raises its base hour to \$150. Reps are Weed and All-Canada Radio & TV.

* * *

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

KSLN-TV (Ch. 34) Salina, Kan. has a mid-June target for beginning with ABC-TV, says Melville L. Gleason, pres. of grantee Prairie States Bestg., operator of radio KAWL York, Neb. A 5-kw GE transmitter has been wired and is ready for use in a building at Iron & 7th Sts. and an Alford antenna has been installed on an existing 221-ft. tower there. Gleason will be gen. mgr. & chief engineer; Jac L. Bye, ex-radio KRVN, Lexington, Neb., sales mgr.; William Southerland, ex-radio KSAL Salina, news director. Base hour will be \$250.

KBMT (Ch. 12) Beaumont, Tex. expects to have all equipment installed by mid-June and to begin programming with ABC-TV shortly thereafter, reports John H. Fugate, gen. mgr. It will use a 50-kw GE transmitter and a 12-bay antenna on a 998-ft. Kimco tower. Base hour will be \$450. Rep will be Hollingbery.

CFXU-TV (Ch. 9) Antigonish, N.S. plans a June start as a CBC affiliate, according to mgr. Charles O'Brien. Work on its 12-kw RCA transmitter and 420-ft. Microtower has been completed and the studios are scheduled to be ready for use by June 3. Regis Kell, ex-St. Francis Xavier U electronics lab, is chief engineer and Wilfred S. Taylor, ex-Chrysler of Canada, is in charge of sales. The station will be sold in combination with CJC-B-TV Sydney with a \$300 base hourly rate. Reps will be Weed and All-Canada.

CHOV-TV Plans Mid-summer Start

CHOV-TV (Ch. 5) Pembroke, Ont., with a 2-kw RCA transmitter due to arrive late in May, has changed programming target to June-August, writes E. G. Archibald, pres. of licensee Ottawa Valley Television Co. Ltd. The studio-transmitter building was roofed & closed April 15. It will use a wave-stack RCA antenna on a 568-ft. Cobra tower. Base hour will be \$150. Reps will be Young and Stovin-Byles.

Hanford, Cal. Ch. 21 grantee Gann TV Enterprises broke ground in mid-April for a studio-transmitter building near Lakeside Inn, Kingsburg, Cal., 12 miles from Hanford and 15 miles from Fresno. It hopes to begin programming as an independent outlet in July, according to owner Harold Gann, also owner of Harold Gann Radio Productions firm. Rep not chosen.

KPOB-TV (Ch. 15) Poplar Bluff, Mo. hasn't a specific target now, but expects to get going this summer as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., writes WSIL-TV gen. mgr. O. L. Turner. The studio-transmitter building has been completed and GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., has been installed. It will have a 500-ft. Utility tower with a 4-bay GE helical antenna. Richard Petermichael, from

WSIL-TV, will be resident mgr. & chief engineer. WSIL-TV rep is Meeker.

WLTV (Ch. 13) Bowling Green, Ky., delayed by rainy weather, has set an August programming target, says owner George A. Brown Jr. The foundation, floor and plumbing are in for the studio-transmitter building. It will use a 40-kw Standard Electronics transmitter. Foundations have been poured for a 600-ft. Stainless tower and a 12-bay RCA antenna is scheduled to arrive in a month. Network affiliation hasn't been signed, but a tentative \$200 base hourly rate has been set. Rep not chosen.

CHCA-TV-1 (Ch. 10) Coronation, Alta., with a 2-kw GE transmitter not due until July 21, has changed its target to Aug. 1, for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer. That's the report given us by G. A. Bartley, pres. of CHCA-TV. However, the 200-ft. Wind Turbine tower is ready for use. It will operate as an unattended automatic repeater and will be sold as a bonus to CHCA-TV, which has raised its base hour to \$240. Reps are Weed and All-Canada Radio & TV.

Midland Telecasting Plans Sept. 1 Start

Midland Telecasting Co., holding Ch. 18 CP for Midland, Tex. plans Sept. 1 programming, according to Chet Darwin, gen. mgr. Construction hasn't started yet, as leases are still being signed, but Electron Corp. will supply equipment. Will use a 445-ft. Alford antenna. No rep yet.

WUTV (Ch. 36) Charlotte, N.C. is finishing installation of 12-kw GE transmitter at No. 1 Television Place and plans return to the air on Sept. 1, according to Dwight L. Phillips, a new stockholder in grantee Century Advertising Co. Studio-transmitter construction has been completed as well as that of 500-ft. Stainless tower with a 5-bay GE antenna. Guy F. Titman has been named chief engineer. Network affiliation hasn't been signed, base hourly rate not set, rep not chosen.

WSIU-TV (Ch. 8, educational) Carbondale, Ill. has Sept. 1-10 programming target writes Buren C. Robbins, dir. of bcstg. service for grantee Southern Illinois U. It has a 35-kw transmitter and 10-kw GE driver due there Aug. 1. Studios, on the campus, are scheduled for completion in mid-June when construction of transmitter house near Tamaroa, Ill., 27 mi. away, is scheduled to begin. Work on 900-ft. Dresser-Ideco tower will begin July 1. It will have a helical GE antenna, also scheduled to arrive Aug. 1.

KUSD-TV (Ch. 2) Vermillion, S.D. has given up its spring target and now plans Sept. 15 start, says Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. It ran into difficulties in completing proof of performance tests. KUSD-TV has a 250-watt Sarkes Tarzian transmitter and a Jampro antenna on a 150-ft. tower purchased from Tower Construction Co.

City Council Hearing Televised: KGW-TV Portland, Ore. was recently permitted to cover live an entire 5½-hour city council hearing. The City of Portland issued a resolution praising the station for its efforts and Portland newspapers unanimously commended the coverage. A 2-hour repeat was later broadcast in Saturday prime time.

Obituary

Dr. B. J. Palmer, 79, radio pioneer & chiropractic crusader who headed the Palmer School of Chiropractic founded in Davenport, Ia. by his father, died May 27 at his winter home in Sarasota, Fla. He bought WOC Davenport in 1922, added WHO Des Moines to his enterprises in 1939. Surviving: a son, Dr. D. D. Palmer, 3 grandchildren.

More about

Directory of NAB Publications: NAB has put out a number of useful reports, brochures, etc. for its members in recent times but we don't recall seeing them listed recently. At our request, NAB has prepared a bibliography, appending its own description of each document. Herewith is the list, available to NAB members from the Association's Public Relations Service, 1771 N St. NW, Washington:

A Copyright Primer—An explanation of the copyright laws and a general discussion of those problems of copyright which the broadcaster normally meets.

Advertising Stopped At 10 O'Clock This Morning—A booklet outlining the vital importance of advertising to the growth of the American economy.

A Political Broadcast Catechism (4th edition)—An explanation in question & answer form of FCC regulations & decisions on political broadcasts, with citations of specific sources of the decisions, an agreement form for political broadcasts, and excerpts from the Communications Act of 1934 and from the Rules of the Commission governing radio-broadcast services.

Awards & Citations In Radio & Television—A booklet providing a comprehensive list of awards available to persons engaged in the broadcasting industry . . . specifically, radio & TV stations—their management & personnel.

Broadcasting & The Lottery Laws (3rd edition)—Information of general assistance to broadcasters on questions of federal law & federal administrative regulations of broadcasting advertisements of lotteries.

Broadcasting The News—An operational guide on radio & TV news. This booklet includes a declaration of principles, history of broadcast news, and a chapter on the organization of a station news dept.

Campaigning On TV—TV edition of *Is Your Hat In Ring?*

Code Of Conduct For Broadcasting Public Proceedings—This Code was adopted by the NAB board of directors to assure the full preservation of dignity & decorum when microphones & cameras are used to cover court trials & other public proceedings.

Editorializing On The Air—A report on this growing practice in broadcasting which includes a definition of a broadcast editorial, a discussion of legal problems, and a guide to broadcasters who are planning to editorialize.

Free Television—How It Serves America—A booklet reviewing the growth of TV and setting forth the contributions made by a free system of TV broadcasting.

Full Length Speech Texts For Radio Broadcasters—8 individual speeches on various subjects for radio.

Full Length Speech Texts For Television Broadcasters—6 individual speeches on various subjects for TV.

How Television Minds Its Manners—A brief explanation of what the Television Code is and how it is administered.

If You Want Air Time—A handbook for organization publicity chairmen explaining how to go about getting their messages on TV & radio. Lists do's and don'ts that will help organizations do the job properly.

Is Your Hat In The Ring?—A booklet to help people in public life present their views by radio convincingly.

Program Material Available From Government & Civic Agencies For Use By Radio Stations—Lists of transcriptions, tapes, announcements and other program material

which are available from govt. & civic organizations for local broadcasting.

Radio Code of Good Practices—The Code observed by subscribing radio stations to assure good programming & acceptable advertising.

Radio USA—A booklet reviewing the growth of the American system of radio broadcasting—its purpose & function.

So You're Going On TV—A booklet for non-professionals explaining the do's & don'ts for TV appearances.

Speaker's Guide For Radio Broadcasters—A handy guide that provides concise & readily accessible statements on key questions affecting the broadcasting industry. Helpful in preparing speeches, in answering inquiries which the press & public may ask about broadcasting and in building a local public relations program.

Speaker's Guide For Television Broadcasters—See above.

The Television Code—The voluntary code of program & advertising guideposts subscribed to by TV broadcasters and administered by the TV Code Review Board of NAB.

NAB Reorganization Up: Item No. 1 on the agenda for NAB Board sessions in Washington next week will be restyling of hq & committee structures, on which Pres. LeRoy Collins has been working since February (Vol. 17:7 p1 *et seq.*). The 43 members of the TV & Radio Boards will meet jointly June 14 at the start of the 3-day sessions & again on June 16 to take up the Collins reorganization plan to help give the industry a "positive program." The TV Board under Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) has scheduled separate June 14-15 sessions. The Radio Board will meet June 15 to elect a successor to Chmn. Thomas C. Bostic (Cascade Bestg. Co.), whose term has expired. The sessions will be preceded June 13 by an orientation session at hq for newly-elected board members.

Townsend Settles Case: Townsend Corp. of America, holding company whose interests include radios WKDA Nashville, KNOK Fort Worth and KITE San Antonio, has agreed to a federal court decree against further violations of the Investment Company Act (Vol. 17:19 p14). As part of the settlement of the SEC case, U.S. District Court Judge William F. Smith in Newark replaced Townsend officers with an interim directorate.

NABET Charge Dismissed by NLRB: A charge filed by NABET against KXTV Sacramento for alleged violation of the National Labor Relations Act has been dismissed by the NLRB regional dir. on the ground of insufficient evidence. The union had charged that KXTV & its representatives "refused to bargain in good faith." Station attorneys are filing a \$105,000 suit against NABET and AFTRA.

NABET Wins NLRB Rule: John E. Fetzer's WWTW Cadillac has been ordered by the National Labor Relations Board to "cease & desist" from refusing to bargain collectively with NABET for technical & production employees.

KOCO-TV Sold: Sale of KOCO-TV Enid-Oklahoma City has been negotiated for about \$2.5 million—to Capital City Investment Co. The purchasers are headed by oilman John Kirkpatrick and include Dean McGee and P. R. & L. D. Banta. Major stockholder of the seller is the L. E. Caster estate. McGee also holds interests in stations controlled by Sen. Kerr (D-Okla.)—KVOO-TV Tulsa, WEEK-TV Peoria and WEEQ-TV La Salle, Ill. The Bantas are now stockholders in KOCO-TV.

Film & Tape

UPA Plans Public Stock Issue: UPA Pictures Inc. plans to issue public stock over the counter as soon as necessary data can be compiled for SEC, according to Henry G. Saperstein, who with Peter de Met owns the controlling interest in the company.

Saperstein said UPA plans an expanded production program of TV series, animated cartoon programs, cartoon features and movies. Projects include 32 half-hour boxing shows for TV, 104 half-hour *Ding Dong Schools*, 2 movies, 6 theatrical animation cartoons starring *Dick Tracy*, 3 *Mr. Magoo* short subjects for theaters, and other product.

UPA has sold \$2,750,000 in TV product since July 1.

Syndication's Problems (cont.): Things looked a bit brighter last week in the troubled syndication market (Vol. 17:19 p3 *et seq.*)—for Screen Gems at least. The Columbia Pictures telefilm subsidiary launched a sales campaign for one of the few first-run syndication properties to reach the market this season: *Shannon*—30-min. action-adventure show about transportation-field insurance investigators, starring George Nader & Regis Toomey. Even Screen Gems was surprised at the quick results. Almost overnight, it scored 2 major regional deals, a 12-market Southern lineup (Atlanta, Charleston, Roanoke, etc.) for Bunker Hill foods, and a West Coast 6-market spread (Los Angeles, San Francisco, Seattle, etc.) for Miles Laboratories. Said SG's Robert Seidelman, syndication vp: "We may launch another first-run show very shortly if this sort of demand continues."

TPG Rejects Producer Guilds Merger: Television Producers Guild has turned down a projected merger with the Screen Producers Guild after a year's study of such a union. TPG prefers to concentrate on economic gains for its members via its own organization. At its annual meeting in Hollywood TPG reiterated its demands for residuals for producers; heard a proposal that the Guild establish a title concept & registration bureau to clear titles; considered an annual awards dinner. Re-elected without opposition were Pres. Ben Brady; first vp Everett Freeman; 2nd vp David Dortort. New directors: William Asher, Alvin Cooperman, William Froug, John Guedel, Herbert Hirschman, Buck Houghton, Hal Hudson and Stanley Rubin.

SAG Endorses JFK Tax Plan: Screen Actors Guild last week endorsed President Kennedy's April 20 recommendation to Congress for repeal of the "total tax exemption now accorded to the earned income of American citizens residing abroad." The Guild said this would bring back to the U.S. that movie production which has gone overseas because of the present income tax structure. SAG's board, in a statement filed with Chmn. Mills of the House Ways & Means Committee, said the number of movies produced in the U.S. had declined considerably and this had materially curtailed the earnings potential of the majority of its membership.

Sealed Verdict for Perry Mason: Raymond (*Perry Mason*) Burr and CBS-TV last week resolved their problems, which materialized when the actor said he was "tired" and wouldn't return next season (Vol. 17:21 p14). Although none of the participants would reveal details of the settlement, CBS-TV spokesman indicated that the new deal given to Burr puts him under contract for longer than the year he had to go. And a source close to Burr said the actor was satisfied because of an easing of his workload.

NEW YORK ROUNDUP

Videotape Productions tripled its N.Y. studio space last week, leasing NBC's studio & office facility at West 67th St. & Columbus Ave., and thus making it "the world's largest & best equipped independent video-tape organization," according to vp & gen. mgr. John B. Lanigan. Future plans also include closed-circuit industrial and trade shows, education and "new-business areas to be described later." Videotape Productions recently increased its staff, drawing on personnel from the CBS-TV production sales unit and formed a sales-production liaison with Robert Lawrence Productions. The studio, now leased to Videotape Productions, has been used by NBC for its own tape commercial offshoot, Telesales. NBC, however, quickly pointed out last week that the deal "represents no cutback of any kind in Telesales production."

MGM & BBC have decided to go ahead, after all, on a co-production telefilm series, *Zero One*, which has been in the planning stage since last fall (Vol. 16:45 p9). Because of production delays, a pilot was not produced in time for the 1961 sales season, and MGM put the project on the shelf. Now a pilot is expected to be shot at MGM's British studios this summer. The series will deal with international airline police activities, and the title is derived from the telephone dial code for the Security Office at London Central Airport. BBC will have distribution rights for the Eastern Hemisphere; MGM will distribute, in network release or syndication, in the Western Hemisphere.

VHF Inc., a new video-tape production & distribution company, was formed last week by 4 executives of the now-defunct CBS-TV production sales unit. "Programs to suit all needs," is the VHF Inc. production promise, including "TV-program series, industrial presentations, religious programs, closed-circuit broadcasts, medical telecasts, and TV commercials." The new firm will lease Reeves Sound Studios facilities but will supply its own producers, directors, writers and technical personnel, studios, cameras, remote facilities and editing services.

TV Industries Inc. is opening an office in London, the first of several European branches. Norman B. Katz, former head of UAA overseas sales and now TV Industries vp & dir. of international operations, is currently abroad to set up the operation, which will market the RKO feature library to TV & theaters. Katz will also investigate foreign co-production deals and "the acquisition of product abroad for U.S.-Canadian distribution by TV Industries."

Warner Bros. has managed to pull off the same coup in Britain it recently managed neatly in this country with ABC-TV—namely, a renewal on all current WB telefilm shows for the fall season. Current lineup: *Bronco* and *Sugarfoot* (latter retitled *Tenderfoot*) on BBC-TV; *Hawaiian Eye*, *Lawman*, *Maverick* and *77 Sunset Strip* via British commercial contracting firms.

People: Joseph W. Bailey has resigned as Ziv-UA vp.

Obituary

Jess Kimmel, 46, a production mgr. and dir. in TV and the theater, was found dead in his N.Y. apartment May 30. He had recently undergone an abdominal operation. He had worked for all 3 TV networks and on *Show of Shows*, *Red Buttons*, *Jan Murray*, *Naked City* and other shows. Surviving: Wife, 2 daughters, a son, his mother and sister.

HOLLYWOOD ROUNDUP

Cascade Initiates Expansion Program: Cascade Pictures of California, West Coast TV film commercial producer, has begun a \$1-million expansion program. Pres. Bernard J. Carr and vp Roy W. Seawright last week through their affiliate, Seward Investment Corp., acquired from Litton Industries Inc. the Hollywood property and buildings housing the Westrex Corp. and Todd-AO. Occupation of the area begins next October. Cascade's acquisition & planned new construction will house the handling of all phases of live-action photography, animation and photographic optical effects. Six sound stages will be in operation when remodeling & new construction is completed.

Writers Guild of America West has rounded out the roster for its June 8 panel discussion on "Television on Trial" (Vol. 17:22 p8). Panelists include FCC's Ashbrook P. Bryant, chief of Office of Network Study, Tom McDermott, exec. vp of Four Star Television; Bud Stefan, BBDO; Leslie Bruce, representing the sponsor; and Gene Roddenberry, representing the writers. A network executive will also be on the panel. WGAW TV-radio branch's annual awards will be disclosed the same night.

Carl Pingitore, Warner Bros. TV film editor for 6 years, joins 20th Century-Fox TV as associate producer on *Follow the Sun* . . . Milton Orman is named TV-radio contract administrator of Writers Guild of America West, replacing John Schallert, who is leaving to join MCA Artists Ltd. . . . Leo Salkin, Format Films story editor, named vp . . . Danny Arnold named producer of *The Real McCoy's*.

MGM-TV has 37 directors & writers preparing 4 series which go into production in the next 2 weeks, and the record figure is expected to reach 50 soon. Series are *Cain's Hundred*, *Dr. Kildare*, *Father of the Bride* and *National Velvet* . . . Warner Bros. has promoted Edward (Kookie) Byrnes from parking lot attendant to full-time private eye in *77 Sunset Strip*. Robert Logan is new car parker.

People: Writer Sam Newman has been signed to a 3-year contract by CBS-TV and is now writer-story consultant for *Perry Mason* . . . Producer Richard Goldstone (*Adventures in Paradise*) has left 20th Century-Fox TV after turning out 48 episodes of the series. He has formed his own movie company in partnership with John Monks Jr. . . . Michael Garrison has been named producer of Revue Studios' *The Investigator*, starring James Franciscus, James Philbrook, Mary Murphy and Al Austin. . . . 20th Century-Fox TV has signed Francis D. Lyon to direct six 60-min. shows during the next year. The same studio has signed Iris Chekenian as story editor of *Follow the Sun*, produced by Marion Hargrove. . . . Lawrence Eisenberg has joined the N.Y. staff of Cleary-Strauss-Irwin & Goodman to work on the PR company's TV-series clients.

More People: Hy Averbach is signed to a producer-writer contract which also calls for him to create new series ideas for Four Star Television . . . MGM-TV sales vp John B. Burns returned to N.Y. following meetings with studio-production vp Robert Weitman on next season's production as well as plans for 1962-63 . . . MGM-TV producer Rudy E. Abel (*National Velvet* & *Father of the Bride*) has returned from a business-vacation trip to Europe and begun preparations for next season's production . . . Producer Don McGuire has left the *Hennessy* series.

Television Digest

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TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
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Personals: Byron Goodell advanced by NBC Spot Sales to TV sales national dir. from Eastern division TV sales force mgr., succeeding Edwin T. Jameson, resigned.

Alan S. Englander named treas. of Corinthian Bestg.; will also continue as asst. treas., Whitney Communications.

Benjamin H. Berentson and Charles E. Gates appointed station mgrs. of WGN-TV & WGN Chicago respectively, effective June 5.

Joseph A. Waldschmitt promoted from exec. vp to pres. & chief exec. officer, Page Communications Engineers, succeeding Esterly C. Page, elected chmn.; Glenn G. Peebles, construction & installation dir., and Charles L. III, administration dir., named vps.

A. DuMont Wyckoff Jr., ex-Remington Rand, appointed Middle Atlantic district sales mgr., TelePrompTer govt. services dept., communications systems div. . . . Jack H. White promoted from Eastern sales mgr. to national TV sales mgr., H-R Reps; John T. Bradley promoted from Chicago TV sales mgr. to Midwest sales mgr. . . . Jack Meyer resigns as vp-sales dir., Mobile Video Tape Inc., to become dir. of video tape sales at KCOP Los Angeles.

Dr. Clinton H. Churchill remains as pres. of WKBW-TV & WKBW Buffalo, which was sold to Capital Cities Bestg. Corp. (Vol. 17:22 p5), and was named a dir. of Capital Cities. Clinton D. Churchill, vp-station mgr., WKBW-TV & WKBW will continue these responsibilities in Buffalo as vp-gen. mgr., Capital Cities.

Richard Lewine, recently resigned as special-programs dir., CBS-TV, named a consultant to N. W. Ayer . . . William H. Lawrence, veteran *N.Y. Times* reporter, joins ABC News as political editor in Washington.

Amory Houghton, chmn., Corning Glass Works exec. committee, and U.S. ambassador to France from 1957 to 1961, named a dir. of NET . . . Eugene S. Hallman, programming vp, CBC, elected a trustee of the Bestg. Foundation of America, the international division of NET.

NAB's Tower to Corinthian: Charles Tower, NAB TV vp since May 1960, joins Corinthian Bestg. Corp. July 1 as administrative vp. He said he has had a desire to join the operating end of TV, and NAB Pres. Collins praised Tower's work, expressing regret at his leaving. Gov. Collins said the position would remain open pending the Board's consideration of reorganization recommendations.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

1960 PRICE TRENDS—TV UP, RADIO DOWN: Retrospective look at TV's price history in the pages of our TV Factbook No. 32—in the mails next week—shows that last year saw the highest average factory price since 1953, despite price sag towards end of year.

Analysis of TV sales by type shows that TV-phono combinations set an all-time high last year in both unit sales & percentage of year's total retail sales (retail sales records extend back only through 1953). Consoles accounted for their greatest percentage of the retail market since 1954.

Newly enlarged statistical section of our Television Factbook features a wide variety of information on TV-radio-phono production & sales, from EIA and other sources. Data computed from the Factbook's tables show this pattern in average factory price of TV sets since 1947:

1947.....\$280	1951.....\$177	1954.....\$140	1957.....\$130
1948.....\$235	1952.....\$172	1955.....\$138	1958.....\$136
1949.....\$193	1953.....\$170	1956.....\$127	1959.....\$141
1950.....\$180			1960.....\$145

This increase has not been maintained so far in 1961, preliminary estimates show, and heavier-than-usual proportion of high-end sets will have to be sold rest of year to keep average on par with 1960.

Breakdown of retail TV sales by type since 1953, when EIA began to gather retail statistics, shows this percentage distribution of total TV purchases:

Year	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.....	58%	39%	3%
1960.....	54%	42%	4%

Radio prices have wandered all over map during past 10 years, declining during last 3 years, presumably due to competition from low-priced imports. The following table shows average factory price of all types of domestic radios (including auto) from 1951 through 1960:

1951.....\$25.10	1953.....\$22.73	1955.....\$20.23	1957.....\$24.25	1959.....\$21.21
1952.....\$22.92	1954.....\$22.06	1956.....\$21.37	1958.....\$26.90	1960.....\$20.13

Money spent for servicing of TVs, radios & phonos reached all-time high in 1960, another Factbook table shows. Based on estimates by Sylvania market research dir. Frank Mansfield, the figures show public spent \$2.52 billion to install sets and keep them in working order last year. Although some industrial & commercial servicing by repairmen may also be included in the figure, it's still indicated that nation's TV-radio-phono servicing bill last year exceeded industry's factory output of consumer electronic products (\$2.1 billion).

TV-RADIO PRODUCTION: EIA statistics for week ended May 26 (21st week of 1961):

	May 20-26	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	121,294	120,541	123,492	2,181,788	2,444,174
Total radio	312,832	302,706	320,251	5,898,890	6,973,069
auto radio	100,508	100,841	120,339	1,854,010	2,726,222

NEW FACES OF 1962: This year's new-line debuts so far indicate that 1962 will be a year of refinement—rather than innovation—in TV design. Like the lines shown previously this year (Admiral, RCA, Sylvania), GE's new series and Magnavox's summer drop-ins show no radical departures from 1961 in pricing or design.

What is new in the new lines is color and FM stereo. GE's color series consists of 3 basic models (total of 8 sets), comprising consolettes at \$595-625, consoles at \$695 and lowboys at \$775. It's good bet that Philco, which holds its convention this week in Atlantic City, will be next manufacturer to announce color.

GE's top-of-the-line black-&-white TV-radio-stereo combo remains at \$629—but now includes FM stereo in the price, and music power output has been stepped up to 100 watts. (GE's stereo line will debut at Music Show next month in Chicago.) Magnavox's 7 TV drop-ins include new version of 24-in. stereo theater, with provision for multiplex adaptation.

Concentration this year is on improved circuit reliability in almost all TV lines. GE is stressing its power-transformer chassis and 4-transistor RF remote unit. GE's basic line of 16 black-&-white sets is priced from \$159.95 to \$699.

Philco's new line, to be shown this week, is also expected to emphasize engineering refinements. It's understood to feature new circuits which increase picture brightness & contrast without boost in voltage. Philco is expected to offer 2 stereo theater combinations, both equipped to accept multiplex adapter which is scheduled for availability this summer. Like other lines announced so far, best guess is that Philco's prices will adhere pretty closely to 1961 pattern. Also showing this week: Zenith, in Miami.

More about

FM STEREO BEGINS: Start of FM stereo broadcasting June 1 (see p. 1) found many manufacturers still frantically making plans for adapters & sets. Some were frankly confused. One manufacturer, referring to a competitor's adapter, told us: "I can't see how that thing can possibly work." Another set maker said to us recently: "We got hold of 2 competitive adapters and tested them on an FM stereo signal from our own sub-carrier generator and they just didn't do the trick."

Most manufacturers are now stocking up on stereo signal generating equipment for testing stereo tuners & adapters, and are looking forward to the day when there'll be stereocasts on the air in their areas for proving their products. Without signals, they're working completely in the dark—and we know of no manufacturer who really intends to market unproved equipment. But this bottleneck in signals is going to hold up deliveries of receiving gear.

Several new sources of signal generating equipment are opening up. Crosby Teletronics, whose FM stereo system lost out in the FCC decision, nevertheless is exploiting its stereo experience and turning out subcarrier generators for manufacturers as well as adapters for equipment makers and for direct marketing through parts jobbers. Crosby's first production batch of adapters is designed for component hi-fi tuners which have multiplex jacks. Any installation on sets without jacks is a job for a technician, a Crosby spokesman told us.

Zenith explained FM stereo to its dealers last week in a 3-page trade-paper ad. It said its complete stereo line is now in production, and that its stereo-FM-AM-phono consoles will cost \$30-60 more than its current stereo combos. It warned against trying to convert monophonic FM radios to stereo. "The probability," said Zenith, "is that the cost of adapting a present FM set to stereo, plus the initial cost of the receiver, will exceed the cost of a new receiver expressly designed and built for FM." Zenith reiterated that it would build no adapters, but that it will supply drop-in stereo FM tuners for Zenith console

phonos which have compartments for them. Customers who buy Zenith phono consoles will get first priority "when the new tuners are available."

General Instrument Corp. announced its Automatic Mfg. Division is now ready to sample the radio manufacturing industry with an experimental kit of filters for FM stereo receivers.

Meanwhile, Automatic Radio Mfg. Co. (no relation to the General Instrument division) announced the establishment of subsidiary Multiplex Corp., 122 Brookline Ave., Boston, to manufacture FM stereo receivers. Multiplex is headed by John J. Grady.

Japanese Embargo Refused: The Treasury Dept. has given EIA a flat turndown on a petition to invoke anti-dumping provisions of the Internal Revenue Act against Japanese exports of receiving tubes to the U.S. As part of its campaign to protect American electronic-product manufacturers from Japanese inroads, EIA filed the embargo petition last September, alleging that the imported tubes were being sold here for "less than fair value." Following an 8-month investigation, acting Customs Comr. David B. Strubinger wrote EIA gen. counsel John B. Olverson that the govt. could find no valid reasons for any anti-dumping action. A study of domestic & export pricing of Japanese tubes showed that they "are not being sold or are likely to be sold" at less-than-fair rates here, Strubinger said.

FCC Cautions Set Buyers: In a consumer-conscious public notice, FCC has called on all buyers of TV & FM receivers to make sure the sets carry a label stating that they meet the Commission's anti-interference radiation limits. Most U.S. & foreign manufacturers give "excellent co-operation" in complying with the regulation, FCC said, but added: "However, the Commission notes that some sets are being sold which do not carry the required seal or label. Operation of a set manufactured after Dec. 31, 1957 which does not have such a label attached is prohibited by the rules."

PHILCO & CBS DROP TUBE BUSINESS: The steady attrition of transistors, coupled with fierce domestic & foreign competition, last week whittled 2 major companies from the ranks of receiving-tube producers: Philco's Lansdale Division and CBS Inc.'s CBS Electronics Division.

Philco vp William J. Peltz, Lansdale Division gen. mgr., noting that the use of receiving tubes by U.S. OEMs had declined 31% since 1955, reported that receiving-tube production would be discontinued over the balance of the year in favor of a buildup in transistor production. The plant currently is devoted approximately 80% to transistors, 10% to cathode-ray tubes, 10% to receiving tubes. A spokesman said that picture tubes are not affected by the move, that only a fraction of Lansdale's entertainment tubes are sold "outside the house," that the Division is only one of 4-5 tube suppliers for Philco TV-radio-phono products. He said the Division's tube-making equipment will go up for public sale "almost immediately."

Exactly 120 months after it acquired pioneer tube-maker Hytron Radio & Electronics (Vol. 7:15 p2), CBS Inc. announced that its CBS Electronics Division is going out of the receiving tube business.

Division Pres. Clarence H. Hopper indicated that tube operations will be terminated by the end of this month. Approximately 1,200 employes at 2 owned and one leased plants will be dismissed, and CBS will sell its tube-making factories at Danvers & Newburyport, Mass.

Hopper reported that Raytheon will purchase a "portion" of the entertainment-type receiving-tube inventory for an undisclosed price. Raytheon plans to offer sales & service of these products to present CBS distributors and their customers.

The CBS withdrawal writes finis to one of the oldest brand names in the business: Hytron, which dates back to 1921 and the beginning of the electronics industry. When it merged with CBS on June 15, 1951, Hytron rated with the major makers of TV-radio tubes, including kinescopes.

For CBS, the move marks the third major retreat in consumer electronics in 5 years: TV sets in 1956 (Vol. 12:28 p11), phonographs last month (Vol. 17:20 p20).

"We believe that the technological requirements of the space age clearly indicate that our particular talents & skills should be directed to products other than receiving tubes," Hopper explained. He said the Division will concentrate on semiconductors, micro-electronics, sophisticated electronic tubes and other electronic products. Division hq will now be centered at the Lowell, Mass., semiconductor plant, completed last year.

The CBS Electronics Division operated at a loss in 1960. Earlier this year, in the CBS annual report, Hopper blamed "intensive domestic & foreign competition, drastic industrywide price reductions and the tightening of customers' inventories" as prime factors in the Division's loss performance, causing it to fall "far short of the goals set for the year."

British TV Concentration: Thorn Electrical Industries has purchased the domestic TV-radio interests of Ultra Electric (Holdings) Ltd. The \$6.72-million deal covers Ultra Radio & TV Ltd. and Pilot Radio & TV Ltd. and subsidiaries.

Symphonic TV-Stereo Shown: Distributors from the Eastern Rocky Mountain Area will see Symphonic's new line June 5-8 at Kansas City's Hotel Muehlebach in the 2nd of a series of regional showings.

Are Retailers Junket Weary? With U.S. industry now spending more than \$100 million annually on incentive trips for dealers (up from only \$5 million in 1952), May 29 *Wall St. Journal* rounded up representative retailers to see if they would prefer to stay home & tend store.

"A growing number of retail merchants appear to share doubts about the value of the current flood of sales promotion schemes which dangle trips to foreign lands & posh resorts as incentives to push a manufacturer's products," commented the *Journal*, adding: "Retailers, particularly in the appliance field, where use of promotional travel has become especially heavy, say the practice has become so common that free trips have lost much of their effectiveness as a spur to sales . . . Many merchants say they would prefer to have the promotion money that now goes for travel, spent on advertising instead—or perhaps not spent at all, so factory prices could be lowered.

"There's also concern over the tendency of some small dealers to order too heavily from suppliers and build up excessive inventories as they seek to qualify for trips."

Because they require long-range planning & preparation, trips can come completely unglued because of changes in company policies and/or marketing practices, the *Journal* noted:

"Hoffman Electronics recently wound up an incentive travel venture in a highly anticlimactic fashion. The company originally had planned to take 1,500 TV & radio dealers & wives to Paris this month to promote a line of 19-in. & 23-in. TV sets newly introduced in 1960. Eligibility for the trip was based on orders for the new models placed by dealers from July through December of last year.

"As things worked out, however, dealers didn't order many of the new models because their customers were more interested in buying the old smaller-screen models at bargain prices. Only some 300 guests were aboard when Hoffman's chartered flights took off for Paris. Worse still, shortly before the trip, Hoffman was forced to announce the discontinuation of TV-set production altogether [Vol. 17:14]. Instead of using the Paris trip to push its TV line, Hoffman found itself with only radios to promote."

* * *

Why Retailers Fail: Causes of TV-radio-appliance business failures in 1960, as classified by Dun & Bradstreet and reported in the May *NARDA News*: Incompetence was responsible for 34.7% of total failures, unbalanced experience (sales, finance, purchasing) 20.8%, lack of managerial experience 19%, lack of experience in the line 15.6%, neglect 3.2%, fraud 3.2%, disaster 0.9%, reason unknown 2.6%. The causes listed are based on opinions of informed creditors and information in Dun & Bradstreet's credit reports. Average age of retail businesses which failed last year was slightly higher in the TV-radio-appliance field than was the average of all retail businesses. D&B's analysis shows that 60.8% of TV-radio-appliance failures had been in business 5 years or less (as opposed to 65.6% of all retail failures), 21.6% were 6-10 years old (vs. 18.1%), 17.6% over 10 years (vs. 16.3%).

Adler Units Displayed: Three new transportable radio-teletype-facsimile centrals developed by Adler Electronics under military contract were displayed June 1 by the Army Signal Corps at Ft. Myer, Va. to show how it could meet communications problems in brushfire wars. The units (TSC-18-19-20) have ranges up to 7,500 miles, run from \$120,000 to \$403,000 in price. They can be air-lifted to any part of the world.

Trade Personals: Arthur N. Curtiss, ex-RCA Defense Electronics, named to new post of mgr., administration, RCA Labs . . . Dr. Walker K. Volkers, ex-Cohu Electronics, elected pres. of Lionel Electronics Labs (formerly Anton Electronics Labs), a subsidiary of Lionel Corp., succeeding Nicholas Anton, who remains as advisor . . . Bert Gedzelman, former sales rep, named national sales mgr., Audio Dynamics Corp. (stereo cartridges) . . . Bernard K. Rafkin, formerly on staff of Sylvania market research dir. Frank Mansfield, joins Hicks & Greist ad agency.

Robert G. Tabors named pres. & chief exec. officer, Textron Electronics. He has been vp of parent Textron Inc. and operations vp for the electronics company since Jan. 1. Royal Little resigns as chmn. & pres., Textron Electronics, but continues as a dir. of the electronics company and exec. committee chmn. of the parent firm. Rupert C. Thompson Jr., chmn. & chief exec., Textron Inc., elected chmn., Textron Electronics. Harold F. Linke promoted from asst. controller to controller, Textron Electronics.

Edward F. Canfield promoted from mktg. mgr., Philco research div., to new post of asst. to the mktg. vp, govt. & industrial group.

Obituary

Edward C. Cahill, 60, former pres. of the RCA Service Co., died May 30 in Camden, N.J. He joined RCA in 1928, was sent to Chicago as a field engineer, and installed the first sound equipment in Midwest movie theaters. In 1943, he was named pres. of the newly formed Service Co. Surviving are his wife, a son, a daughter and 2 sisters.

Phono Disc Sales in '60: Last year was the record industry's 2nd best year in terms of manufacturers' sales—billings fell only slightly below the all-time high set in 1959. Record Industry Assn. of America estimated last week that last year's disc shipments totaled \$228,420,000 at manufacturers' billing prices vs. \$320,520,000 in 1959. Retail list-price value of these shipments totaled \$480 million in 1960 vs. \$484 million in 1959. Sales last year comprised 105 million LP (33 $\frac{1}{3}$) records at a list-price value of \$405 million, and 81 million other records (45-rpm singles, EPs & 78s) at a list value of \$75 million. The comparable 1959 figures were 106.5 million LPs at \$387.7 million and 88.5 others at \$96.8 million. RIAA estimates that 26% of total LP sales last year were stereo discs, up from slightly more than 20% in 1959.

New Plants & Expansions: GE has earmarked a \$5-million expansion program for its Auburn, N.Y. rectifier production plant. The company will break ground this summer for a \$1.7-million, 70,000-sq.-ft. addition which will nearly double the plant's size. Approximately \$3.3 million will be invested in additional production equipment & facilities • Electronics Corp. of America has established a Belgian subsidiary to manufacture a variety of ECA industrial electronic-control equipment. The wholly-owned subsidiary will set up a plant near Brussels.

Sylvania's Inventory Protection: One-year price protection on distributor inventory becomes effective with 1962 TV-stereo line introduced in Miami (Vol. 17:22 p18). The protection comprises credit on new merchandise rather than promotional allowances. A feature of Sylvania's new "Sound Operating Procedures," the inventory protection also can be applied to dealers. In line with Sylvania's announced plan to close all branch operations in favor of independent distribution, the company has appointed Igoe Brothers Inc. distributor for metropolitan N.Y. and N.J.

Finance

Electronics Investment Corp. at Peak: The San Diego mutual fund reports record total net assets of \$43,593,353 at the close of its 1961 fiscal year on April 30. The record figure represents a 35% gain over the \$32,345,263 in assets a year earlier. Net asset value per share climbed to a peak of \$9.19, 14.6% ahead of the \$8.02 at the close of the 1960 fiscal. The \$9.19 is after adjustment for a net capital gains distribution of 55 $\frac{1}{2}$ ¢ per share paid in May, 1960. For the quarter to April 30, here are the principal portfolio changes in common stock: Added—Edwards High Vacuum, RCA, Sigma Instruments, Thompson-Houston Compagnie, Ultra Electronic Holdings Ltd. Eliminated—American Bosch Arma, Eastern Industries, P. R. Mallory, Minneapolis-Honeywell, Taft Bestg., Speer Carbon. Increased—Aerojet General, AT&T, Bendix, GE, Hathaway Instruments, Western Union. Reduced—Storer Bestg.

RCA Sees 1961 Sales-Profit Gains: "There's a good chance" that volume & earnings will top 1960's performance of \$35.1 million profit (\$2.10 a share) on \$1.494 million sales, Pres. John L. Burns said last week. (RCA turned in lower profits on slightly higher sales in 1961's first quarter, Vol. 17:19 p24). With the exception of the data-processing division, all RCA operations are in the black, he said, and the general economy seems to be taking a turn for the better. If the improvement continues, he noted, RCA's earnings for the balance of the year should more than offset the first-quarter profit decline. Burns said that RCA's investment in computers will peak this year, decline appreciably in 1962.

Mergers & Acquisitions: Hewlett-Packard and Sanborn Co. directors have approved the merger of the 2 electronics firms (Vol. 17:17 p21). The amalgamation would become effective August 31 if stockholders of the companies approve at July 19 meetings. Sanborn, Waltham, Mass., manufactures industrial & medical electronic equipment • Ling-Temco Electronics and Chance Vought have mailed to their stockholders proxy statements for special meetings to be held June 30 to vote on the proposed merger of the companies (Vol. 17:14 p21). If approved, the merger would become effective August 31 • Loral Electronics directors have approved the acquisition of American Beryllium and its subsidiaries, U.S. Beryllium and Visioneering, for 95,840 shares of Loral common. At recent market quotations, the Loral stock totals more than \$4.9 million. Loral Pres. Leon Alpert reports that the amalgamation does not require stockholder approval and should be completed "before the end of July" • Consolidated Electronics Industries has acquired for 225,000 shares of common stock the assets of Thompson-Hayward Chemical, manufacturer of industrial & agricultural chemicals.

Taft Bestg. Co. common stock totaling 376,369 of 1,527,960 outstanding shares will be offered for public sale—price unreported—by 20 present holders who together own 959,890. An SEC registration statement (File 2-18190) said the largest block (56,503 shares) will be put up by David S. Ingalls & Robert Taft Jr. as trustees under an agreement with Jane Taft Ingalls. Other sellers include the estate of Hulbert Taft (44,443), Pres. Hulbert Taft Jr. (46,288), David G. Taft (40,546), Charles Phelps Taft Memorial Fund trustees (42,377).

Mallory Forecasts Improved 1961: Sales & earnings should be "moderately better" than 1960's profit of \$4,367,403 (\$2.84 a share) on \$83.5 million sales, Pres. G. B. Mallory told the N.Y. Security Analysts meeting recently.

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
Litton Industries	1961—9 mo. to Apr. 30	\$165,698,000	—	\$ 6,821,000	\$1.58 ¹	4,296,508
	1960—9 mo. to Apr. 30	134,459,000	—	5,441,000	1.25 ¹⁻²	4,251,550 ²
Perkin-Elmer	1961—9 mo. to Apr. 30	18,400,000	—	730,868	.58	1,252,460
	1960—9 mo. to Apr. 30	14,600,000	—	660,614	.58	1,146,350
Philips' Lamp Works	1961—qtr. to Mar. 31	297,609,600	—	21,436,800	—	—
	1960—qtr. to Mar. 31	289,814,000	—	24,220,800	—	—
	1961—12 mo. to Mar. 31	1,333,536,000	—	107,740,800	—	—
	1960—12 mo. to Mar. 31	1,325,740,000	—	110,524,800	—	—
Screen Gems	1961—9 mo. to Apr. 1	—	\$ 3,556,000	1,817,000	.72	2,538,400
	1960—9 mo. to Mar. 28	—	1,583,000	861,000	.34	2,538,400
Sterling TV	1961—year to Mar. 31	938,200	—	63,200	.14	—
	1960—year to Mar. 31	722,078	—	31,649	.07	—
Tele-Bcstrs.	1960—year to Dec. 31	1,281,839	—	24,267	.08	307,451
	1959—year to Dec. 31	1,051,123	—	139,730	.75	186,242
TV Shares Management	1961—6 mo. to Apr. 30	1,479,939	769,646	383,658	.38	1,018,500
	1960—6 mo. to Apr. 30	1,536,992	744,934	366,222	.35	1,060,000
Warner Bros. Pictures	1961—6 mo. to Feb. 25	47,000,000	—	3,564,000	3.18	1,120,013
	1960—6 mo. to Feb. 25	49,800,000	—	3,422,000	2.27	1,504,000

Notes: ¹After preferred dividends. ²Adjusted for October-1960 2½% stock dividend.

Reports & Comments Available: RCA, comments, Joseph D. Goodman & Co., 1526 Chestnut St., Philadelphia 2 • Cetron Electronics, analysis, McRae Securities Corp., Denver • Standard Kollsman, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Globe-Union, review, Reynolds & Co., 120 Broadway, N.Y. 5 • Electronic Components, report, Hannaford & Talbot, 519 California St., San Francisco 4 • Republic Corp., analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Mid-Eastern Electronics, offering circular, Mid-Eastern Electronics, 32 Commerce St., Springfield, N.J. • Dynamic Measurements, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Empire Devices, prospectus, Hayden, Stone & Co., 25 Broad St. N.Y. 4 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • AB-PT, prospectus, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5.

TRW Debentures Offered: Thompson Ramo Wooldridge will offer \$25 million of 25-year debentures due 1986 for public sale through Smith, Barnay & Co. Inc. and McDonald & Co. The price & interest rate weren't listed in an initial SEC registration statement (File 2-18164).

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Bendix	Q	\$0.60	Jun. 30	Jun. 10
Canadian Westinghouse	Q	.15	Jul. 3	Jun. 26
Clevite	Q	.30	Jun. 27	Jun. 12
Collins Radio		(Omitted)		
Decca Records	Q	.30	Jun. 29	Jun. 15
GE	Q	.50	Jul. 25	Jun. 16
Meredith Publishing	—	.35	Jun. 12	May 31
MGM	Q	.40	Jul. 14	Jun. 16
National Co.	Stk.	2%	Jul. 7	Jun. 20
RCA	Q	.25	Jun. 24	Jun. 16
Republic	Q	.25	Jul. 3	Jun. 9
Rollins Bcstg.	Q	.08	Jul. 25	Jun. 26
Rollins Bcstg.	Stk.	3%	Jul. 25	Jun. 26
Rollins Bcstg. "B"	Stk.	3%	Jul. 25	Jun. 26
Times-Mirror	Q	.10	Jun. 26	Jun. 7
Trans-Lux	Q	.10	Jun. 30	Jun. 15
Universal Pictures	Q	.25	Jun. 29	Jun. 15

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 1, 1961

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
Acustica Associates	21	23	Magna Theater	4	4½
Adler Electronics	19	21	Magnetics Inc.	11¾	13¾
Aerovox	11¼	12½	Maxson	20½	28¾
Allied Radio	28½	31½	Meredith Pub.	41	45½
Astron Corp.	3	3-9/16	MetroMedia	21½	22½
Babcock Electronics	32	34½	Microdot	27½	29½
Baird Atomic	23	25½	Milgo Electronics	23¼	26¾
Cannon Electric	34½	37¾	Narda Microwave	8¼	9½
Capchart	8½	9½	Newark Electronics	15½	17
Chicago Aerial Ind.	23½	25¼	Nuclear of Chicago	45	48¾
Control Data Corp.	97	105	Official Films	37½	4½
Cook Electric	12¾	14¾	Pacific Automation	6½	7¾
Craig Systems	14½	16	Pacific Mercury	7½	7¾
Crosby Teletronics	6¾	7½	Philips Lamp	149½	155½
Dictaphone	34¾	37½	Pyramid Electric	2½	3-1/16
Digitronics	26½	29¾	Radiation Inc.	21½	307½
Eastern Ind.	18½	19¾	Rek-O-Kut	2½	3-3/16
Eitel-McCullough	17	18¾	Research Inc.	5¾	6½
Elco Corp.	12¾	14¾	Howard W. Sams	44	47½
Electro Instruments	20½	23¾	Sanders Associates	48	51¾
Electro Voice	12¾	14¾	Silicon Transistor	14¼	16
Electronic Associates	32¾	35¾	Herman Smith	13	14½
Elec. Capital Corp.	47	51¾	Soroban Engineering	69	73¾
Erie Resistor	13¼	14¾	Soundscriber	14	15½
Executone	23	24¾	Speer Carbon	26	28½
Farrington Mfg.	16	17½	Sprague Electric	75½	79
Foto Video	9½	10½	Sterling TV	4	4¾
Four Star TV	22½	24¾	Systron-Donner	42	45½
General Devices	16¼	17¾	Taft Bcstg.	19½	21½
Goodwill Stations Inc.	11¼	12¾	Taylor Instrument	52½	56½
Granco Products	4	4¾	Technology Inst.	8	9½
Gross Telecasting	22	24¾	Tele-Broadcasters	2	2¾
Hallcrafters	26¾	28¾	Telechrome	127½	14
Hathaway Instr.	28¾	307½	Telecomputing	7½	8¼
High Voltage Eng.	182	188	Time Inc.	90	95
Infrared Industries	17	187½	Tracerlab	13½	147½
Interstate Engineering	20½	22¼	United Artists	7¾	8¾
Ionics Inc.	33	36¾	Universal Trans.	1¼	17½
Itek	58	62	Vitro	28½	30¾
Jerrold	8¼	9	Vocaline	2¾	3-3/16
Lab for Electronics	56	59½	Wells-Gardner	34	36¾
Leeds & Northrup	36½	39¾	Willcox Electric	11¼	12¼
Lel Inc.	9¾	11¼	Wometco	26½	287½

WEEKLY Television Digest

JUNE 12, 1961

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VOL. 17: No. 24

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

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Networks

NBC & CBS ADOPT LONG (42-SEC.) STATION BREAKS, effective with the start of fall schedules, following ABC's lead for "competitive" reasons (p. 1).

Congress

CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV—featured in Senate juvenile-delinquency hearing. Sen. Dodd looks for network licensing (p. 2).

PASTORE PUSHES FCC REORGANIZATION CONCEPTS, introducing Commission recommendations, analyzing provisions to "expedite & improve" processes (p. 3). Dept. (p. 10).

FCC

OBSCENITY HEARING ENDS in Kingstree, S. C., as FCC Broadcast Bureau puts 4 witnesses on to buttress charges of indecent programming & misrepresentation (p. 4).

MINOW FOR POLITICAL FREE TIME, believes broadcasters should get only out-of-pocket expenses for federal, state & local contests (p. 4).

ALL-CHANNEL-SET BILL TO HILL is expected shortly, after Budget Bureau tells FCC it has no objections. Prospects of passage believed slim (p. 5).

FEATURE FILMS & PAYOLA PROPOSAL by FCC disturbs Rep. Harris and Cal. senators who ask Commission for exemption (p. 5).

Stations

SPOT BILLINGS DOWN 2.1% for first quarter vs. same period of 1960. Candy companies spent 34% more in '60 in TV (p. 6).

Consumer Electronics

NEW LINES & OPTIMISM go together this year. Value-packed sets seen as further stimulus to business pickup. Philco officials see the year equaling 1959 (p. 15).

LAWRENCE TUBE READY, Paramount tells stockholders, demonstrating brighter, compact set. Philco enters color without enthusiasm, offering RCA-built set (p. 15).

NEW LINES: Philco revamps stereo line, dropping prices. New Zenith, Packard Bell & Philco TV lines feature greater value, with prices substantially unchanged (p. 17).

Advertising

TIMEBUYER SURVEY BY NBC SPOT SALES shows that 70% of TV-radio spot buyers participate in campaign planning (p. 7).

Film & Tape

WGAW, SAG SUING NTA FOR RESIDUALS. Guilds charge delinquency in payments on 20th-Fox series (p. 10).

TV NOT AFFECTED IN 20th-FOX RETRENCHMENT. Board, dissatisfied with movie operation, seeks to correct waste, but its "watchdogs" are interested in TV expansion (p. 11).

DAVIS IN, GLETT OUT in new NTA upheaval. Dissident NT&T stockholder is now pres. of the company whose management he attacked. Leeds quits board, taking pay-TV with him (p. 11).

Other Departments

AUXILIARY SERVICES (p. 7). **PROGRAMMING** (p. 8). **FOREIGN** (p. 8). **ETV** (p. 13). **PERSONALS** (p. 13). **FINANCE** (p. 19).

42-SEC. BREAK—EVERYBODY'S DOIN' IT: CBS & NBC have abandoned the long-established 32-second nighttime station break in favor of the longer 42-second break approved by ABC in April (Vol. 17:16 p7). The move is effective with the start of fall schedules.

Action was taken under protest by CBS & NBC. Letters sent June 6 & 7 by CBS-TV Pres. James T. Aubrey and sales vp William Hylan indicated that CBS was adopting a 42-sec. break only as a "competitive measure." On June 9, the NBC Affiliates Board of Delegates said that network would "reluctantly have to follow the lead of ABC and CBS."

There'll be no triple-spotting in the new long breaks, CBS & NBC assured advertisers. Said Aubrey to CBS affiliates: "You should be aware that advertisers & agencies alike view this move with disfavor . . . It is only prudent for us to warn you that the use of the expanded break for more than 2 commercials will result in punitive measures by network sponsors." Said NBC in its June 9 statement: "The Board will urge all affiliates to give NBC written assurance that they won't triple-spot . . . NBC expects cooperation on this point."

Permissible variations on the 42-sec. theme will be as follows: (1) A pair of 20-sec. commercials, back-to-back, plus the station call letters. (2) A full 30-sec. commercial plus a 10-sec. ID commercial. (3) A full 40-sec. commercial—none has yet been filmed, but some are planned by advertisers—plus the call letters.

Fight by agencies opposed to long breaks isn't over yet, although there would seem to be no chance for a reversal of network fall plans. Even so, Young & Rubicam, which has led the Madison Ave. fight against "over-commercialization," late last week invited N.Y.-area station reps to a June 14 meeting "to discuss informally what measures may be taken on the increase of extended station-break time."

CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV: Congress had investigated relationship between TV & juvenile delinquency before, and everyone quickly forgot about it. Sen. Dodd's (D-Conn.) current hearings, however, have a far more receptive govt. & public audience. New, drastic, censorship-type laws won't be enacted—but the supervisory hand of FCC certainly will be strengthened. Sen. Dodd's only mention of new laws is possible legislation giving the Commission power to license networks.

Basic premise of Juvenile Delinquency Subcommittee, presented through its staff & special consultants, is that there's excessive violence & brutality in TV and, though absolute scientific proof is lacking, such material is bound to encourage delinquency and harm children generally. The industry's answer—through network spokesmen & film producers—is that violence is part of life & drama, that the programs are good because the good guy wins, and—they don't hurt children.

Subcommittee showed excerpts from NBC-TV's "Whispering Smith" and ABC-TV's "Cheyenne." It plans to view CBS-TV's "Malibu Run" this week.

Producer of "Whispering Smith," Revue Studios' Richard Lewis, defended his product—"The Grudge" episode—on the basis that its bloody revenge theme is the same as that of Greek & Shakespearean classics, and children "would try to emulate the hero, who wins." Sen. Carroll (R-Colo.) snapped: "In this film, the father is no good, the sister is no good, the mother is a poisonous character. It is a strong play of violence, of brutality, whippings. Is there anything about this story that's artistic?"

NBC's Carl Watson, dir. of broadcast standards, put network's case simply: Every program is examined carefully in advance. "Whispering Smith" was found acceptable.

Of "Cheyenne" excerpts showing, Warner Bros. vp William T. Orr said: "The hero is always on the side of justice & law. The proponents of evil & chaos are the doers of violence. 'Cheyenne' is the symbol of law & order . . . I believe that a certain amount of violence, as it is portrayed on 'Cheyenne,' has a good moral effect. The winning of the West was a victory for law & order . . . The essence of all story-telling is conflict . . . There is hardly a book or a play that would be considered a classic—or even 'worthwhile reading'—that doesn't extend human emotion to the point of violence on the part of its important characters . . . In my opinion, some of the original material produced for TV may well, in time, become classic. TV drama is only what it pretends to be—dramatic entertainment . . . In the 6 years of network broadcasting that 'Cheyenne' has enjoyed, its success with audiences of all ages—without any censure, individually or collectively—has been proof that it must have had a wholesome basic appeal to a broad segment of the American public."

Thomas W. Moore, ABC-TV programming & talent vp, said that "certain educational values" are introduced into Westerns—such as a "Cheyenne" episode illustrating "that the word 'half-breed' has no place in the vocabulary of our society" and the practice of "Rifleman" Lucas in teaching his son "the necessity of tolerance & understanding, the wisdom behind justice, and the physical skills necessary for a youngster living in an untamed land, and appreciation of the wild & beautiful country that surrounds him."

Research to date, Moore said, "shows no convincing evidence that there exists any correlation between TV viewing & the commission of acts of juvenile delinquency."

Grace M. Johnsen, ABC continuity-acceptance dir., quoted several child-behavior specialists to the effect that they could find little if any correlation between TV viewing & juvenile delinquency. Among those mentioned was Dr. Wilbur Schramm. She quoted from his recent book, "Television in the Lives of Our Children": "If a child has security & love, interests, friendships & healthful activities in his non-television hours, there is little chance that anything very bad is going to happen to him as a result of television." She added: "There is not even satisfactory proof that the emotionally disturbed child is harmed by TV." She defended "Cheyenne" Bodie as "a force for good and never for evil."

Dr. Schramm was placed on stand by Subcommittee and he said that TV shouldn't be blamed for delinquency, but that telecast crime & brutality may well trigger some youths. "The amount of violence is just too dangerous to go on," he said. He said it was the job of schools & parents to direct children to better programs and to complain about programs they disapprove.

Sen. Dodd opened hearing with report that staff monitored 72 hours of prime-time shows May 9-15, compared them with similar 1954 period, found that programs featuring violence had increased from 16.6% of total to 50.6%. Ratings prove that people want crime & violence on TV, he said, but: "We don't need ratings to prove that millions of people want to gamble, that millions of people keep prostitution, the rackets, and other social evils . . . TV can no longer claim growing pains."

Staff Dir. Carl L. Perian offered more statistical data to show increase in crime-Western shows from 1954 to 1961 in selected cities across nation.

Dr. Ralph Garry, Boston U. prof. of educational psychology and consultant to Subcommittee, asserted that 1.5 million children under age of 6 watch "Cheyenne," 3-4 million under 17 watch "Malibu Run," "Laramie" and "Untouchables,"—including 250,000 under 6 for "Untouchables." He said that even if only 1% of children are affected adversely, "we are concerned." He and his staff analyzed 78 programs telecast in Washington May 9-15, found "319 episodes of violent assaultive behavior," compared with one-fourth as many showing "protective & affectionate behavior"—and the theme most often presented was "the desire for money, wealth and power."

"These data confirm other studies regarding the stereotyped view of life & character being presented. Goodness of character is not sufficient; one has to be tough to succeed. Life's problems are solved by violent means, and it is the results that count. Money & power are goals to strive for. Gentleness & consideration scarcely exist. On the positive side, TV entertains children, providing them excitement & suspense. It contributes to the vocabulary development in young children, and offers information about occupations, events, and persons with whom they would otherwise have no contact. It is a fascinating companion to children, and often a stimulating one."

James V. Bennett, U.S. Bureau of Prisons dir., resumed his attack and reported that 26% of young prisoners at the Ashland Youth Center and 23% at National Training School believed that crime-Western programs "had influenced them in the way they had gotten into conflict with the law."

CBS-TV witnesses are scheduled for June 13, all 3 TV network presidents later in the week, FCC Chmn. Minow and NAB Pres. Collins June 19.

PASTORE PUSHES FCC REORGANIZATION CONCEPTS: FCC's own reorganization ideas (Vol. 17:23 p2) are now in the Congressional mills, introduced by Commerce Subcommittee Chmn. Pastore (D-R.I.). He obviously thinks they're good, because he had the full text (S-2034) placed in the Congressional Record along with a point-by-point analysis. The bill is long & explicit. It differs from facts we reported in the last issue only in that the Commission changed its mind & decided to make oral argument discretionary rather than mandatory.

White House's reorganization plan for FCC continued to be bludgeoned in other Congressional forums. Commission staff members Henry Geller & Gerard Cahill told Senate Govt. Operations Committee that FCC was 4-3 against it, offered each Commissioner's view as expressed previously to House Govt. Operations Reorganization Subcommittee (Vol. 17:22 p1). Robert Booth, pres. of Federal Communications Bar Assn., also repeated his previous presentation.

Pastore said purpose of his bill is to "expedite & improve" FCC processes. Here's summary of his analysis of bill's provisions:

- (1) Review staff is eliminated and staff is permitted to recommend decisions—producing "speedier action without depriving parties of any rights . . ."
- (2) FCC may delegate duties, including hearings, to single Commissioners, panels of Commissioners, staff panels or single staff members. This will permit Commissioners "to concentrate on the important cases."
- (3) Applicants who lose decisions may apply to FCC to review their cases, but Commission may deny such review applications "without assigning any reasons therefor."
- (4) FCC, "in its discretion, may adopt hearing safeguards even more stringent than those specified in the Administrative Procedure Act."
- (5) Applicants retain the right to file exceptions to initial decisions.
- (6) Oral argument is made discretionary—as with "every other major federal regulatory agency."
- (7) Everyone is prohibited from making off-the-record approaches in hearing cases—not only those "who have participated in the presentation or preparation of the case."
- (8) Examiners may consult with each other on matters of law—as in other agencies.
- (9) Any Commissioner who conducts a hearing may consult with his assistants and participate in Commission discussion of the case "without raising the claim [of] an 'indirect' ex parte presentation."

(10) FCC may consult with staff of its general counsel, chief engineer and chief accountant because "it is clearly wasteful to cut off the Commission in an adjudicatory case from the valuable assistance of its chief legal & engineering officers." There would still be no Commission consultation with staff members who had investigated or prosecuted a case.

Rep. Harris (D-Ark.) conducts hearings on his own reorganization bill (HR-7333) this week, Commission testifying June 13.

House plans to vote June 15 on resolution to reject White House's FCC plan. Last week, it turned down a request for immediate vote sought by Rep. Gross (R-Ia.).

The FCC

OBSCENITY HEARING ENDS: FCC's Broadcast Bureau concluded its case against radio WDKD Kingstree, S.C. last week (Vol. 17:23 p5), presenting 4 final witnesses whose testimony was designed to show that indecent material had been broadcast and that the licensee had made misrepresentations to FCC.

The hearing involves material broadcast by "Uncle Charlie" Walker. More examples of his humor were placed in the record—which we've decided not to print.

Former WDKD announcer Carroll Godwin, now with WCSC-TV Charleston, testified that he had told station owner E. G. Robinson of complaints he had received about "indecent & vulgar" broadcasts by Walker and that the material was "pretty damn filthy." Once, he said, he was in a car with Robinson when objectionable stories were transmitted. Robinson had testified that he knew nothing of the nature of Walker's output and that no one had ever complained to him of it.

Marion Few, 50% owner of WDKD until 1956, testified that he was in his car one day and heard a particularly foul Walker offering. He drove to the station immediately and fired Walker on the spot, he said. Walker stayed on nonetheless, he said—and Few sold out to Robinson shortly thereafter. He said he had often told Robinson & Mrs. Robinson of the complaints he received.

A. C. Creamer, mgr. of Sears, Roebuck in Florence, testified that he canceled advertising on WDKD because of numerous complaints about Walker's show. Later, he said, he rescheduled sponsorship when he received assurance that the spots wouldn't be on Walker's program. Robinson had testified that no sponsor had ever canceled because of Walker.

Edward L. B. Osborne, pres.-gen. mgr. of WBCU Union, S.C., former pres. of the South Carolina State Bcstrs. Assn., testified that he had heard Walker and termed his performance "degrading to radio broadcasting."

It's assumed that examiner Thomas Donahue will produce his initial decision fairly soon because the hearing was short, issues & testimony clearcut.

Though townsmen were cold towards the FCC contingent initially, they became friendly after Commission witnesses testified.

It's understood that Walker is now driving a truck.

First FCC Hearing Against Set Owners: A shut-in's complaints that neighboring TV sets were interfering with her radio reception has resulted in formal proceedings by FCC for the first time against set owners. Miss Nellie Feaster, of Maysville, W.Va., has charged that receivers operated by Charles Funkhouser & her cousin, Emory Feaster, disrupt her radio reception. After ignoring FCC warning letters, the set owners face a hearing July 12.

MINOW FOR POLITICAL FREE TIME: "I'm probably alone at the FCC on this," FCC Chmn. Minow told the Women's National Democratic Club in Washington last week, "but I believe there ought to be mandatory free time for political campaigns." He said he believed that broadcasters should be compensated for out-of-pocket expenses, but "I don't see why broadcasters should make a profit for carrying political discussion, which is the lifeblood of our Democracy." He added that free time should be made available to state & local candidates as well as national. Other Minow comments:

(1) The subject of satellite communications has the highest priority at FCC today.

(2) His 3 young daughters are "typical" viewers. "They'll watch what's on the screen. They have no discrimination. That's why the industry has such great responsibility. We try to limit the hours they watch. Youngsters will absorb what you give them, whether it's crime or education, and education includes 'Peter Pan.'" He called TV coverage of President Kennedy's European trip "TV at its best." "Even my girls watched it with the greatest interest & benefit," he said.

(3) Newspaper ownership of TV & radio "in areas where there are only one or 2 stations and one or 2 newspapers is a matter of great concern." However, he said, "you can't generalize" on the subject, and FCC must consider each case on its own.

(4) "FCC will never censor." However, FCC must choose between applicants, he said "and we're going to hold broadcasters to their promises."

(5) "We pay no attention to whether an applicant is owned by members of Congress."

(6) "I support the Commission position on network regulation"—namely, FCC's recommendation that the law be amended to permit Commission regulation, but not licensing, of networks.

Master of ceremonies Sen. Gore (D-Ky.) concluded by stating: "One of the healthiest things that could happen would be for the FCC to refuse to extend a few licenses."

* * *

Minow Uses the Medium: FCC Chmn. Newton N. Minow plans to discuss the mail reaction to his NAB speech (Vol. 17:23 p9) on ABC-TV's *Issues & Answers* June 18. USIA Dir. Ed Murrow is scheduled on the program July 2.

* * *

Life Visits Minow: A *Life* magazine team, including noted photographer Alfred Eisenstaedt, has been at FCC, working up a feature showing Chmn. Minow at work—taking pictures of him in his office, presiding at oral argument, etc.

FCC Vacation Meeting: Aug. 1 has been selected for FCC's only meeting during its traditional vacation month, during which it schedules no hearings or oral arguments.

ALL-CHANNEL-SET BILL TO HILL: The Budget Bureau has finally cleared FCC's recommended legislation which would require all sets shipped in Interstate Commerce to be able to receive all vhf & uhf channels.

The bill had been in administration's hands for several months, and it was understood that White House advisors had conflicting views on it. However, word was passed to FCC last week saying that no objections would be raised—a customary expression.

Manufacturers are dead set against the measure, asserting that it would require the public to pay for something that few viewers could use. FCC's position is that uhf will never amount to anything unless an audience is built so that stations can have a reason for starting. Prospects for the bill's passage are considered poor.

Feature Films & Payola: FCC's proposed anti-payola rules, designed to implement the new law (S-1898), aren't what Congress intended for feature films, according to Rep. Harris (D-Ark.) and several other Congressmen.

Harris has filed a statement with the Commission, saying that the following FCC provision would conflict with Congress's intent: "Any films broadcast by any TV station which were photographed for commercial exhibition after the effective date of the subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for TV exhibition."

Movie producers were dismayed by the proposal, which would make them plugola police, and they've persuaded Cal. Senators Kuchel & Engle also to file objections with FCC.

The Commission has extended the deadline for comments to June 22, and for replies July 3. NAB had asked for an extension to July 10, urging that an informal meeting be held first to clarify "certain inconsistencies which are subject to multiple interpretive possibilities"—though it agrees with the purposes of the proposal.

Lafayette Ch. 3 Initial Decision: Acadian TV Corp. (radio KXKW) has been recommended as grantee for Ch. 3, Lafayette, La. in an initial decision by FCC examiner Millard F. French. Its competitors are Evangeline Bestg. Co. (radio KVOL) and uhf KTAG-TV (Ch. 25) Lake Charles. French held that KTAG-TV is out of the running because it would not put a sufficiently strong signal into Lake Charles and that a Lafayette station would serve more people. As between KXKW & KVOL, French favored the former particularly because its principals controlled fewer broadcast & newspaper properties and because it had greater integration of ownership & management.

Weston, W. Va. Protest Case: FCC has instructed its staff to draft a decision denying the protest of WBOY-TV Clarksburg, W. Va. against the approval of stock transfers involving WJPB-TV Weston (Vol. 16:51 p10). WBOY-TV had charged that WJPB-TV had deliberately delayed informing FCC of stock acquisitions by Thomas P. Johnson and George W. Eby. In an initial decision, examiner Herbert Sharfman held that the protestant had proved part of its allegations but that he didn't believe "drastic" punishment should be given to WJPB-TV.

Dayton Sale Approved: The purchase of radio WONE, WIFE (FM) and CP for WONE-TV (Ch. 22) Dayton, O. by WONE (Brush-Moore Newspapers) for \$2.02 million has been approved by FCC.

Stations

Preparing for Renewal Day: Reacting constructively to the major event of the recent NAB Convention (Vol. 17:20), Kansas Assn. of Radio Broadcasters has issued 6 suggestions to its members:

"FCC Chmn. Newton Minow made it pretty plain in his address at the NAB Convention. The New Frontier is going to look at all broadcasting with a close eye. We strongly suggest the following steps in your organization:

(1) Check your latest license renewal. Make sure today's operations conform to yesterday's renewal application. If you are deviating substantially, you should write the Commission and explain why.

(2) Make sure some educational & cultural programming is on your schedule.

(3) Editorialize. It is plain stations must carry out civic responsibilities, and this includes editorializing. You must be fair, but it is obvious the Commission believes editorials should be a part of your operations.

(4) Make sure your station broadcasts information about local issues—controversial & otherwise.

(5) Keep a file of letters to & from community leaders & organizations. Especially important at license-renewal time will be an up-to-date file of letters indicating what you have done to support community & area projects.

(6) Check your technical & logging procedures closely. Go over specific FCC rules with your entire staff."

Triangle Increases ITA Holdings: An additional block of stock, amount undisclosed, in ITA Electronics Corp. has been purchased by the Triangle stations, following their buy last month (Vol. 17:22 p6) of a one-third interest in the Lansdowne, Pa. designer & builder of broadcasting & communications equipment. ITA's new board also was announced last week: ITA Pres. Bernard Wise; Roger W. Clipp, vp of Triangle Publications, Inc.'s Radio-Television Division; ITA sales dir. Paul Comstock; Triangle Publications vp & gen. counsel Joseph First; Triangle Radio-Television Division engineering dir. Henry Rhea; ITA engineering dir. Joseph Roberts.

Conn. General Assembly Cites WTIC-TV: That state's legislators passed a joint resolution praising the Hartford station for cancelling 3 hours of scheduled programming to present discussions by political leaders of issues deadlocked in the Assembly. The resolution noted in part that Travelers Bestg. Service Corp. "has once again demonstrated a keen interest in the public affairs which vitally affect the government & well-being of our state by graciously placing facilities at the disposal of both political parties for the information & benefit of the people of Connecticut."

Kahn AM Stereo: Claiming a high degree of compatibility for his system, Kahn Research Labs Pres. Leonard Kahn reports that his AM stereo techniques are now in use in Caracas, Mexico City and Montreal. The system employs single sideband. Now that FCC has adopted standards for FM stereo, it is expected to resume consideration of AM standards.

Eight Satellites Sought: CFCR-TV Kamloops, B.C. has applied to Canada's Board of Governors for a chain of satellites in the British Columbia interior—at Ashcroft, Chase, Lilloet and Merritt, with 2 each at Clinton and Mt. Timothy. BBG scheduled the applications for hearing June 20. On the same date BBG will hear a Ch. 11 application for Quebec City by Jacques La Roche.

Advertising

Primer on Commercial Cost Control: "The waste and inefficiency in the production of commercials is appalling and it's the fault of advertisers, agencies and film producers." So charged Filmex Pres. Robert Bergmann, dir. of the Film Producers Assn., before a N.Y. meeting of ANA last week. Bergmann reported that present expenditures for TV time & production by advertisers are "well over a billion and a half dollars" and thus create the need for cost control. Bergmann did not suggest that commercials could be less expensive, but that "more return for the dollar invested is possible through improving the system that begets the commercial."

He suggested these methods of cost-control improvement: (1) Permit the film producer & his staff to aid creativity before the storyboards are approved by clients. "The agency can then approach the advertiser confident that the board has been contributed to by one or more visual experts." (If the agency waits until the commercial has reached the "answer-print stage" and changes must be made, film shooting is comparatively more costly, because day rates for studio & crew remain standard.) (2) "If bidding occurs, all film producers should be given identical information at one sitting by the agency producer and with a representative of the TV business dept.," said Bergmann. He also suggested an alternative: The agency representative should be a "go-between with each film company, and deliver in addition to the storyboard & script, special information supplied by the writer, producer and art director." (3) Develop a "TV commercial cost controller" who will keep careful track of the commercial cost structure and will not "rely on the vague bid which makes him unable to understand discrepancies and puts him in difficulty [with] a client who is sure he got the same job cheaper last time."

Bergmann advocated the formation of a joint committee of ANA and 4A to "help each other in the matter of film practices," and to explain to FTC "the facts of 2-dimensional life of the film medium and to show them that substitute material for illusion under burning lights and the accommodation of the tones of a gray scale need not be fraud or deception."

P&G's Print Activity: "You ought to know, before the magazines start making a big production out of it, that P&G is switching some TV money to women's service books. It isn't that Cincinnati thinks that it has too many eggs in the TV basket—91% was the TV ratio for the past fiscal year—but rather that there are a couple of brands that it thinks would be more adaptable copy-wise to print. What it'll mean to TV: the equivalent of the cost annually of a quarter hour or 2 on network TV."—*Sponsor.*

Steel's National & Regional Campaign: U.S. Steel, which makes bed-spring wire, will launch a promotion campaign for "Better Sleep Month" (September) consisting, in part, of advertising on *U.S. Steel Hour* (CBS-TV).

New Rep: KJEO Fresno to George P. Hollingbery Co.

Ad People: Aaron Beckwith and Delbert O. Fuller Jr. elected BBDO vps . . . William E. Steers, Doherty, Clifford, Steers & Shenfield, appointed chmn., 4A media-relations committee. Other 4A committee chairmen: William S. Matthews, Y&R, broadcast media; David Miller, Y&R, TV & radio administration . . . Richard Martell, ex-Grey, named vp, Dancer-Fitzgerald-Sample.

First Quarter Spot Billings Down 2.1%: Spot TV's January-March 1961 gross time billings dropped to \$151.3 million—a 2.1% decline from the like quarter of 1960—according to a Rorabaugh-TvB report last week. Procter & Gamble was the leading spot TV advertiser in the quarter, with gross billings of \$12.2 million, followed by Lever Brothers (\$5.4 million), General Foods (\$4.8 million) and Colgate-Palmolive (\$4.2 million). Announcements represented \$115.2 million of 76.1% of the total, IDs were \$16.9 million (11.2%) and programs \$19.3 million (12.5%). Food & grocery products were the leading classification, with a spot expenditure of \$47.4 million, followed by drugs (\$14.2 million) and cosmetics & toiletries. (\$12.2 million).

Leading network-TV advertiser in the first quarter was also Procter & Gamble with gross billings of \$11.8 million, followed by American Home Products at \$9.2 million.

Product categories registering largest first quarter network TV gains were (1) publishing & media, with billings of \$645,343—up 8,723% from \$7,314 in the same quarter last year; (2) apparel & footwear, with \$2.6 million—up 97.4% from \$1.3 million; and (3) sporting goods & toys, with \$915,312—up 50% from \$610,275 last year.

Candy & confectionery companies are growing sweeter on TV, TvB reported. In 1960, 8 out of 10 national ad dollars (79.6%) spent by all confectionery companies in major measured media went into TV, compared with 67.1% of the total in 1959. Gross time billings in 1960 were \$29.3 million—up 34% over 1959's \$21.9 million. Leading the list was Wrigley, with 1960 gross time billings of \$10.7 million compared with \$7.3 million in 1959. Wrigley spent 78.4% of its budget in TV last year against only 37.7% in 1959.

Bates Spot Formula: The Ted Bates agency has set up a market rating chart for spot TV to indicate the number of impressions needed weekly in a given market for a packaged product. A Class AA market requires an excess of 125 rating points weekly; A markets require 100 to 124; B, 75 to 99; C, 50 to 75; and below the top 100 markets, less than 50 rating points.

BBM's Books: Canada's Bureau of Broadcast Measurement has issued *BBM Estimates, Spring 1961*, a 32-page listing of Canadian population, households and TV households. W. L. Hudson, dir. of research & development, cautions that the "figures are estimates, subject to sampling variations." The Bureau has also published *The BBM—Its Value to You*, a handy reference to the "availability, interpretation and use of the broadcast survey information collected, analyzed and distributed to members." BBM's address is 75 Eglinton Ave. East, Toronto 12.

Y&R and Dentsu to "Co-operate": Young & Rubicam Inc. and Dentsu Advertising Ltd. of Japan (5th largest agency in the world) are currently paving the way for an exchange of business not competitive to clients of either agency. "Many Y&R accounts are concerned with developing markets in the Far East," stated Y&R Chmn. Sigurd S. Larmon, "and we believe friendly co-operation will prove beneficial to us both." Dentsu is the leading ad agency in Japanese commercial TV, maintains a large production staff.

Obituary

George S. Fowler, 76, senior vp of Cunningham & Walsh, died June 5 at his home in Glen Ridge, N.J., after a brief illness. He was a past pres. of ANA and exec. secy. of the American Red Cross during World War I. Surviving are his wife, a son, 2 daughters, 8 grandchildren and a sister.

Are Timebuyers Hamstrung?: Asking this question of 207 ad agency men, NBC Spot 'Sales' 8th Timebuyer Opinion Panel Report on "Creativity in Timebuying" disclosed the following 1961 attitudes & practices among the agency men (& women) "who will spend \$2 billion of advertiser moneys in 1961":

(1) 70% reported that the timebuyer "always" or "frequently" participated in planning the over-all campaign appropriation and selecting the generic media. But less than 40% said the buyer had any real voice in the creative copy approach.

(2) The small-agency (billings under \$5 million) buyer plays a more important role in these initial planning phases than his counterpart in a larger agency—presumably because he must be more versatile.

(3) 90% reported that the buyer participated in secondary planning phases—the setting of audience-reach levels & selection of test markets. 80% said he had a voice in fund allocation.

(4) The large-agency buyer plays a more important role in this second phase.

(5) There was "virtually unanimous" agreement that knowledge of over-all campaign strategy added to the buyer's efficiency.

(6) 90% said the buyer was justified in following his own dictates when his opinion was at odds with the usual collection of rating data.

(7) 93% said that there are circumstances when the timebuyer should consider another rating service which shows a striking difference from his own.

(8) 66% of the panelists preferred all-media buying to merely timebuying.

Asked what their primary problems were as timebuyers, most respondents to NBC's study said: "Too much detail work . . . Too little time to work out flexible buys . . . Inflexible budgeting & rating goals . . . Lack of background information which would help ascertain client objectives . . . Little authority to make decisions . . . Unfamiliarity with copy approach."

Are timebuyers hamstrung at ad agencies? The survey provided no firm answer, but seemed to indicate that not a few agencies were using their experienced timebuyers at something less than peak efficiency.

Most Media Buyers Distrust Studies: Asked if they believed that research studies conducted by media were usually completely honest, 79.3% of media buyers said no (71.4% of timebuyers, 66.7% of space buyers). The figures were based on opinions from 236 members of Standard Rate & Data Service's National Panel of Media Buyers. However, 71% of the media buyers were willing to admit that they found such studies "somewhat useful." The respondents pinpointed their gripes on slanted questions and omission of unfavorable findings. It was their general feeling that studies should be complete and made by independent research organizations rather than by media themselves.

Salaries Up for Media Directors: Median salary for ad-agency media directors had risen to \$12,500 in 1960 from \$9,400 in 1957—and is expected to double between 1955 & 1965, reports *Media/scope*.

Rise of the Spot Carriers: More than 50% of prime night hours on the networks are expected to be spot carriers in the 1961-62 season. This is a rapid change from the 11% condition in 1958. The climb: 18% in 1959, 25% in 1960, and 41% expected this fall, says *Sponsor*.

Auxiliary Services

TelePrompTer CATV List Grows: Three CATV systems, covering 5,200 homes, have been added to TelePrompTer's group of wired systems. The purchase price, according to the firm's Pres. Irving B. Kahn, is "in excess of \$1 million," and raises the total of homes served by its CATVs to 20,000. The 3 newest systems: (1) Pacific Telescription system, Santa Cruz, Cal.—oldest CATV (3,100 subscribers) in that state. (2) Community Cable TV, Coquille, Ore. with 1,300 subscribers. (3) The 750-subscriber Cableview of Springfield, Ore. CATVs acquired previously by TelePrompTer are located in Liberal, Kan.; Eugene, Ore.; Rawlins, Wyo.; Farmington & Silver City, N.M., and Elmira, N.Y. TelePrompTer is also involved with Henry J. Kaiser in the development of a cable TV system at Kaiser's planned Hawaiian resort of Hawaii Kai, near Honolulu.

And H&B Buys Palm Springs TV: Transcontinent Communication Systems Inc., a wholly-owned subsidiary of H&B American Corp., has concluded contracts for the purchase of Palm Springs Television Corp. It takes possession about June 15. The 6,700 subscribers of the Palm Springs CATV, largest 7-channel system in the country, pay \$7.50 a month. This was the first system to be involved in pay TV—for the Telemeter test several years ago. Other negotiations now under way, with some deals in escrow, will boost H&B's over-all subscriber total to better than 55,000 by September.

NCTA Convention Agenda: Panel discussions will dominate National Community TV Assn.'s 10th annual convention in San Francisco's Jack Tar Hotel June 19-23. Titles of sessions include: "Cohesion for Progress," "Progress in Review," "CATV System Evaluation & Appraisal," "Tax Traps for CATV in 1961," "Pole Line Attachment Roundup," "Legal Challenges in a Changing Age," "Which Way Home Theater," "The 4 Horsemen of Salesmanship," "The Decade Ahead, Profits & Pitfalls," "Compete & Grow," "Broadcaster Relations," "Molding Tomorrow's Leaders," "Ideas at Wholesale," "Microwave Developments," "Amplifier & Cable Progress." This will be the Association's most ambitious program to date—25 hours of sessions with more than 85 participants.

TNT Buys Eidophor Equipment: In a deal said to involve "more than \$600,000—the largest single contract in the history of closed-circuit TV," TNT has announced the purchase of a "nationwide network" of Eidophor large-screen TV projectors from Ciba, the Swiss drug concern whose electronics div. manufactures the Eidophor units. Ciba has used the projectors, and associated mobile camera equipment, for medical closed-circuit sessions for nearly 2 years. TNT expects the Eidophor projectors to be "located in all major markets in the TNT network," and said that the first 20 units will be available within a few months.

Montreal CATVs Join Forces: Faced with competition from 4 stations, 12 Montreal area CATV systems are considering tying their facilities together and purchasing special programs, such as sports, to feed exclusively to their 45,000 subscribers. They've formed a local organization for the purpose, Television Cable Associates.

Jerrold Microwave: New microwave equipment, for CATV and other uses, has been introduced by Jerrold Electronics. Claims for the one-watt equipment include high reliability, stability and fidelity.

Pay TV for N.Y. Doctors: The latest proposal for "scrambled" telecasts for the medical profession came last week from Solomon Sagall, pres. of Teleglobe Pay TV System, in N.Y. Sagall has formed Medical TV Network Inc., and is currently negotiating for "the use of N.Y. TV channel facilities." He hopes to begin telecasting "later in the year." If successful, shows will be extended to other cities.

Under the plan, doctors would be charged "a small monthly subscription fee" to cover production of the medical ETV shows, and to pay for the use & servicing of a special portable TV set containing an un-scrambler. Sagall intends to seek an early-morning (7:30-8 a.m. or 8-8:30 a.m.) time period not now occupied by commercial programming, and to have weekend repeat telecasts.

Proposed as basic program fare are "post-graduate refresher courses, information regarding progress in medical techniques and news of the latest drugs." Lecturers will be "eminent specialists from all countries," under the supervision of a medical advisory board headed by Dr. Leo L. Leveridge. There will be no commercials—"in keeping with the desire of many doctors who were queried."

Macfadden Publications recently acquired a stock interest in Teleglobe. FCC recently gave a green light to plans of a Jacksonville, Fla. ETV outlet to transmit scrambled medical programs (Vol. 17:23 p5).

NT&T's Overseas CATV Plans: A "multi-million-dollar investment" in British CATV systems reportedly is planned by NT&T. The company's European representative, Hal C. Chester, is quoted in Britain's *Television Today*: "We would assist in 3 ways: By purchasing existing wired systems, becoming part owners of existing systems by making finance available for development, and helping with finance in mergers between several existing systems."

Uhf & Vhf Translator Starts: K71AX Fish Lake Valley, Nev. began repeating KOLO-TV Reno on May 1 • K11AB Ismay, Mont. began tests repeating KDIX-TV Dickinson, N.D. May 17 • K12AB Troy, Mont. began tests May 24 carrying KHQ-TV Spokane, Wash.

Canadian CATV Microwave: A 160-mile 5-hop microwave, apparently the first for CATV in Canada, is now feeding a system in Chibougamau—300 miles north of Quebec City—with signals from Jonquiere.

Foreign

Northern Ireland Taxes TV: Terence O'Neill, Northern Ireland Finance Minister, is abolishing an entertainment tax to "help cinemas," and, at the same time, levying a 10% tax on TV commercials. He said in a budget statement that the TV industry had grown enough in recent years to warrant its contributing toward the increasing cost of public services; he hoped to collect \$280,000 a year.

BBC Wants to Raise Fees: If the network's new license plan is accepted by the govt., British viewers will have to pay \$17.30 for their TV-radio licenses instead of the current \$11.20 (Vol. 17:22 p23). With the additional revenue, a BBC spokesman told *Variety*, "we could start another television channel, color television and a network of local radio stations."

The British Came: A 5-member British TV committee, headed by Sir Harry Pilkington, visited FCC June 1 as part of its U.S.-Canadian tour preparatory to advising the British govt. on the future of TV.

Programming

Plan for More Local Informationals: Trans-Lux took the lid off its new TV subsidiary June 5, ending several weeks of industry speculation. Called TV Affiliates Corp. (TAC) and headed by Robert Weisberg, the division will be a clearing house for "high-quality," locally produced programs among stations, not unlike the CBS o&o program exchange (Vol. 17:11 p11). "Stations setting up their own distribution & sales organizations find this costly and an unfamiliar area with many pitfalls," said T-L exec. vp Richard Carlton. "Existing syndication companies generally do better, but can handle only a limited number of programs because of high distribution costs & the uncertainties of syndication today," he added.

TAC is not a standard syndication company, but an exchange point for programs already aired on local stations. On payment of an annual fee—"below the usual syndication range"—based on the size of the market, the entire TAC library becomes available to the subscribing station on an exclusive basis (*i.e.*, only one subscriber to a market). Fee for a small station will be \$1,700-2,000, according to Weisberg's current estimates. The station will have the right to use the library for single or multiple runs, sponsored or sustaining, in any time period.

Producing stations will be paid on an ASCAP-type of performance formula, said Weisberg. "The basic plan provides revenue for producing stations, thus enabling them to strive for higher budget & better local programs." Preliminary work to acquire programs has already begun, said Weisberg, who hopes to have some 100 half-hour programs within a few months. The first TAC subscribing stations to air these programs will get under way before 1962.

To qualify for use, programs must be: (1) Informational, educational, or cultural; (2) of "high quality"; (3) suitable for regional or national release; and (4) in conformance with the NAB Code, (although the producing station need not be an NAB member).

"It's not an answer to pressure from Washington," said Trans-Lux of TAC. But a letter from FCC Chmn. Newton N. Minow to T-L Pres. Richard Brandt at least indicated considerable interest on the part of the FCC head. "I am in agreement with you that there are many local TV programs that should be seen outside of their home markets. You certainly are to be congratulated for moving in this direction," Minow wrote.

A 7-man broadcaster advisory committee, which helped form TAC and is currently contacting stations, consists of Richard Borel (WBNS-TV Columbus), Eldon Campbell (WFBM-TV Indianapolis), Roger Clipp (Triangle Publications TV-radio div. vp-gen. mgr.), Jack Harris (KPRC-TV Houston), Norman Louvau (KCPX-TV Salt Lake City), David Moore (Transcontinent TV Corp. pres.), and A. Louis Read (WDSU-TV New Orleans).

CBS-TV Stations Div. completed negotiations last week with the Australian Bestg. Commission and CBC for contributions to a 5-way International Program Exchange (Vol. 17:22 p8). ABC will contribute 2 original TV dramas—"Outpost," a World War II story by John Cameron, and "Scent of Fear," a suspense drama by Ted Willis. CBC's 3 offerings are "Pineapple Poll," a ballet inspired by the works of Gilbert & Sullivan, "Sir Thomas Beecham Presents Lollipops," a Toronto Symphony Orchestra concert, and "Music in the Wall," an original drama by Donald Jack. The 5 CBS o&o's are contributing 13 taped episodes of *The American Musical Theatre* for foreign telecast.

Mayor's Marathons Miss by a Mile: Or so the ARB ratings indicated. Appearing on WNTA-TV N.Y. June 4 (7:30-10 p.m.) with 23 of his city officials in an administration defense titled *N.Y. Panorama*, Mayor Robert Wagner drew (against, for instance, a 23.3 on WCBS-TV) a 0.3 Arbitron for the N.Y. metropolitan area—"the lowest rating we could give a show," according to ARB.

On the other channels opposite the public-service information show were *Dennis the Menace*, *Maverick*, "Race Street" (film with George Raft & Marilyn Maxwell), *Aqua-Lung Adventures*, *Ed Sullivan Show*, *National Velvet*, *Medic*, *Air Force Adventure*, *Tab Hunter Show*, "A Way of Thinking," *Lawman*, *City Detective*, *GE Theater*, *The Chevy Show*, *John Crosby Show*, *The Rebel*, *Pan-American Theater* and a featured pro soccer game.

Preferring Nielsen figures, WNTA-TV research dir. Serge Valle said: "It is quite possible that 500,000 persons might have seen the program" at some time during its 2½-hour run.

The following day's public-service effort (9-11 p.m.), in which Wagner & his aides answered questions submitted by the public, didn't do much better—a 3.2. Impetus for the TV appearances came from WNTA-TV exec. vp Ted Cott, who personally screened a voluminous number of phoned & mailed questions. WNTA-TV contributed not only free time but a lobster lunch for the entire "cast."

Situation Comedy Leads in Fall: Of the 106 shows which will occupy the prime-time hours of the 3 networks this fall, the largest category—29—will be situation comedy. *Sponsor's* tabulation also indicates that crime-suspense will be 2nd, Westerns 3rd and public affairs (5 shows) 7th. Here are the figures:

Category	ABC-TV	CBS-TV	NBC-TV	TOTAL
Situation comedy	12	13	4	29
Crime-suspense	7	4	6	17
Westerns	4	5	6	15
Adventure	7	2	2	11
Anthologies	1	5	4	10
Variety	1	3	2	6
Public affairs	1	2	2	5
Comedy	0	3	1	4
Panel-quiz	0	3	1	4
Music	1	0	2	3
Sports	2	0	0	2
Total	36	40	30	106

TV Newsmen Get Source Protection: California TV-radio reporters have gained the right to protect news sources, a privilege long afforded newspaper reporters but often sought unsuccessfully by electronic journalists. Cal. Gov. Edmund G. Brown last week signed into law a bill amending Sec. 1881 of that state's Code of Civil Procedure: "Nor can a radio or TV news reporter or other person connected with or employed by a station be adjudged in contempt for refusing to disclose the source of any information procured for & used for news purposes on radio or TV." The bill was sponsored by Louis S. Simon, KPIX San Francisco gen. mgr. & Cal. Bestrs. Assn. pres., who had delivered an editorial on his station April 27 & 30 recommending its passage.

Clergymen Tastes in TV: *Perry Mason* and *Gunsmoke* are the 2 favorite programs of Lutheran ministers in the Midwest, according to a survey conducted by the *Lutheran Companion*, Rock Island, Ill. Their next 7 favorites (in order): *Bonanza*, *20th Century*, *Bugs Bunny*, *Flintstones*, *Closeup*, *Open End* and *American Heritage*.

Truman Signs for TV Series: TV's latest history-as-seen-by series will star former President Harry S. Truman in a 26-episode, 60-min. program dealing with "major historic events of our time." Discussing the taped-filmed series, which will be produced by Talent Associates-Paramount Ltd., former President Truman said: "I'll do the talking & I'll be the show . . . The material will be drawn from many sources, including my private files & notes, what has been stored up in my memory, and films from many sources, adhering with complete fidelity to historic facts." It will be "an educational proposition entirely," said Mr. Truman. Proceeds from the series will go to the Truman Memorial Library in Independence, Mo., where most production will take place. Producer David Susskind, who said NBC "has evidenced an interest," hopes to get network exposure for the series by February 1962. William Hillman, official Truman biographer, and David M. Noyes, Los Angeles business man, will serve as advisors on the program—"which won't be called 'The Truman Years,'" according to HST. A few of the subjects to be included: the atomic age, Hiroshima & Nagasaki, China goes Red, civil rights, meetings with Stalin & Churchill, the formation of NATO.

Armchair Culture for CBS Viewers: A "summertime tour of the European cultural scene" is in store for viewers of *Accent*, a CBS-TV public-affairs show scheduled for the Sun. 5-5:30 p.m. slot starting July 9. Among program projects due to be location-taped by producers Bill Kobin & Don Kellerman: A visit to Cambridge U., backstage interviews with Shakespearean performers at Stratford-on-Avon, a survey of Montmartre night life, a visit to Paris's flea market, and tours of the Borghese galleries, the Villa d'Este and the Tivoli in Rome. The N.Y.-to-Europe junket is the 2nd overseas visit for *Accent*. The show's crew traveled to Hampshire, England recently for a 2-program filmed conversation between British Field Marshal Viscount Montgomery and American historian H. S. Commager.

Intertel's "Quiet War": A large audience of govt. & press representatives was impressed with the first showing of Intertel's first program in Washington last week—60-min. "The Quiet War," a report on Viet-Nam filmed by Associated-Rediffusion Ltd., one of Intertel's participants. The other members are: Australian Bestg. Commission, Canadian Bestg. Corp., National Educational TV & Radio Center and Westinghouse Bestg. Co. Future programs include "analyses of France, Great Britain in transition, Latin America, the relations between Canada & the U.S., and the new nations of Africa." In the U.S., the programs will be shown on the 51 ETV stations and the WBC outlets.

WSB-TV's Challenge: Critics are fond of pointing out that you don't have to be able to lay an egg in order to know it's bad. Now 2 of them, Alan Patureau (*Atlanta Journal*) & Paul Jones (*Atlanta Constitution*), are being offered the opportunity to lay their own eggs this summer by WSB-TV Atlanta. That station's new *Challenge* series, designed as a repository of experimental & creative ideas and local production & programming, has extended an invitation to each critic to put on his own ideal 30-min. program. The critics hadn't yet answered WSB-TV's challenge at presstime.

Eggheads Wear No Uniform: "I am not in a position to denounce TV as an industry. I make too much use of it." —Brooks Atkinson in *The N.Y. Times*.

Add Syndication Sales: ABC Films has sold its 195-episode, 5-min. series, *Consult Dr. Brothers*, in 30 markets.

Film & Tape

U.S. Foreign-Quota Victories: The 2 international organizations which watch over the foreign sales interests of U.S. telefilm producers—Motion Picture Export Assn. and TV Program Export Assn.—both had good news to report to American film makers last week.

A bill which would have required the local dubbing (in Portuguese) of all films—theatrical & TV—imported into Brazil (Vol. 17:20 p17) has been defeated in the Brazilian Senate. Harry Stone, MPEA representative in that country also reported that the proposal would also have made mandatory the re-recording by Brazilian orchestras of all musical backgrounds in non-Brazilian films.

John G. McCarthy, pres. of TVPEA, said he was leaving shortly for a Latin-American tour to discuss quota problems & other matters. He also revealed that during a February visit to Argentina he had persuaded Argentinean Senator Benjamin Guzman to postpone, until fall, legislative action on a Guzman-sponsored bill which—like the defeated Brazilian measure—would have required local dubbing of all imported TV programs.

Said McCarthy of his visit to Guzman: "I emphasized the disastrous effect his measure would have on the Argentine TV industry at this crucial stage in its development . . . He offered to defer action until many of the points covered in our discussions could be thoroughly explored."

Discussing the quota problem last week in N.Y. with a leading international syndicator of TV film shows—Fremantle Pres. Paul Talbot—we received a surprise. Although Fremantle has approximately 40 shows in overseas distribution, gleaned from a variety of sources, Talbot said he felt the trend toward overseas film quotas (although not special dubbing restrictions) was "essentially right." One result of such limited-amount quotas, said Talbot, is that "U.S. program-production standards (on shows distributed overseas) have definitely improved." What Talbot termed "the really outstanding shows" are not, he said, kept off foreign TV "except sometimes in England."

WGAW & SAG Suing NTA For Residuals: Writers Guild of America West and Screen Actors Guild are involved in legal action seeking payment of residuals by NTA for 3 series done by 20th Century-Fox TV & distributed by NTA.

WGAW last week asked the N.Y. Supreme Court for a temporary injunction restraining NTA from showing the series (*Man Without a Gun*, *How to Marry a Millionaire* and *20th Century-Fox Hour*), exec. dir. Michael Franklin said. The Guild also seeks damages for alleged default of payment of residuals. The motion for the writers' temporary injunction was scheduled to be heard in N.Y. June 9. WGAW charges that NTA is delinquent on payments of about \$15,000, and that if further runs of the films are allowed, this figure will be approximately \$50,000.

SAG said its attorneys are now preparing a similar action against NTA over the three 20th-Fox series, following authorization by its board.

People: Producer-writer Jerry Thomas has joined 20th Century-Fox TV as associate producer on *Bus Stop* . . . Leonard Goldstein is named story editor of CBS-TV's *The Verdict Is Yours* . . . Milton Gelman appointed exec. story supervisor of *Wells Fargo* . . . Producer-creator Gene Roddenberry has left Screen Gems . . . Irving Cummings Jr. named producer of ABC Films' *The Racers*.

HOLLYWOOD ROUNDUP

CBS Films closed its West Coast production offices last week—"as outside production is more practical & more economical for us than maintaining our own program & production staff," said vp Sam Cook Digges. The cutback—which will save \$400,000 annually—came just one week after the demise of NBC's California National Productions (Vol. 17:23 p6), another example of the tough going for network production offshoots in the tight syndication market. Of 4 network offerings made for this fall (*Daddy-O*, *Mister Doc*, *Russell*, and *Baron Gus*), orders were received for 2, but time periods on CBS could "not be found," said CBS films vp Robert F. Lewine. Rival network berths were taboo. CBS Films will continue as a distributing company, maintaining its existing sales force. Lewine will stay on as program supervisor—of outside product.

GAC Becomes Sales Agent for Desilu: The deal is reported near signing by Desilu Productions representatives. As part of the transaction, Don Sharpe, who has been sales agent for a number of Desilu properties, including its original & most successful series, *I Love Lucy*, is joining GAC. The Desilu source pointed out that Desilu Pres. Desi Arnaz & GAC vp Milton Krasne are longtime friends, and that Krasne helped Arnaz & Lucille Ball finance the *Lucy* pilot.

Warner Bros. Plots 5 Pilots for 1962: After failing to sell a single pilot or presentation this spring, the Burbank studio is starting early on pilot plans for the 1962 season, with 5 scheduled. While movies of "The Force" and "Black Gold" are filmed, TV pilots of these properties will be produced simultaneously. The studio also plans *House of Wax* (based on its 1953 movie), *Battle Zone* and *Sweet 16*.

Chrislaw Productions, owned by Peter Lawford, made a deal with United Artists to produce 2 TV series and a minimum of 3 movies for UA. TV producer William Asher has been signed by Chrislaw to prepare product.

Writers Bob Schiller & Bob Weiskopf have been put under contract by CBS-TV to develop new properties & to write scripts for *Pete & Gladys* . . . Producer Joe Naar and writer Gene Coon plan a pilot on the *Peace Corps*.

Hubbell Robinson Productions begins filming its *87th Precinct* series at Revue this week, with Boris Kaplan as producer.

NBC-TV has resumed production of *Bonanza* at Paramount studios, following location filming near Lake Tahoe, to begin next season's production. David Dortort, producer.

20th Century-Fox has signed Barry Coe & Gary Lockwood to star in its new *Follow the Sun* series.

Screen Gems has 40 writers & 8 directors assigned to series going into production for next season.

NTA's block of 8 Shirley Temple movies has been sold in 21 markets.

Obituary

John Stone, 72, retired Hollywood producer & writer (30 Charlie Chan movies), died June 3 at the U. of Cal. Medical Center, Los Angeles. He had served as an advisor to TV & the movies on the treatment of minority groups. His wife, 2 sons and a brother survive.

NEW YORK ROUNDUP

Seven Arts Has Strong TV Year: \$6 million in sales for its first group of 40 Warner Bros. post-1950 features, and the acquisition of 21 more 20th Century-Fox post-1948s were among the bright financial banners waved by Seven Arts in its annual report for the period ended January 31, 1961. The Warner films, said the statement proudly, had "achieved the highest prices ever paid for features in TV's history—in many cases triple previously established price levels." Adding to its post-1948 library, which already consists of 81 post-1950 Warner films and 88 post-1948 20th Century-Fox features (not yet released to TV), Seven Arts last week bought another 21 Twentieth-Fox post-1948s for \$2 million. "We plan to withhold all the 20th-Fox films from TV for that period of time which allows us to market them properly & obtain maximum profit," said Seven Arts. Estimated profits for the first fiscal quarter of 1961, "primarily from the distribution of feature films for TV, based upon sales agreements, will total approximately \$1.5 million before taxes," stockholders were told.

Syndicators Against NAB Film-Screening: A plan discussed at last month's NAB convention, whereby the group's Code Review Board would screen post-1948 features for TV, has elicited an official "no" from at least 3 major TV feature distributors. Seven Arts, Screen Gems and Flamingo Films insist that stations should individually screen the films for "distasteful" content, as they are most familiar with local tastes.

Intercontinental TV, the production-packaging-distributing company owned by Continental Distributing Inc. and affiliated with the Walter Reade Group (Vol. 17:4 p8), is ready with its first TV package—"The Continental 13." The group of 13 features from Continental Distributing's post-1954 library includes "Blue Murder at St. Trinian's," "Brothers in Law," "The French They Are a Funny Race."

Cluster Enterprises, syndicator-licensor of program formats (i.e. sports shows, quiz games) has increased its sales staff to develop new markets towards its aim of "national syndication." CE markets such shows as *Spare Time*, women's bowling matches; *It's in the Name*, a word game; and *Pin Busters*, a bowling competition among children, which is currently sold in 19 markets.

Official Films will release 26 more episodes of its 60-min. series *Playboy's Penthouse*, possibly by next January, Pres. Seymour Reed said last week. "The format will continue the pattern of the first series (now in 22 markets), in which name guests are presented by their host, *Playboy* editor-publisher Hugh M. Heffner," Reed added.

CBS Films is syndicating the 13-episode, science-fiction series *World of Giants*, produced by CBS-TV and starring Marshall Thompson & Arthur Franz. The show was begun some 4 years ago as a network project, but had never been scheduled as a regular series.

Carousel Films will place 6 off-CBS-TV programs from the *Look Up & Live* series into non-theatrical 16-mm distribution. Produced by the National Council of Churches, the programs will be offered to denominational & commercial film libraries.

Add syndication sales: Screen Gems has sold its post-1948 Columbia Pictures library in 29 markets to date. The latest sale was to WBTV Charlotte.

TV Not Affected in 20th-Fox Retrenchment: 20th Century-Fox TV is proceeding smoothly with plans for increased production in 1962, although appointed "watchdogs" of the 20th-Fox board have grimly begun correcting what the board considers to be gross inefficiency in the operation of the movie studio.

Milton S. Gould, member of the board and chairman of 20th's operations committee, and Eugene Woodfin, representing John M. Loeb, another board member, were in Hollywood last week, inaugurating a policy of considerable retrenchment.

While on the Coast, they discussed the TV operation with 20th-Fox Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, TV production vp Roy Huggins and his staff. They evinced great interest in the TV-film operation and its future plans, but there was no suggestion of any curtailment of a TV expansion program.

Huggins is now preparing three 60-minute and one half-hour pilots for the 1962-63 season. None of them is action-adventure or comedy. The studio is keeping tight wraps on details of the projects for competitive reasons. However, one of the properties is being scripted and will go into production in 5 weeks, and the others are nearing the script stage.

Skouras emphasized at the meeting his hopes that TV production will be considerably expanded in 1962.

20th has not yet reached a decision regarding construction of new TV stages, now being designed under Levathes' supervision.

Davis In, Glett Out in New NTA Upheaval: NTA, still undergoing an internal upheaval, last week elected Leonard Davis president, replacing Charles Glett who had been elected only 2 weeks ago (Vol. 17:21 p13). In the same week, Martin Leeds resigned from NTA's board and took with him his pay-TV system, Home Entertainment Inc., of which he is president.

Ironically, it was Davis, a dissident stockholder of NT&T, which owns 38% of NTA, who led the attack on NTA's management, or, as he put it, "mismanagement," charging the company had foundered on financial reefs because of it. His fight was successful, winning NT&T board seats for himself and Phillip L. Handsman. As a direct result of the Davis attack, Oliver A. Unger resigned as president, and Glett replaced him.

However, Davis, not satisfied with the choice, persuaded NTA's board he could revive NTA and it made the new switch. A well-informed source cautiously told us: "Davis has a feasible plan which, we think, can be expeditiously done. It could be a reasonable idea." He would not go into specifics, but the Davis plan convinced the board.

Davis's election will not, however, affect the sale of NTA's WNTA-TV, despite the fact that during the proxy fight Davis was bitterly opposed to the deal. In fact, NTA's board last week approved the sale to an ETV group in N.Y., and that deal is expected to be consummated momentarily.

As for Leeds, he resigned to market his pay-TV system himself. He had been unhappy at NTA since Unger's ouster, Unger having brought him into NTA. Leeds said the break came after he decided "areas of operation of NTA and pay TV did not dovetail." Leeds retains his consultant post with NTA at \$20,000 a year and still has the stock options voted him when he joined the board. Rudy Petersdorf was named business administration vp of HE.

Home Entertainment will conduct its first public demonstration of the pay-TV system at the Jack Tar Hotel in San Francisco June 20, Leeds stated.

Networks

CBC's Budget Forecasts: CBC estimates its own operating costs for the fiscal year starting next April 1 will total more than \$100 million—and that it will raise only about one quarter of this from sale of commercials.

CBC last week submitted a proposal to the House of Commons Broadcasting Committee that it be financed over 5-year periods instead of by annual Parliamentary grants as at present. It said it favors an automatic grant of \$4 for each member of Canada's population during the next fiscal year, with annual increases of 5% for each of the next 4 years. For the next fiscal year, Pres. Alphonse Ouimet estimated operating costs at \$100.3 million, net commercial revenue of \$25.1 million, leaving a balance of \$75.2 million to be made up from govt. grants. For the following fiscal year, he predicted expenses of \$132.8 million, commercial revenue of \$33.2 million, govt. grants of \$99.6 million.

Sit-ins Invade AB-PT: Protesting segregation in AB-PT Southern theaters, four integrationists staged a 37-hour sit-in demonstration at AB-PT's executive offices at 7 West 66th street N.Y. last Monday. Another group, picketing outside the building and, according to police, "blocking the sidewalk," was arrested Tuesday night and booked on disorderly conduct charges. On Wednesday, 6-time Socialist Presidential candidate Norman Thomas, after waiting almost an hour to see AB-PT Pres. Leonard Goldenson, made a speech in the lobby: "It is outrageous hypocrisy for ABC commentators to criticize other segregationists," said Thomas, since AB-PT has been "a far more powerful obstruction to racial equality . . . The public should know & judge for itself this kind of service from an agency possessed of invaluable radio & TV rights, as well as theater rights in scores of cities." Company officials, who have generally been unavailable for further comment, issued the following statement: "All of the company's theaters are operated on an autonomous basis by local subsidiaries. Their executives are responsible citizens who can be expected to work within their respective localities for the welfare of the community. The company has expressed to its theater affiliates its point of view that they should proceed with desegregation as fast as they possibly can within the limits of their responsibilities for the welfare of the particular community."

CBS Calls O&O Promotion Meeting: Promotion & information service directors of the 5 CBS-owned TV stations will hold their 4th annual meeting in N.Y. June 22-23. The agenda includes discussions on advertising, promotion, publicity, and analyses of new activity in research, on-the-air promotion and sales development. John P. Cowden, CBS information services vp, will represent the parent network and will discuss plans for CBS-TV's fall promotion campaign. Another group of "promotion clinics" will be held June 12-22 in 10 U.S. cities for CBS affiliate stations. Designed to give station publicity mgrs. a look at fall programming & promotion, the clinics will be conducted by 2 teams of CBS network representatives.

CBS Foundation Grants: Totaling \$27,000, they have been awarded to 8 colleges & universities in recognition of the services of CBS execs who had attended these schools.

New CBS-TV Affiliate: KBLL-TV Helena, Mont., has joined the network. It was formerly a satellite of KXLF-TV Butte.

NETWORK SALES ACTIVITY

ABC-TV

The Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept.
Calgon (Ketchum, MacLeod & Grove)

Daytime programming, Mon.-Fri., part. eff. June & July.
Minnesota Mining & Mfg. (BBDO)
Johnson & Johnson (Young & Rubicam)

CBS-TV

Person to Person, Fri. 10:30-11:30 p.m.; *Gunslinger*, Thu.
9-10 p.m., part. eff. June 30 & July 13.
Block Drug (Grey)

The Garry Moore Show, Tue. 10-11 p.m., co-spon. eff. Oct.
General Motors (Olds div.) (D. P. Brother)

Daytime programming, Mon.-Fri., part. eff. Sept. 18.
Bon Ami (Hoyt Associates)

Daytime programming, Tue., Fri.; part. eff. July 4, Aug. 26.
J. B. Williams (Parkson)
Arnold, Schwim & Co. (George Bond)

NBC-TV

Walt Disney's Wonderful World of Color, Sun. 7:30-8:30
p.m., co-sponsorship eff. Sept. 24.
Eastman Kodak (J. Walter Thompson)
RCA (J. Walter Thompson)

"Network" Definition Sought: Informally so far, some telecasters have been asking FCC members & staff to clarify the Commission's definition of "network." Reasons: (1) ASCAP, unions, etc. charge more for networks than for stations. (2) Many stations operate or feed satellites, boosters & translators. Some operators are concerned lest they be asked to pay higher fees for operating setups clearly not networks in the ordinary sense. The only definition extant for "networks" is that used for "chain broadcasting" in the Communications Act: "Simultaneous broadcasting of an identical program by 2 or more connected stations."

Stanton Proposes Vast Education Aid: A massive program of educational aid for underdeveloped countries was proposed last week by Dr. Frank Stanton. Speaking before the graduating class of the Mass. Institute of Technology, the CBS Inc. pres. called for a "10-year program of economic aid each year amounting to a fifth of the current U.S. foreign aid, and replacing significant parts of it." Stressing the importance of such aid Stanton said: "Only education—not manned flights to the moon, not nuclear tests, not highways & landing fields dotting half the planet—can ultimately prevent the sure collapse of a free nation unequal to its freedom. This is America's historic opportunity, the new act of faith that America can announce to a world tired of rivalries on terms dictated by Russian militarism & materialism."

28 Languages at ABC: ABC's International Div., in a survey of broadcasting units of AB-PT, found 300 employees who spoke a total of 28 foreign languages. Two or more languages (in addition to English) were spoken by 97 of them. The languages, in order of popularity: French, Spanish, German, Italian, Greek, Japanese, Portuguese, and 21 others, including Tagalog and Eskimo.

Churchill Series to Library of Congress: 16-mm prints of ABC-TV's 26-episode *Winston Churchill—The Valiant Years* have been requested and will be sent to the Library.

Congress

FCC Views on Ex Parte Bill: FCC Chmn. Minow, flanked by Comrs. Ford, Hyde & Craven and top staff members, testified before Rep. Harris's (D-Ark.) Commerce Committee last week that HR-14—designed to strengthen FCC & other agencies—is generally sound. However, he said, the Commission objects to certain provisions which might tie its hands in rule-making proceedings. He asked that changes be made to give FCC clearcut authority to declare when rule-making proceedings are on the record and when off-record communications will be accepted. He said that the Commission also wanted to be sure that it retained flexibility in conducting common carrier rate-make investigations & proceedings.

More Sec. 315 Exemptions: Sen. Pastore (D-R.I.) has introduced a bill (S-2035) long sought by many industry leaders—to exempt not only Presidential & Vice Presidential candidates' broadcasts from the equal-time provisions of Sec. 315 of the Communications Act, but to include candidates for Senate, House and governorships. NBC Chmn. Robert Sarnoff submitted a statement, meanwhile, to the Senate Subcommittee on Privileges & Elections, urging the removal of the equal-time provisions for local elections, too. Former GOP national chmn. Sen. Thruston B. Morton (R-Ky.) agreed that the suspension should be made permanent.

House Votes FCC Funds: The \$12.4-million FCC budget for the year starting July 1, recommended by the House Appropriations Committee (Vol. 17:23 p4), has been approved by the House. It permits a staff increase from 1,483 to 1,533, but is less than the \$12,525,000 requested by the Commission. FTC was voted \$10 million, which permits a staff increase from 823 to 1,050. The Senate Appropriations Committee will conduct hearings on the FCC funds June 14.

Minor FCC Bills Favored: The Senate Commerce Committee has reported S-1731, allowing FCC to renew safety & special radio services licenses more than 30 days before expiration, and S-1668, authorizing FCC to impose forfeitures for various violations in the common carrier & safety services fields.

OCDM Transfer Supported: A Congressional resolution (H. Con. Res. 323) concurring with President Kennedy's plan to shift the Office of Civil & Defense Mobilization to Defense Dept. jurisdiction (Vol. 17:22 p12) has been introduced by Rep. Hagen (D-Cal.).

Educational Television

Canadian ETV Needs Sound Financing: So warned Chmn. Andrew Stewart of the Board of Broadcast Governors, addressing delegates to the NET conference June 9 in Montreal. The BBG, said Stewart, had no intention of giving sanction to "fly-by-night" ETV operations which would offer informational programs to the public for a short period of time, and would later fold for lack of funds. Serious, well-financed ETV stations were another matter, he indicated. "Any group of educators who are serious about the matter and prepared to make a real effort to develop ETV can expect their request for channels to meet with success." Such channels, however, may be uhf rather than vhf because of "the scarcities of frequencies now employed by the CBC & other stations."

Personals: Gordon F. Keeble, exec. vp of S. W. Caldwell Ltd., named exec. vp of Canada's new CTV Television Network Ltd., Toronto; S. Ramsay Lees, formerly bestg. dir. for Batten, Barton, Durstine & Osborne, Toronto, appointed to the network's programming div. . . . **Burt Nodella** ex-Roncom Productions, named dir. of program development for ABC-TV's Western div.

Henry R. Flynn, ex-Crosley-Brown Productions vp-gen. mgr., named West Coast sales mgr. by Storer TV Sales . . . **Joe Mosbrook**, ex-radio WEST Easton, Pa., named news dir., WRCV-TV & WRCV Philadelphia, succeeding **Ernie Leiss** who resigned to become alumni relations dir., Hahnemann Medical College and Hospital . . . **Al Anderson** appointed WOAI-TV San Antonio news dir., succeeding **Frank McCall** who is joining Public Housing Administration in Washington . . . **Norman S. Marcus**, ex-Paramount TV-radio publicity dir., appointed press & PR mgr., ATAS N.Y. chapter . . . **John M. Haerle** advanced by Collins Radio to ad & PR dir. from product lines dir.

Creutz, Steel & Snowberger, Washington TV-radio engineers, split as of July 1, **David Steel** establishing own practice, **John Creutz & Arthur Snowberger** maintaining partnership, **Willis Beecher** setting up own practice in association with **Creutz & Snowberger**, all retaining present offices temporarily.

Eugene W. Wilkin, ex-WPRO-TV Providence, named gen. mgr., WGAN-TV Portland, Me.

Roger L. Micheln named acting gen. sales mgr., WFRV Green Bay, Wis. . . . **Michael Hind-Smith**, ex-CBLT Toronto, named national program dir., CTV Television Network . . . **Raymond J. Smith** named engineering mgr., WGR-TV & WGR Buffalo . . . **George Arnold** promoted from client-relations mgr. to mktg. & client relations dir., CBS Radio Spot Sales, succeeded as mgr. by **Allan Hughes**.

William D. Stiles resigned as vp & supervisor of broadcast operations, Donrey Media Group (KFSA-TV & KFSA Fort Smith, Ark.; KLRJ-TV Las Vegas; KOLO-TV & KOLO Reno; KGNS-TV Laredo; radios KOKL Okmulgee, Okla.; KBRS Springdale, Ark.; KORK Las Vegas).

Dick Doty appointed programming, news & PR vp, Rand Bestg. Co. (WEAT-TV & WEAT West Palm Beach, Fla.; radios WINZ Miami and WINQ Tampa).

Tom Sherlock named news dir., KPHO-TV & KPHO Phoenix . . . **Charles Cox** named news dir., WSFA-TV Montgomery, Ala., succeeding **Bill Henry**, resigned . . . **Leland C. Bickford** retired as news dir., WNAC-TV & WNAC and the Yankee Network. He'll continue as consultant to the network & stations' news depts. **Bill Whalen** promoted from asst. news dir. to succeed **Bickford**.

Michael Horton, ex-CBS News information-services dir. and formerly in the same post at NBC, named managing dir., Howard Chase International (management counselors in public & economic affairs) . . . **George R. Snell**, ex-Informational Communications, appointed Middle Atlantic district sales mgr., TelePrompTer educational & industrial services dept., communications-systems div.

Dr. Frank Stanton, CBS Inc. pres., awarded an honorary LL.B. by Hamilton College for his role in making possible the Kennedy-Nixon debates.

LeRoy Collins, NAB pres., named by Commerce Secy. Hodges as chmn. of the National Public Advisory Committee on area redevelopment, a 25-member group including representatives of labor, management, agriculture, state & local govts. and general public . . . **Frank Fogarty**, Meredith Bestg. Co. vp & gen. mgr. of WOW-TV & WOW Omaha, gets Americanism Citation from local B'nai B'rith.

Television Digest

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Meetings This Week: IRE 3rd national symposium on radio-frequency interference (June 12-13). Maj. Gen. James Dreyfus (USA) will be the keynote speaker. Sheraton-Park Hotel, Washington • World Conference on Missionary Radio (12-15). Concordia College, Milwaukee • U. of Utah Speech & Theater Arts Dept. ETV workshop in conjunction with KUED (12-23). Salt Lake City • IRE conference (14-15). Sheraton Hotel, Philadelphia • Va. Assn. of Bcstrs. annual meeting (14-16). H. Preston Peters, Peters, Griffin, Woodward pres., and Carl Haverlin, BMI pres., will be among the speakers. Hotel Roanoke, Roanoke • Fla. Assn. of Bcstrs. annual convention (15-17). Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau, and FCC Comr. Bartley. Seville, Miami Beach. • Hollywood Ad Club meeting (12). James T. Quirk, *TV Guide* publisher, will speak on "Can TV Satisfy its Critics?" Hollywood Roosevelt Hotel.

Meetings Next Week: IRE conference on broadcast & TV receivers (June 19-20). O'Hare Inn, Chicago • Wayne State U. & RCA invitational TV conference (19-22). University City, Detroit • National Community TV Assn. convention (19-23). Jack Tar Hotel, San Francisco • Catholic Bcstrs. Assn. annual meeting (20-22). Calhoun Beach Hotel, Minneapolis-St. Paul • Colo. Bcstrs. Assn. annual convention (23-24). La Court Hotel, Grand Junction • Md.-D.C. Bcstrs. Assn. meeting (23-24). Ocean City, Md. • National ETV & Radio Center meeting of promotion dirs. of affiliated stations (18-20). Windemere, Chicago.

Administration Appeals to Ad Council: Vice President Johnson called upon the powerful Advertising Council last week, asking the nation's top media men for help in getting the U.S. message across. Said he: "A nation that knows how to popularize commodities ranging all the way from corn flakes to luxury automobiles certainly should be able to tell the rest of the world the simple truth about what it is doing & why it is doing it. It is a sad but true fact that our Communist adversaries have been able to convince many that humanitarian projects like Point 4 are instruments of imperialism, [and that] the simplest moves to defend ourselves from aggression, and open-hearted efforts to secure arms control are merely intended to obscure issues." Other administration officials described improvements in the economy, but warned of remaining unemployment problems.

You Gotta Be Cultured: UPI reports from Chicago that Mrs. Sarah Karstens won a divorce on her story that her husband, John, a textbook editor, imposed a TV censorship on her and struck her during arguments about what she should view. Mrs. Karstens, a 23-year-old brunette, told Judge Harry G. Hershenson that her husband insisted she watch only cultural & educational programs. Added her attorney: "He let her look at *Bugs Bunny* and *Mister Magoo* for diversion now & then, but that was all."

Ed Sullivan's 13th Year: Billing itself as "the oldest entertainment program in TV," *The Ed Eullivan Show* will celebrate its 13th anniversary this Sunday (June 18). The show claims—among other firsts—to be the first to: (1) broadcast from outside a studio, (2) use a split screen on an entertainment show, (3) use VideoScene, (4) take an American variety show to perform in Moscow, (5) present portions of Broadway musicals & dramatic shows with their original casts while still on Broadway.

Confessions of a Quiz Winner: Mrs. Henrietta Dudley, 51, housewife of Metuchen, N.J., pleaded guilty last week of perjuring herself before a grand jury. Mrs. Dudley, who won \$4,100 on NBC's now defunct *Tic Tac Dough*, told special sessions Justice Edward F. Breslin that her claims of never having received questions & answers for the quiz show had been untrue. Justice Breslin suspended sentence, saying Mrs. Dudley had been "amply punished."

Triangle's Philadelphia Stations to Move: Headquarters for the radio & TV div. of Triangle Publications, Inc. (WFIL-TV, WFIL & WFIL-FM) will be moved to a 3-story office & studio building at City Line & Monument Rd., across from the hq. of CBS stations WCAU-TV & WCAU. The structure will be built on a 4-acre tract purchased for \$500,000. Station transmitters will remain in their present locations.

Bowling Endurance Marathon: Reviving memories of flagpole sitters & dance marathons, radio KIMA Yakima, Wash. recently put on a bowling marathon. The winner—after 84 hours, 45 minutes: Pete Pallas, who rolled 322 games at 160 average and outlasted 8 other bowlers including a woman, Marge Hull, who bowled 312 games. Pallas's prize: A color TV set.

TIO TV Talks Previewed by Women's Clubs: Four slide-talk presentations relating to broadcasting "In the Public Interest, Convenience and Necessity" were previewed by TIO in Miami last week before the annual convention of the General Federation of Women's Clubs. The presentations, slated for distribution to TIO sponsors for use by local groups, analyze broadcasters' programming & business problems. The preview was MC'd by TIO dir. Louis Hausman.

NAB Awards Booklet: An updated list of 108 awards available to broadcasters, in a 48-page brochure, has been compiled for NAB by research mgr. Richard M. Allerton. Copies have been sent to members. Colleges, universities and libraries may get copies from Allerton.

Obituary

J. Harold Ryan, 75, co-founder and senior vp, Storer Bestg. Co., died June 6 at the Miami Heart Institute after a brief illness. He was NAB pres. in 1944-45, was past pres. of BMI, and chmn. of Best. Measurement Bureau.

Emile N. Hill, 55, chief engineer of radio WADO N.Y., who had served 15 years at WNEW, died June 5 of a heart attack at his home in Fair Lawn, N.J.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

NEW 1962 LINES, NEW 1961 OPTIMISM: Things are looking up. Almost all returns are in on new TV-radio-stereo lines, and response—in terms of early orders—has been better than last year. Most of the lines, too, show increased emphasis on quality—if not innovation—with prices relatively firm in relation to 1961 prices. Best of all, from all quarters of the industry come reports of better business in last few weeks.

Nowhere was this feeling of optimism more evident than at Philco's convention last week in Atlantic City, which we attended. Recovering from a poor 1960 and a red-ink first quarter of this year, Philco appears to be going all-out to increase its consumer-electronics volume. Going out after the console market, Philco features heavy use of hardwood veneers even on relatively inexpensive units, and has added picture brightener & black-level restoration circuits to its TVs. Stereo line has been completely redesigned (at lower price levels) and last year's big feature—reverb—de-emphasized to being only an "optional extra" this year.

Fortified with what it believes to be one of its best product lines in years, Philco had little trouble arousing enthusiasm among its distributors over business prospects for remainder of 1961. Most of them have already felt pickup in their own businesses.

Industry business is being compared with 1959 by Philco officials—they toss off 1960 as sort of an oddball year when sales declined in the fall instead of picking up. Taking 1959 as a "normal" year, they see industry-wide TV sales this year about "normal"—or 6-6.5 million sets. As to Philco itself, "business is starting to turn," said Pres. James Skinner. "We didn't do well this spring, but I think we're out of the woods."

Industry-wide TV distributor sales for first 3 weeks of May were not only 18% ahead of the same 1960 period, but 11% ahead of "normal" 1959, electronics vp Armin Allen pointed out. Retail sales for same period were 32% ahead of last year. On top of this, inventories at all levels were the lowest since the mid-1950s. Allen predicted June-Dec. business at 4 million units, "at least as good as 1959."

Home radio business has been good right along, he noted. Through April, this year has been 5% ahead of last year, 20% better than 1959, with inventories down 500,000 units from last year. April retail radio sales, "sparked by portables & AM-FM sets," were 10% ahead of 1960. For 1961, he foresaw business "at least as good as 1959 & 1960."

In spite of the fall recession, there's been no collapse in phono sales, he pointed out. Distributor sales for April were 18% above 1960, with retail movement up 23%. Sales for rest of year, he predicted, should be better than 1960 and at least as good as record 1959. Inventories, meanwhile, are down 20% from 1960 and 25% from 1959. He saw real hope that FM stereo "will help build the business, not tear it apart."

Public is beginning to buy again, and feature-packed new lines are intended to accelerate this buying pace. For summaries of 3 lines introduced last week—by Zenith, Packard Bell & Philco—see story on p. 17.

LAWRENCE TUBE AGAIN; PHILCO IN COLOR: Current revival of color interest brought 2 announcements last week: (1) Paramount Pictures enthusiastically announced that the Lawrence tube & Chromatic TV receiver are now ready for production. (2) Philco unenthusiastically announced it would have color sets (RCA-built) available this fall in case anyone should want them.

Lawrence-tube set was demonstrated at Paramount stockholders' meeting by vp-secy. Paul Raibourn. Biggest change since last demonstration (on similar occasion just 5 years ago) was greatly increased brightness. Set shown last week had 21-in. rectangular single-gun Lawrence tube with 90-degree deflection angle. It was displayed alongside Zenith black-&-white set of similar proportions.

Color brightness has been stepped up to 70-75 foot-lamberts, which Raibourn told us was "3 times the

brightness" of the RCA color tube. He said Paramount was holding discussions with "3 large manufacturing & merchandising organizations," but if it reached no agreement, Paramount's subsidiary Autometric Corp. would produce 5,000-10,000 sets per year in its own N.Y.C. plant.

Raibourn ventured that prices at the start for Chromatic sets could be around \$500, dropping as production increased. In another statement he estimated that the sets would cost "between 1.7 & 1.9 times" the cost of Zenith's high-end (\$309) b&w set (or \$525-\$585) if 50,000-100,000 sets were produced a year, and "1.3 to 1.4 times the Zenith set" (or \$400-\$430) under mass production of about 500,000 sets a year.

Industry assumed same wait-&-see attitude it habitually takes when Lawrence tube is demonstrated—as it was in 1953, 1954 & 1956. Stock market reacted, though—Zenith & Magnavox dropping, Paramount rising 3 7/8 points Wednesday, but ending the week at 78, just 2 3/8 points below its Monday opening. RCA, whose stock also rose, issued this statement: "Based on the information available to us, we believe that the Chromatic tube would produce a picture inferior to the picture produced on color-TV sets currently on the market. We also believe that the cost of any set using the Chromatic tube would be higher than the cost of color sets now on the market."

We could locate no set manufacturer who had seen Lawrence tube demonstration recently. Although Zenith's name was coupled inferentially with the Lawrence tube at the Paramount demonstration (because Zenith b&w set had been used as standard for comparison), Zenith Pres. Joseph Wright later made this comment: "Paramount's color tube has been known in the industry for many years, and as far back as 1954 it was claimed to be ready for production. We would be very interested in knowing about any new development which might have solved the very serious problems which have characterized these tubes in the past."

Philco's listless introduction of its color-TV line to distributors at its Atlantic City convention may take the prize for Frankest Announcement of 1961. Said electronics vp Armin Allen to the assembled distributors:

"Our thoughts & position on color have not changed radically. Between 125,000 & 130,000 were sold last year. We don't believe there will be much change, but we are a full-line house and you [distributors] have indicated you want it. This is far from a signal that color will take off. It should go up, but the volume will still be small, and spread over more manufacturers than last year. We are buying color-TV chassis to our own standards and will put them in our own cabinets."

Philco didn't have any color sets on hand to show—although 2 mock-ups were displayed. Its color line will feature 3 basic models—table model at \$595 (deliveries in August), console at \$700 (Sept.) and horizontal console with bonded tube at \$750-\$775 (Sept. or Oct.).

Pres. James Skinner elaborated on Philco's view of color at a news conference later. "The primary problem is price," he said. "The price levels don't attract the public to any degree—yet those prices have a built-in loss to the manufacturer." At what price will color become a mass market? "Our theory," said Skinner, "is that color is worth about \$100 more than black-&-white at retail. With this black-&-white-plus-\$100 formula, we could get volume sales. This is what it will take to get a 2-to-3-million-set-a-year market."

Philco's own color research & development—the "Apple" tube approach (Vol. 17:14 p18)—is continuing, he said, adding that Philco believes the single-gun approach is more likely to make possible a low-cost, acceptable set than anything now on horizon. "If we could see enough market to warrant the investment, we'd be in a position to make such a set now."

Asked about prediction of RCA Pres. John L. Burns that color set sales will approach \$2.5 billion over the next decade (Vol. 17:22 p15), Skinner shrugged and said: "Go back & look at the various forecasts by RCA for the last 10 years. Every one has been wrong by 50 to 100%."

Add color-set manufacturers: Warwick Mfg. Co. this fall will be producing Silvertone color sets for Sears Roebuck (Vol. 17:20 p19).

TV-RADIO PRODUCTION: EIA statistics for week ended June 2 (22nd week of 1961):

	May 27-June 2	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	88,746	121,294	87,977	2,270,534	2,540,295
Total radio	281,120	312,832	259,116	6,180,010	7,232,495
auto radio	108,842	100,508	107,090	1,962,852	2,833,352

More about

NEW TV-RADIO-STEREO LINES: Although prices of most new lines are relatively unchanged from 1961 lines (Philco's stereo is an exception), it's apparent from most manufacturers' showings to date that consumers will get more value in the new lines (see p. 15). New features have been added in many cases, without price boosts. Capsule summaries of week's 3 new-line debuts:

Philco

While retaining its "Cool-Chassis" feature, Philco has added 2 new circuits to some of its sets, resulting in a demonstrably better picture. A "beam-booster" circuit gives greater brightness (Philco claims at least 25% more) without increasing the high voltage (still 20,000 volts). By changing the characteristics of the picture tube, Philco has increased the peak current, stepping up the control-grid voltage. This approach to greater brightness, says Philco, doesn't shorten picture-tube life. Philco also has added direct coupling of the 2nd detector to the picture tube, resulting in a form of DC restoration which gives stepped-up contrast and prevents washout of details in contrasty scenes. The 90-day parts-&-labor warranty is continued.

Philco's short 23-in. TV line (13 basic models) is divided into 3 series—Super 90, De Luxe and Custom. All 23-in. sets feature bonded tubes, and 23-in. prices range from \$199.95 to \$399.95. Added this year is a new 2-function remote control, available on a new 19-in. table set at \$219.95. Last year's multi-function remote, which is installed by the dealer, is continued. This year's most significant price change is in TV-stereo combinations. Last year Philco's sole TV combo carried a \$600 list; this year there are 2—at \$494 & \$575. A promotional 17-in. portable, available in limited quantities to dealers buying specified quantities of higher-priced sets, can retail as low as \$128.88.

Philco's stereo line is almost completely new. Reverb has been virtually dropped—available now only as a \$39.95 accessory. Even the factory has been relocated. Philco now is producing its hi-fi equipment at its main TV plant in Philadelphia, having moved production from Sandusky, Ohio. This move, according to exec. vp Henry Bowes, "will cut the price \$5 to \$15 per unit to distributors," since the factory now can ship stereo units in same carload shipments with TV sets.

The console line, with 7 basic units, is priced from \$149.95 to \$385, down considerably from last year's series which ran as high as \$700. All units above \$199.95 are equipped with AM-FM tuner which features a transistorized AFC circuit and jack for multiplex adapter, to be available in fall for about \$50. The 5-unit portable phono line ranges from \$24.95 to \$139.95.

Philco's radio line starts with a 5-tube table radio at \$14.95, "the lowest price radio offered by Philco since World War II." Clock radios start at \$19.95, FM sets at \$34.95.

Zenith

Zenith's new TV line, shown to distributors last week in Hollywood, Fla., comprises 42 basic models. Among new features: New turret tuner with individual front-of-set "perma-set" fine tuning; series of "Decorator Convertible" 19-in. sets with 2-speaker sound (one 2¼ x 6¼-in. speaker on each side of screen). Beginning with a \$169.95 portable, the line is topped by 5 TV-stereo combinations from \$525 to \$850 (last year's top-of-line was \$1,750). Bonded tubes are used on all 23-in. sets. A company spokesman said the pricing of the over-all TV & stereo lines is substantially the same as last year.

The console phono line consists of 10 basic models from \$179.95 to \$525, all but one of them designed to accommodate Zenith's drop-in AM-FM-multiplex tuner, due on the market in about 90 days. Zenith also introduced 4 portable phonos, at \$29.95 to \$139.95. Unlike Philco, Zenith features reverb as standard equipment on all of its higher-priced consoles, offering it as optional with some lower-priced units.

Packard Bell

"Convertible" TV, to which wireless remote can be added in a few minutes without tools, is featured in Packard Bell's new 13-set line. Two remote conversions are offered—2-function at \$50 and 4-function at \$80. Among other unique features of the line: One 19-in. portable has a built-in 3-hour automatic timer & "sleep switch" (\$189.77); the "Intenna" cart or base, containing a built-in antenna, is offered in several models; 3 models have tambour doors; the line is topped by a 27-in. lowboy. The prices range from \$159.77 for a 19-in. portable to the 27-in. set at \$450.

* * *
Philco's ETV Receiver: Special 23-in. TV set designed for classroom use was demonstrated last week by Philco in Atlantic City. The "Tele-Teacher," with Corning reflection-free bonded tube, 2 plug-in 8-in. extension speakers with 50-ft. cords and uhf tuner, will sell for \$240-\$250. An adjustable stand with locking wheels will be priced at \$35-\$45. The set will be sold through Philco distributors.

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Packard Bell's 'Wall TV': Mock-up of a wall TV set using a new developmental tube was displayed last week to distributors at Packard Bell's Los Angeles convention. PB design dir. James Kelso said the reception was encouraging enough to warrant allocation of funds for further research on the project which could result in a consumer set in 3-5 years.

PB's wall TV, as demonstrated, isn't exactly a flat set. It's based on a "new concept of picture-tube design," developed by an undisclosed manufacturer. As described to us by Kelso, the 19-in. viewing screen of the tube protrudes 5⅞ inches from the wall, although the tube is actually 9½ inches deep. Kelso said Packard Bell will reveal full details in 6 months.

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Magnavox Plans Tape Recorder Entry: "We plan this year to market a tape recorder in this country, manufactured by our British subsidiary [Collaro Ltd. of London, 70% owned by Magnavox]—another field for which we have natural distribution and in which we have not engaged in the past." Magnavox thus notified its stockholders in a gala "Golden Anniversary" brochure marking the company's 50th year. "The subsidiary is presently supplying an estimated 25% of the British market with tape decks." Other new ventures described: Formation of a special department to develop hotel-motel TV business, another department to further the use of Magnavox TVs & radios in educational markets.

Majestic in Mart: Grundig-Majestic has taken over the space vacated by Motorola in Chicago's Merchandise Mart, and will open its exhibit at the International Home Furnishings Market, June 18-24.

National Union Forms New Division: The Stamford, Conn. maker of electronic devices & tubes, is setting up an Advance Science Division at Bloomington, Ill., to co-ordinate expanding activities in missiles, aircraft and ordnance.

N.Y. Symphonic Line Show: June 13-15 at the Park Sheraton, for Eastern distributors.

Mergers & Acquisitions: Howard W. Sams has purchased Stupid Inc., stationery manufacturer • Lionel Corp. has acquired Hathaway Instruments, diversified electronics manufacturer, for approximately \$30 million. Lionel is the surviving company in the amalgamation, made on the basis of a 1-for-1 exchange of Lionel stock for Hathaway's approximate 1 million shares outstanding • America Corp. has acquired 265,420 shares of Republic Corp. stock to become that firm's largest single stockholder. Republic has 2,004,190 shares outstanding • Itek has acquired for an undisclosed cash sum Electronics Labs Corp. of Torrance, Cal. • Loral Electronics and Accurate Specialties Co., Hackensack, N.J., have called off their merger talks (Vol. 17:18 p15) "by mutual agreement" • Indiana General has purchased for cash BMS Carbide Specialties Co., Boonton, N.J., and Eicor, Oglesby, Ill. BMS produces carbide tools & dies; Eicor makes rotary electric products, was purchased at a bankruptcy sale for \$450,000.

Senate to Investigate Tube Pricing? "Senate investigators, winding up hearings into price fixing in the heavy-electrical-equipment industry, are preparing to plunge into other areas of the electrical business even as they begin drafting new legislation designed to strengthen antitrust laws," reported June 7 *Wall Street Journal*, adding: "A prime target of the extended investigation: The pricing & marketing of motors and electronic tubes. Scouting possible new antitrust violations on these products, Senate Antitrust Subcommittee probers are planning in the weeks ahead to call in officials from companies heavily involved in the equipment cases, including GE & Westinghouse. GE management already has begun its own inquiry into company pricing practices on motors & TV-radio tubes, and the firm is considering a request from Senate investigators for a report on the GE findings when completed. Westinghouse, as far as it is known, is not conducting any formal inquiry."

Resistor Firms Fined for Price-Fixing: Four resistor makers and 2 executives were convicted June 6 of fixing prices of resistors sold to both commercial & military customers. Fined by U.S. District Court Judge Carl A. Weinman in Dayton: International Resistance (fined \$15,000), Speer Carbon (\$25,000), Stackpole Carbon (\$20,000), Allen-Bradley (\$35,000). The convicted & fined executives: Speer Carbon vp Edward W. Butler (\$4,000) and Allen-Bradley's George W. Vater, sales mgr. of the electronics components division (\$2,000).

FM-Stereo Car Radio: The first indication that multi-plex-conscious industry might be rushing an AM-FM-stereo auto radio came out of Boston-based Automatic Radio Mfg. last week. Pres. David Housman told us that Automatic has such a unit "in the works" and expects to begin deliveries "within 6-to-8 weeks." Although prices have not been firmed, the stereo radio will retail in the "slightly under \$100-to-\$125 range," he said. Housman was reticent about technical details, even as to the mounting of speakers. Automatic plans to introduce a portable FM-stereo radio.

Status Quo on FM Stereo: There were still only 2 FM stations authorized to broadcast FM stereo at week's end —GE's WGFN Schenectady & Zenith's WEFM Chicago (Vol. 17:23 p1). At press time, there was only one application for station-equipment type acceptance on file at FCC. This was from WKFM Chicago, which asked the Commission to approve equipment built for it by Sherwood Electronics Labs, Chicago. Equipment must be type-accepted before stereocasting may begin.

Trade Personals: Ross D. Siragusa Jr., former electronics div. vp, named sales vp, Admiral Sales Corp. . . . Arthur L. Chapman, ex-Pres., CBS Electronics, appointed senior vp, Pacific Mercury Electronics.

James J. McLaughlin, ex-Sunbeam ad dir., named to new post of mktg. dir., Webcor Inc., in charge of both Webcor & Dormeyer divisions . . . Fred H. O'Kelley, ex-Raytheon, appointed mgr. of distributor products sales, Westinghouse electronic tube division; Fred M. Heddingger heads new molecular electronics dept. within Westinghouse's semiconductor dept.

Charles W. Uhlig Jr. promoted to accounting mgr., Du Mont Labs divisions of Fairchild Camera . . . Edward C. Puth named gen. mgr., selenium product line, ITT components div. . . . Col. Samuel W. Bishop (USAF ret.) elected pres., Electronic Communications Inc., succeeding F. W. Godsey Jr., now vice chairman . . . Albert J. Harcher named mgr. of newly established semiconductor div., Bendix Corp. . . . Harold H. Zander, ex-Consolidated Electrodynamics and Beckman Instruments, appointed pres. of Amphenol-Borg's West German subsidiary.

W. F. Wells, ex-GE, named senior vp & gen. mgr., Midwestern Instruments . . . Frank A. Comerci, ex-Audio Devices, named mgr., CBS Labs magnetics research dept. . . . John McK. McLean, ex-General Instrument Ltd., named deputy gen. mgr., ITT Latin America area.

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Burns Urges Inter-Sciences Communication: RCA President John L. Burns, in a commencement address at Cal. Institute of Technology last week, called for "improved communications & understanding between scientists of different disciplines, between scientists & the public, between scientists & the forces that give order & meaning to nature." He said that the inter-dependence of the sciences has made it essential "that specialists in one branch be able to discuss their advances meaningfully with those in allied areas on which their discoveries impinge." He cited bionics—the application of biological knowledge to the design of electronic systems—as a prime example of the increasing collaborative effort in science.

"The Trade Fair Story": A film of that name, narrated by Chet Huntley, is being distributed by the Dept. of Commerce Office of International Trade Fairs. It's 14½-min., 16-mm, covers scenes at a dozen 1960-61 exhibitions from Poland to Ceylon, is available on loan to TV stations, industry and business groups. It's the 4th in a series which includes "Tradeways to Peace," "Showcase for Freedom," "Uncle Sam Goes to the Trade Fairs."

Ling-Temco Moves into White Goods: Electronics firm's Temco Industrial Division has commenced production of its first consumer product—a dishwasher line, starting at \$199.95. Production at the division's Garland, Texas plant will be stepped up to 300 units daily within several weeks, reported division gen. mgr. Leon Mason.

RCA & IUE Okay 3-Year Pact: New contract, covering some 21,000 employes in 10 plants in 9 cities from coast to coast, provides for a 2½% annual wage increase, boosts in sickness, pension and other fringe benefits. The contract was ratified June 4, a few hours before a scheduled walkout.

"Electron Tube Application Notes," a 58-page illustrated booklet that reviews "many of the do's & don'ts of tube applications," has been published by Sylvania. It's available on request to Sylvania Electric Products, 1100 Main St., Buffalo 9.

Finance

Oak Mfg. Posts Sales-Profit Gains: "After suffering losses in the first 2 months of the year, revenues in March reached the highest dollar volume for any month in the past 5 years, permitting Oak to show a net profit for the quarter [Vol. 17:21 p24]." So reported the Crystal Lake, Ill. components maker to stockholders recently. "Thus far in April, billings are at a rate which, if continued, will provide the parent company with total gross sales of \$20 million this year, a substantial increase over the \$17.5 million reported in 1960. TV tuner production in our Elkhorn, Wis. plant also reached record proportions as the quarter drew to a close with weekly output totaling the highest in the company's history." In the first quarter of 1961, Oak's tuner production was "up 62% over the same quarter a year ago, despite 25% decline in TV production."

Standard Kollsman Forecasts '61 Gains: The Melrose Park, Ill. maker of TV tuners and other electronic & electrical products, expects a "substantial" gain in 1961 profit over the \$1.66 a share posted last year. Pres. James O. Burke also expects sales to top 1960's record \$95.6 million "by at least 10%." Burke noted, however, that Standard Kollsman does not expect to maintain in the June quarter "the same rate of improvement we had in the first [Vol. 17:18 p18]." Earnings for April-June will be adversely affected, he said, by "start-up expenses incurred in introducing a new line of portable electrical appliances and 2 new TV tuners."

National Video Expects Profit Gain: The Chicago tube manufacturer expects to report earnings of \$1.2 million, or about \$2 a share, on sales of approximately \$18.5 million for its 1961 fiscal year ended May 31, according to Pres. Asher Cole. National Video posted profits of \$1.1 million (\$1.84 a share) on \$17 million sales in fiscal 1960. Cole said the company experienced a healthy business pickup in April & May, traditionally slow months, which has continued into the current month. He termed prospects for the 1962 fiscal year "real good."

Microwave Issue Offered: Microwave Semiconductor & Instruments Inc., Richmond Hill, N.Y., plans public sale of 120,000 common stock shares at \$3 per share through First Investment Planning Co. An SEC registration statement (File 2-18113) also listed 27,500 shares underlying 3-year warrants to be issued to the underwriter, exercisable at \$3.25 per share if all of the 120,000 shares are sold. Pres. Albert Lederman holds 135,000 of 379,550 outstanding shares, which had a March 31 book value of 39¢.

Fairchild Camera & Instrument expects 1961 sales to jump to more than \$100 million from \$68 million last year. Pres. John Carter said earnings would top 1960's \$3.07 a share, termed the 1961 outlook "excellent." He also told the recent annual meeting that Fairchild will substantially increase its '61 R&D budget to more than \$5 million.

American Electronic Labs Inc., Philadelphia communications-equipment manufacturer, proposes a subscription offering of 10,632 Class A common stock shares to stockholders at a rate of one new share for each 10 held. An SEC registration (File 2-18195) said most of the proceeds would be used to build & equip new Lansdale facilities.

Clevite expects its 1961 sales to top by 5-to-10% 1960's \$94-million volume (Vol. 17:11 p20). Chmn. James L. Myers also told the annual meeting that earnings will exceed 1960's \$6.8 million.

Stock Offerings: Sony Corp. of Japan placed 2 million common shares on the U.S. market June 6 (Vol. 17:19 p23), sold them within 90 minutes. The \$3.5-million offering was in the form of 200,000 U.S. depository receipts (each representing 10 Sony shares) priced at \$17.50 each. The offering increased Sony's outstanding common to 42 million shares • Hallicrafters' secondary offering of 300,000 capital shares (\$23.25 a share) is being made via underwriters Paine, Webber, Jackson & Curtis and associates • Transcontinent TV stockholders plan to sell 400,000 shares of Class B common, at an estimated \$15 a share. A registration filed with SEC notes these selling stockholders: General Railway Signal Co., 200,000 shares (its entire TTC holdings); J. D. Wrather, 124,000 in his own name; Devon Corp. (in which Wrather is a 45% stockholder), 76,000. TTC stations: WGR-TV & WGR Buffalo, WROC-TV & WROC-FM Rochester, KFMB-TV & KFMB San Diego, KERO-TV Bakersfield, Cal., WDAF-TV & WDAF Kansas City, Mo., 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. • Electronic Associates, Long Branch, N.J. maker of electronic computers & related equipment, is offering 75,000 common shares (\$33.75 a share) via an underwriting group led by W. C. Langley & Co. • AT&T last week sold \$250 million of 37-year, 4% debentures, due June 1, 1998, to a group of 147 underwriters headed by Morgan Stanley & Co. • Emertron Inc., wholly-owned subsidiary of Emerson Radio & Phonograph, may make a public offering. Emerson Pres. Benjamin Abrams said that a report on a possible offering of "no less than 10%" of Emertron stock will be heard by directors June 21. Any stock sold publicly would come from Emertron's authorized but unissued shares, not from the 2 million shares owned by Emerson.

American Missiltronics Corp.: The Newark, N.J. research & development firm, will offer 125,000 shares of Class A common stock for public sale at \$4 per share on a "best-efforts all-or-nothing" basis through T. M. Kirsch Co., according to an SEC registration statement (File 2-18255). The company proposes to develop & manufacture TV camera tubes, closed-circuit TV systems and special purpose semi-conductors. Also included in the registration statement are 25,000 Class A shares to be sold to the underwriter for 10¢ per share if all registered shares are sold. The underwriter also will be entitled to purchase 10,000 Class B shares at 10¢ per share.

Hewlett-Packard Expects Record Year: Sales & earnings for the 1961 fiscal year (ending Oct. 31) should top fiscal-1960's record earnings of \$4.2 million (43¢ a share) on peak sales of \$60.2 million, Pres. David Packard believes. The Palo Alto, Cal. electronics firm increased both sales & profit in fiscal 1961's first half (Vol. 17:22 p22), "and we expect the second half to be better than the first half."

TELEVISION FACTBOOK NO. 32 OUT THIS WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be mailed to all TV-service subscribers of TELEVISION DIGEST this week. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of \$10 per copy or \$8 per copy on orders of 5 or more. After publication, single copies \$12.50 each; or \$10 each for 5 or more.

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
Columbia Pictures	1961—9 mo. to Apr. 1	—	—	\$ 1,673,000 ¹	\$1.04 ²	1,449,030
	1960—9 mo. to Mar. 26	—	—	534,000 ³	.25 ²⁻⁴	1,302,109
Daystrom	1961—year to Mar. 31	\$ 92,359,605	\$ 751,116	601,116	.48	1,255,640
	1960—year to Mar. 31	90,609,129	4,271,278	2,271,278	2.48	915,503
Electro-Voice	1961—year to Feb. 28	—	—	111,854	.22	—
	1960—year to Feb. 29	—	—	255,901	.54	—
Electronic Associates	1961—qtr. to Mar. 31	2,881,000	—	211,000	.28	759,675
	1960—qtr. to Mar. 31	2,509,000	—	150,516	.21	722,665
Jerrold Electronics	1961—year to Feb. 28 ⁵	11,935,899 ²	—	3,086,085 ⁵⁻¹¹	1.64	1,884,569
	1960—year to Feb. 29	8,416,750	—	810,251 ⁷	.67	1,217,862
Republic Corp.	1961—6 mo. to Apr. 29	14,216,265	2,395,010	1,275,010	1.04	1,523,960
	1960—6 mo. to Apr. 29	14,016,422	2,253,077	1,003,077	1.04	1,486,528
Taft Bcstg.	1961—year to Mar. 31	11,076,717	3,350,003	2,066,255 ⁸	.54 ²	2,004,190
	1960—year to Mar. 31	10,426,310	3,315,904	1,786,155	.40 ²	2,004,190
Warner Bros. Pictures	1961—6 mo. to Feb. 25	43,394,000	6,664,000 ¹⁰	3,564,000	3.18	1,120,013
	1960—6 mo. to Feb. 25	45,983,000	6,922,000 ¹¹	3,422,000	2.27	1,504,000

Notes: ¹Includes \$1,617,000 (\$1.04 a share) profit on sale of land. ²After preferred dividends. ³Includes \$202,000 (14c) profit on sale of land. ⁴Based on 1,449,030 shares outstanding April 1, 1961. ⁵Record. ⁶Includes \$2,837,212 (\$1.51) net gain from sale of CATV properties. ⁷Includes \$283,656 (23c) net gain from sale of Key West CATV system.

⁸Includes Harman-Kardon, merged with Jerrold last fall (Vol. 16:37 p16). ⁹Includes \$486,252 (32c) gain on sale of WBIR-TV & WBIR Knoxville (Vol. 16:47 p12). ¹⁰Includes \$342,000 profit on sales of capital assets. ¹¹Includes \$196,000 profit on sales of capital assets.

TV-Leasing Firm Sells Debentures: Boston Capital Corp., small-business investment company, has purchased \$1 million of subordinated debentures, with warrants, of Electronics Leasing Corp. The latter leases TVs, radios and closed-circuit systems to hotels and hospitals.

Paramount Gains in 2nd Quarter: Although "it is too early to predict our net profit for the 2nd quarter of this year due to higher costs & other related factors, to date we have had better gross revenues than last year," Paramount Pres. Barney Balaban told the annual meeting last week. "The month of April, however, was quite encouraging as to both gross revenue & net profit." He said the indications were that 2nd-quarter results would top those of the first quarter, which produced a profit of \$2.5 million or \$1.45 a share (Vol. 17:18 p18).

Reports & Comments Available: Pacific Industries, review, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Sangamo Electric, comment, Oppenheimer & Co., 25 Broad St., N.Y. 4 • Radio Shack, Hess, Grant & Remington, 123 S. Broad St., Philadelphia • The Hallcrafters, prospectus, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Sony Corp., prospectus, Smith, Barney & Co., 20 Broad St., N.Y. 5 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • Electronic Associates, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • Arrow Electronics, prospectus, Arnold Malkan & Co., 26 Broadway, N.Y. 4 • RMS Electronics, offering circular, Martinelli & Co., 79 Wall St., N.Y. 5 • Electronic Aids, offering circular, R. Topik & Co., 295 Madison Ave., N.Y. 17 • Westinghouse, profile in June 7 *Financial World*.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Advance Ross Elec.	Stk.	3% Jul. 14	Jun. 30
Corning Glass	Q	\$0.37½ Jun. 30	Jun. 19
Heli-Coil	SA.	.30 Jun. 26	Jun. 19
Hoffman Electronics		(Omitted)	

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 8, 1961

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	19¾	21¾	Magna Theater	4¾	47½
Adler Electronics	19¾	21¾	Magnetics Inc.	10¾	12
Aerovox	11¾	13½	Maxson	25¾	28
Allied Radio	28	30%	Meredith Pub.	41	44½
Astron Corp.	3	3-9/16	MetroMedia	21	22½
Babcock Electronics	31	33½	Microdot	26¾	29½
Baird Atomic	20¼	22¼	Milgo Electronics	22	25¾
Cannon Electric	31½	34%	Narda Microwave	8¼	9½
Capehart	10	11	Nuclear of Chicago	45	49½
Chicago Aerial Ind.	22	24%	Official Films	3¾	4¼
Control Data Corp.	100	106	Pacific Automation	6¾	6%
Cook Electric	12¾	13¼	Pacific Mercury	7½	8
Craig Systems	13½	15%	Philips Lamp	145¾	150%
Crosby Teletronics	6¾	7	Pyramid Electric	2½	27½
Dictaphone	33½	36½	Radiation Inc.	25¼	27½
Digitronics	29	32	Rek-O-Kut	2¾	3-3/16
Eastern Ind.	18	19%	Research Inc.	5½	6%
Eitel-McCullough	16½	17%	Howard W. Sams	42½	46½
Elco Corp.	12½	14%	Sanders Associates	46	49%
Electro Instruments	22	24%	Silicon Transistor	13¼	14½
Electro Voice	12	13%	Herman Smith	11½	13½
Electronic Associates	33¾	36%	Soroban Engineering	65	69½
Elec. Capital Corp.	42	46¼	Soundscribe	12¼	13%
Erie Resistor	13¾	14%	Speer Carbon	31½	33%
Executone	21¼	23¼	Sorasue Electric	76½	80
Farrington Mfg.	14¾	16	Sterling TV	3¾	4½
Foto Video	9	10	Syston-Donner	37½	40%
Four Star TV	21	23	Taft Bcstg.	20¼	22
General Devices	14¼	15%	Taylor Instrument	52	56
G-L Electronics	8¼	9½	Technology Inst.	7	8¾
Granco Products	3½	4¼	Tele-Broadcasters	2	2½
Gross Telecasting	21¾	23%	Telechrome	11½	12%
Hallcrafters	23¼	25¼	Telecomputing	7¼	8
Hathaway Instr.	27¾	30½	Time Inc.	85½	89%
High Voltage Eng.	172	185	Tracerlab	12½	13¾
Infrared Industries	16¼	18	United Artists	7¾	8¾
Interstate Engineering	19¾	21¼	Universal Trans.	1¼	17½
Ionics Inc.	32½	35%	Vitro	27¼	29%
Itek	52	56½	Vocaline	2¼	3-1/16
Jerrold	8¾	9¾	Wells-Gardner	34¾	37½
Lab for Electronics	54½	57%	Wilcox Electric	10%	11%
Leeds & Northrup	35	37%	Wometco	27	29%
Let Inc.	9	10¼			

WEEKLY **Television Digest**

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

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MINOW AS A CAPITOL HILL PERFORMER: It's sure nice to have a friend in court and to be a member of the team. So must FCC Chmn. Newton Minow feel after a week of almost constant testimony before Congressional committees. We saw a lot of Minow in action last week. Nowhere else can public learn as much about a public figure.

Minow appeared before 3 committees. He wore well with them for several reasons: (1) He sees eye-to-eye with committee chairmen on many things. (2) He's a Democrat—and the committees are run by Democrats. (3) He's as well prepared as a newcomer can be. (4) He has the "right" Hill personality. Among post-war FCC chairmen, only Ford was comparable.

Minow's manner is mild. He shows Congressmen the kind of respectful attention without which a man is dead on the Hill. Yet he's quietly very firm, doesn't hesitate to disagree with his questioners. But he's also cagey, knowing when to talk around something without sticking out his neck unnecessarily. He's good at another valuable technique: Frank admission of lack of knowledge when he lacks it—and frequent reliance on fellow Commissioners and flanking staff members.

Minow testified on FCC reorganization before Rep. Harris's Commerce Committee; on appropriations, before Sen. Magnuson's Appropriations Subcommittee; on antitrust matters, before Rep. Celler's Antitrust Subcommittee. Details of these hearing will be found in the 3 following stories. On June 19 he appears before Sen. Dodd's Juvenile Delinquency Subcommittee.

FCC ANTITRUST STATUS REPORT: Two pet hates of Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, are AT&T and Broadcast Music Inc. (the music licensing organization). As FCC Chmn. Minow appeared before Antitrust Subcommittee last week, Celler again made clear several points:

- (1) He believes AT&T makes too much money.
- (2) He fears AT&T will monopolize satellite communications.

(3) "I shall not rest until there is complete divorcement of stations and BMI"—referring to station ownership of the music licensing organization.

Minow held his own against Celler and brusque Subcommittee counsel Herbert Maletz. But, in truth, Minow got virtually kid-glove treatment, contrasted with traditional Celler-Maletz grilling.

Minow assured Celler that neither AT&T nor any other one company or companies would dominate space communications, that FCC's views aren't "frozen" to limiting satellite ownership to international common carriers, that AT&T rates are being re-examined. As for BMI, he said FCC would be "gravely concerned" if it were proved that BMI is "coercing" stations, as Celler charged.

FCC showed that it's quite concerned with "incentive compensation plan" proposed by CBS, in which affiliates' compensation increases as their percentage of network programs carried increases. Broadcast Bureau Chief Kenneth Cox said that FCC was studying proposal and that: "It could be more compelling to affiliates than option time. It well might have a more anti-competitive effect than option time." Said Celler: "Isn't it a device to get around option time?" "That's what we're investigating," said Minow.

Maletz was concerned about "non-uniform" affiliation contracts, saying it appears that multiple owners get better deal than single owners. Minow said that FCC should look into matter but it "has questions about its powers in this area."

Minow also agreed with Celler that some govt. agency should watch station time rates—"but we would need a change in the law."

Ge & Westinghouse antitrust convictions will be taken into account in their license renewals, Minow assured Celler, as reported earlier (Vol. 17:14 p1). What he didn't say, however, was what a well-informed FCC source told us: "Of course we must take that into account. But I don't know of anyone around here who thinks we'll take their licenses away." (See also p. 21.)

Minow also gave status reports on variety of other subjects, as requested by Celler—all well known to industry: Uhf, deintermixture, NBC-Westinghouse station swaps, etc.

Earlier, Justice Dept. antitrust chief Lee Loevinger gave similar run-down, adding little except to show he's not to be pushed around by Celler or anyone else: "I want to avoid grandiose statements," he said, "about what we propose to do."

MAGNUSON BACKS MINOW ON FCC PROGRAM ROLE: It was a honeymoon—mostly—was FCC's appearance before Senate Appropriations Subcommittee last week. Chmn. Magnuson (D-Wash.), who is also chmn. of Commission-supervising Commerce Committee, showed he's now pleased with Commission & Chmn. Minow. And FCC's appearance wasn't hurt at all by presence of Broadcast Bureau Chief Kenneth Cox, former special TV counsel to Magnuson.

Magnuson urged Minow to ask for funds for a "small" ETV staff to handle details he expects to develop when Congress gives the states funds for ETV stations (see p. 22). He expressed opinion that Commission should have "flexibility" in assigning added staff members, as provided by expanded appropriation, as it sees fit—rather than putting them where House recommended. Traditionally, House tells FCC how to use new staff members, and Commission is loathe to demur.

Most important, Magnuson defended Minow's views on FCC's role in TV programming, against charges of "censorship" raised during hearing by Sen. Allott (R-Colo.).

Allott read Jim Bishop column from Rocky Mountain News to effect that local FCC hearings on renewals would be form of "legal lynching" and "blackmail." Said Allott: "At such hearings, you get the malcontents. You're not going to hear from the hundreds of thousands who are satisfied."

Minow responded: "I respectfully disagree. I hear from PTAs, religious groups, leagues of women voters. I think they should be heard. I must be frank. That's what I intend to do." He insisted that such hear-

ings have been & will be fair. Allott complained about pressure groups, gave this example: "The CATV lobbyists packed Senate Committee meetings. They even packed the Senate." This was in reference to CATV's fight last year against federal-regulation bill, which was beaten by one vote.

"I don't want FCC setting itself up as a judge on programming," said Allott. He said he hadn't any complaints from broadcasters, but that he wanted to re-emphasize his views. "But," retorted Magnuson, "FCC has the responsibility to look over over-all programming." And Minow repeated his contention that Commission has right to hold licensees to their programming promises. Allott retreated: "If a station says it's going to do 2 hours of public service and doesn't, I believe the FCC ought to be concerned." And Sen. Bridges, also having expressed concern with "censorship," agreed that FCC has right to look into "categories" of programs.

Allott also had his complaints about programs—"I agree that the endless procession of Westerns are a low ebb in programming" and "I've seen programs on Sunday inappropriate to the Sabbath."

Comr. Ford spoke up for Complaints & Compliance Div., which he sparked, saying that it is working out well. He said that most investigations end without action against broadcasters and that Commission now is doing what Congress asked it to do, namely, investigating complaints. A couple of years ago, FCC's lame excuse about quiz-rigging & payola was that it didn't know what was going on.

Much testimony was devoted to satellite communications, which Minow reiterated was FCC's "top priority job." Magnuson was much impressed, obviously had thought much about it. He said: "The Russians will be prepared for the 1963 conference" on space-frequency allocations, and he asked Minow to come up with plans for a special satellite communications staff. Among other points of testimony:

—Comr. Craven said that direct satellite-to-home telecasts are technically possible but not practical—or needed. "It would take a very heavy satellite," he said. He also assured Committee that FCC wouldn't let any one company dominate satellite communications.

—Sen. Robertson (D-Va.), whose minister son holds CP for religious uhf WYAH-TV (Ch. 27) in Portsmouth, was concerned with future of uhf. Comr. Lee gave him details of FCC's N.Y. experiment and the well-known pros & cons of uhf.

—Magnuson said he envisioned a 4th TV network—ETV—and said that even commercial networks "believe it will elevate all TV."

—Minow described AM application backlog and said that "some people believe we ought to revise our whole engineering standards on AM."

JFK'S FCC PLAN BURIED: President Kennedy's ill-starred FCC reorganization plan (Vol. 17:18 p2 et seq.) was interred with few tears last week by Congress, which already had set out to replace the White House formula for streamlining Commission procedure with milder legislation.

Last rites for Kennedy plan were held June 15 in House. Led by Speaker Rayburn (D-Tex.), who said sorrowfully in rare floor speech that he opposed President on issue, House went through formalities of passing resolution of disapproval endorsed by its Govt. Operations Committee. House action was all that was necessary to bury Kennedy plan in advance of scheduled June 26 effective date. Similar thumbs-down resolution was ready in Senate, however. Senate's Govt. Operations Committee had sent it to floor—without recommendation—2 days earlier.

House vote of 323-77 against President coincided with windup of desultory 3-day hearing by Commerce Regulatory Agencies Subcommittee on bill (HR-7333) by Chmn. Harris (D-Ark.) for watered-down FCC reorganization (Vol. 17:22 p1). Promising excitement because of conflict with White House, proceedings started out with big hearing room's spectator & press seats filled. They ended with 3 stragglers in audience & one reporter (ours) at press tables.

"I have no special or particular interest in the bill I introduced," Harris said at outset of hearings, setting slow tempo for them—and for any legislative action. Harris said that he—and everyone he knows in Congress or at FCC—would like to see Commission's efficiency improved. But he indicated he didn't regard present procedural problems as urgent. "I have been very pleased with the progress that has been made," Harris said, citing self-improvement in the last several years not only by FCC but by other regulatory agencies.

More positive stance on legislative outlook was taken by Harris on House floor, however. "On the facts before us, it is undoubtedly true that something needs to be done," Harris said, "and I am sure our Com-

mittee will report a bill." He added: "I can say that in my judgment we will bring to the House a bill that will help the Commission in its work."

Support for "objectives" of Harris bill was voiced at House hearings by FCC Chmn. Minow & all other witnesses. And all had on-the-one-hand-&-on-the-other reservations about one bit of language or another. Loyal to the end to President Kennedy in controversy, Minow said "I adhere to the position I took" in backing White House plan. He also said—in one of few surprises at hearings—that if he couldn't have President's plan, he'd rather have Harris bill than Commission's own alternative "consensus" bill (S-2034) which had been introduced week earlier (Vol. 17:24 p3) by Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). For one thing, Minow said, he preferred discretionary-review terms of Harris bill to those in Pastore measure. After Minow had finished, all 6 other FCC members were heard from in general endorsements of Harris and/or Pastore proposals.

Tempo on FCC legislation probably will pick up in Senate June 28—the date set by Pastore for start of hearings on his Commission-drafted measure, with Minow as main witness. Pastore has promised to push hard for action this session on procedural reforms. Pastore—if not Harris—may provide momentum necessary for passage.

Lead-off House witness was President's advisor James M. Landis, author of Kennedy plan who had long since acknowledged it was doomed. He made no plea for restoration of the most controversial feature of White House scheme—authority for Minow to assign fellow FCC members to specific cases & tasks. Landis said he'd go along willingly with whatever Congress wants to do about FCC. Other witnesses included Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks, who raised few legislative objections. NAB Pres. LeRoy Collins filed statement lauding purposes of both House & Senate bills, but singling out Senate proposals as "workable & acceptable."

No real effort was made later on House floor by Democrats—even by ardent New Frontiersmen—to save President's plan. Joined by Harris in leading floor debate against it, Rayburn said White House proposals were attempt "to amend fundamental law"—which he pointed out is job reserved to Congress. Republican assault on plan was spearheaded by Rep. Gross (Ia.), who charged that White House was trying to seize FCC control. "I have never seen a worse grab for power," said Gross.

Note: President Kennedy has run into opposition by his own party only on his FCC plan. After defeating it, Rayburn & other Democratic leaders closed ranks to beat back (212-176) Republican attacks on SEC reorganization by White House. FTC & CAB reorganization plans will be tested in House votes this week—with similar results expected.

TV CODE STIFFENED AGAIN: NAB's TV Board amended 4 TV Code sections last week to put new ceilings on commercials in prime time, as recommended by Review Board. The rule-tightening changes had been in the works since June 1960, when the Review Board began turning the screws on multiple spots & opening-&-closing program "billboards" (Vol. 16:25 p9 et seq.).

"These amendments represent a significant step toward a new concept in which the Code Board directs its attention to obtaining maximum program time," said Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City). "In addition, the amendments correct certain inequities in the commercial time limitations set for programs with single sponsors & those under multiple sponsorship. We believe that both the viewer & the advertiser will gain."

Amendments are effective Oct. 29, when TV schedules generally switch from daylight to standard time. As announced June 14 by TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) after the regular Washington session, the new prime-time Code rules:

- (1) Reduce permissible time for commercials on participation shows from 6 to 4 minutes per half-hour.
- (2) Define peak viewing times as at least 3 hours per day.
- (3) Require that sponsor "billboards" & other non-program material (including public-service announcements & promotion for upcoming programs) be included in the 4-minute limitation.
- (4) Cut permissible between-program commercials from 3 to 2 instead of 2 plus 10-second ID announcement allowed under Code now—and which will still be permitted in non-prime time.

In a comment typical of those heard from network sources in N.Y., NBC standards dir. Ernest Lee

Jahncke Jr. told us: "NAB, in my opinion, is eliminating much of the peculiar double standard that exists between network commercial practices and those of local & independent stations. Actually, it's a case of NAB bringing individual station members up to the level of network policies in prime time."

Leading station groups sided with the networks in saying that their commercial policies had always been stiffer than NAB's anyway, and that the changes were aimed at "the local yokels." "Broadcasters would be smart to accept self-improvement," said one Eastern station executive, "in view of the climate in Washington." And from Los Angeles came the comment of Pres. Alvin Flanagan of independent KCOP. "I'm in favor of the new regulations. Not only will they improve TV, but they will give our spots one-third more dollar value, and will have that much more value to the advertiser. It's a step forward."

Ad agencies had no immediate reaction to the NAB move late last week. There were indications, however, that agency feelings, pro & con, would eventually depend to a large extent on client TV buying patterns. One large Madison Ave. agency, which has several prestige, full-sponsorship clients in network TV, said it was "delighted to see an end to the inequity whereby a major advertiser often has less commercial time than a bunch of local participation buyers." Another N.Y. agency, with several large TV-spot accounts, felt it "might work some hardship on advertisers with multiple-product lines."

NAB's Radio Code also was revised last week. At June 15 Washington session, Radio Board endorsed Radio Code Board recommendations that its rules be brought into line with TV Code bans against commercials for hemorrhoid remedies & feminine-hygiene products (Vol. 17:23 p11). Retained in Radio Code was general caution that "all advertising of products of a personal nature, when accepted, shall be treated with special concern for the sensitiveness of the listeners."

"Clarification" of Radio Code contest rules was voted at same time. New language reads: "Contests shall be conducted with fairness to all entrants, and shall comply with all pertinent federal, state and local laws & regulations." This substitutes for: "Contests shall offer the opportunity to all contestants to win on the basis of ability & skill, rather than chance." John R. Henzel (WHDL Olean, N.Y.) replaced James L. Howe (WIRA Fort Pierce, Fla.) as Radio Code Board member. Chmn. Cliff Gill (KEZY Anaheim, Cal.) reported that Standard Rate & Data Service would start identifying Code subscribers in its August station index.

NAB REORGANIZATION STARTS: NAB's combined TV-Radio Board gave go-ahead last week to Pres. LeRoy Collins to take first steps in his long-developing plan to revamp organization's structure (Vol. 17:23 p13)—then took some additional steps on its own.

The major Collins proposals approved by Board were for creation of single over-all NAB authority to administer TV & Radio Codes and for start of planning for establishment of university-attached NAB Research & Training Center.

In other actions, NAB's Joint Board: (1) Created new Washington hq office of exec. vp—to be filled by Collins, subject to Board approval. (2) Designated NAB secy.-treas. Everett E. Revercomb to head up new Dept. of Administration in charge of housekeeping chores. (3) Named 7-man advisory group of broadcasters "to make future recommendations at the Board's winter meeting regarding Board & staff structure."

Action on Collins plan came after debate at June 16 Washington session which he described as "full & free discussion." Board followed up vote with adoption of resolution expressing its "appreciation" & "support" of Collins leadership.

Over-all Code authority will be headed by director on vp level. Chief qualifications for job: "Experience & familiarity with both radio & TV." Director will have TV & radio assistants, and existing Hollywood & N.Y. offices will be continued. Research & Training Center would be headed by director with NAB vp title.

New reorganization advisory committee will be headed by Joint Board Chmn. Clair R. McCollough (Steinman Stations). Other members: TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge), William B. Quarton (WMT-TV Cedar Rapids), W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), Radio Board Chmn. George C. Hatch (KALL Salt Lake City), J. M. Higgins (radio WTHI Terre Haute), Richard W. Chapin (KFOR Lincoln).

Advisors were instructed by Joint Board to retain present office of NAB radio vp (now filled by John F. Meagher) in any additional hq reshuffling—and to keep concept of TV & Radio Boards as separate NAB entities. Joint Board made no recommendation on continuance or discontinuance of office of TV vp—vacant since recent resignation of Charles T. Tower.

CATV CLAN GATHERS—OLDER, WISER, STRONGER: Nation's CATV operators, as they meet in San Francisco's spanking new Jack Tar Hotel this week for their 10th annual convention, believe they've come a long way since last year.

National Community TV Assn. members astonished even themselves by beating federal regulation in the Senate by a one-vote margin last year, and they've been busy ever since, shoring up defenses to prove that such regulation is unnecessary. Most important area of activity has been in eliminating "hot spots"—CATV-station conflicts—coming to terms with small-station operators and getting them to take heat off their Congressmen. They have strong hopes that Congress will find no pressing need for legislation this year.

In the last year, galvanized by their whisker win in Senate, they've hiked dues heavily to hire full-time paid Pres. William Dalton, full-time house counsel Robert L'Heureux, full-time house public relations man Leonard Lieberman—and begun to take on coloration of full-fledged Washington-based trade association.

Their growth remains unimpeded. And their Canadian counterparts, who started later, are also showing strong increases. We've analyzed the exhaustive CATV directory in our new TV Factbook, fresh off presses, and find following pertinent figures:

(1) 733 U.S. systems in operation as of March 1, compared with 685 last Aug. 1 as shown in preceding Factbook. Canada has 201, vs. 172.

(2) U.S. homes served total 760,683 vs. 706,524 seven months ago. In Canada: 143,068 vs. 119,129.

(3) U.S. operators estimate potential of existing systems at 1,339,642 homes, compared with 1,219,603 in August. Canadian statistics are 323,385 vs. 319,923.

(4) Average U.S. system serves 1,132 homes vs. 1,187. Canada: 911 vs. 969.

(5) Average potential of existing U.S. systems is 2,123, according to operators. This compares with 2,155 seven months ago. Canadians say their average potential is 2,046 vs. 2,373 last year.

Again, Factbook lists installation & monthly charges, stations carried, names, addresses, phones, executives, etc. And there is our customary feature showing system group ownership as well as our valuable 19-page section listing the systems & homes served by each TV station.

NEW TV FACTBOOK—INDUSTRY'S BASIC COVERAGE GUIDE: We are pleased to report that our new Television Factbook is in the mail to you. Frankly, if you'll forgive our exuberance, we believe it marks a major advance in basic TV-advertising industry references. For the first time, everyone who works with the medium will have a quick, graphic guide to coverage & penetration of each commercial U.S. station. This comprises, first, a half-page map for each station, displaying 2 kinds of information:

(1) Official Grade A & B predicted contours, as filed with the FCC by each station.

(2) American Research Bureau "net weekly circulation"—showing county-by-county viewing patterns.

Next is a tabular presentation for each station, showing degrees of viewing for each county, plus total households, total TV homes and penetration percentages. And then, a map of each state—showing location of each station for geographic orientation purposes, accompanied by basic market data from Sales Management (market class & rank, county population, net effective buying income, retail sales and total households, TV homes, etc.).

Maps & ARB circulation figures are intended as basic guides. Detailed market analyses may be obtained from ARB's fundamental "1960 TV Coverage Study," based on more than 500,000 interviews, and from Sales Management's authoritative "1960 Survey of Buying Power."

The foregoing are in addition to our customary complete data on each station—executives, ownership, technical facilities, rate-card digests, etc. This expansion of the Station Directory section of the Factbook increases its size to 682 pages, enlarging the entire volume to 1,078 pages.

All of our other regular departments have been expanded & updated. They comprise more than 75 directories, including: Advertising & billings, allocations tables, applications & CPs, associations & periodicals, attorneys & engineers, brokers & services, FCC roster, foreign TV stations, manufacturing statistics & executives, networks, program sources, reps, station sales, group ownership, CATV systems, etc., etc.

Factbook is last of semi-annual editions. Hereafter, it will be published annually. Extra copies may be obtained from our Radnor, Pa. publication headquarters at \$12.50 per copy—and at \$10 each for 5 or more.

Congress

NETWORKS DEFEND THEMSELVES: Accused of committing high crimes & misdemeanors against children by fomenting sex & violence on TV, network defendants had their day in the Senate's juvenile-delinquency court last week. It was an unhappy time for one & all.

Network chiefs were lined up apprehensively in rows 2 & 3 deep in the Old Senate Office Bldg.'s big caucus room for the 2nd sensation-studded week of Judiciary Subcommittee Hearings presided over by Sen. Dodd (D-Conn.). Among them: CBS-TV Pres. James T. Aubrey, ABC-TV Pres. Oliver Treyz, NBC exec. vp Walter D. Scott.

They got their chances to defend themselves with bulky, documented statements that the good things on TV far outweigh any bad. But before they went into the dock they had heard things from other witnesses which were enough to make any network partisan wince.

ABC-TV had been taken over Subcommittee coals a week earlier for *Cheyenne* episodes (Vol. 17:24 p2). Now it was NBC-TV's & CBS-TV's turn to feel the heat.

Biggest sensation of the week came from Ziv-UA producer Ivan Tors of Hollywood, who read a letter from NBC's Jack Ballard in which the network expressed "concern over the absence of sex" from a half-dozen outlined *Man & the Challenge* shows.

Tors also said that Joseph Daly of Doyle, Dane, Bernbach, the agency handling the TV series, had warned him that *Man & the Challenge* would have to have "a great deal of sex & violence" before it could win a prime-time spot on TV. Tors testified that Daly told him the demand for spiced-up episodes originated with "Mr. Kintner"—presumably NBC Pres. Robert E. Kintner—and NBC programs & talent vp David Levy.

"Youth, Crime" and Ratings

Tors added that his business experiences with CBS ran along the same lines. Officials of that network, he said, had sent along word to Ziv-UA that more "youth & crime" would do things for the ratings of *The Aquanauts* (which became *Malibu Run* under another producer).

To show what *Malibu Run* was like, Dodd earlier had screened 30 minutes of "The Adventure of Frankie" from the series. "I have observed beatings, excessive speed [on the highway], entrapment for assault, scenes of a home crumbling, plus a saloon & drinking," Dodd commented.

Dodd asked another Ziv-UA witness—vp A. Frank Reel—how he liked "The Adventure of Frankie." Reel responded: "I'm not an expert on juvenile delinquency. But I personally feel this episode is no worse than many others on the air. It all comes under the heading of trash."

In rebuttal testimony on NBC's letter to Ziv-UA about *Man & the Challenge*, NBC's Scott said he thought producer Tors may have misinterpreted the word "sex." Scott told Dodd: "I would guess that word sex as used in the letter was shorthand for feminine interest."

Speaking for CBS-TV, programs vp Oscar Katz argued that the *Malibu Run* show cited by Dodd as a horrible example of bad TV programming actually taught moral lessons against juvenile delinquency. He also pointed out—as other network spokesmen did—that nobody had conducted definitive studies establishing any relationship between TV programming & juvenile delinquency.

ABC's Treyz testified that his network never would run 10 consecutive minutes of violence on any show, that no ABC-TV program was designed for any "bad effect" on

viewers. "I have never deliberately participated in any decision to step up violence," Treyz said.

Dodd wasn't mollified. Networks need public pressure to force them to curb "brutal, sadistic" programs, he said—and he repeated that FCC licensing of the networks would help, even if this might lead to govt. controls over freedom of thought on the air. To star witness Tors, Dodd said: "I'm well aware of the risk you're taking. I hope there will be no reprisals. I think the public owes you a debt of gratitude."

Other witnesses last week included:

Pres. Clara S. Logan of the National Assn. for Better Radio & TV, who filed a statistical count of mayhem & murder on a week of Los Angeles TV shows. She said it proved that TV represented a "real danger" to children.

Evelyn Burkey of the Writers Guild East, who testified that "those who pay the bill"—sponsors & ad agencies—can be blamed for much violence on TV screens. But she also said the networks should start resisting sponsor pressures to "beef up" show with more of the same.

Dr. Albert Bandura, Stanford U. psychology teacher, who ran off a film showing kindergarten children savagely beating an oversized doll. They were aping adult behavior they had observed in another film, he said.

Hugh O'Brian of *Wyatt Earp*, who wasn't much help to Dodd in criticizing action in other shows. "I've been so busy riding my own horse that I haven't had a chance to look at others," he said.

Sylvester (Pat) Weaver, ex-NBC head now with McCann-Erickson, who also failed to provide Dodd with fiery testimony. He declined to join in the attack on current TV programming. Prodded to comment on Subcommittee tabulations indicating that half of network might-time shows are action-adventure-mystery-cowboy categories, Weaver said, "that seems somewhat high."

Next scheduled witness: FCC Chmn. Minow, who has won a reputation as a critic of TV programming. Dodd called him for testimony June 19, when the current phase of the Senate TV hearings may wind up.

* * *

The coming season will have 25% fewer violence shows, reported June 12 *Sponsor*, pointing out that whereas the 3 networks in the 1960-61 season featured a total of 43 shows that "routinely lean on some form of mayhem," this figure will be down to 33 in the 1961-62 season.

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Sec. 315 Repeal Urged: NBC & CBS agree that one of the best things Congress could do to improve U.S. election procedures is to erase political equal-time requirements from the Communications Act. NBC Chmn. Robert Sarnoff & CBS Inc. gen. counsel Thomas K. Fisher made the same pitch in statements filed with the Senate Rules & Administration Elections Subcommittee during hearings on election-reform measures. Sarnoff also cautioned the Subcommittee against proposals that broadcasters should be required by law to furnish free air time to politicians. Fisher said CBS also opposes proposals for federal subsidies to pay for election-campaign broadcasts.

Billboard Ban Voted: Bonus payments of federal highway funds to states which ban billboards along the routes would be extended for 2 years under amended terms of a House-approved \$11.4-billion road bill passed by the Senate. The measure was sent into Senate-House conference, where opponents of the billboard amendment will try to eliminate it on the ground that it discriminates against outdoor advertising in favor of other advertising media.

The FCC

FAA POSTS TOWER RULES: The Federal Aviation Agency has retreated—but not much—from the tall-tower rules & regulations it proposed last September. That jurisdictional-tightening move was protested loud & long at the time by NAB & other broadcasting groups as an invasion of FCC territory (Vol. 16:38 p5 *et seq.*).

"The revised order is still bad for broadcasters," we were told by one industry-group lawyer who led in the fight against FAA's initial proposals. "It still puts them under 2 agencies when they apply for tower permits—and they can count on FAA being unfriendly." The only protest-recourse now for broadcasters from the FAA ukase will be in the courts.

In the finally-adopted form announced last week by FAA, the air-hazard rules are reduced to 35 pages from the original 54.

FAA said "substantial revision" of its original proposals is provided in the final rules, effective July 15, but that the "general form" of the first draft is maintained—and that the agency's "authority & jurisdiction" in controlling heights of TV & radio towers to protect aircraft aren't subject to challenge under the Civil Aeronautics Act.

Lengthy Hearings Avoided

FAA backed away from proposals that would require elaborate hearing procedures on broadcasters' plans to construct or alter tall towers. Acknowledging that the procedures might be "unduly complicated" and would "consume substantial periods of time," FAA said: "In view of the public reaction, a simplified proceeding has been substituted by which these hearings may be expedited."

FAA also inserted "an affirmative requirement" in its final order that FCC must be consulted before any antenna farms are set up. Such antenna groupings can help keep other airspace clear, but the "beneficial effect could be lost if the farm areas established were not compatible with the over-all needs of the broadcast industry," FAA conceded. It promised that FCC's "views will be given full consideration prior to any FAA action," but clung to its claim to the right to designate farms.

In another change in the original proposals, FAA made it clear that the new regulations won't apply to structures already in existence on July 15.

Additional modifications in the rules included these:

On construction notices to FAA—"A provision has been incorporated in the regulation which will permit immediate action with minimum notice in any emergency involving essential public service, public health or safety."

On air-hazard criteria—"The regulation adopted does not brand immediately as hazards all proposed construction which would exceed the criteria." And the criteria themselves have been made "more lenient," such as an extension of control-zone tower elevation limitations near cities from 170 to 200 feet. Quick FAA studies will be made to see if "contemplated construction would, in fact, result in a hazard to air navigation." The initial limitation covered control areas—blanketing most of the Eastern states—as well as restricted control zones.

On aeronautical studies—"Provision is made for the possible adjustment of (1) aviation requirements to accommodate the construction proposals and (2) the location & height of the proposed structures to eliminate or minimize their effects on air navigation." It's expected that most conflicts will be resolved informally without need for hearings, FAA said.

Crosley Losing Indianapolis Ch. 13: In a rare & significant action, caused by the passage of time which produced a change in FCC's membership, the Commission voted 4-2 last week to take WLWI (Ch. 13) Indianapolis from Crosley and give it to original competitor radio WIBC.

The Commission merely announced that it had instructed its staff to draft the final decision. It didn't tell how the vote went or what its reasoning was. Comr. Craven abstained.

The case has a long history. Originally, Craven, who had been engineering consultant for radio WIRE (an early competitor which dropped out), wanted to refrain from voting. However, FCC was tied 3-3, and the Commission general counsel said Craven could vote to break the tie. He voted for Crosley and it won. WIBC took the case to court on another ground—that Craven voted without having heard oral argument. The court ruled that WIBC was right, sent the case back to the Commission for a retake. WLWI went on the air in 1957, meanwhile. Now, none of the Commissioners who voted for Crosley is still present (except non-voting Craven): Doerfer, Mack & McConaughy. Originally, Hyde, Bartley & Lee had voted against Crosley.

It's understood that at least one reason for FCC's current choice of WIBC is that Crosley owns other stations in the area—WLWT Cincinnati, WLWD Dayton & WLWC Columbus. Chmn. Minow, in his hearing before Rep. Celler June 15 (see p. 2), discussing the "concentration of control" issue, said: "We instructed the staff yesterday on [a concentration case]."

The case isn't over with yet, of course, and there's bound to be considerable lengthy litigation before it is.

Examiner Rough on WHYZ-TV Duluth: Some of the sharpest language used in years was employed by FCC examiner Herbert Sharfman in his initial decision recommending denial of a modification of CP for change of facilities to WHYZ-TV (Ch. 10) Duluth—tantamount to urging the FCC to take away the whole CP. He concluded that principals L. F. Gran and the late Louis E. Caster had: (1) Engaged in unauthorized construction. (2) "Trafficked" in a license in transfer of control to Ashley Robison. (3) Wilfully misrepresented facts to FCC. (4) Were guilty of unauthorized transfer of control. The 74-page single-spaced decision—outlining tremendously complex dealings—is full of such expressions as "chicanery," "guile," "cabal," "deliberate, knowing & inexcusable."

"Summary Procedure" Asked: FCC has given Congress the draft of proposed Communications Act amendments permitting the Commission to follow "summary procedure" in handling license application cases in which it is "unable to find that a grant would be in the public interest." Under language of the amendments—first written by FCC in February, but held up pending Budget Bureau study (Vol. 17:16 p4)—the Commission wouldn't be required to go into "full evidentiary hearings where no genuine, substantial and material issues of facts have been presented." Applicants in such cases would be entitled to additional pleadings & oral arguments, however. In a "justification" accompanying the draft bill, the Commission told Congress "it would serve to sharply reduce the number of protracted evidentiary hearings."

Minow Gets Foreign Report: TV Program Export Assn. Pres. John G. McCarthy met with FCC Chmn. Minow June 16 to assure him that American TV films shown abroad are giving viewers a favorable image of the U.S.

Clear-Channel Decision Rides Again: FCC has told its staff to draft a final clear-channel (AM) decision in the hope of bringing to a conclusion a subject that has been pending for some 15 years. The staff is being spurred to complete the work by FCC's August recess.

Essence of the decision: Allow the construction of new Class II (10 to 50 kw) stations on 13 clear channels; leave the other 12 undisturbed.

Naturally, the decision will be challenged in court. Assuming the FCC wins, hearings for the new stations—in which the "invaded" clear-channel stations will participate—will take the usual 2-3 years to complete. Here are the channels to be broken down, the clear-channel stations using them, and the states in which the new stations will be located:

670 kc, WMAQ Chicago, to Ida.; 720, WGN Chicago, to Nev. or Ida.; 750, WSB Atlanta, to Anchorage, Alaska (for shifting of an existing station); 760, WJR Detroit, to San Diego (for shifting of an existing station); 780, WBBM Chicago, to Nev.; 880, WCBS, N.Y., to N.D., S.D. or Neb.; 890, WLS Chicago, to Utah; 1020, KDKA Pittsburgh, to N.M.; 1030, WBZ Boston, to Wyo.; 1100, KYW Cleveland, to Colo.; 1120, KMOX St. Louis, to Cal. or Ore.; 1180, WHAM Rochester, to Mont.; 1210, WCAU Philadelphia, to Kan., Neb. or Okla.

The following would be unaffected: 640, KFI Los Angeles; 650, WSM Nashville; 660, WNBC N.Y.; 700, WLW Cincinnati; 770, WABC N.Y.; 820, WBAP-WFAA Ft. Worth-Dallas; 830, WCCO Minneapolis; 840, WHAS Louisville; 870, WWL New Orleans; 1040, WHO Des Moines; 1160, KSL Salt Lake City; 1200, WOAI San Antonio.

FCC N.Y. Hearing List: Witnesses for FCC's program hearings in N.Y., starting June 20 (Vol. 17:23 p5), will include the following, the Commission announced: David Susskind & Daniel Petrie, Talent Associates-Paramount; Worthington Miner, NTA; George Schaefer, Compass Productions; William Todman & Mark Goodson, Goodson-Todman; Mildred Freed Alberg, Milberg Enterprises; Ernest Kinoy & David Davidson, Writers Guild; Perry Como, Roncom Productions; Dave Garroway; Bob Banner, Bob Banner & Associates; Paddy Chayefsky; Fred Coe; Sylvester L. Weaver, McCann-Erickson; Albert McCleery, CBS; Robert Saudek, Robert Saudek Associates; Irving Mansfield, Impa Productions; H. William Fitelson, Theater Guild; Fred Friendly, CBS; Henry Jaffe, Harry Jaffe Enterprises; Tad Mosel; Erik Barnouw, Columbia U.; Gore Vidal; Ed Sullivan; Irving Gitlin, NBC; Robert Alan Aurthur; Robert Gessner, NYU.

"Plugola" Deadline Extended: At the request of NAB, FCC has extended from June 19 to July 10 the deadline for industry comments on the Commission proposal covering "broadcast announcements of financial interests" of stations' owners & employes in broadcast promotions. Reply-comments deadline was moved from July 10 to July 30.

FCC Information Consultant: Michael Connelly, ex-United Press and *San Francisco Chronicle*, has been hired as an FCC consultant, for 6 weeks, to study the Commission's press information setup.

Washington Uhf ETV: FCC was so happy to grant an ETV station for its own home town—Ch. 26 to the Greater Washington Educational TV Assn.—that it put out a full-page press release on it.

Advertising

Y&R READY FOR ROUND 2: Having lost round one in its uphill fight against 3-network adoption of the 42-sec. station break between nighttime programs, Young & Rubicam climbed through the ropes again last week, battered but unbowed. At an agency-hosted meeting June 14, media-relations vp William E. Matthews warned some 60 N.Y.-area station reps invited to the session that Y&R would ride close herd on the new station commercial policies via BAR's TV performance audits. (We have previously reported Matthews' statement—Vol. 17:23 p10—regarding the 9,514 local station violations that were uncovered by a 4th-quarter 1960 BAR report.)

Y&R's move "questions the integrity of the TV industry," charged one station representative at the meeting. "We have had many cases where stations have been careless and we have paid for something we didn't get," retorted Matthews angrily. "We shake in our boots for fear that clients will ask for proof that their commercials are going where they want them. We have a right to ask for that proof and I hope there will be no more challenging of that right."

"If we place an order with a magazine," the Y&R vp continued, "we do not pay the bill unless a tearsheet of the ad accompanies the invoice . . . We want proof of performance . . . One top agency president told me that he paid for three months for a commercial that never went on the air."

"I can't understand why broadcasters say you should take their word for what they do when no other medium makes this imposition. Certainly it is hard for television to give proof. But asking for a sample check is not an attack on the intentions or integrity of broadcasters."

The agency will also police local programming, said Matthews, to see if "the many pious statements about the beneficial effects [on programming] of the increased revenue" are realized. He asked for "co-operation to speed up the fixing of rates based on the longer breaks" and an indication from the reps of what spot-announcement patterns stations are likely to select.

Antagonistic undercurrents at the brief session surprised no one; the reps are almost unanimously in favor of the extended station breaks. Early last month, Station Representatives Assn. managing dir. Lawrence Webb sent a letter to all U.S. commercial TV stations heralding the then-proposed move as a boon for "better service."

First-half Magazine Slump: Magazines may have increased their revenue from the 100 leading magazine advertisers during 1960 (Vol. 17:20 p15), but there has been a revenue slump in the first half of this year. So reported *Printers' Ink* June 16 in the latest of its periodic checkups of print-media activity. The drop amounted to a page-volume decrease of 9.1% for the first 6 months of 1961, and 10.2% for the month of June under June 1960. June 1961 represented the 10th consecutive month that has been under its corresponding year-ago month.

Theater Booking Revolution: TV has been the cause of a change in the pattern of booking films for theaters, reports *Sponsor*. Bookings used to be made in terms of newspaper coverage, placing pictures within a 50-mile radius. But the longer reach of TV-station coverage has made it necessary to arrange play dates simultaneously in the many suburban towns surrounding the city markets.

THE TOP 100 TV ADVERTISERS — 1960

Supplied by TV Bureau of Advertising

	Spot TV	Network TV	Total TV
1. Procter & Gamble Company	\$55,084,440	\$46,406,679	\$101,491,119
2. Lever Brothers Company	16,535,560	28,613,140	45,148,700
3. American Home Prod. Corp.	9,412,110	33,376,057	42,788,167
4. General Foods Corporation	18,540,740	18,623,648	37,164,388
5. Colgate-Palmolive Company	11,419,230	22,511,280	33,930,510
6. General Motors Corporation	1,646,820	22,985,033	24,631,853
7. Bristol-Myers Company	10,169,560	10,747,288	20,916,848
8. Brown & Williamson Tob.	7,786,200	12,533,149	20,319,349
9. R. J. Reynolds Tobacco Co.	4,173,570	15,891,416	20,064,986
10. Sterling Drug, Inc.	2,185,890	15,358,919	17,544,809
11. General Mills, Inc.	2,569,810	14,651,707	17,221,517
12. Miles Laboratories, Inc.	8,132,990	8,839,446	16,972,436
13. P. Lorillard & Company	8,431,630	7,755,281	16,186,911
14. Gillette Company	4,031,050	12,075,302	16,106,352
15. American Tobacco Company	6,056,610	9,701,965	15,758,575
16. Kellogg Company	5,795,390	9,900,196	15,695,586
17. Philip Morris, Inc.	4,149,560	11,245,448	15,395,008
18. Texaco, Inc.	514,010	12,161,822	12,675,832
19. Liggett & Myers Tob. Co., Inc.	1,542,980	10,991,624	12,534,604
20. Warner-Lambert	6,302,760	5,464,060	11,766,820
21. National Biscuit Company	1,321,330	10,347,922	11,669,252
22. Ford Motor Company	28,520	11,159,933	11,188,453
23. S. C. Johnson & Son, Inc.	2,813,160	8,103,747	10,916,907
24. Standard Brands, Inc.	7,477,080	2,887,140	10,364,220
25. Alberto-Culver Company	1,242,160	8,822,038	10,064,198
26. Lestoil Products, Inc.	9,961,120	—	9,961,120
27. National Dairy Prod. Corp.	1,212,650	8,529,811	9,742,461
28. Westinghouse Electric Corp.	208,270	8,825,165	9,033,435
29. Chrysler Corporation	318,060	8,638,201	8,956,261
30. Pillsbury Company	3,847,110	4,927,310	8,774,420
31. William Wrigley Jr. Co.	7,810,220	616,248	8,426,468
32. Carter Products, Inc.	1,938,580	6,174,175	8,112,755
33. E. I. Du pont De Nemours	399,730	7,558,622	7,958,352
34. J. B. Williams Co., Inc.	173,840	7,629,626	7,803,466
35. General Electric Company	1,966,070	5,745,718	7,711,788
36. Nestle Co., Inc.	5,679,460	1,611,156	7,290,616
37. Corn Products Co.	3,737,550	3,342,356	7,079,906
38. American Chicle Company	2,448,910	4,612,913	7,061,823
39. Ralston-Purina Company	675,540	6,067,040	6,742,580
40. Revlon, Inc.	2,359,060	4,219,880	6,578,940
41. Campbell Soup Company	1,263,440	5,304,700	6,568,140
42. Hunt Foods & Industries, Inc.	6,530,630	—	6,530,630
43. Continental Baking Co.	5,879,280	593,837	6,473,117
44. Beech-Nut Life Savers, Inc.	1,220,360	4,819,117	6,039,477
45. Bayuk Cigars, Inc.	—	5,705,471	5,705,471
46. International Latex Corp.	5,591,010	—	5,591,010
47. Eastman Kodak Co.	309,690	5,271,794	5,581,484
48. Block Drug Co., Inc.	299,500	5,242,390	5,541,890
49. Scott Paper Co.	1,503,190	4,020,948	5,524,138
50. Quaker Oats Co.	2,362,270	3,022,574	5,384,844
51. Ford Motor Co., Dealers	5,275,570	—	5,275,570
52. Carnation Company	2,056,260	3,009,147	5,065,407
53. Armour & Company	959,990	3,988,370	4,948,360
54. Johnson and Johnson	607,230	4,297,630	4,904,860
55. Simoniz Co.	2,472,200	2,331,275	4,803,475
56. Coca-Cola Co./Bottlers	4,187,470	561,080	4,748,550
57. Richardson Merrell, Inc.	2,213,520	2,374,527	4,588,047
58. Jos. E. Schlitz Brewing Co.	1,884,170	2,625,530	4,509,700
59. Kaiser Industries Corp.	—	4,448,040	4,448,040
60. J. A. Folger & Co.	4,387,220	—	4,387,220
61. Anheuser-Busch, Inc.	3,715,300	646,573	4,361,873
62. General Motors Corp. Dealers ..	4,350,470	—	4,350,470
63. Helene Curtis Industries, Inc.	903,420	3,350,042	4,253,462
64. Armstrong Cork Co.	—	4,181,034	4,181,034
65. Minute Maid Corp.	3,623,440	443,309	4,066,749
66. Avon Products, Inc.	4,000,240	—	4,000,240
67. Standard Oil Co. (N.J.)	3,175,400	786,155	3,961,555
68. Radio Corp. of America	135,050	3,735,367	3,870,417
69. Prudential Ins. Co. of Amer. ...	26,270	3,766,361	3,792,631
70. Sears, Roebuck & Co.	961,070	2,827,765	3,788,835
71. Mennen Co.	2,069,180	1,621,120	3,690,300
72. Aluminum Co. of America	158,750	3,492,926	3,651,676
73. Food Mfrs., Inc.	3,651,080	—	3,651,080
74. Falstaff Brewing Corp.	2,403,400	1,236,529	3,639,929
75. Kimberly-Clark Corp.	89,280	3,524,286	3,613,566
76. Canadian Breweries, Ltd.	3,033,050	570,799	3,603,849
77. Drackett Co.	20,940	3,577,524	3,598,464
78. Consolidated Cigar Corp.	2,304,900	1,290,070	3,594,970
79. U.S. Steel Corp.	—	3,298,618	3,298,618
80. Swift & Co.	1,928,990	1,366,220	3,295,210
81. Beecham Products, Inc.	459,480	2,796,388	3,255,868
82. Chesebrough-Ponds, Inc.	1,446,150	1,786,149	3,232,299
83. Pepsi Cola Co./Bottlers	3,119,040	—	3,119,040
84. Mutual Benefit H. & A. Ass'n ..	34,400	3,036,436	3,070,836
85. H. J. Heinz Co.	68,960	2,940,051	3,009,011
86. Pabst Brewing Co.	2,697,950	276,799	2,974,749
87. Norwich Pharmacal Co.	2,619,030	298,788	2,917,818
88. Reynolds Metals Co.	89,480	2,818,160	2,907,640
89. Shell Oil Co.	2,630,660	274,028	2,904,688
90. Andrew Jergens Co.	2,402,070	397,224	2,799,294
91. Sperry Rand Corp.	—	2,783,184	2,783,184
92. Theo. Hamm Brewing Co.	2,360,690	412,908	2,773,598
93. Polaroid Corp.	—	2,755,186	2,755,186
94. United Merchants Mfrs., Inc. ...	2,745,640	—	2,745,640
95. Atlantis Sales Corp.	2,185,120	500,447	2,685,567
96. Hills Bros. Coffee, Inc.	1,706,010	979,556	2,685,566
97. Plough, Inc.	1,516,010	1,124,788	2,640,798
98. Sweets Co. of America, Inc.	144,390	2,484,559	2,628,949
99. Pet Milk Co.	73,360	2,520,401	2,602,761
100. Noxzema Chemical Co.	576,460	1,906,269	2,482,729

22 Categories Boosted TV Spending: Of the 32 product categories in network or national spot TV, 22 showed increases in 1960, reported TvB in a roundup last week titled "How's Business?" Five categories (all using both spot & network) showed better than 35% increases over 1959. They were: (1) Amusements & entertainment, up 92.4% to \$2.6 million. (2) Hotels, resorts & restaurants, up 70% to \$1 million. (3) Household furnishings, up 35.8% to \$10.4 million. (4) Publications, up 610.3% to \$5 million. (5) Stationery & office equipment, up 38.2% to \$2 million. In another report, TvB said that wax & polish advertisers increased their 1960 TV dollars (including local expenditures) 56% over 1959. Gross time billings for that industry were \$16.9 million, with TV's share of the top 10 billings 85.6%—up from 62.9% in 1959. Leaders were S. C. Johnson (\$7.8 million), Simoniz (\$4.4 million), and American Home Products (\$1.5 million).

Pool Business Making Big Splash: Swimming pool sales, including equipment & accessories, amounted to a billion dollars in 1960, reported June 9 *Printers' Ink*, and 60-65,000 new pools will be built this year. Pool contractors' ad budgets are increasing along with sales, but TV isn't getting much of the business (most pool makers use newspapers). Bruce Corolac, however, has used TV in the metropolitan N.Y. market, plans to continue in the medium as it enters other Eastern markets. General Pool Corp. (dealers in 42 states) plans to advertise nationally.

Hemorrhoid Drugs Probed: FTC has launched an industry-wide investigation of advertising by more than 100 makers of hemorrhoid products to see whether they are "exaggerating the efficacy" of the remedies. In letters to the manufacturers, FTC has demanded samples of all advertising in all media and quantitative formulas for each product. Commercial for hemorrhoid remedies are banned by NAB's TV & Radio Codes (see p. 4).

Ad People: Gordon H. Lusty and Robert Herzbrun elected BBDO vps . . . William B. Lewis, Kenyon & Eckhardt chmn., named also creative services dir.; W. Stephens Dietz elected senior vp & mktg. services dir.; Howard M. Wilson elected senior creative services vp . . . Dr. Herbert E. Krugman named a Ted Bates vp.

Kenneth McAllister, ex-Benton & Bowles, named ad vp, Thomas J. Lipton Inc.

Henry P. Stockbridge, ex-Young & Rubicam, named to new post of new product planning dir., B. F. Goodrich . . . Wilford Thunhurst appointed TV-radio dir., Erwin Wasey, Ruthrauff & Ryan Pittsburgh office.

Obituary

Charles F. Hanser, 78, Donahue & Coe vp, died June 14 of cancer at his home in Red Bank, N.J. He had been with the agency since 1934. Surviving are his wife, 2 children, 4 grandchildren and 9 great grandchildren.

TELEVISION FACTBOOK NO. 32 IS OUT

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST last week. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at \$12.50 each; or \$10 each for 5 or more.

Stations

FAB URGES TV-RADIO EDITORIALS: The Fla. Assn. of Bcstrs. gathered in Miami last week (June 14-17) for its 26th annual convention. Pres. Lee Ruwitch, WTVJ Miami exec. vp-gen. mgr., set the theme in an opening address that stressed (1) the status-building importance of editorializing, (2) the need to improve the quality of programming & broadcasting techniques, (3) the strength in numbers. FAB's membership includes all of the state's TV stations & 85% of its radio.

Highlights of the 4-day session included a recital by former FCC Broadcast Bureau Chief Harold Cowgill of the "Inside Story of FCC's Probe in Florida," a banquet address by FCC Comr. Robert T. Bartley, and panels, workshops and addresses on subjects ranging from automation & stereo to ratings & editorializing:

FAB Pres. Ruwitch: "The FAB is one of the few state organizations that has urged its members to editorialize. Almost a year ago we mailed kits to all members containing sample editorials and urged that all responsible stations consider this course of action. I hope that we can truthfully boast that more stations in the state of Florida—both TV & radio—now editorialize than elsewhere in the country." Emphasizing the importance of membership strength, Ruwitch noted that when FAB speaks to state & national leaders it gets "a very attentive ear."

FCC Comr. Bartley: It's time for broadcasters to act—either individually or collectively—to reclaim programming controls from networks & national advertisers, Bartley told a June 16 session. "Are you gentlemen, you local licensees & program directors, going to let this potentially greatest of all media for mass communications continue to drift into control of a few hands?" he asked.

Bartley's answer: "I just can't believe that it is an economic necessity that you have to capitulate. For if stations are too weak individually to exercise their responsibility, they should figure out some way to do it together. Now, whether it would be desirable that licensees be afforded some relief from the anti-trust laws in their 'combined dealings' with the networks is a question the affiliates should explore."

Harold Cowgill: The former FCC staffer told the broadcasters that in his opinion Florida licensees which have not yet been renewed are being delayed by the paperwork involved in spelling out specific citations against the stations. He does not believe that the delay necessarily means that the licenses involved are in jeopardy.

Eugene B. Dodson, WTVT Tampa-St. Petersburg vp-mgr.: "Make no mistake about it, editorializing is a headache to any broadcaster who undertakes it. The problems it presents are not minor ones. [However] I am firmly convinced that regular editorials have been one of the most worthwhile additions to our schedule and to our operation. I know they have greatly enhanced our stature in the community. Considered strictly as programming material, they have been good. The latest ARB gives our editorial an average rating of 30, in a 3-station market, with its competition being the major evening newscasts on both other stations. Its share-of-audience among the 3 stations is 60%. Otherwise, I feel we are performing a genuine community service with the editorials . . . We are stimulating thought & action."

ARB-Nielsen: Representatives of 2 major rating firms, ARB Dir. James W. Seiler and A. C. Nielsen vp George E. Blechta, gave a friendly back-pat to the report on rating

services prepared for the House Commerce Committee by Stanford's William G. Madow (Vol. 17:13 p3). Seiler volunteered ARB "co-operation" in any effort to set up a TV-industry audience-research committee. But he also warned the FAB meeting that it was up to broadcasters as research buyers to accept a "full share of responsibility" for improvements in the research field. Audience measurement, he said, should be bought "to learn facts, not for the most attractive numbers." Nielsen's Blechta commended the Madow report for having "put an end to much of the confused thinking on the subject of ratings." The report, Blechta said, "put things back into focus . . . ratings are only the tools, not the masters . . . the few complaints about the complex language of the report are either studied or extremely naive. Broadcast ratings aren't simple."

Abel Mestre: A surprise guest & speaker at the FAB convention was the one time chairman of Cuba's CMQ Network, seized by Castro. Mestre, unscheduled speaker at the June 16 luncheon, recounted his broadcasting problems with the Castro government.

New officers: Lee Ruwitch and Norman Protsman (radio WNER Live Oak) were re-elected as FAB president & secretary-treasurer respectively.

New directors: Elected to 2-year terms as directors for TV—Joseph L. Brechner, WLOF-TV Orlando; George W. Harvey, WFLA-TV Tampa; Fred P. Shawn, WSUN-TV St. Petersburg-Tampa. Elected to 2-year terms as directors for radio—George Friend, WPLA Plant City; Robert M. Weeks, WADE Tampa; Warren Blackmon, WVCG Coral Gables; William J. Ryan, WNOG Naples; Earnest R. Currie, WZOK Jacksonville.

TV Information Group Named: Appointments by the networks & NAB Pres. LeRoy Collins of members of the 9-man TV Information Committee for 1961-62 were confirmed last week by NAB's TV Board. They are: Lester Bernstein (NBC), John P. Cowden (CBS), Michael Foster (ABC), Roger W. Clipp (Triangle Stations), Joseph C. Drilling (WJW-TV Cleveland), Clair R. McCollough (Steinman Stations), C. Wrede Petersmeyer (Corinthian Bestg. Corp.), Joseph S. Sinclair (WJAR-TV Providence), Willard E. Walbridge (KTRK-TV Houston).

Hatch Heads Radio Board: NAB's Radio Board has elected George C. Hatch, pres. of KALL Salt Lake City, as chairman, succeeding Thomas C. Bostic (Cascade Bestg. Co.), whose term expired in May. The new vice chairman of the board is Joseph M. Higgins (WTHI Terre Haute).

NAB Hits Another High: An all-time peak of 2,378 radio station members (1,776 AM, 602 FM) has been reached by NAB. And NAB's new Radio Code, activated last July, already has won 1,272 station subscribers.

Cox & Sweeney Talk to Broadcasters: Speakers at the Maryland-District of Columbia Broadcaster's Assn. convention in Ocean City, Md. June 22-24 include: Kenneth Cox, chief of FCC's Broadcast Bureau; Charles Sweeney, FTC advisor; Charles Stone, NAB Radio Code-affairs dir.

U.S.-Mexican AM Agreement: With the exchange of "instruments of ratification" by diplomatic officers in Mexico City June 9, the new U.S.-Mexican AM agreement became effective.

Power Emergency Stops Only 1 Station: New York City's TV braved the blackout which beset the city June 13. WNEW-TV was the only local station which was forced to go black and ABC o&o WABC-TV had moments of difficulty.

NEW & UPCOMING STATIONS: KBMT (Ch. 12) Beaumont, Tex. received its program-test authorization from FCC on June 14 and planned to start with ABC-TV programming on Father's Day, June 18. It thus became this year's 8th U.S. starter and raised the on-air total to 585 (91 uhf).

The station has a 50-kw GE transmitter and a 998-ft. Kimco tower with a 12-bay antenna ½ mi. S. of Sabine, Tex. Its owners are oilmen Randolph C. Reed and N. D. Williams, each holding 50% of the stock. John H. Fugate is gen. mgr., A. R. (Pete) McCausland is program dir. and Vernon L. Dillaplain is chief engineer. Base hourly rate is \$450. Rep is Hollingsbery.

Canada also had a new starter when satellite CHBC-TV-4 (Ch. 5) Salmon Arm, B.C. began repeating parent CHBC-TV (Ch. 2) Kelowna, B.C. on June 15. It's the country's 90th TV outlet and the 5th in a string of automatic unattended satellites operated by CHBC-TV. CHBC-TV-4 has a 5-watt Benco transmitter and uses a 50-ft. wood pole for a tower.

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

CHSJ-TV-1 (Ch. 6) Bon Accord, N.B. plans to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B. Construction of the transmitter house at a site 8 mi. SE of Perth, N.B. began May 25. A 500-ft. tower has been purchased from Ocean Steel & Construction Co. Ltd., Saint John. The station will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV.

WBJA-TV (Ch. 56) Binghamton, N.Y. has set Oct. 1 target, reports owner Alfred E. Anscombe. Studios will be in the Arlington Hotel, with the tower on the roof. Base hour will be \$300. Rep not chosen.

WEPA-TV (Ch. 66) Erie, Pa. has an Oct. 1 programming target, writes owner Alfred E. Anscombe. Studios and transmitter will be in a new building at 35th & State Sts. Base hour will be \$300. Rep not chosen.

KLRN (Ch. 9, educational) San Antonio, Tex. plans to start early in 1962, according to asst. gen. mgr. Harvey Herbst, on leave of absence from U. of Tex. The station will have a 900-ft. tower on a hill at the Leonard Voges ranch, about 9 mi. NW of New Braunfels, from which it is planning to cover Austin as well as San Antonio. KLRN will also reach Laredo by way of a microwave relay that the city school system is installing. The station will be built & operated by U. of Tex. under contract from the CP-holder Southwest Texas Educational Television Council. Studios will be at the U. of Tex., Austin, and offices in Austin and at San Antonio College. Robert F. Schenkkan, radio-TV dir., U. of Tex., will be station mgr. on a part-time basis. N. W. Willett, also from the U., will be chief engineer.

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NAB Seminar Enrolls 63: At least 63 broadcasters from 29 states & Puerto Rico—plus students from station-rep & ad-agency fields—will be on the campus of Harvard's Graduate School of Business Administration for NAB's 3rd annual executive development seminar July 9-21. Reporting the advance enrollment figure, NAB's broadcast personnel & economics mgr. James H. Hulbert said 2 non-broadcasting applicants had been accepted for the first time. They are Avery-Knodel's Lewis H. Avery & J. Walter Thompson's Norman A. Varney Jr.

Programming

Minow as Clearance Aid: Has the pressure for more & better informational shows by FCC Chmn. Minow made things easier for the networks in clearing lineups for public-affairs shows? "No—not at the moment," we were told by all 3 networks, which said generally that "there's been no noticeable change in the station-clearance problem since Minow sounded off."

Will the long-standing problem of getting affiliates to take the networks' informational shows (Vol. 17:13 p3) be eased this fall as a delayed-action result of Minow's pressure? There was some network evidence last week that the answer may be "yes"—but a very qualified "yes." None of the network sources we contacted was willing to trace a direct cause-&-effect link between the clearance outlook for prestige shows and Chmn. Minow's recent pleas for industry improvement. But an NBC-TV station-relations official said there would "definitely" be longer lineups of public-affairs shows on that network in the 1961-62 season.

A CBS source was more cautious, saying that "it's too early to tell if there's been any radical change-of-heart on the part of affiliates toward clearing public-service shows." An ABC spokesman told us that there was likely to be "some" improvement in the length of lineups for informational shows, although "clearing such programs in 2-channel markets is still a problem."

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ABC-TV May Drop Reruns: The standard industry pattern of fall-winter first-run episodes in film shows, followed by a summertime rerun period, may be broken in the next few years by ABC-TV. This was strongly hinted-at by ABC-TV program vp Thomas W. Moore in N.Y. last week, just before his departure for a European vacation. Said Moore to Marie Torre: "The elimination of reruns in summer is in the realm of possibility." Moore also admitted that Procter & Gamble was considering just such an experiment in the summer of 1962 with a P&G-sponsored film show on ABC. Moore said he doubted, however, that a first-run-only plan could get under way in general fashion before the middle of 1963.

Production Team Buys Delaware Daily: Producers Mark Goodson & William S. Todman last week furthered their newspaper holdings through the purchase of a Chester, Pa. newspaper, the *Delaware County Daily Times*. As chmn. & pres. respectively of the Central States Publishing Co., the Goodson-Todman duo purchased the newspaper outright from its ex-pres. & publisher Robert S. Howard. The producers also own the *Pawtucket Times*, Pawtucket, R.I., and have controlling interest in 2 N.J. papers—the *Elizabeth Daily Journal* and *The Trentonian*.

Philharmonic to Get Top-to-Toe TV: A built-in complex of TV-radio facilities—"more modern & extensive than any other in the world"—is being included in the new Philharmonic Hall currently under construction as the first unit of N.Y.'s Lincoln Center of the Performing Arts. CBS technicians are advising architects Harrison & Abramovitz on the equipment, which includes: (1) Provision for 12 cameras which can be swung around to pick up audience reactions, plus a permanent remote-control camera above the stage to focus on the instruments. (2) 9 TV terminal outlets where cameras will pick up audience activity during intermissions. (3) A closed-circuit TV system. (4) A 15 x 23-ft. screen which can be lowered above the stage for close-ups and a 20 x 40-ft. screen which can be rolled up from a trough in the stage.

\$3.6 Million in AFTRA Aid: The industry-financed Pension & Welfare Fund of the TV-radio industry's live-talent union, American Federation of TV & Radio Artists, has paid out \$2,048,000 in medical-surgical benefits and \$1,529,000 in hospitalization expenses in the past 5 years. So said AFTRA's national exec. secy. Donald F. Conway last week as he reviewed the union's various benefit plans in the period between Jan. 1, 1956 (when the benefits became available) and May 31, 1961. Reserves for the pension fund are now \$9,358,991 and for the welfare fund, \$2,045,992. They are financed by producer payments totaling 5% of each performer's gross compensation.

As of June 1, the number of AFTRA performers eligible for benefits reached 6,351. Because the benefits are also available to wives & children of eligible members, AFTRA estimates that approximately 20,000 people participate. AFTRA's pension fund, which went into effect on Jan. 1, 1958, has paid out a total of \$41,154. At present, 23 AFTRA members now receive annuity benefit checks.

Viewers Protest "Play's" Demise: WNTA-TV N.Y. has received "over 1,000 letters" from outraged *Play of the Week* watchers, protesting plans to suspend production of the award-laden drama series. Reasons for the show's shelving are numerous: (1) Internal upheaval at NTA resulting from the resignation of former Pres. Ely A. Landau, a moving force behind the series. (2) The pending purchase of the station by a citizens group for an ETV outlet . . . "We couldn't afford to continue production at the current rates (about \$50,000 per play)," according to an NET spokesman. (3) The difficulty of syndicating a 2-hour show.

Emmy Award Correction: English Electric Valve Co. Ltd., of Great Britain, shared in the technical award by ATAS (with RCA & Marconi) for independent development of the 4½-in. image orthicon camera & tube. In our coverage of the awards (Vol. 17:21 p15), the name of English Electric Valve Co. was inadvertently omitted. EEV pioneered the commercial development of the 4½-in. tube and has been supplying it commercially since 1954. We regret the omission.

Quiz-Show Kickbacks: 2 "warmup men" on NBC-TV's former quiz show *Treasure Hunt* pleaded guilty last week to commercial bribery for assuring contestants they would win if they agreed to a 50-50 split of their prize money after taxes. The men, Bernard P. Martin and Artie Roberts, were given suspended 1-year sentences by N.Y. Special Sessions Justice Edward Breslin.

TV Guide Awards: CBS-TV and NBC-TV took 4 silver bowls each in the 2nd annual *TV Guide* competition, in which the magazine's readers nominate & elect their favorites in 8 categories. The winners: Favorite male performer, Raymond Burr. Female, Carol Burnett. Favorite series, *Perry Mason*. New series, *Andy Griffith Show*. Best single musical or variety program, "Sing Along with Mitch," (first show). Best single dramatic program, "Macbeth." Best news or information series, *Huntley-Brinkley News*. Best single news or information program, NBC Election Night coverage. The Awards Show (NBC-TV June 13) was sponsored by Lipton Tea.

"National AGVA Week": The Senate has approved a Congressional resolution (S. J. Res. 34) designating Oct. 9-15 as "National American Guild of Variety Artists Week." The House Judiciary Committee endorsed the proposal.

Film & Tape

Syndication Production At New Low: Production of syndicated film—which we predicted in January would dip to a new low (Vol. 17:1 p11)—is unfortunately justifying the prognosis. Some of the series planned at that time have not jelled, and some companies which had planned syndication series have quit production altogether. In Hollywood, only 5 syndication films are in production: Screen Gems' *Shannon*, Filmaster's *The Beachcomber*, and Ziv-UA's *Ripcord*, *King of Diamonds* and *Sea Hunt*. Only a year ago there were approximately 15 such series in production.

Cal. National Productions, which had plans for 7 pilots at the first of the year, has gone out of business (Vol. 17:23 p6). CBS Films, which made 4 pilots and didn't sell one, has quit production. And Ziv-UA's 2 new entries, representing a considerable drop from the 8 it had planned on.

Adding to syndication's bleak picture is the fact that Desilu Productions, which a year ago filmed 3 syndicated series, has none now; Revue Studios, which had 2, has temporarily quit syndication production.

Producers today are far more interested in off-network sales of their properties to recoup investments on their series. They see no point in gambling on a speculative syndication venture when the market is glutted, and station buyers indicate no particular desire for such first-runs.

Revue Studios Hits Record \$45 Million: That's the approximate production tab for Revue's 16 series in the 1961-62 season—a staggering total for any TV-film company, and easily the largest chalked up to date. It's based on what Revue has firmed for next semester, and pickup of options in mid-season would of course raise the total still higher.

Revue, which began in TV film a decade ago by renting space for a series at Eagle-Lion Studios (now Ziv-UA), today owns its own studio—the former Universal-International lot in Universal City.

Revue's series are eight 60-min. shows, 7 half-hours, and one combo of both lengths. The substantial gain in over-all production volume recorded over last season's 14 shows is due mainly to the increase in 60-min. series.

New hour shows are *The Investigators*, *Frontier Circus*, *87th Precinct*, and *Wells Fargo* (expanded from 30-min.). Holdover hours are *Wagon Train*, *Checkmate*, *Thriller* and *Laramie*.

New half-hours: *Ichabod & Me*, *The Bob Cummings Show*. Holdovers: *Alfred Hitchcock Presents*, *GE Theater*, *Bachelor Father*, *Leave It to Beaver*, *The Tall Man*.

In addition, Revue has the Fred Astaire-Hosted *Alcoa Show*, which consists of 14 hours & 14 half-hours.

TV Film's Unlucky 13: That's the number of production companies left without any series today, as a result of the annual cancellations. Out of film production are Goodson-Todman Productions, which lost *Rebel* and *One Happy Family*; Shunto Productions, *The Tab Hunter Show*; Roncom Productions, *Happy*; Toreto Productions, *The Loretta Young Show*; ESW Enterprises, *The Barbara Stanwyck Show*; Spartan Productions, *Peter Gunn*; Paramount TV, *The Garland Touch*; One Step Beyond Productions, *One Step Beyond*; CBS Films-Burlingame Productions, *Angel*; Filmeraft Productions, *The Groucho Marx Show*; Wyatt Earp Enterprises, *Wyatt Earp*; Cal. National Productions, *The Jim Backus Show*; Beejay Productions, *Westinghouse Show* starring Nanette Fabray.

20th-Fox Economy Wave Rolls On: The belt-tightening drive begun this month by 20th Century-Fox (Vol. 17:24 p11) continued in N.Y. last week—behind closed doors. The movie-TV firm's N.Y. hq was the scene of a series of executive conferences between parent-firm Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, operations-committee Chmn. Milton S. Gould and other top officers.

As reported earlier, the firm's TV activities—on an upbeat this fall as contrasted to last season's modest activity—will probably continue without cutbacks, and with Levathes & TV production vp Roy Huggins continuing to hold the reins. Possibly inspired by the relative production economies achieved by the studio's TV staff, Skouras was said (by a 20th-Fox N.Y. source) to be contemplating a shuffle of the production brass in charge of feature activity. Robert Goldstein, who has held the top feature production post since the death of Maurice (Buddy) Adler, will be shifted to head 20th-Fox's European production. Many of his production functions will be taken over by Levathes, it's rumored.

One question asked—was the economy drive Skouras's idea, or did it originate with board member Gould, a N.Y. attorney?—produced nothing concrete in the way of an answer. In fact, nobody knew (or would say) just what had triggered the 20th-Fox house-cleaning. An interesting speculation, however, could be drawn from the fact that Pres. Skouras announced—after the efficiency probe began—that he would spend “at least 9 months a year” at the studio in Hollywood, with occasional business trips to N.Y. & Europe. Recently, the balance of Skouras's at-home-& away schedule has been virtually the reverse.

No Slump at ABC Films: Although the syndication subsidiaries of NBC-TV & CBS-TV have recently undergone a round of cutbacks (Vol. 17:24 p10), ABC Films is now “in the black,” we were told last week by ABC Films vp Howard Anderson. He said that the ABC syndication arm had boosted its production-distribution grosses in the first quarter of 1961 to “111% over last year's total for U.S. syndication.” In foreign sales, Anderson pointed to a first quarter syndication gain of “62% over 1960's total,” and to a gain of “74% over last year's Canadian total.”

One reason for ABC Films' upbeat: A sales score of 2 network shows (*Expedition* and *The Racers*) for the coming fall season. By contrast, NBC's Cal. National Productions (now NBC Films) and CBS Films each had nearly a half-dozen pilots prepared for the 1961-62 season, but not a single sale was made. Why has ABC Films been successful in such a difficult season? Anderson described his firm's success formula thus: “Don't concentrate on any one distributor sales area—network sales, domestic syndication or foreign sales—at the expense of any other.”

TV Impact vs. Income: USIA Dir. Edward R. Murrow has cautioned U.S. exporters of TV & movie film to exercise “some care” in the selection of shows sent abroad. “I am on very dangerous grounds,” he said in a recorded interview with Sen. Keating (R-N.Y.) which was distributed to N.Y. TV & radio stations. “However, it does seem to me that in both TV & in the movies the people who produce the material might very well have regard not only for the income but for the impact.” Murrow added that neither he nor anybody else in the administration is going to suggest “any regulations prohibiting the free export of news or information,” but that USIA is concerned when the U.S. image is damaged abroad.

HOLLYWOOD ROUNDUP

MGM-TV is preparing a 60-min. anthology, *Jeopardy*, for 1962-63. It will use unproduced mysteries owned by MGM, and written by such authors as Sinclair Lewis, Graham Greene, Ben Hecht, J. P. Marquand, Agatha Christie.

Four Star Television's *Robert Taylor's Detectives*, 60-min. series for next season, has gone into production under the aegis of the production combine of Jules Levy, Arthur Gardner and Arnold Laven.

20th Century-Fox TV is filming *Follow the Sun* in the Hawaiian Islands. Barry Coe & Gary Lockwood star, Marion Hargrove is producer. The series resumes production at the Westwood studio this week.

QM Productions will begin filming its 60-min. *The New Breed* at the end of June, at Samuel Goldwyn studios. Quinn Martin is producer of the ABC-TV series.

Four Star Television has signed producer Vincent M. Fennelly to a new contract, to produce some segments of *The Dick Powell Show* and *The Corrupters*, and create & develop series ideas.

Robert (*The Untouchables*) Stack: “The Italians do like our show. We get a lot of letters from Italian-American groups saying they like it.”

Revue has begun production on next season's *Checkmate*, the initial segment being “A Study in Scarlet,” starring Vera Miles. Revue has re-signed Anthony George, Doug McClure and Sebastian Cabot to star for another season.

Guy Stockwell has been added to the regular cast of 20th Century-Fox TV's *Adventures in Paradise*, currently filming in Tahiti. Gene Levitt is producer.

Warner Bros. has begun filming next season's *Maverick*, starring Jack Kelly & Robert Colbert, and produced by William L. Stuart.

Revue Studios' *Bachelor Father* series is using guest stars for next season, the first of whom is Frankie Laine. Production for next season was resumed this week.

Home Entertainment Inc., pay-TV company of which Martin Leeds is pres., has opened offices at 9025 Wilshire Blvd., Los Angeles.

Famous Artists TV is packaging *Into the Unknown*, a series about astronauts and outer space, for Don Durant.

Wardson Productions is developing the pilot for *Rodeo*. Hal Hudson & Ralph Edwards are partners in the company.

Rocco Productions has been formed by Vic Damone and his manager, Maury Samuels, to produce TV & movies.

MGM-TV has begun production on *Dr. Kildare*, and starts filming *National Velvet* this week.

People: James J. Gillis of Washington, named asst. to Frank Morris, asst. dir. of TV Code Affairs for NAB on the West Coast . . . New producer of Jackie Cooper's *Hennessey* series: Jackie Cooper . . . Henry Miller, ABC-TV technical film co-ordinator, appointed network program co-ordinator for Western div., replacing Eugene Gordon, who has resigned . . . James Kern, ex-Desilu productions, named associate producer of CBS-TV's *Pete & Gladys* . . . Louis Heyward signed as senior staff writer on 20th Century-Fox TV's *Follow the Sun*.

NEW YORK ROUNDUP

Better Deal for Japanese Sales: U.S. export film shows are receiving a "markedly increasing" amount of playing time in Japan, and revenue to syndicators is "rising toward an equitable level." That's the latest word from TV Program Export Assn. Pres. John G. McCarthy who recently surveyed TVPEA members concerning what has long been a problem market for U.S. telefilm salesmen. McCarthy's group has periodically protested the "stringent numerical limitation & the low price ceiling on American TV imports" placed by Japan's Ministry of Finance. Japanese broadcasters still make a neat markup on the re-sale of U.S. shows to Japanese advertisers, but the situation has been considerably improved (see also Vol. 17:16 p2), according to McCarthy. One of his strongest diplomatic weapons during his trips to Japan has been to remind Japanese buyers that the U.S. has placed no restrictions or quotas on shipments of Japanese-made transistor radios & cameras.

WBC, which is syndicating a 12-part Intertel documentary series domestically, has scored 3 station sales in addition to Westinghouse Bestg.'s 5 o&o stations and the 51 NET outlets. The 60-min. series, result of an international TV venture by Westinghouse, NET, Associated-Rediffusion, CBC and Australian Bestg. Commission, got under way last week with "The Quiet War—South Viet-Nam," produced by A-R. Upcoming shows, to be telecast at 6-week intervals (thus making it a 72-week series) include "The Heartbeat of France" (A-R), "Britain in Transition" (WBC-NET), "Where Is Cuba Going?" (CBC), "Living with a Giant" (ABC) and "Africa on the Move" (WBC-NET). In the 3 markets where Westinghouse and NET both have stations (San Francisco, Pittsburgh, Austin), both outlets will carry the series. The 3 outside-Westinghouse-NET sales: KABC-TV Los Angeles, WABC-TV N.Y., WFLA-TV Tampa.

Add syndication sales: Seven Arts has sold its 2nd group of Warner Brothers post-1950 films in 16 markets to date, with latest sales including WJAR-TV Providence, WSB-TV Atlanta, KLRJ-TV Las Vegas, KSYD-TV Wichita Falls . . . MCA-TV has scored 6 more sales for its 4 off-network, 60-min. series, upping the total to over 50. New sales include WXYZ-TV Detroit, WSJV Elkhart, KFDA-TV Amarillo, KFYZ-TV Bismarck, WBAP-TV Ft. Worth, KTUL-TV Tulsa . . . Ziv-UA's latest regional deal (with Standard Oil of Texas) has upped the market total on *Ripcord* to 78.

Filmways has opened new offices in London & Rome "to service the company's full-scale foreign operations & activities which include TV commercials, industrials, programs and features." Richard B. Sage, overseas production head, will supervise the 2 European offices.

NBC Telesales, the network's tape-commercial off-shoot, has transferred its production facilities to N.Y.'s RCA Building, following the recent leasing of NBC's Columbus Ave. studio to Videotape Productions (Vol. 17:23).

UAA has released a 32-picture package of post-1950 United Artists features to TV. Titled "The A-Okay's from UAA," the package includes "Paris Holiday," "Paths of Glory," "Alexander the Great," and "12 Angry Men."

People: Steven Kabourian has been named Transfilm-Caravel production div. vp . . . Frank Reel, Ziv-UA vp for legal affairs, has been named to the new post of business-affairs vp (which includes business and legal functions).

MGM-TV Plots 22 Projects for 1962-63: This company's record total of projects for next season will include 11 hour & 11 half-hour shows, we are informed by MGM-TV vp Robert Weitman. When asked if this meant 22 pilots Weitman said, "We hope so," indicating that the final tally would depend on conversations with the networks.

This upsurge in activity undoubtedly results from the studio's encouraging picture for next season, when it will have 4 network series—*Dr. Kildare*, *Cain's Hundred*, *National Velvet* and *Father of the Bride*.

It has also signed Project III Enterprises, formed by Blake Edwards and ex-MCA vps Freddie Fields and David Begelman, to create & produce 6 series with the studio beginning in the 1962-63 season. Properties are now being selected, and the unit will turn out three 60-min. and 3 half-hour series, with Edwards as exec. producer. (He is the creator-producer of *Peter Gunn*.)

Fields said Project III will develop & produce live & filmed TV series & specials, Broadway plays and movies, and will operate independently as production consultant & advisor to various artist-controlled corporations. Among companies for which it will develop TV & movie properties are Judy Garland's King's Row Ltd., Henry Fonda's Top Gun Inc., Polly Bergen's Kam Productions, and Phil Silvers' Patrick Productions and Tranan Corp.

Networks

It's S.R.O. at NBC for News: NBC-TV's fall roster of network-produced newscasts reached sell-out status last week—representing gross billings "in excess of \$27 million." What caused sales vp Don Durgin to post the sold-out sign on the network's news shows (although not on its fall lineup of public-affairs specials & one-shots) was a renewal of *Chet Huntley Reporting* by Mutual of Omaha, Sun. 5:30-6 p.m. slot. Previous newscast purchases for the 1961-62 season have been: *NBC News Day Report*, Mon.-Fri. 12:55-1 p.m. by General Mills; *The Huntley-Brinkley Report*, Mon.-Fri. 6:45-7 p.m. by Texaco & R. J. Reynolds; *David Brinkley's Journal*, Wed. 10:30-11 p.m. by Douglas Fir Plywood Assn. & Pittsburgh Plate Glass; *Frank McGee's Here & Now*, Fri. 10:30-11 p.m. for Gulf Oil.

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NBC News achieved another distinction last week. In a top-level decision, NBC decided to turn over the production responsibility of the *Dave Garroway-Today Show*—currently worth at least \$7 million annually in billings—to NBC News. The show had become a minor headache to NBC in recent weeks; host Dave Garroway plans to leave the show shortly, and the regular NBC program dept. has so far failed to provide a satisfactory replacement (John Daly was a strong contender). Taking over as a "temporary" host on the *Today* series will be John Chancellor, NBC's Moscow correspondent.

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Another CBC Affiliate Wants Out: Unprecedented move by CHCH-TV Hamilton last month to free itself of its CBC network ties (Vol. 17:22 p13) was followed last week by CJSS-TV Cornwall, Ont. BBG will hold hearings June 20 on the applications of the 2 stations for permission to quit CBC. In Toronto, Spencer Caldwell, pres. of the independent CTV Television Network, said CJSS-TV wants to join his network. Also slated for BBG's June 20 hearing: Application by radio CKNW New Westminster, B.C. Pres. Frank A. Griffiths, on behalf of a company to be formed, to purchase for approximately \$1 million radio CJOB from Black Bestg., Winnipeg.

ABC-TV Plans \$2 Million West Coast Expansion: A major remodeling of a production sound stage at the network's TV Center in Hollywood will be completed by fall. In addition, a new administration building will be built by early 1962, according to James G. Riddell, Western div. vp, and Frank L. Marx, engineering vp. The 10,000-square-foot sound stage, largest in Hollywood, is being modernized.

NETWORK SALES ACTIVITY

ABC-TV

Daytime programming, Mon.-Fri., part. eff. July 7, 10, 11, 13, & Oct. 9.

Lehn & Fink (Ted Bates)
Johnson & Johnson (Young & Rubicam)
Calgon (Ketchum, MacLeod & Grove)
Lehn & Fink (GMM&B)
Armour (Foote, Cone & Belding)

Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept. 27.

Brillo Mfg. (J. Walter Thompson)
Consolidated Cigar (EWR&R)
Maybelline (Post & Morr)
Pepsi Cola (BBDO)

Follow the Sun, Sun. 7:30-8:30 p.m., co-sponsorship eff. fall.

Kaiser Industries (Young & Rubicam)
Liggett & Myers (McCann-Erickson)

Ichabod and Me, Tue. 9-9:30 p.m., co-sponsorship eff. fall.

Quaker Oats (J. Walter Thompson)

CBS-TV

Father Knows Best, Tue. 8-8:30 p.m., part. eff. July 25.

Warner-Lambert (Lambert & Feasley)

Pro Football, Sat. Sept. 23, 10 a.m.-conclusion, parts.

Ford Motor (J. Walter Thompson)

The Investigator, Thu. 9-10 p.m., Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.

Vick Chemical (Morse International)

P.G.A. Tournament, Sun. July 30, 4:30-6 p.m., parts.

Wilson Sporting Goods (Campbell-Mithun)
Renault (Kudner)
William-Dickie (Fuller, Smith & Ross)

Daytime Programming, Mon.-Fri., Thu., part. eff. July 3 & 6.

Chesebrough-Ponds (Compton)

Daytime Programming, Sat., part. eff. Sept. 6.

Idcal Toy (Grey)

NBC-TV

Car 54, Where Are You?, Sun. 8:30-9 p.m., full, eff. Sept. 17.

Procter & Gamble (Leo Burnett)

Daytime programming, Mon.-Fri., participations eff. June.

Green Giant (Leo Burnett)

Thriller, Mon. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m.,

Outlaws, Thu. 7:30-8:30 p.m., Robert Taylor's
Detectives, Fri. 8:30-9:30 p.m., Cain's
Hundred, Tue. 10-11 p.m., part. eff. Sept.
Block Drug (Gray)

Thriller, Mon. 10-11 p.m., participations eff. Sept.

Union Carbide (William Esty)

Michael Shayne, Fri. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m.,

Outlaws, Thu. 7:30-8:30 p.m., part. eff. July.
Walt Disney Productions (Direct)

Michael Shayne, Fri. 10-11 p.m., participations eff. July.

Lanolin Plus (Daniel & Charles)

Shirley Temple's Storybook, Sun. 7-8 p.m., part. eff. August.

Binney & Smith (Chirurg & Cairns)

Sound of the 60's, Mon. Oct. 9, 10-11 p.m., full-sponsorship.

Westinghouse (McCann-Erickson)

Television Digest

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TELEVISION FACTBOOK TV & AM-FM ADDENDA AM-FM DIRECTORY
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Personals: Herbert S. Schlosser named NBC-TV talent & program administration dir. following the closing of Cal. National Productions (Vol. 17:23 p6), where he was vp-gen. mgr. . . Carl Lindemann Jr., CNP programs vp, named special projects vp, NBC News. He'll supervise the *Today Show* (see story p. 15).

Eugene N. Aleinikoff, NET business & legal affairs dir., promoted to new post of gen. counsel . . . Toby David, CKLW-TV & CKLW Windsor-Detroit personality, named program consultant to Hathaway Watson, bestg. vp, RKO General.

Lawrence H. (Bud) Rogers, Taft Bestg. vp, named a director of the company . . . Johnston F. Northrup, ex-Corinthian Bestg. Corp., named a vp, EBS Development Corp. . . S. Ramsay Lees, ex-BBDO, Toronto, joins the programming div. of Canada's CTV Network . . . Henry F. Hines resigns as ad & promotion dir., WBAL-TV & WBAL Baltimore to study for Holy Orders of the Episcopal Church . . . Bob Belmar named news dir., WCHU, Cham-paign-Urbana, Ill.

J. Leonard Reinsch, exec. dir. of WSB-TV & WSB Atlanta and President Kennedy's TV advisor, and Jonathan Daniels, editor of Raleigh, N.C. *News & Observer*, nominated to U.S. Advisory Commission on Information, by the President . . . Warren D. Quenstedt, Washington communications lawyer (Smith, Hennessey & McDonald), tapped by President Kennedy for appointment as deputy administrator of National Capital Transportation Agency at \$18,500 salary . . . Milton J. Shapp, Jerrold Electronics pres., named a member of Commerce Secy. Hodges National Public Advisory Committee on Area Redevelopment headed by NAB Pres. LeRoy Collins . . . John F. White, NET pres., awarded honorary degree by alma mater Lawrence College.

Obituary

Chester H. Lang, 68, who retired 6 years ago as PR vp of GE, died June 15 in Schenectady of a heart attack. Having started with the company in 1919, he became mgr. of advertising & sales promotion in 1932. After World War II, he directed the pioneering ETV activities of WRGB.

T. W. Duvall, 67, pres. of Springfield Newspapers Inc., major stockholder of KVTV & KGBX Springfield, Mo., died June 14 in an automobile collision near Springfield. Survivors include his wife and 2 daughters.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

BONDED TUBES TAKE OVER 23-IN. MARKET: Corning's bonded-on implosion shield has solidified its hold on the 23-in. market in the new 1962 lines. Other approaches to picture-tube safety plates are still in the running, however—and the 19-in. field can be anybody's game in 1963. Most tube & set makers are still willing to consider any practical new method which can be used on 23-in. tubes.

Here's how the battle over implosion shields stands now:

Corning bonded shield is becoming almost universal in most 1962 lines of 23-in. sets. There are still major exceptions, however. Magnavox continues to use flat external glass, tipping the chassis 2 degrees downward to eliminate reflections; Motorola is expected to make only minimal use of bonded tubes in its new line, to be shown in Chicago next week.

In 19-in. lines, bonded glass hasn't caught on, although a few manufacturers are using it. Most popular are various versions of external safety plates—glass or plastic. Corning hasn't given up this market, however, and you can expect big drive for it now that position of 23-in. bond has been solidified. Recent reduction in price of Dow resin, used to bond Corning cap to tube, is making process more palatable to tube makers, and Corning is now analyzing set makers' resistance to 19-in. bonded tubes.

Pittsburgh Plate Glass's improved process for bonding grey glass to faceplates (Vol. 17:5 p15) is being used by RCA on its color tubes for deluxe sets (RCA & other manufacturers). It's said that the tube is such an improvement over old flat-glass system that changeover may be made across the board for 1963 color models. (Corning makes no "cap" for 21-in. round color tubes.)

First manufacturer to use Pittsburgh bonded tube in black-&-white sets may be Setchell Carlson Inc., Minneapolis, which is understood to be planning to put it in 19-in. set. National Video Co. recently made test run of 1,200 Pittsburgh bonded tubes—about half 23-in. & half 19-in.—and officials say process appears to be "competitive" in price with Corning method, at least in 19-in. size. National Video is planning 2nd test run.

Sylvania and other tube makers also are evaluating Pittsburgh method. Sylvania, incidentally, already offers line of industrial & military cathode-ray tubes using Pittsburgh bonded implosion plates.

DuPont's bonded Mylar polyester film process (Vol. 16:52 p16) is undergoing scrutiny & testing by tube manufacturers, too—but isn't ready yet for commercial use. Tests are being conducted in tube plants and at Comet Industries, Chicago, manufacturer of drape-forming equipment used to affix Mylar shields to tubes. It's understood several improvements in the film are in the works by duPont and by Lassiter Co., which makes the tube shield material (in rolls) from duPont Mylar. There's optimism that improvements in materials & production techniques may make this lightweight approach particularly applicable to portable sets.

Another system, the dry-seal method, which uses plastic gasket to separate tube from curved safety glass (Vol. 16:48 p14), will be used in 1962 sets by Motorola and Wells-Gardner, we understand. Gasket seals are manufactured by Conneaut Rubber & Plastic Co., Conneaut, Ohio.

There's an entirely new system on the horizon, and tube makers are anxious to get a look at it. Developed by Philips, the Dutch electronics giant, little is known about it in this country. It's understood to involve use of a molded plastic safety plate, held in place by a steel band. We'll give you details soon.

To sum up—here's how things look for 1962: Corning caps on vast majority of 23-in. tubes; external glass on most 19s; Pittsburgh caps on some color tubes. For 1963 models, our guess is that bonding will spread in big way to 19-in. tubes—with Corning & Pittsburgh perhaps sharing this market, and Mylar and other bonded plastic approaches given only an outside chance of showing up by then. Whether Pittsburgh process can make inroads on Corning's buttoned-up 23-in. market seems to depend largely on economics of production.

FM STEREO TABLE MODELS READY: First complete line of FM stereo table models was shown to distributors last week and is due for delivery beginning this week. It was Granco's completely new series, premiered at Emerson's N.Y. distributor meeting. Also last week, Symphonic showed its line of AM-FM-stereo combinations, all including built-in multiplex—the first line shown to date with FM stereo priced inboard.

A 3rd FM station was poised to begin stereocasting at press time, meanwhile—WKFM Chicago, having received FCC type approval June 15 for the stereocasting equipment made for it by Sherwood Electronic Labs. WKFM will be the first station to stereocast while also broadcasting background music on an FM subcarrier. It plans to program in stereo 3-4 hours daily, was due to start over the weekend. Thus Chicago now has 2 FM stereo outlets—Zenith's WEFM having gone on air June 1. Also starting June 1 was GE's WGFM Schenectady.

Stereo adapters are scarce in Chicago—even big dealers have very few on hand, and they're unwilling to part with them, since they're needed for demonstrations. Now on market in Chicago are token quantities of component hi-fi adapters by Scott and by Crosby. Due today (June 19) is Fisher's adapter, to be followed this week by Sherwood's. Granco's sets begin going to distributors this week, and presumably Chicago will be a No. 1 target.

Granco's FM stereo table-model line features "convertible" approach. Customer can buy mono FM set for as little as \$29.95, later add matching "stereo companion" with stereo decoder & complete audio channel, easily connected to master set by plug-in cable. The pair of units also will play monaurally, using both amplifiers & speakers. Granco's sets are priced at \$29.95 & \$39.95 (AM-FM) for use with \$19.95 companion; units with AFC at \$39.95 & \$49.95 (AM-FM) with \$29.95 companion; and \$59.95 (AM-FM) with \$34.95 companion; even a stereo FM-AM clock radio at \$49.95 (companion \$19.95).

Piece de resistance in Granco table-model line is complete AM-FM stereo radio in wood cabinet. The \$99 set is 19-in. wide, has speakers mounted at both ends. For greater separation, either or both speakers (with baffles) may be pulled out and placed as far as 6 ft. from cabinet, to which they're connected by cable. Set has jacks for 2 additional speakers, which may be used to supplement regular speakers or placed in another room for 2-room stereo. Phono jack accommodates stereo changer to make unit a combination.

"Stereo is the greatest advance in radio since the beginning of radio," Emerson Pres. Benjamin Abrams told distributors, as he accepted the "one-millionth Granco radio" from Granco Pres. Henry Fogel. He said Emerson plans to exercise its option to buy controlling interest in Granco soon, and will operate the company as a subsidiary. Abrams scored manufacturers who urged public to "wait for stereo." He said: "The important thing is when are they going to deliver? Granco is ready to deliver now."

Emerson & Du Mont AM-FM-phono consoles are adaptable to FM stereo with the addition of a self-powered adapter, to be available at \$29.95 in August.

Scorning the adapter approach, Symphonic last week showed Eastern distributors a series of AM-FM-stereo-phono consoles which will be sold with multiplex built-in. Consoles which include FM stereo are priced at \$189.95, \$229.95, \$269.95 & \$329.95, although Symphonic's basic line starts with stereo phono console (without radio) at new low of \$99.95.

[For details of new lines—Emerson, Du Mont, Symphonic, GE phonos & radios,—see story on p. 20.]

TV-RADIO PRODUCTION: EIA statistics for week ended June 9 (23rd week of 1961):

	June 3-9	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	124,307	88,746	99,432	2,394,841	2,649,594
Total radio	322,858	281,120	316,421	6,502,868	7,549,335
auto radio	101,224	108,842	123,364	2,064,076	2,956,762

RCA & AFTE Settle on 3-Year Pact: After a short-lived midnight-to-5 a.m. strike June 16 at 4 Philadelphia-area RCA plants, the company and the American Federation of Technical Engineers settled their differences with a new 3-year contract. The pact covers some 1,750 draftsmen, designers and technicians at plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. Similar to the RCA agreement signed June 4 with IUE (Vol. 17:24 p18), the AFTE pact provides for an immediate 2½% wage boost, 2½% increases in 1962 & 1963.

NBC Slates Color Seminar for Set Makers: EIA officers and 20 TV-set manufacturers have been invited by NBC to a special presentation on network color plans this week (June 21) at Chicago's Kungsholm Restaurant Theater. Network sales vp Don Durgin will MC the presentation. The invitees: Admiral, Andrea, Emerson-Du Mont, GE, Hallicrafters, Magnavox, Motorola, Muntz, Olympic, Pacific Mercury, Packard Bell, Philco, RCA, Setchell-Carlson, Sylvania, Trav-Ler, Warwick, Wells-Gardner, Westinghouse, Zenith.

APRIL SALES NEAR RECORD: Upbeat TV business (Vol. 17:24 p15) was officially reflected last week as EIA released April retail sales figures. The unit sales total for April 1961—378,275 sets—has been exceeded only once before in any April. This occurred in April 1955, when 411,748 TVs were sold. In that record year, a total of 7,421,084 sets were sold at retail.

April traditionally is the year's slowest month for retail TV sales—historically only 5.1% of the entire year's TV sets are sold in April. While this year's April sales showed increases from previous Aprils, they nevertheless reflected the customary drop from March.

While both TV & radio sales were up in April over April 1960, comparisons with the more "normal" year of 1959 may have more meaning (1960 was atypical, business having been exceptionally good during the first half and poor during the 2nd):

For the month of April 1961, retail TV sales were up 8% over April 1960, but they were 40% above April 1959. Radio sales, 10% higher than the April 1960 figure, topped April 1959 sales by 55%. For the first 4 months of 1960, TV retail sales were running 10% behind 1960's pace, but 7% ahead of the comparable 1959 period. Radio sales for 1961's first 4 months were 3% ahead of 1960 and 30% ahead of 1959.

The EIA data on TV-radio retail sales & production, with 1960 comparisons:

TELEVISION						
Month	Total Production		Uhf Production		Retail Sales	
	1961	1960	1961	1960	1961	1960
January	367,935	526,494	25,270	50,119	399,791	590,867
February	444,418	503,453	24,514	43,537	452,282	507,673
March	497,458	549,500	21,450	45,411	530,105	501,829
April	405,808	422,551	19,095	39,240	378,275	351,214
TOTAL	1,715,619	2,001,998	90,409	178,307	1,760,453	1,951,583

RADIO						
Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1961	1960	1961	1960	1961	1960
January	1,090,073	1,355,788	387,136	632,461	580,680	803,388
February	1,115,029	1,442,368	307,973	596,872	666,228	611,479
March	1,384,052	1,667,550	384,227	633,761	853,821	664,441
April	1,124,924	1,230,323	375,570	399,963	603,489	547,839
TOTAL	4,714,078	5,096,029	1,454,906	2,263,057	2,704,218	2,627,147

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196). Four-month total: 218,082 (260,960).

Phono Sales Up, Too: Retail sales of phonographs were on the upgrade in April, showing an increase over the comparable 1960 month for the first time this year. April 1961 phono sales were 23% greater than those of April 1960 and 13% greater than April 1959. Retail phono sales for the first 4 months of this year, however, continued to lag behind both 1960 & 1959—23% lower than the 1960 figure and 14% below 1959.

Here is the phono factory & retail sales picture for 1961's first 4 months, based on EIA figures:

PHONO FACTORY SALES						
Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	80,366	211,383	291,749	118,400	341,329	459,729
February	50,710	204,638	255,348	92,649	324,666	417,315
March	62,398	227,469	289,865	63,264	242,523	305,787
April	53,074	152,974	206,048	30,962	142,409	173,371
TOTAL	246,546	796,464	1,043,010	305,275	1,050,927	1,356,202

PHONO RETAIL SALES						
Month	1961			1960		
	Mono	Stereo	Total	Mono	Stereo	Total
January	105,753	271,124	376,877	150,688	368,964	519,652
February	61,646	255,722	287,368	102,063	347,860	448,128
March	64,138	237,537	301,675	61,249	249,497	310,746
April	56,312	182,773	239,085	41,503	152,141	193,644
TOTAL	287,849	917,156	1,205,005	356,629	1,117,337	1,473,965

Picture & Receiving Tube Sales: April factory sales of both picture & receiving tubes dwindled sharply both in units & dollar volume from the preceding month, EIA reported last week. Compared with April 1960, TV picture tubes gained slightly in unit sales & dollar volume, but receiving tubes declined in both categories. April picture-tube sales totaled 722,110 units valued at \$14,293,375—compared with 707,252 units at \$13,782,769 a year earlier. For year to date, units & dollar volume ran ahead of the pace set in 1960's first 4 months. April receiving-tube sales totaled 28,687,000 units at \$24,392,000—down from 29,737,000 units at \$25,759,000 in April 1960. For 1961's first 4 months, dollars & units trailed 1960's Jan.-April volume. Here are EIA's tabulations:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	707,833	\$14,430,602	26,343,000	\$22,227,000
February	728,989	14,395,981	25,803,000	21,865,000
March	936,098	18,725,011	36,635,000	30,719,000
April	722,110	14,293,375	28,687,000	24,392,000
Jan.-Apr. 1961	3,095,030	\$61,844,969	117,468,000	\$99,203,000
Jan.-Apr. 1960	3,038,110	\$59,763,960	130,154,000	111,772,000

Canadian TV Sales to Dealers: April sales of TVs declined sharply to 15,969 units from the preceding month's 25,310 and April 1960's 20,777, EIA of Canada reported last week—but the April 1961 figures do not include the sales of an unidentified manufacturer who resigned from EIAC at month's end. Total sales for 1961's first 4 months tallied 93,864 units—compared with 100,578 in Jan.-Apr. 1960. The 4-month breakdown (1960 figures in parentheses): Portables, 19,041 (19,527); table models, 16,847 (19,572); consoles, 52,170 (56,945); combinations, 5,788 (4,534). For April (vs. April 1960): Portables, 4,146 (6,166); table models, 2,869 (3,578); consoles, 8,064 (10,293); combinations, 890 (740).

New-Line TV Orders High: Two TV manufacturers last week reported record-breaking orders for 1962 merchandise at their recent summer conventions, and 2 more have reported substantial improvements over last year.

Zenith Sales Corp. Pres. Leonard C. Truesdell announced all-time high orders by distributors at Zenith's convention. "Shipments of Zenith products to distributors for June are expected to be the largest for any June in Zenith history," he said, "and we have over-sold scheduled production through the month of August." The record orders don't include 2 new lines of products which will be introduced later in the year—color TV & FM stereo.

Truesdell added that sales by Zenith distributors to dealers have established records for March, April & May, and, as a result, Zenith distributor inventories are 25% lower than a year ago.

Packard Bell reported 2 records as a result of its recent convention—a 10% increase over 1960 in orders and a 45% increase in the number of dealers sold—setting new marks in both departments. "I attribute it basically to the fact that we have had the most drastic design changes in history," Packard Bell Sales Corp. Pres. Richard D. Sharp told us, "while the bulk of the industry has gone only to minor innovations."

Philco distributors ordered 44% more TVs than in 1960 and 35% more than in 1959 at the company's recent Atlantic City convention, Pres. James M. Skinner Jr. said last week. Stereo & radio orders were also up substantially, he added.

Admiral has previously reported that its convention orders this year topped last year (Vol. 17:22 p19).

More about

NEW TV & STEREO LINES: Emerson introduced its short (17-model) TV line to distributors in N.Y. with the rather remarkable announcement by Pres. Benjamin Abrams that the lowest-priced set in the line will carry a list price of \$178. This is \$50 higher than the 17-in. leader introduced just a year ago at \$128. Abrams promised, however, that there will be better discounts all along the line, pledged that Emerson will have no part of "no-profit portables" listing at \$159-\$169.

Emerson's 23-in. table models start at \$198, consoles at \$258. The entire line is transformer-powered. Remote-control prices have been reduced, so that the differential is now \$55-\$60 vs. \$75 last year. The \$178 leader portable is equipped with 3-hour timer and personal listening jack for earphone or pillow speaker. This year's line features 4 TV-stereo-radio combinations at \$299-\$568, down from last year's \$328-\$598. There is one color set in the line, at \$750.

Emerson's phono line features portables from \$19.88 to \$168 (with AM-FM). It has 3 consoles (all with FM-AM) at \$128, \$178 & \$228, adaptable to multiplex for \$29. Highlighting the radio line is a new 8-transistor vest-pocket radio at \$29.88.

* * *

Du Mont's new line starts with a portable (\$189.95) for the first time since Emerson took over the Du Mont brand. A new color set has been added, for a total of 3 (all at \$795). With carry-overs from last year, there are now four 27-in. sets, one new one at \$475 having been dropped in. Three new series of 23-in. sets—consoles from \$300 to \$350, lowboys from \$380 to \$395 and TV-AM-FM-phono combos from \$750 to \$795 have been added.

A new "automatic brightness contrast control" ("ABC") is featured in all new 23- & 27-in. sets. Similar to the feature in Magnavox & RCA sets, this adjusts brightness & contrast automatically to room light by use of a light-sensitive element mounted below the screen.

* * *

GE's phono line, due to debut this week at the International Home Furnishings Market in Chicago, has increased furniture emphasis and a new type of stereo balance control. Termed "the most complete ever marketed by GE," it is composed of 14 models, each with optional AM-FM (stereo-convertible) tuner, ranging from \$159 to \$600.

Most unusual model in the line is a stereo combination which can be mounted on the wall. The cabinet is 30-in. wide, 20-in. high, 16-in. deep. It can also be mounted on a bench, bookcase or table, or can be purchased with legs. Portable phonos (7 new models) range from \$29.95 to a \$169.95 model with self-storing detachable legs. Some models feature new vinyl-clad steel cases and space-saving "drop-down" changers.

GE also announced 12 new radios, including the industry's first plug-in transistor clock radio (\$39.95 & \$49.95) and GE's first FM-AM transistor portable (no list price given). List prices of radios ranges from \$14.95 to \$125.

* * *

Symphonic introduced a new shorter phono line last week with portables from \$19.95 to \$199.95, consoles from \$99.95 to \$349.95, with most prices lower than last year. Some deluxe stereo portables are equipped with jacks for extra speakers to provide 2-room stereo.

All Symphonic AM-FM-stereo units will be delivered completely equipped for stereo-FM reception—no adapter will be required (see p. 18). The \$199.95 top-of-the-line portable phono will include an AM-FM-multiplex tuner.

Symphonic's console line begins at a surprisingly low \$99.95 for phono only, with other basic phono-only models at \$129.95, \$179.95 & \$239.95. The same units with AM-FM multiplex tuners run \$90-\$100 higher. Two combinations with AM tuner are priced at \$129.95 & \$159.95.

* * *

Zenith has introduced a shirt-pocket radio at \$26.95—a new low—"to counter Japanese competition as well as low-priced sets that are being offered by some American manufacturers."

■

"Flat Speaker" Progress: Developmental models of a wafer-thin speaker system mounted in a picture frame were displayed by Emerson last week at its distributor convention in N.Y. In a progress report on the "Isophase" speaker, developed by Emerson, Israel's Weizmann Institute and France's CSF (Vol. 16:25 p18), Emerson Pres. Benjamin Abrams said: "We have completed development & pre-production on 2 types of tweeters which could be released for production immediately . . . In the course of our research on the woofers this year, we have discovered a new principle for which we are now applying for a new patent. This new invention should permit us to devise speakers & enclosures which could reduce the size of enclosures now on the market by approximately two-thirds, and yet produce sound which will be superior to the type of speakers now available." The speakers demonstrated were approximately three-eighths of an inch thick.

Stereo Disc Compatibility: Most stereo records can supply satisfactory monophonic as well as stereo FM program material, the Record Industry Assn. of America has reported. Rebutting the contention that the quality of monophonic FM listening will be impaired by the use of stereo discs on FM, RIAA Engineering Committee Chmn. E. H. Uecke said: "The standards for stereophonic records formulated by the RIAA provide not only the optimum stereophonic quality but also the best monophonic quality possible by summation of left & right signals, where such compatibility does not deteriorate the stereo effect." He quoted the final report by the National Stereophonic Radio Committee which indicated that 75% of all stereo recordings were acceptable for both stereo & mono broadcasts.

"Are You an Independent Dealer or a Puppet?" This question headlines a full-page trade ad by Transistor World Corp., U.S. representative for Toshiba radios. The text says, in part: "It is no trade secret that many manufacturers have attempted to increase their share of the [transistor-radio] market by advertising reduced prices to the consumer without making equitable reductions in dealer cost . . . Dealers not in the key-account category enjoying special concessions have to all purposes become non-profit retail outlets for manufacturers." Illustrating Toshiba's "stay-in-business profit margin," the ad compares 6-transistor prices of "Brand X" and Toshiba. Brand X lists at \$19.95 (radio only), costs dealer \$15.95, resulting in a 20% profit margin. Toshiba's list is given at \$24.95 (with batteries, earphone, case), dealer cost \$13.75, profit 45%.

Kierulff Affiliates with Ducommun: Kierulff Electronics Inc. of Los Angeles has become a wholly owned electronics division of Ducommun Metals & Supply Co., Los Angeles marketing organization. Kierulff name & management will be unchanged.

FCC Buys RCA Sets: A \$22,095 contract for 125 uhf-vhf receivers, 10 of them color, has been awarded to RCA Sales Corp. by FCC for its N.Y. uhf test.

GOVT. THREATENS TO SPLIT GE: The Justice Dept. has warned GE that it may go to court in an attempt to dismember the electrical giant. This new chapter in the electrical price-fixing conspiracy (Vol. 17:7 p18) stems from GE's refusal to sign a consent decree that would settle out of court the govt.'s pending civil suit against 5 convicted concerns.

Four of GE's fellow defendants signed the decree by the June 15 deadline: Westinghouse, Federal Pacific Electric, Allis-Chalmers and I-T-E Circuit Breakers. (Similar decrees are now being prepared for others among the total 29 companies convicted of price fixing.)

GE is balking at a major provision in the decree that would bar it from selling its products at "unreasonably low" prices that might quash competition from smaller companies. The provision, GE declared, would in effect "create a govt.-sponsored price-support program in the electrical industry."

Explaining its refusal to sign, GE stated: "The company is prepared to consent to a decree which has as its purpose the preservation of vigorous competition. The provisions proposed by the govt. will not serve this purpose but, in fact, will limit competition."

The decree would prevent signatories from "selling at unreasonably low prices with the purpose or intent, or where the effect is, or where there is a reasonable probability that the effect will be, substantially to injure, suppress or stifle competition or tend to create a monopoly."

Prior to the June 15 deadline, GE reported that it had been warned by Assistant Attorney General Lee Loewinger that the Justice Dept. was considering divestment proceedings against the company unless it complied with the consent decree. Because of GE's "dominant" position in the industry, he reportedly advised company attorneys, the only "effective" way to prevent recurrence of the price-fixing conspiracy "might be to break up GE into a couple of smaller companies."

Westinghouse, which signed the order, noted that it "contains many tough & stringent provisions," but decided that "it was in the best interests of the company and its stockholders to accept the decree." (For Congressional interest in the price-fixing conspiracy, see p. 2.)

Mergers & Acquisitions: International Rectifier has agreed to purchase for \$2 million the Industrial Research Labs Division of Honolulu Oil. The acquisition is subject to approval of Honolulu's stockholders. The division produces bimetallic extruder cylinders for the plastics & rubber industries • American Electronics has sold its Ground Support Division at El Monte, Cal. to Astro-Science Corp., Los Angeles, for about \$1 million cash • Precision Radio Instruments, Los Angeles maker of hi-fi equipment & records, has acquired for undisclosed stock & cash Allied Mfg., producer of custom records.

Texas Instruments' Thermoelectric Unit: An 8-watt power generator that has no moving parts and operates from natural gas, propane or butane is now commercially available for industrial applications. TI expects that initial uses will be for operation of valves on transmission lines. It weighs 65 pounds, measures 12 in. wide & 17 in. high.

First FM-Stereo Commercials: Two-channel commercials have been recorded on stereo tape by H. H. Scott Inc., manufacturer of component hi-fi equipment, for use on stereocasting FM stations. First use of the commercial is scheduled to be on WKFM Chicago.

Trade Personals: William E. Davidson, former gen. mgr. of the photo lamp dept., named gen. mgr. of GE's TV receiver dept.; Hershner Cross, who heads GE's Radio & TV div., has been also acting as head of the TV receiver dept. since the death of Herbert Riegelman in March.

Charles M. Mooney elected vp, ITT's U.S. defense group, succeeding Adm. Ellery W. Stone, who continues as vp & dir. of the parent corp., and as asst. to the pres. as well as chmn., ITT's American Cable and Radio Corp.

Arthur E. Davis promoted from vp-treas. to exec. vp-treas., Allied Radio Corp., Alfred W. Preskill vp-gen. mgr.

Manuel E. Haskins Jr. appointed mgr., management science, RCA's electronic data-processing div. . . Theodore R. Swenson, ex-Sylvania, named distributor sales mgr., Eitel-McCullough . . . Bernard R. McCarthy named district sales mgr., Sylvania semiconductor div. . . William A. MacDonald, Hazeltine Corp. chmn., named a director of Western Union.

Westinghouse Awards Scholarships: Ten high-school seniors who plan to major in engineering or the physical sciences have been awarded 4-year, \$4,800 George Westinghouse scholarships to Carnegie Institute of Technology. The new awards increase to 242 the number of aspiring engineers & scientists who have been aided by the Westinghouse scholarship program since its inception in 1938.

Educational FM Stereo Coming: In a few weeks, FCC will formalize rules for stereo multiplexing by non-commercial educational FM stations. The technical specifications will be the same as for commercial stations. The present rules apply to commercial outlets only. Several educational stations—including WGBH Boston, which broadcasts live Boston Symphony concerts, and Fordham U.'s WFUV-FM N.Y. have contacted the Commission and are anxiously awaiting the new educational rules so they can prepare for stereocasting.

Sylvania's TV-Brightening Phosphor: The company's Chemical & Metallurgical Div. has developed a new phosphor, CR408, which improves the brightness of TV picture tubes by 10% over other commercially available phosphors, according to product sales mgr. David E. Lundy. The phosphor can be produced in a range of particle sizes & colors required by tube makers.

Welbilt Shows Thermoelectric Refrigerator: Appliance manufacturer demonstrated in N.Y. recently the prototype of a 1½-cu.-ft. thermoelectric unit which it plans to produce in quantity next year. Chmn. Alexander P. Hirsch said the refrigerator would be priced at approximately \$150, "competitive" with conventional refrigerators of the same size.

Foreign

Russian TV Progress: The number of TV transmitters (studio centers and repeaters) in the Russian Federation (the largest of the 15 republics of the USSR) will increase from today's 160 to more than 400 by the end of the 7-year plan in 1965, *Sovietskaya Rossiya* reports. Among the major activities now under way is the construction of a TV network in Siberia "on the initiative of local public organizations." Concluded the Russian publication: "Our TV network now covers 56 regions of the Federation, and the number of viewers could increase to 50 million if there were enough TV sets available. Unfortunately, the output of these sets lags considerably behind the rate of TV network development."

Auxiliary Services

H&B Shovels Out for More CATV: H&B American Corp. has sold its interest in Quick-way Truck Shovel Co. to Universal Marion Corp. in order to use the funds for purchase of additional CATV systems. Chmn. David E. Bright said last week that the move was part of a policy of divesting H&B of all interests not connected with CATV.

Acquisition of CATV systems in the U.S. & Canada for an aggregate cash consideration of \$4 million will be announced periodically in the next few months (Vol. 17:24 p7). Purchase agreements on the properties have been signed, and the expenditure brings H&B's CATV commitments to more than \$9 million—making it the nation's largest CATV owner & operator, said Bright. Operations are presently in 20 cities from coast to coast. H&B CATV purchases are made via its subsidiary, Transcontinent Communications Systems Inc.

CATV Sales: Daniels & Associates reports 3 CATV sales negotiated, prices of none disclosed: Community TV System Inc., in Cisco & Eastland, Tex., to Jack R. Crosby, owner of a system in Del Rio, Tex.; TV Transmission Inc., Martinez, Cal., to Casper, Wyo. oilman N. K. Harris. Daniels notes that it has negotiated sales totaling \$9,065,500 during the last 3 years.

Down to the Sea in Sponsorships: The advertiser's dream of a "captive audience" is approaching reality, thanks to Fremantle International, syndication firm specializing in foreign TV sales. Fremantle recently sold the "foreign nautical rights" of the Filmaster-produced *The Beachcomber* series to a British concern called Programme Exchange Ltd. PEL, in turn, sold the show to the Peninsular & Orient Lines, which operates a pair of big new liners on the England-to-Australia run. The show, along with others from PEL, will be piped over the liners' closed-circuit TV systems. Commercial policy will be participations, sold by PEL, and the product list will feature those readily obtainable on the ships or at next ports of call. Just how a pale-green passenger might react to an inside-your-stomach pill commercial or a spot for peanut butter when one of the P&O liners is battering through a brisk gale in the Bay of Biscay or rolling in the Indian Ocean is something on which audience research is not yet available.

Eidophor Projectors in Production: Last week's story (p7) that Ciba had used Eidophor projectors "for nearly 2 years" referred only to the single prototype model that has been used for medical TV, not to the individual units which will be used in TNT's nationwide network. New Eidophor projectors are now being manufactured to TNT's order by Gretag Ltd., Ciba's electronic subsidiary at Zurich, Switz.

Translator "Reviews" Sought: NAB's staff has been instructed by the TV Board to seek FCC reviews "of the public interest considerations" involved when translator stations are licensed in regular TV stations' coverage areas. The staff was told to intervene "when appropriate & advisable" in cases where translators would have the same impact on existing stations as community-antenna systems.

Vhf & Uhf Translator Starts: Kφ4AC, Imlay, Nev. began repeating KOLO-TV Reno on May 26 • K73AU, K75AV & K83AO Wellington & Dodson, Tex. began tests with KGNC-TV, KVII & KFDA-TV Amarillo on May 31 • K82AN Carroll, Ia. began repeating WHO-TV Des Moines on June 8.

Educational Television

ETV Prospects Brighten: Long-stalled federal-aid-to-ETV legislation in the House finally is moving toward a floor vote. Endorsed by the Commerce Communications Subcommittee following off-&-on hearings, a modified ETV bill (HR-132) by Rep. Roberts (D-Ala.) may be cleared to the floor by the full Committee this week. Pending since January, the Roberts measure was revised by the Subcommittee to carry out Kennedy administration recommendations for a \$25-million program of matching grants to the states to activate educational stations (Vol. 17:21 p8).

With White House backing—and active support of Commerce Chmn. Harris (D-Ark.)—the matching-grant plan probably will win House approval when it reaches a vote. Final enactment of ETV legislation at this session would then depend on the Senate, which already has approved a bill (S-205) by Sen. Magnuson (D-Wash.) providing \$51 million in outright ETV grants to the states. Likely outcome: Senate acceptance of the House substitute.

Finance

CRISIS FOR AMPLEX: Ampex Corp., which revolutionized the TV industry in 1956 with the development of the Videotape recorder (Vol. 12:16 p1), is stripping down for action after an agonizing fiscal reappraisal of what went wrong & why.

Gone is almost the entire team which developed, promoted & sold the Videotape recorder—from Pres. George I. Long Jr. on down. Among those who have left or changed to other jobs in the Ampex organization, in addition to Pres. Long are: Ross Snyder, former mgr. of the Professional Products Div. (Videotape), now with Eitel-McCullough; Jack Hauser, ex-mktg. services mgr., now with WNBQ Chicago; exec. vp Robert Sackman, senior vps Phillip L. Gundy & Thomas L. Taggart, vp Neal K. McNaughten—the latter 4 now assigned to other Ampex posts.

Ampex's estimated loss for fiscal 1961 (ended April 30) is \$4 million, compared with net earnings of \$3,959,000 for the preceding year (see financial table, p. 24).

What happened seems to have been a monumental overestimation of the market potential of Ampex's relatively narrow line of products. From a small Redwood City, Cal., company making high-quality audio tape recorders, Ampex rapidly over-expanded with a fantastically large list of important executives—many of them extremely well-known in the industry.

Outgoing Pres. Long reported that the fiscal-1961 loss "results from operating expenses & costs initially geared to support sales projected at substantially higher levels than those actually attained, the adverse impact of a strike of production workers in mid-April, and the cumulative effect of special provisions for inventory revaluation and other non-recurring adjustments during the year's 2nd half."

Into the presidency of Ampex Aug. 1 will step William E. Roberts, former exec. vp of Bell & Howell, chmn. of Consolidated Systems Corp. and chmn. of the executive committee of Consolidated Electrodynamics Corp. A 25-year veteran of Bell & Howell and its subsidiaries, Roberts undoubtedly was selected as a result of the success of that company in reorienting itself into an outstanding manufacturer of precision equipment.

Long revealed that Ampex "is now engaged in a critical review of its operations, and several months ago retained the services of Cresap, McCormick & Paget,

[management consultants,] to assist in this analysis." He added: "Some important proposed organizational changes are now being carefully studied and steps are being taken to strengthen our key management groups."

Long said his own resignation was the result of "fundamental differences [during] the past several years between the directors and me over management & organizational policies." Long will continue to serve as a director, according to Chmn. Alexander M. Poniatoff.

The company's consolidated sales for fiscal 1961 totaled \$70,105,000, compared with the record \$73,434,000 the preceding year (adjusted to include operations of now-merged Telemeter Magnetics Inc.). Long said consolidated inventories on April 30 were \$21 million, down from \$25.4 million one year before. Working capital is "adequate," he said, "and the ratio of current assets to current liabilities is greater than 2 to 1." Consolidated backlog of unfilled orders is more than \$31 million, a record high, and 45% greater than a year ago."

International Rectifier's 1961 Forecast: Pres. Eric Lidow believes operating earnings for the fiscal year ending June 30 should be "about the same or possibly a little higher" than the \$1.2 million earned in fiscal 1960. However, because of anticipated year-end inventory adjustments "necessitated by a sharp decline in military demand," total net income may drop below the year-earlier level. Fiscal-1961 sales should rise 8-to-10% above last year's \$13.2 million, due, primarily to gains in foreign sales of TV-radio components. Outlook for fiscal 1962: "Our target is a 20% sales increase & roughly the same increase in earnings," Lidow said. "If we don't get it, we'll consider a change in personnel."

ECC Increases Portfolio: Electronics Capital Corp., San Diego small business investment firm, has added a 17th company to its portfolio with an \$800,000 investment in Universal Microtron Corp. of Los Angeles. The investment comprises a \$300,000 long-term loan and the purchase of \$500,000 of 8%, 7-year convertible debentures (convertible into 62% of Universal's total common stock). Universal was formed to produce specialty electronic devices researched & developed by Electro Radiation, another ECC portfolio company. ECC's commitments to its 17 portfolio companies total more than \$14 million.

Oak Mfg. has been listed for trading on the American Stock Exchange. Symbol: OAK.

Officers-&Directors stock transactions as reported to SEC for May:

Allied Artists. Samuel Broidy sold 6,000, held 76,506. George D. Burrows sold 5,900, held 23,786. Sherrill C. Corwin sold 5,500, held 6,500. Maurice Goldstein sold 3,000, held 13,100. Roger W. Hurlock bought 1,000, held 23,100. Edward Morey sold 9,200, held 3,350. Herman Rifkin sold 4,500 personally and 1,500 more through corporation, held 9,561 personally, 11,507 in corporation. Norton V. Ritchey sold 1,049, held 2,200. Albert Zugsmith sold 12,400, held 163,400.

American Bosch Arma. Sidney E. Miller bought 200, held 200.

Ampex. John Jipp sold 700, held 1,500. Neal K. McNaughten bought 2,130, held 3,048. Robert Sackman sold 5,000, held 1,600.

Arvin Industries. Robert S. Schaerges sold 800, held 1,138. Glenn W. Thompson sold 500, held 5,000.

Audio Devices. Bryce Haynes exercised option to buy 3,024, held 3,107. Henry E. Mendes sold 100, held 1,975.

Avco. Earl H. Blaik bought 6,667, held 7,667. Frank S. Larson sold 800, held 3,703.

Capital Cities Bestg. Harmon L. Duncan sold 2,000, held 22,199. James Floyd Fletcher sold 5,000, held 32,901 personally, 20,125 for wife. John P. McGrath sold 2,000 from trust, held 2,000 in trust, 38,066 personally.

Clarostat. George J. Mucher sold 9,400 from trust, held 19,610 in trust, 15,906 personally. Victor Mucher sold 9,400 from trust, held 19,610 in trust, 17,203 personally.

CBS Inc. William S. Paley bought 150 as trustee, held 2,456 as trustee, 763,772 personally, 136,094 in holding company.

Columbia Pictures. M. J. Frankovich bought 1,049 under stock pur-

chase plan, held 2,291. Alfred Hart sold 8,873, held 1,200. Abraham Montague sold 400, held 3,966 personally, 104,189 in Fico Corp.

Corning Glass. William H. Armistead sold 700, held 1,300. William C. Decker sold 800, held 18,137. John L. Hanigan sold 200, held 1,825. Frederick H. Knight exercised option to buy 500, held 3,585.

Crowell-Collier. George P. Brett Jr. received 2,360 in exchange for Macmillan Co. shares in merger, sold 350, held 2,114. Joseph Schwarz sold 600 in joint venture, held 25,358 in joint venture, none personally. Daystrom, Louis H. Arison bought 100, held 100. John B. Montgomery bought 370, held 380.

Decca Records. Albert A. Garthwaite sold 500, held 3,000.

Electronic Specialty. Richard H. DeLano sold 1,000, held 6,063. Stephen D. Shelton exercised option to buy 1,000, transferred 600 in property settlement, held 1,600.

Electronics Corp. John A. Long sold 1,400, held 133,890.

Electronics International Capital. Jerome Kohlberg Jr. bought & sold 250 through Bear Stearns & Co. in transactions correcting errors in execution of customer orders, held 24,000 in Bear Stearns & Co., 1,000 personally.

Emerson. A. A. Vogel exercised option to buy 7,697, held 7,697.

Esquire Radio & Electronics. Joshua Levine bought 400, held 800.

General Dynamics. Ellsworth C. Alvord sold 2,880, held 2,615 personally, 14,568 in holding company, 10,484 in trust. William M. Blair sold 585 in partnership, held 2,490 in partnership, 3,700 personally. Robert D. Meiklejohn sold 700, held 2,000.

GE. Donald K. David bought 500, held 1,100. William H. Dennler received 189 as incentive compensation, sold 595, held 2,414. Lyman R. Fink received 400 as incentive compensation, held 926. Milton F. Kent received 112 as incentive compensation, held 2,193. Arthur F. Vinson sold 1,867, held 12,881 personally, 545 as custodian. William C. Wichman sold 950, held 5,883. Laurence I. Wood sold 470, held 2,684.

General Instrument. Fred C. Rummel sold 500, held 1,756.

General Precision Equipment. Raymond L. Garman exercised option to buy 200, held 800 personally, 28 for wife. Edwin A. Link sold 3,700, held 32,442.

General Telephone & Electronics. George W. Griffin Jr. sold 1,820, held 2,359.

Globe-Union. H. M. Sauer sold 400, held 654 pers., 1,970 for wife. Hazeltine. Neil K. Dietrich sold 300, held 367.

Hoffman. C. E. Underwood sold 5,900, held 100.

IBM. Herbert T. Hansford bought 252, held 1,465.

International Resistance. Walter W. Slocum exercised option to buy 500, held 1,500. Charles Weyl sold 2,600, held 91,150. Edward S. Weyl sold 1,000, held 20,825.

ITT. Charles D. Hilles Jr. sold 2,000, held 12,062. M. Richard Mitchell sold 100, held 2,670. Paul F. Swantee sold 100, held 3,094.

Lear. William P. Lear Jr. exercised option to buy 250, held 14,149. William P. Lear Sr. exercised option to buy 500, held 463,520. G. C. Warman exercised option to buy 250, held 363.

Ling Temco. D. H. Byrd bought 838, held 75,791.

Liton Industries. Roy L. Ash transferred 2,000 in community property interest, sold 1,000 and 500 more as custodian, held 104,769 personally, 785 as custodian, 14,178 in partnership. Alfred B. Connable sold 4,000, held 4,000. Norman H. Moore exchanged 3,000 for mutual fund shares, held 18,322. Carl A. Spaatz sold 200, held 4,825. Charles B. Thornton sold 1,200, held 267,916 personally, 31,191 in partnership.

Loral Electronics. Bernard Herman exercised option to buy 1,500, held 1,500. William Lorenz sold 2,900, held 325,050. Emanuel M. Siegel exercised option to buy 3,000, held 3,150. Sheldon Simon exercised option to buy 3,000, held 3,225.

MPO Videotronics. Charles L. Hewitt bought 250, held 1,000.

Magnavox. Richard A. O'Connor sold 3,000, held 80,697.

P. R. Mallory. H. C. Buell sold 300, held 1,119. J. Taylor Foster sold 2,450, held 1,382. Leon Robbin bought 956, held 1,677.

MGM. Nathan Cummings sold 18,700, held 35,600.

National Theatres & TV. Leonard Davis bought 2,300 through holding company, held 5,000 in holding company, none personally. Eugene V. Klein bought 28,702 in Aug. 1959-April 1961 transactions, sold 37,200 in Jan. 1960-Jan. 1961 transaction, held 43,823. Richard W. Millar sold 500, held 500.

National Video & Rico. Harold Cole sold 100, held 500.

Packard Bell. Jean P. Gleis exercised option to buy 510, held 1,020.

Pentron Electronics. William H. Attschuler bought 1,500, held 6,500. T. Rossman sold 2,000, held 116,000 personally, 9,000 in trusts.

Philips Electronics & Pharmaceutical. James J. Colt bought 150 through Omo Mfg. Co., held 65,263 in Omo Mfg. Co., 3,834 personally.

RCA. Elmer W. Engstrom exercised option to buy 4,200, held 8,199.

Raytheon. Paul F. Hannah sold 1,500, held 1,642.

Reeves Bestg. & Development. J. Drayton Hastie sold 2,000, held 74,100. Hazard E. Reeves sold 14,000, held 582,772.

Rollins Bestg. John W. Rollins exchanged 15,000 for Class B common, sold 1,800, held 13,200 personally, 2,425 as guardian.

Servomechanisms. Ernest A. Wester sold 7,000, held 6,000.

Storer Bestg. George Haggarty bought 10,000 Class B common, held 10,000. George B. Storer sold 10,000 Class B common, held 873,540 personally, 207,750 in trusts.

TelePromTert. Fred Barton sold 2,000, held 40,643. Milton Hendler sold 857, held 1,900. N. C. Myers Jr. sold 600, held 3,350. H. J. Schlafly Jr. sold 5,057, held 30,299.

Texas Instruments. Cecil H. Green sold 2,100 in private transaction, held 271,210. J. E. Jonsson sold 2,100 in private transaction, held 361,231. W. F. Joyce sold 500, held 5,545. Eugene McDermott sold 2,100 in private transaction, held 271,013. E. O. Vetter sold 900, held 5,375.

Textron Electronics. George William Miller sold 1,000, held 5,000 personally, 59,037 in trusts.

Thompson Ramo Wooldridge. Pierce T. Angell sold 500, held 600. F. C. Crawford sold 200, held 36,174. H. L. George sold 2,300, held 23,185.

Varian Associates. Harold C. Booth exchanged 12,500 for open end investment company shares, held 155,097. Clifford V. Heimbucher sold 1,400, held 26,559. Paul B. Hunter sold 1,000, held 29,957 personally, 200 in joint tenancy. Henry J. McCarthy exchanged 12,500 for open end investment company shares, held 155,672. H. Myrl Stearns sold 200, held 27,050 personally, 10 in trust, 3,800 in joint tenancy. Sigurd F. Varian sold 600 from community property, held 72,048 in community property, 28 personally.

Walt Disney Productions. George L. Bagnall bought 100, held 100.

Westinghouse. George G. Main sold 500, held 4,700 personally, 800 in trust. Carlisle P. Myers exercised option to buy 350, held 1,054.

Zenith. J. E. Brown sold 400, held 200. Leonard C. Truesdell sold 300, held 1,200.

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	1961—year to Apr. 30 ³	\$70,105,000	—	\$(4,000,000)	—	7,718,257
	1960—year to Apr. 30 ⁴	73,434,000	—	3,959,000	\$0.55	7,270,000
Capital Cities Bcstg.	1961—qtr. to Mar. 31	—	\$ 442,255	206,107	.18	1,149,798
	1960—qtr. to Mar. 31	—	311,807	205,916	.18	1,149,798
Capital Film Labs	1961—year to Mar. 31	1,614,025	—	25,270	.05	200,000
	1960—year to Mar. 31	1,595,852	—	44,684	.07	200,000
Consolidated Electronics Industries	1961—qtr. to Mar. 31	22,869,373	—	738,103	.26	2,828,597
	1960—qtr. to Mar. 31	23,218,116	—	1,052,382	.38	2,798,150
Digitronics	1961—year to Mar. 31	1,988,384	188,242	103,242	.26	446,066
	1960—year to Mar. 31	821,839	35,652	35,652	.10	396,066
Famous Players Canadian	1961—qtr. to Mar. 31	—	829,089	545,742	.31	1,737,072
	1960—qtr. to Mar. 31	—	998,905	593,518	.34	1,737,072
Hallicrafters	1961—2 mo. to Apr. 30 ¹	9,815,000	—	278,000	.13	2,218,600
	1960—2 mo. to Apr. 30 ¹	4,730,000	—	109,000	.10	1,005,000
Moviellab Film Labs	1961—qtr. to Mar. 31	1,436,580	—	64,539	.21	312,500
	1960—qtr. to Mar. 31	1,278,129	—	68,493	.27	250,000
Radio Shack	1961—9 mo. to Mar. 31	12,536,157	—	294,733	.45	649,741
	1960—9 mo. to Mar. 31	9,613,048	—	314,165	.73	430,560
Transcontinent TV Corp.	1961—9 mo. to Mar. 31 ¹	12,515,401	2,635,421	907,597	.51	1,768,612
	1960—9 mo. to Mar. 31 ¹	9,358,875	—	814,470	.46	1,767,712
United Artists	1961—13 wks. to Apr. 1	26,965,000	—	879,000	.51 ²	1,713,621
	1960—13 wks. to Apr. 1	23,188,000	—	788,000	.46 ²	1,664,218

Notes: ¹From SEC report. ²Based on 1,713,621 shares outstanding April 1, 1961. ³Preliminary. ⁴Adjusted to include Telemeter Magnetics,

merged into Ampex Dec. 1960.

Standard Kollsman Weighs Stock Split: The Melrose Park, Ill. maker of TV tuners & other electronic products is considering a stock split, but "it depends on a lot of factors," and a decision won't be made until late this year, secy. Arthur Richenthal told the annual meeting. A decision on a stock dividend also will be made later this year. Standard issued 3% stock dividends in 1960 & 1959.

Reports & Comments Available: Westinghouse, report, Reynolds & Co., 120 Broadway, N.Y. 5 • AB-PT, discussion, Cooley & Co., 100 Pearl St., Hartford 4, Conn. • Raytheon and Transitron Electronics, profiles in June 15 *Forbes*.

Recent Stock Issues

Stock	Offering Price	June 15, 1961	
		Bid	Asked
Arrow Electronics	5	8 3/8	9 1/4
Empire Devices	12	15 3/4	17 1/4
RMS Electronics	3	3 1/2	4 1/8
Sony Corp.	17 1/2	22	23 5/8
Warner Bros.	16	19 1/2	21

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Axe Science & Elec. ...	—	\$0.10	Jul. 14	Jun. 23
ITT	Q	.25	Jul. 15	Jun. 23
Motorola	Q	.25	Jul. 17	Jun. 30
MPO Videotronics "A"	Q	.10	Jul. 14	Jun. 30
Howard W. Sams	Q	.15	Jul. 25	Jul. 10
Sonotone	Q	.07	Sep. 29	Sep. 1
Terminal-Hudson Elec.	Q	.06	Jul. 20	Jul. 7
Webcor	(Omitted)			
Western Electric	Q	.90	Jun. 30	Jun. 20
Western Union	Q	.35	Jul. 15	Jun. 23

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 15, 1961

Stock	Prev. Bid		Bid Asked	Stock	Prev. Bid		Bid Asked
	Bid	Asked			Bid	Asked	
Acoustica	19 1/4	18 1/4	20 1/4	Magna Th.	4 1/4	4 1/4	4 1/4
Adler Elec.	19 1/4	18 1/4	20 1/4	Magetics Inc.	10 1/4	11	12 1/4
Aerovox	11 1/4	11 1/4	12 1/4	Maxson	25 1/4	23 1/2	25 1/4
Allied Radio	28	29 3/4	32	Meredith Pub.	41	39	42 1/4
Astron Corp.	3	2 3/4	3-5/16	MetroMedia	21	19 1/4	21 1/4
Babcock	31	28	30 3/4	Microdot	26 1/4	26	28 1/4
Baird Atomic	20 1/4	19 1/2	21 1/4	Milgro Elec.	22	21	24 1/4
Cannon Elec.	31 1/2	27	30 3/4	Narda Micro	8 1/4	8 1/4	9 1/4
Capehart	10	9	10	Newark Elec.	—	15 1/4	16 1/4
Chicago Aer.	22	23	25 1/4	Nuclear Chi.	45	43 1/4	47 1/4
Control Data	100	95	101	Official	3 3/4	3 3/4	4 1/4
Cook Elec.	12 1/4	11 1/4	12 1/4	Pacific Aut.	6 1/4	5 3/4	6 1/4
Craig	13 1/4	13	14 1/4	Pacific Merc.	7 1/4	7 1/4	8 1/4
Crosby Tel.	6 1/4	6 1/4	7	Phillips Lamp	145 3/4	148 1/4	153
Dictaphone	33 1/2	34 1/2	37 1/4	Pyramid	2 1/4	2 3/4	2 1/4
Digitronics	29	28	30 3/4	Radiation	25 1/4	24 3/4	27
Eastern Ind.	18	16 3/4	18 1/4	Rek-O-Kut	2 1/4	2 1/4	2 1/4
Eitel-McC.	16 1/4	14 3/4	16	Research Inc.	5 1/4	5 1/4	6
Elco Corp.	12 1/2	12	13 1/4	H. W. Sams	42 1/2	42	45 1/4
Electro Instr.	22	21 1/4	24 1/4	Sanders Assoc.	46	45 1/4	49
Elec. Voice	12	11 1/4	12 1/4	Sillion	13 1/4	12 1/2	14 1/4
Elec. Assoc.	33 3/4	32 1/4	35 1/4	H. Smith	11 1/4	10 1/2	12 1/4
Elec. Cap. Corp.	42	42	46 1/4	Soroban	65	58	63 1/4
Erie Resistor	13 3/4	14	15 1/4	Soundscriber	12 1/4	—	—
Executone	21 1/4	19 1/2	21 1/4	Speer Carbon	31 1/2	30 1/4	32 1/4
Farrington	14 3/4	13 3/4	14 3/4	Sprague	76 1/4	77 1/4	80 1/4
Foto Video	9	7	8 1/4	Sterling TV	3 3/4	3 3/4	4 1/4
Four Star	21	20 1/4	22 1/4	Systron-Don.	37 1/4	39	42
Gen. Devices	14 1/4	13 1/4	14 1/4	Taft Bestg.	20 1/4	17 1/2	19 1/4
G-L Elec.	8 1/4	7 3/4	8 1/4	Taylor Instr.	52	51	55
Goodwill Sta.	—	10 1/4	12 1/4	Technology	7	6 1/4	7 1/4
Granco	3 1/4	3 1/4	4 1/4	Tele-Bestrs.	2	1 1/2	2 1/4
Gross Tel.	21 3/4	21 1/4	23 1/4	Teledrome	11 1/4	11 1/4	12 1/4
Hallicrafters	23 1/4	22 1/4	23 1/4	Telecomp.	7 1/4	6 3/4	7 1/4
Hathaway	27 3/4	26	28 1/4	Time Inc.	85 1/4	83	87 1/4
Hiph Voltage	172	148	163	Tracerlab	12 1/4	10 1/2	12
Infrared	16 1/4	15	16 1/4	United Art.	7 3/4	7 3/4	8 1/4
Interstate Eng.	19 1/4	18 1/4	20 1/4	Universal	1 1/4	1 1/4	1-5/16
Ionics	32 1/4	31	34 1/4	Vitro	27 1/4	24 1/4	26 1/4
Itek	52	50	54 1/4	Vocalline	2 1/4	2 1/4	2 1/4
Jerrold	8 1/4	8 1/4	9 1/4	Wells-Gardner	34 1/4	34 1/4	37 1/4
Lel Inc.	9	8 1/4	10	Wilcox Elec.	10 1/4	10 1/4	11 1/4
Lab for Elec.	54 1/4	51 1/4	54 1/4	Wometco	27	26	28 1/4
Leeds & North.	35	34 1/4	37				

WEEKLY **Television Digest**

JUNE 26, 1961

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

WITH THIS ISSUE: 1961 Supplement No. 7—Updated ARB estimates of TV households by states & counties as of Jan. 1, 1961 (story on p. 1)

SUMMARY-INDEX OF WEEK'S NEWS

Auxiliary

EXPANSION, REGULATION & PAY TV were the top topics of NCTA convention in San Francisco. "Biggest yet" gathering insists federal regulation unnecessary (pp. 2, 8 & 9).

Congress

GIVE CODE A CHANCE, Minow & Collins urge at Senate hearing on TV violence & juvenile delinquency. Industry can effect own program reforms, they say (p. 3). Dept. (p. 14).

FCC WINS REFORM-PLAN ROUND IN HOUSE, where Commerce Subcommittee junks reorganization bill by Chmn. Harris (D-Ark.), goes along with Commission's own proposals (p. 4).

Programs

FCC's NETWORK HEARINGS bring forth much nostalgia for TV's "Golden Age," some sharp criticism of everything from network brass to slide-rule wielders (pp. 5 & 7).

NETS

GOVT.-SUPPORTED NETWORK proposed by Dr. Du Mont as solution to programming ills (p. 5).

ABC RATINGS DROP IN NIELSEN'S MNA REPORTS, reflecting gains for CBS and NBC on Saturdays, Mondays & Tuesdays (p. 6).

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COLLINS CRITICS LASHED by NAB staffer William Carlisle, who brings broadcasters' complaints out into open, says they stem from industry's do-nothing tradition (p. 10).

Consumer Electronics

"MOLECULAR" RADIO, hi fi and even TV—without components—is next breakthrough. Principal to be used in consumer goods within 5 years (p. 15).

"BENT GLASS" external safety plates now dominate 19-in. lines at expense of flat glass & plastic. Glass temperers pledge fight for 23-in. market (p. 16).

FM STEREO: Stations in N.Y., Detroit, Seattle, Dallas & Boston area receive first pre-production RCA broadcast-equipment shipments (p. 16).

LOW-END MARKET and "bargain-basement" selling blasted by Truesdell, citing figures showing heavy sales concentration on low-priced models (p. 17).

PLANT SHUTDOWNS for vacation now in effect at some TV-radio-electronics companies. Vacation dates listed (p. 17).

Films

NETWORK-PRODUCED TV FILM AT LOW EBB. CBS-TV, with 7 series, and NBC-TV, with 2, are down from last season as production resumes for next fall (p. 12).

Finance

DESILU INCOME DOWN. Arnaz blames WGA strike, rising labor costs and reduction of syndicated films (p. 19).

Other Departments

ADVERTISING (p. 12). **PERSONALS** (p. 13). **FCC** (p. 14).

TV NOW IN 90% OF U.S. HOMES: The number of TV households in the U.S. increased by nearly 2 million last year to 47.9 million, and the penetration of TV in total U.S. homes rose from 88% to 90%. These trends are shown in new county-by-county estimates of TV households as of Jan. 1, 1961, compiled by American Research Bureau and included with this issue as 1961 Supplement No. 7.

This compilation makes a valuable addition to your new Television Factbook, and updates the ARB figures on pages 39-54. We suggest that you place this supplement in your Factbook for reference. If you wish an extra copy to include with your file of Newsletters, we'll be happy to send you one gratis, on request to our publication office in Radnor.

New figures represent statistical updating of Jan. 1, 1960 survey-based estimates of TV households (Vol. 16:25 p2 & 1960 Supplement No. 6, June 20, 1960). The 1960 figures, most complete ever compiled, were based on 500,000 telephone interviews covering every county in the U.S., using scientific sampling & statistical techniques. For the Jan. 1, 1961 figures, ARB used new estimates of total U.S. households from Sales Management's Survey of Buying Power, and applied a "growth factor" (in terms of percentage) to TV household figures in the 1960 survey-based estimates.

Changes in the last year were relatively small. As of Jan. 1, 1961, ARB's figures indicate 47,886,000 TV households, or 90% of the total 53,239,500 U.S. homes. One year earlier, ARB's tabulation showed 46,019,980 TV households—a penetration of 88% of the 52,207,800 U.S. households at that time. This indicates, therefore, a growth of 1,866,020 TV households during 1960, while total U.S. households increased by only 1,031,700.

Next updating of ARB's TV households figures—due about a year from now—should be more meaningful than the current one. At that time, 1960 U.S. census data will be available—and this fresh measurement of U.S. households (to be projected to Jan. 1, 1962) will give an even more accurate picture of TV penetration on county-by-county and state-by-state basis.

EXPANSION, REGULATION & PAY TV TOP TOPICS OF NCTA: With growing sophistication, the small but profitable CATV industry tackled its problems during 10th annual convention of National Community TV Assn. in San Francisco last week. Main topics included: (1) Threat of federal regulation. (2) Possibilities of pay TV. (3) Expansion of existing systems & services and move into larger markets (see p. 8). (4) Active market in system sales (p. 9). (5) Relations with broadcasters. (6) Problems with the Bell system—in pole-line attachment rights and microwave services.

New Pres. William Dalton, a long-time trade association executive much at home in convention surroundings, set tone in his keynote address as he attacked those demanding federal regulation of CATV.

Bills pending in Congress, he said, "would empower the FCC to regulate a situation that no longer exists." He asserted that conflicts between CATV and stations remain in only 4-5 cities, and that these are being eliminated, too. Actually, Congress doesn't seem to have a sense of urgency about the legislation—but NCTA members are prepared to fight it all the way again if situation gets warm.

Pay-TV sessions attracted great (and skeptical) interest, drawing most of the 570 registrants. Home Entertainment System, now independent of NTA, headed by ex-Desilu producer Martin Leeds, repeated the pitch made to newsmen in April (Vol. 17:15 p3)—asserting its cost advantages over other systems.

There was a good panel discussion, featuring Telemeter's Kenneth Easton, TelePrompTer's Irving Kahn, Midwest Video's George Morrell and Leeds. Easton said that the Toronto experiment, with 6,000 homes, wasn't designed to "see how cheaply it could be run" and isn't profitable now. Rather, he said, it was intended to test public acceptance—and he made it clear that parent Paramount believes project to be successful. "We have now designed the system for economy," he said, "and we're in position to make projections on realistic figures. The plant was designed to serve a substantial part of Toronto." He also stressed that the system has had no adverse effect on theater exhibitors' receipts.

Kahn plumped for his Key TV "participation TV" concept, with which subscribers can send information back to a central office—to order goods, respond to polls, play games, etc. He reiterated announcement of plans to start with his Liberal, Kan. CATV system. He reported that 100,000 CATV homes carried the last Patterson-Johansson fight—and "AT&T was considerably more conciliatory in offering circuits to CATV systems than it was for the first fight." Kahn said that many CATV systems have more "seats" than local theaters and will therefore "be able to outbid theaters for feature films." Kahn was frank to say, however, that the CATV audience would be small compared with pay TV in big cities. Right now, he said, "you are the tail wagging the dog"—important initially. He believes pay TV will be able to offer only about 26 important events a year.

Morrell, whose organization plans pay TV in Little Rock, said that "pay TV will be here not later than June 1962." He said he was sure that pay TV must operate on a "pay-as-you-see" basis—not on credit.

All panelists were quick to say that pay TV wouldn't hurt either exhibitors or free TV. Said Easton: "I'm not keen about outbidding exhibitors. We don't purpose to cut them out of product. We create a new audience." Leeds: "We won't take anything from anyone. We'll give more entertainment for less money."

Why wired pay TV and not telecast? Kahn said there are 2 main reasons: (1) Political. You can't take any free channels from the viewer and convert them to pay. (2) Economic. Coders & decoders for telecasting are complicated, troublesome & costly.

Both Kahn & Easton urged CATV operators to watch their contracts with phone & power companies. Easton noted that many contracts preclude use of pay TV, said that Canadian operators managed to get this phrase into their contracts with phone company: "Services of a type which otherwise might be broadcast" may be carried on CATV.

Unspoken situation behind all this is that AT&T fully intends to provide pay-TV cable facilities if business ever amounts to anything. (AT&T certainly has hands full of fights currently. Rep. Celler, D-N.Y., is always out to get it—Vol. 17:25 p2. FCC is currently questioning whether phone rates are too high; GE & other manufacturers accuse AT&T of trying to dominate satellite communications; telecasters & CATV operators claim AT&T is squeezing their private microwaves. However, AT&T is not without ability to protect itself.)

One of most important comments made on pay TV was by J. Seibert Worley, shrewd operator of both CATV & theaters in Shamrock, Tex. He warned CATV operators that movie producers are in driver's seat and indicated that CATV wouldn't be in any better bargaining position for movies than exhibitors are.

He described how producers lease movies on basis of percentage of exhibitor's gross—and then read a new contract which provides that the gross include not only admissions but receipts from auto heaters, baby-sitting facilities "and popcorn."

After the session, one major CATV operator who has had plenty of pay-TV discussions with movie producers exclaimed: "When pay TV has signed & sealed contracts with producers, then all this discussion will mean something. Did you ever hear such nonsense as went on in that meeting room?"

Significant development in cable operations is rebirth of closed-circuit operations. Ex-NCTA Pres. Lloyd Calhoun offers audio-only "Sigmet" on his Hobbs, N.M. system. It's a frequent weather report—for which he was given NCTA's public relations award. Advertising-promotion award was shared by Douglas Danser, Naples, Fla., and Ben Conroy, Uvalde, Tex. Special "award for distinguished service to CATV" was given to Dorothy Mugford, promotion mgr. of WNEP-TV Scranton-Wilkes-Barre, who vigorously promoted use of city's uhf signals by area's CATV operators. She told us that some 100,000 CATV homes get the signals now. For new officers & directors, see p. 9.

The 1962 convention will be held in Washington's Shoreham Hotel, June 18-22.

GIVE CODE A CHANCE, MINOW & COLLINS URGE: Two of TV's severest critics—FCC Chmn. Minow & NAB Pres. LeRoy Collins—told Senate Juvenile Delinquency Subcommittee investigators last week that one of best hopes for better programming is in stepped-up operations of industry's self-regulating Code.

"Particularly significant" in agitation for less crime & violence on TV is "increased activity" by NAB's TV Code Review Board in missionary work with networks, advertisers and program producers, Minow said in FCC statement. And in personal comments at hearing winding up 3-week probe of TV's impact on youth (Vol. 17:25 p7), critic Minow added: "Gov. Collins is as dedicated to better programs for children as any man in the country."

"Broadcasting has performed magnificently and is performing even more magnificently with each passing year," Collins assured Judiciary Subcommittee headed by Sen. Dodd (D-Conn.). He called on Congress to resist demands that TV's problems be resolved by more federal intervention. Within industry, Collins said, there's "growing recognition that the Code principles must be adhered to." Code already has been effective in raising program standards—and such NAB moves as establishment of over-all TV-radio Code authority (Vol. 17:25 p5) promise even more effective self-control, Collins added. He reported that he had already conferred with "most cooperative" Attorney General Robert F. Kennedy on additional Code enforcement measures which might be invoked by broadcasters "consistent with the federal antitrust laws."

Nation is fortunate in having Minow at FCC and Collins at NAB, Chmn. Dodd said, but he took dimmer view of Code's efficacy. "It is difficult to conclude that the TV industry is making a real effort to improve its programming," Dodd observed. Citing sex-&-mayhem episodes in TV series excerpts screened at hearings, Dodd said "every provision of the Code was violated a hundred times." Subcommittee is expected to recommend FCC regulation of networks and more direct program-supervision by Commission.

FCC itself will have some program-reform recommendations for Congress as result of Commission's 2-year network study which reached final phase in N.Y. last week (see p. 5), Minow told Dodd. But meanwhile, he said, "I think the industry should have a chance to work things out."

Minow took Dodd "behind the scenes" to show that individual telecasters have little control now over what they put on air. "The modern broadcast licensee is often little more than the end of a chain that starts with the network, the studio, the producer, the writer, and so on," Minow said. Result: "The TV licensee often has only the most remote connection with the source of the program. The broadcaster nowadays is often just another member of the audience, as little aware of 'what comes next' as the children who watch in our homes." He added that "broadcast licensees should be required—or perhaps, empowered—to listen & to see, before they broadcast."

Collins warned Dodd not to jump to conclusions about any correlation between crime & violence on TV and juvenile delinquency. Such conclusions aren't supported by much sociological opinion, Collins

said, suggesting that Dodd call conference of Subcommittee members, representatives of communications & entertainment media and HEW Secy. Abraham Ribicoff to get authoritative studies under way. NAB & networks will help underwrite research, Collins assured Dodd.

Influence of ratings on programming was deplored by both Minow & Collins. Minow said one insurance company-sponsored TV program "describing American colleges & universities" was rejected because of network fears of ratings—"the watcher may leave the network & not come back." Collins cited the Walter Lippmann interview on CBS Reports June 15. He said only 6.6% of sets were tuned to Lippmann while The Untouchables won 63% and Groucho Marx picked up 23%.

Both decried TV violence, too. "Children will watch anything," said Minow. "And when a broadcaster uses crime & violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up." Collins said "violence merely for the sake of violence" can't be justified, that it "is offensive to simple good taste, seriously downgrades the television art, and should be eliminated."

Note: On ABC-TV's Issues & Answers show, preceding his Senate testimony, Minow reiterated the warnings in his "wasteland" speech at NAB convention (Vol. 17:20 p1) that "licenses will no longer be renewed automatically" if station programs are loaded with violent action. And Washington Evening Star quoted Minow in interview as saying "there's nothing wrong with the industry that a few non-renewals of licenses won't cure." Less-than-3-year renewals also can be invoked by FCC, Minow told the N.Y. Herald Tribune.

FCC WINS REFORM-PLAN ROUND: Any FCC reorganization legislation voted by this Congress to cure procedural ills probably will be just what the Commission itself ordered.

Tactical victory for FCC & its self-reform prescription was won June 23 when House Commerce Regulatory Agencies Subcommittee, mulling over testimony at hearings preceding week (Vol. 17:25 p3), voted to scrap alternative plan (HR-7333) by Chmn. Harris (D-Ark.).

Harris Subcommittee wrestled 3 days in closed redrafting sessions on Harris measure, then gave up. It decided to write new bill conforming almost line-for-line with language of Commission bill (S-2034) introduced in Senate (Vol. 17:24 p3) by Commerce Communications Subcommittee Chmn. Pastore (D-R.I.), who'll hold one-day hearing on it June 28.

Main difference in otherwise similar reorganization bills is that FCC-drafted Pastore measure provides more appeal rights to contestants in Commission cases. Both authorize delegation of decision-making authority by FCC to panels & staffers. But Pastore bill provides for mandatory review by Commission of exceptions to lower-level decisions, whereas Harris bill made such reviews discretionary only. And Pastore bill sets up machinery for discretionary 2nd appeals if FCC sustains decisions.

Harris didn't hold out for his own reorganization plan. He said at outset of hearings that he had no pride of authorship. And Harris told House in floor speech last week that he was working with Subcommittee to make change in plan. New bill probably will be introduced early this week. Full Commerce Committee may report it to floor for vote before the week ends.

Senate hearing on Pastore bill is expected to be perfunctory. Just-for-record witnesses lined up are from same cast which performed for Harris Subcommittee and before that for House Govt. Operations Committee, which started President Kennedy's FCC reorganization on its way to House defeat.

Lead-off Senate witness will be FCC Chmn. Minow (who preferred Harris bill to Commission's own measure), flanked by other Commission members. Others will be Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks.

White House suffered another reorganization defeat meanwhile. In House, President's plans for FTC & CAB survived (221-178 & 213-178) Republican attempts to put through disapproval resolutions killing them. But in Senate, many Democrats joined Republicans to kill SEC plan, which went down 52-38 after opponents protested it would permit SEC to delegate rule-making authority to staff underlings.

Senate Republicans also are gunning for FTC plan, and it may go down, too. Sen Schoeppel (R-Kan.) already has served notice on floor that Kennedy administration will have fight on its hands when FTC resolution comes up.

REQUIEM FOR TV'S 'GOLDEN AGE': Mass-appeal network TV programming, abetted by rising costs & advertiser preoccupation with TV cpm's and spurred by 3-network nighttime rivalry, got a verbal working-over in N.Y. last week. The scene was FCC's network-control program hearings (Vol. 15:8 p4), which once again set up shop in N.Y.'s Foley Square to hear testimony from a blue-chip parade of witnesses (for summaries, see p. 7).

Much was made in hearings of TV's "golden age," a period considered (mostly by TV writers of original dramas) to run from 1950 to 1956. Several witnesses, ranging from producer David Susskind to Writers Guild of America Chmn. David Davidson, decried the artistic loss of "excitement" when anthologies were killed off in a network search for big audiences. (Other witnesses, such as TV producer Bob Banner, held to the view that TV's "golden age" wasn't really that golden in the first place.)

Ratings, Hollywood influence, talent agencies—all received harsh criticism from witnesses. Also under fire: Network program officials (for relying heavily on formula fare); sales brass (for selling on the basis of big rating numbers); FCC (for lack of control over network program responsibility); and govt. in general (for reluctance to turn TV-radio hearing findings into firm regulations).

Did the opening week add to industry knowledge? It did & it didn't. Much of the testimony was a for-the-record rehash of the shift from live to film, and from anthology to set-character series in the past decade. But into clearer focus also came some recent industry program patterns:

(1) Networks have a firm grip on programming, which they sometimes use to promote quality public-affairs or drama shows, but which they more often use to develop & program shows that are more likely to win mass audiences than critical approval.

(2) Producers are at the mercy of networks, in many ways. If a network doesn't want to buy a show, or if a producer refuses to part with a proprietary interest in exchange for pilot financing, or if the network sales dept. thinks it can't find clients for a show, a producer's chances are grim.

(3) Talent agencies contribute little, if anything, to an upgrading of anything except the prices of program packages and working talent. Fettered by fewer govt. controls than even the networks, their function—as described by hearing witnesses—is primarily to make money, not maintain TV as an art form.

Hearings received heavy press play in N.Y. and other cities. Newspapers tended generally to capitalize on sharpest attacks on TV's shortcomings (Susskind on network lowbrow shows, George Jessel on ratings, Worthington Miner on Hollywood, etc.). N.Y. Times critic Jack Gould termed the testimony, as drawn by FCC counsel Ashbrook P. Bryant, "the disturbing narrative of the silent surrender of the medium to the forces of commerce and the relentless suppression of the craftsman's spark."

Networks

Du Mont Urges Govt. Network: Dr. Allen B. Du Mont took up an old fight last week—for a 4th TV network. But there was a new twist this time: The TV pioneer and former head of the 4th TV network urged that the new net be govt.-supported to provide an antidote & alternative to commercial programming. In an address at Ithaca, N.Y., accepting honorary membership in AIEE, Dr. Du Mont said he felt like "the creator of a Frankenstein" when he watched TV, and added:

"Where shall the minority go then for intellectual stimulus from the phosphor screen? I think that they must turn to the U.S. government. All my life I have advocated as little govt. as possible in the personal & economic life of America. My friends—both in & out of the TV industry—may be shocked, but I believe that the govt. of the United States is the only possible sponsor for programming of a non-commercial, intellectual and informative type."

He urged FCC Chmn. Minow to "start swinging an axe within the FCC" to allocate channels for a 4th network, and to "start his personal lobby with Congress and the President" for funds to launch & operate it. The proposed govt. network should be completely removed from political control—even that of the President—he added. He suggested a separate corporation such as BBC.

Brinkley Hits at Hagerty: ABC vp for news, special events and public affairs James C. Hagerty "doesn't know what he's talking about" when he charges that many TV newsmen are performers rather than reporters (Vol. 17:8 p5), according to NBC's David Brinkley. In a taped interview on WSAZ-TV Huntington-Charleston, W. Va., Brinkley said: "Everyone at NBC—and I'm confident at CBS—covers the news every day. That's our job." As for Hagerty himself, Brinkley said he had "a generally low opinion" of him. "Hagerty's actual experience in the news business is somewhat lacking," Brinkley went on, pointing out that Hagerty had been a "political press agent for the last 20 years." (Before holding the post of President Eisenhower's press secy., Hagerty worked for ex-N.Y. Gov. Thomas E. Dewey.) The NBC commentator was in West Virginia to receive a commission as colonel on Gov. W. W. Barron's staff and dedicate "David Brinkley Bridge" near Huntington. He was honored for "fair & sympathetic" treatment of West Virginia's economic needs in an NBC news show filmed during last year's primary election campaign. Barron's predecessor in office, Cecil Underwood, had denounced the show for downgrading the state.

Birthday Party: NBC-TV will combine its annual affiliates meeting with a celebration of the network's 35th anniversary Dec. 5. A 3-day ceremony will be held in Hollywood, including a junket for TV editors & columnists.

CBS'S STRONG MNA SCORE: Even as witnesses before FCC's program hearings bemoaned the loss of network program "diversity" and the Hollywood boom in slambang formula shows (see pp. 5 & 7), new indications emerged which suggested that the public taste may be shifting.

The evidence came in the form of a CBS-TV victory on one of ABC-TV's favorite research battlegrounds: The "multi-network area" Nielsen reports. These reflect the viewing in 24 markets where all 3 networks have full-schedule competition. While CBS has been exceeding ABC (and NBC) in drawing larger national audiences (Vol. 17:23 p6), ABC, in rebuttal, has been citing its strong MNA ratings. This retort could be generally stated as: "Things would be different for ABC if we had the kind of no-delay line-ups that CBS has in the 2-station markets. Where facilities are equal, we're ahead."

In general, MNA ratings for the full 1960-61 season indicate a victory for CBS's nighttime lineup of 30-min. comedies (*Danny Thomas, Andy Griffith, Dobie Gillis*, etc.) and veteran weekend suspense & Western shows (*Perry Mason, Have Gun, etc.*) over ABC's lineup of 60-min. filmed action-adventure packages (*Cheyenne, Roaring 20's, Stagecoach West*, etc.). NBC has made some gains at the expense of ABC, several of which have been scored, interestingly enough, with nighttime public-affairs shows.

For 11 out of 12 bi-weekly MNA reports between October 1960 and March 1961, ABC placed more shows in the top rating brackets to lead the other networks. But, in the 2nd MNA report for March, ABC slipped to 2nd place, behind CBS (NBC took 3rd spot), and ABC has continued in this runner-up slot in the 5 subsequent reports.

MNA Rating Patterns

(1) Hardest-hit are ABC's MNA ratings for Saturday, Tuesday and Monday nights, in that order. The percentage MNA rating drops for these nights, in a comparison of the network's MNA ratings from early January through early March vs. late March through late May of this year, are 15%, 12% and 10%.

(2) Gains in MNA ratings by CBS, and some by NBC, are being made over ABC on each night of the week. At best, ABC is down only 3% & 1% (see above) on Thursdays & Fridays and has a 1% drop on Wednesday nights. Sunday MNA levels are off 5%, and the 7-night average drop is 9%.

(3) ABC's Monday-night MNA troubles are traceable to a 7-point audience-share drop taken by *Cheyenne* between February and April. This slump, by all indications, has pulled down the share levels of shows following *Cheyenne*; i.e., the closer an ABC show is to *Cheyenne* the poorer is its MNA share trend.

(4) On Tuesdays, the share slip has, to some extent, shaped up as an audience battle between ABC (with *Bell & Howell Close-Up*) and NBC (with various *White Paper* shows) in the field of public-affairs specials. This rating battle has seen-sawed between ABC's line-up of Westerns (*Rifleman, Wyatt Earp, Stagecoach West*) and NBC's suspense anthologies (*Hitchcock, Thriller*), depending on the pull of individual NBC public-affairs specials.

(5) On Saturdays, there's been an audience-share drop of 10 points (from 30 down to 20) for ABC's *The Roaring 20's*. As in the Monday-night situation, ABC shows which follow *The Roaring 20's* (*Leave It to Beaver, Lawrence Welk, Fight of the Week*) are also off, and the closer they are to the 60-min. Warner Bros. series the harder-hit are the share levels.

Network Television Billings

April 1961 and January-April 1961

For March report, see TELEVISION DIGEST, Vol. 17:22 p13

April Billings Up 6.9%: Network TV's April 1961 gross time billings totaled \$59.8 million, compared with \$55.9 million in April 1960. TvB's latest compilation also shows a 6.4% jump in January-April this year over the same 4 months of 1960, from \$227.8 million to \$242.3 million.

ABC-TV was the biggest percentage gainer, both in the 4-month period (up 21.3% to \$63.2 million from \$52.1 million) and in April alone (up 24.3% to \$15.8 million from \$12.7 million).

NBC-TV, which has consistently led in monthly dollar volume this year, scored a 6.6% rise in April billings (to \$22 million from \$20.6 million in 1960) and a 9.2% increase for the first third of 1961 (to \$90.2 million from \$82.6 million).

Traditional leader CBS-TV trailed NBC during the January-April 1961 period, as its billings declined 4.5%.

Biggest all-network increase was reported in Monday-Friday daytime hours, with April billings up 15.8% to \$15.8 million and January-April billings up 21.1% to \$67.6 million. Over-all daytime gain in the 4-month period was 18.8% to \$81.5 million while nighttime inched up 1% to \$160.8 million.

	NETWORK TELEVISION					
	April 1961	April 1960	% Change	Jan.-April 1961	Jan.-April 1960	% Change
ABC	\$15,791,220	\$12,701,240	+24.3	\$63,205,850	\$52,125,820	+21.3
CBS	21,989,913	22,580,032	- 2.6	88,898,971	93,078,360	- 4.5
NBC	22,012,410	20,642,038	+ 6.6	90,199,041	82,618,811	+ 9.2
Total ..	\$59,793,543	\$55,923,310	+ 6.9	\$242,303,862	\$227,822,991	+ 6.4

1961 NETWORK TELEVISION TOTALS BY MONTHS

	1961 NETWORK TELEVISION TOTALS BY MONTHS			Total
	ABC	CBS	NBC	
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,012,410	59,793,543

Note: Figures revised as of June 9, 1961. 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.

ABC Affiliates Laud Network: Following a meeting last week between the board of governors of the ABC-TV Affiliates Assn. & executives of the network, the station organization's chmn., John F. Dille Jr. (pres. of WSJV South Bend-Elkhart), had words of praise for the network. The group, he said, had "congratulated the network on a number of vital steps being taken to assure ABC-TV's position of leadership in the industry . . . especially on its progress in the news & public-affairs area." Looking ahead to fall, Dille also said the board was "encouraged" by other new ABC plans, "including the projected programs designed for the nation's youth." Dille also reported that "the network revealed to the board that it has considerably increased its West Coast staff."

ABC-TV Starts Own Rep Firm: Following in the footsteps of NBC-TV and CBS-TV, both of which represent their o&o stations in spot sales, ABC-TV is dropping Blair TV and the Katz agency and will soon set up its own o&o rep organization. It will be called National TV Sales, and will be headed by Theodore F. Shaker, who's resigning as program sales mgr. at CBS-TV. Edwin T. Jameson, formerly national dir. NBC-TV spot sales, has been named national sales mgr., reporting to Shaker.

NETWORK SALES ACTIVITY

ABC-TV

- Daytime programming, Mon.-Fri., part. eff. July 7.
Chesebrough-Pond's (Compton)
- Naked City, Wed. 10-11 p.m., part. eff. April 1962.
Haggart (Tracy-Locke)
- The Untouchables, Thu. 9:30-10:30 p.m., part. eff. Sept. 21.
Block Drug (Grey)
- Guestward Ho!, Thu. 7:30-8 p.m.; Cheyenne, Mon. 7:30-8:30 p.m., part. eff. Aug. 28 & July.
Simoniz (Dancer-Fitzgerald-Sample)
Lanolin Plus (Daniel & Charles)
- College All-Star Football, Fri. 10 p.m.-conclusion, Aug. 4.
Carling Brewing (William Esty)
R. J. Reynolds (Lang, Fischer & Strashower)
- Asphalt Jungle, Sun. 9:30-10:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. July 8.
Lanolin Plus (Daniel & Charles)
- Ozzie & Harriet, Tue. 8-8:30 p.m.; Maverick, Sun. 6:30-7:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m.; Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. Sept. & Oct.
Peter Paul (Dancer-Fitzgerald-Sample)

CBS-TV

- The Spike Jones Show, Mon. 9-9:30 p.m., full-sponsorship eff. July 17.
General Foods (Benton & Bowles)
- Daytime programming, Mon.-Fri., part. eff. June 26, July 4 & Sept. 18 respectively.
Curtis Publishing (BBDO)
Lever (SSC&B)
Continental Baking (Ted Bates)
- Checkmate, Wed. 8:30-9:30 p.m., part. eff. Oct. 4.
Colgate-Palmolive (Ted Bates)
- I've Got a Secret, Mon. 10:30-11 p.m., part. eff. Sept. 25.
Polaroid (Doyle Dane Bernbach)

NBC-TV

- The Jimmy Durante Show, Wed. Aug. 9, 10-11 p.m., full-sponsorship.
U.S. Brewers Assn. (J. Walter Thompson)
- Thriller, Mon. 10-11 p.m., part. eff. Nov.
Corning Glass (N. W. Ayer)
- Dick Powell Mystery Theater, Tue. 9-10 p.m., part. eff. Oct.
Hertz (Norman, Craig & Kummel)
- Laramie, Tue. 7:30-8:30 p.m., part. eff. Oct. 3.
A-C Sparkplug Div., GM (D. P. Brother)
- All-Star Golf, Sat. 5:30-6 p.m., part. eff. Oct. 14.
Kemper Insurance (Clinton E. Frank)
- Daytime programming, Mon.-Fri., part. eff. Sept.
Eldon Industries (Zlowe)

CBC Opposes Dissidents: The Canadian network last week opposed before the Board of Bcst. Governors applications for disaffiliation filed by CHCH-TV Hamilton and CJSS-TV Cornwall (Vol. 17:25 p15). BBG's decisions are expected this week. CBC Pres. Alphonse Ouimet said that CHCH-TV's departure would decrease CBC's network coverage by 50,000 homes. He asked BBG either to order CHCH-TV to stay or to defer judgment for at least a year. CJSS-TV pleaded financial difficulties, said it planned to join Canada's private TV network and to share programming with its parent stations CJOH-TV Ottawa and CFCE-TV Montreal. CBC said it would consent to separation only if it could be proved essential to the station's survival.

Programming

More about

FCC'S NETWORK INQUIRY: The hearings were held in N.Y.'s Federal Court Bldg. (as were the 1959 sessions), with Col. James D. Cunningham presiding as chief hearing examiner and with Ashbrook P. Bryant, chief of FCC's Office of Network Study, handling questioning of the first week's witnesses (see p. 5). Highlights of the testimony:

David Susskind, possibly the most vehement of the hearing's witnesses and the one with the broadest target list, said he considered that "this season marked the nadir of TV if I hadn't seen next fall's shows." There was, he said, a "death grip of networks on programming" and a "paranoic race" for ratings. ABC has "debased standards" of programming, he added, and FCC has aided the *status quo* by "serving as the handmaiden of broadcasting." Soaring costs, Susskind said, have helped stifle TV; a 60-min. dramatic show he might have turned out in 1948 for \$14,000 now would cost \$75,000. Susskind also related that a planned documentary series with ex-President Harry S. Truman had been turned down, for various reasons, by all 3 networks, but said he planned production anyway even if he had to sell on a syndication basis. MCA, at one time Susskind's employer, was described by the producer as "a giant monopoly in restraint of trade."

William Todman, producer-partner in Goodson-Todman, gave a rare financial insight into the often-clouded financial relationships between networks & independent producers. Citing a typical case, involving the 30-min. *The Rebel* series, Todman said that ABC-TV had gotten "10% of the profits, all syndication rights and the right to complete client negotiations." He recalled "no situation where networks have asked to participate in the profits of a live show."

Ed Sullivan, TV host & columnist, blamed "Hollywood, not TV" for introducing violence as a program theme. He had not suffered, he said, from sponsor interference on his weekly variety show, and added that "rising costs of production make it a necessity for the networks to finance pilots."

Worthington (Tony) Miner, veteran TV producer most recently supervising *The Play of the Week*, also scored movie-studio program philosophies, stating that "as long as Hollywood remains the heartland of TV production, you'll have a wasteland." NBC and CBS, he declared, were competing "at a high intellectual level in public-affairs shows but not in entertainment." One Miner-proposed solution to TV's ills: "Local stations could underwrite good shows, then thumb their noses at networks."

Bob Banner, producer of the *Garry Moore* and (with CBS and Allen Funt) *Candid Camera* shows, said he hadn't faced network pressure to revise his shows. "Networks have commented in a general way on [my] shows, but there's been no creative interference." Referring to TV's "golden age," Banner stated that he'd seen recent shows on the *Play of the Week* which couldn't have been done during TV's palmiest original-drama days.

David Davidson, Writers Guild of America chmn., painted a picture of today's writers as literary birds in TV's gilded cage. "Never in history has the writer been paid so much for writing so badly." Some portion of TV, he said, should be turned back to "the 20 million viewers who want something better." Daytime TV, he said, "is the only field in which you can write freely any more."

Robert Saudek, producer of *Omnibus*, complained that networks had "received \$9 million on sales of *Omnibus* and didn't pour back one cent." TV, he said "is a betrayal of its own birthright . . . with brass-knuckles competition in the market place." Networks should be licensed as program distributors only, and the magazine concept of advertising should be adopted to eliminate control, he urged.

George Jessel, producer-entertainer, blasted researchers with the statement that "the rating survey is the curse of TV and the thing that's distorted what America wants. They [the ratings] are cruel & inaccurate. TV has taken people away from everything else and the networks are not fulfilling their responsibility."

Paddy Chayefsky, possibly TV's best-known playwright, termed TV "the step-child of writing," "anyone who wants to be a writer must go to the stage."

Gore Vidal, another TV writer-turned-playwright, dismissed today's TV programming by saying that "most of the art & passion go into the commercial," but admitted that "TV's 'golden age' wasn't all that golden."

Not on FCC's witness stand, but from her column in the *N.Y. Herald Tribune*, Marie Torre offered this refreshing change of pace at week's end:

"The parade of industry carpers at the Federal Communications Commission hearing into programming practices reminds us of those action shows in which two hoodlums hold a victim by the arms while a third punches away. Both rub our sense of fair play!

"Surely, broadcasting is not above reproach, and it cannot be denied that certain practices in TV cry for correction. But for a federal agency to give an open platform to the angry mob, while the accused (or industry officials) must hold their defense until a later hearing in the fall—long after the seeds of criticism have been sown—strikes us as downright wrong!

"After reading some of the testimony given at the public hearing, the layman must get the impression that all television is 'a sausage factory operation,' 'an artistic dead end,' 'a travesty, a waste, a gigantic comic strip, and a huge ho-hum,' as some of the witnesses have testified.

"How can the average person who knows nothing about the inner workings of broadcasting make an evaluation, sort out the soreheads from the legitimate complainants, distinguish fact from fiction?"

Twist: Gen. mgr. Thad M. Sandstrom did an editorial June 13 over WIBW-TV & WIBW Topeka on the subject of the Kansas Turnpike. To his surprise, the editorial was reprinted in full—with a display credit line—in the *Junction City Daily Union* 4 days later. This is possibly the first time in the history of broadcasting that a print medium has reproduced a broadcasting editorial. Or do you know of another case?

Local Public Affairs on WJZ-TV: That station is offering *The Urbanites* (Sat. noon-12:30), a new 13-week series in co-operation with the Baltimore Urban League on the problems of the modern urban family. Also invited to participate are the Dept. of Welfare, Morgan State College, Health & Welfare Council of Baltimore, the Archdiocese of Baltimore, the Pratt Library, and other civic & welfare agencies. The station is doing the first half of each show on film. The second half consists of a live panel discussion.

Program Casualty List: A total of 44 1960-1961 network shows will not reappear next season, according to *Sponsor's* tally. NBC-TV leads with 20 casualties, ABC-TV and CBS-TV have 12 apiece.

Auxiliary Services

More about

CATV MOVES TO BIGGER MARKETS: A significant development in CATV expansion, little known outside the industry, impressed us greatly as we questioned the prime movers during NCTA's convention in San Francisco last week (see p. 2).

It's the move to larger & larger markets—to markets which have one or two stations. We've learned, for example, that within the last year or so systems have been built, are being built or are seeking franchises in such cities as Wilmington, N.C.; Johnstown & Altoona, Pa.; Tallahassee & Ft. Myers, Fla.; Santa Barbara, Cal.

Jerrold Electronics Corp., for one, among system builders, reports construction of systems in the following cities in 1960 (including some smaller markets): Chippewa Falls & Eau Claire, Wis.; Escanaba-Gladstone & Munising, Mich.; Glasgow, Mont.; Haskell, Tex.; Johnstown; Manhattan, Kan.; Maysville & Somerset, Ky.; Mountain Home, Ark.; Ocala, Fla.; Roswell, N.M.; Salisbury, Md.; Stamford, N.Y. Jerrold just opened its own system in Ottawa, Ill.; is building for other owners in La Salle, Ill.

Also recently constructed or near the starting stage are: Laredo, Tex.; El Centro, Yuma, Brawley & Del Norte, Cal.; Concordia, Kan. Ameco's Ed Whitney reports recent equipment sales to Buffalo, Okla.; Waynesville, Mo. & Yates Center, Kan.

TV vs. CATV in Johnstown

The main reason for the move into markets with stations is simply that viewers are prepared to pay for a variety of signals. Take Johnstown, for example. It has WJAC-TV (Ch. 6) & WARD-TV (Ch. 56). Here's how Lee Zernick, Jerrold community-systems div. mgr., described what happened:

"There must have been 10 operators who looked Johnstown over and decided against it. Then Stan Fulton, whose father owns a system in Hancock, Md., surveyed the U.S. for 3 or 4 months—and decided to go into Johnstown. He strung his first piece of cable exactly a year ago. He now has 3,500 connections and his cable is in front of 20,000 homes." The system offers 5 channels, including the 2 local stations, charges a \$10 connection fee and \$3.50 monthly.

Also highly conducive to the trend to larger markets is the change in equipment economics & techniques. In CATV's early days, amplifiers for 1-3 channel systems ran \$125 per channel. Now, a broadband amplifier (6-220mc) costs \$315 and provides all the TV channels one can find plus closed-circuit channels, FM, background music, or what have you. And there's a large body of installation know-how to wire up a city quickly & efficiently. As an index of CATV growth last year—including expansion & modernization of existing systems—Jerrold's equipment sales were up 60% last year, Zernick said.

This development lends more significance to FCC's constant efforts to solve its allocations problem, to bring more stations to more communities, to make uhf work.

System operators would like to move into many more larger cities, but a major obstacle has been local telecasters & radio operators, who have considerable influence with the city councils which grant franchises. A few weeks ago, applications for franchises in Erie, Pa. were rejected.

The CATV entrepreneurs' answer is to seek agreement with broadcasters, either bringing them into the CATV operations as stockholders or buying them out. You'll see much more of this within the next few years.

'BULL MARKET' IN CATV SYSTEMS: With larger & larger investors "discovering" CATV's profitability, system operators at NCTA's convention in San Francisco last week (see p. 2) basked in the blandishments of brokers and the contemplation of rosy capital gains.

Bidding has increased at such a rate that NCTA presented a special panel discussion on "CATV System Evaluation & Appraisal." Participants were Leon Papernow, H&B American Corp., a heavy buyer; T. Rex Rhodes, Bank of New York, N.Y., a substantial financier; brokers Colin M. Selph, Blackburn & Co.; John F. Hardesty, Hamilton-Landis & Associates; Bill Daniels, Daniels & Associates.

Papernow listed the following as the factors of importance to a buyer: (1) Gross volume. This is more important than the number of subscribers, he said, noting that H&B had paid from \$90 to \$300 per subscriber. (2) Growth potential. (3) Competition—from stations, boosters & translators. (4) Technical quality, modernity, number of channels. (5) Terms. (6) Quality of personnel.

Hardesty said that appraisal & evaluation are "extremely important"—and there are "no simple yardsticks." He gave the example of a radio station buyer who purchased a Western station for 20% more than it was worth because his wife wanted to live "where there was the least danger of atomic bombs." After operating at a loss for a while, the owner was ready to sell, stating that his wife "was more afraid of poverty than bombs." Hardesty's parting advice: "Raise your price." The operators loved it.

Daniels, the pioneer CATV broker, wryly welcomed his new competitors, stated flatly that there's "a bull market" and listed these factors of interest to buyers:

(1) Number of subscribers. (2) Size of community. (3) Competition. (4) Potential. (5) Investment in plant. (6) Shape of records. (7) Condition of franchise. (8) Pole-line contract. (9) Condition of plant. (10) Law & tax suits, if any. (11) Climate. (12) Whether purchaser has nearby system—for economies in joint operation. (13) Area economy. (14) Terms or cash. (15) Public relations. Recent Daniels sales include systems in Myrtle Point & Powers, Ore., bought by Bay TV, Coos Bay, Ore.

Selph put all his emphasis on "cash flow."

TelePrompter Conducts N.Y. Pay-TV Tests: Field tests of TelePrompter's "Key TV" toll-TV system began last week, utilizing Western Union's lab & cable facilities. The tests measure TelePrompter's "answer back" system, which enables viewers to select shows, take part in quizzes, answer opinion surveys and purchase merchandise—all through the use of push-buttons on the set. A 5-mile cable circuit has been laid between Western Union's downtown N.Y. headquarters and an uptown Manhattan point. WU is 13% owner of TelePrompter.

H&B American Probes Pay TV: Pres. David E. Bright says his CATV company is investigating various systems of cabled pay TV for use in both major & fringe markets. Talks are also proceeding with producers & distributors of entertainment & sports programming. Bright thinks public acceptance of pay TV is "reasonably assured."

Unique CATV Closed-Circuit: Port Jervis, N.Y. community antenna system operated by David Winer includes a closed-circuit channel featuring local talent, news, etc. CBS-TV researchers heard about it, use it to preview new programs—then they interview subscribers for reactions.

Pay-TV Phone Tariff Proposed: International Telemeter's plan for wired pay TV in Little Rock, Ark. (Vol. 17:5 p3) moved another step closer to reality as Public Service Commission hearings there concluded last week. Telemeter franchise holder Midwest Video was opposed at the hearings by Theater Owners of America's Anti-Pay TV Committee and the Theater Owners of Arkansas.

The hearings' major development was the proposed tariff submitted by Southwestern Bell Telephone for the installation & operation of a cable system. Rates proposed: A minimum charge (including 10 route miles of distributing facilities with amplifiers, channelizing and other equipment) of \$2,000 monthly, and a 10-year termination charge of \$68,000. For each additional route mile of distribution facilities, a charge of \$28 per month and a 10-year termination charge of \$885. A charge of 35¢ per month for each channel terminal or tap-off, and an initial construction charge of \$20 each.

H. M. Duphorne, general inventory & costs engineer for the phone company, said provisions of the tariff were "designed to provide sufficient protection so that neither Southwestern Bell nor its subscribers would have to bear costs of the pay-TV cables if the system failed." Earlier, Midwest Video vp Paul Leird said his company was ready to post bonds to protect both Bell and the public.

Coast Group Eyes Pay TV: Informal conversations regarding a possible move into pay TV have been held by a group of prominent broadcasters & businessmen on the West Coast: Norman Chandler, owner of the *Los Angeles Times* & *Mirror* & chmn. of Times-Mirror Bestg. Co., which owns KTTV Los Angeles; Walter O'Malley, owner of the Los Angeles Dodgers; Ed Pauley, prominent oil industry executive and an owner of the Los Angeles Rams; J. Leonard Reinsch, Cox stations, TV advisor to President Kennedy; and William Foreman, pres., Pacific Drive-in Theaters, Los Angeles. Chandler confirmed to us that the pay-TV talks were under way, but added that "there have been no concrete conclusions. We haven't determined whether we will spend money for research." He described the conversations as "informal & exploratory."

NCTA Elections: New officers of the National Community TV Assn., elected at its San Francisco convention last week: Glen Flinn, Tyler, Tex., chmn.; Charles Clements, Waterville, Wash., vice chmn.; Frank Thompson, Rochester, Minn., secy.; William Adler, Weston, W. Va., treasurer. New directors: Ben Conroy, Uvalde, Tex.; Virgil Evans, Alexandria, La.; Irving Kahn, TelePrompter; Leon Papernow, H&B American Corp.; Archer Taylor, Missoula, Mont.; John Walsonavich, Mahanoy City, Pa.; Carl Williams, Daniels & Associates. Re-elected for a one-year term: Ray Schneider, Williamsport, Pa. Retiring Chmn. Sandford Randolph, Clarksburg, W. Va., elected to exec. committee.

Vhf Translator Starts: K ϕ 9AI & K11AL Las Vegas, N.M. began June 14 repeating KOAT-TV & KGGM-TV Albuquerque • K ϕ 3AE McIntosh, S.D. began June 13 with KXMB-TV Bismarck, N.D. • K ϕ 7AC & K ϕ 9AD Newcastle, Wyo. began June 13 with KDUH-TV Hay Springs, Neb. & KTWO-TV Casper, Wyo. • K10AB Sidney, Mont. began June 4 with KDIX-TV, Dickinson, N.D. • K12AM Wray, Colo. started weekend of June 17 with KOMC McCook, Neb. • K11AG & K13AH Inkom, Ida. began June 19 with KID-TV & KIFI-TV Idaho Falls • K ϕ 6AC Volborg, Mont. started June 20 with KGHV-TV Billings.

Stations

COLLINS CRITICS LASHED: Undercover industry criticism of NAB Pres. LeRoy Collins and his policies & performances was brought out into the open last week in a remarkably candid speech by an NAB staffer who ripped into the critics for not knowing the time of broadcasting's day.

In a free-swinging, wide-ranging address prepared for a N.D. Bestg. Assn. session in Bismarck June 24, NAB station-relations mgr. William Carlisle wound up & let loose. He said that whether they realized it or not, TV & radio confronted "New Frontier" perils long before Collins took office in Jan.—that broadcasters had better line up now for their own good with Collins on the action front.

Invited to make the usual NAB pep-talk appearance at the state association meeting, Carlisle said he started to "sizzle" & "sputter" when he saw the printed agenda. It reported Carlisle would be "put on the pan by the N.D. broadcasters regarding Gov. Collins' remarks at the NAB convention and whether he is operating in the interest of broadcasters or in the interest of Mr. Minow's FCC administration."

Instead, Carlisle put the broadcasters on the pan. He said they wanted Collins to be "the family psychiatrist of the broadcasting industry"—not a leader who recognizes that times for broadcasters "have changed radically in the past 2 years" and that strong measures are needed to put the industry's house in order.

Carlisle Berates Broadcasters

"If you want somebody to whom you can pay a large annual salary in order that he may talk to you, soothe you, praise you, periodically psychoanalyze you, protect you from all criticism, and travel from state to state & meeting to meeting telling you how good you are & what an s.o.b. the FCC chairman is—you don't want Collins," Carlisle said.

"Calling the new chairman of the FCC under a new administration an s.o.b., when you know he's going to be around in all probability as your chief regulator during the next 4 or 8 years, is just about the poorest & most ill-conceived govt. relations I can think of—even though it's probably good for the blood pressure."

Reporting on the NAB Board debate which preceded action on Collins' plans to revamp NAB's traditional structure (Vol. 17:25 p5), Carlisle told the broadcasters:

"Collins will be a fighting president, and is one now. If you don't believe me, ask any one of the 44-member NAB Board of Directors who met in Washington last week. They came to town with guns loaded, asking the same questions you might have asked. They pulled no punches, they stated their views strongly and in some cases sulphurically." And the directors went home "happy" with Collins, Carlisle said.

In the days of the late NAB Pres. Harold Fellows, it may have been good enough for NAB to be a "defensive" mechanism and "perpetual opposer of everything," reacting "by conditioned reflex—like Pavlov's dog—and always in the negative," Carlisle went on. But now "New Frontier" times demand something different, he said, continuing:

"Our New Frontier began the day Charles Van Doren 'told all.' Our New Frontier began when payola scandals provided fodder for our friendly newspaper competitors. Our New Frontier began even before John Doerfer resigned as chairman of the FCC. A mounting pressure of regulatory, legislative and public opinion was a gathering storm, not on the horizon but directly overhead. Broadcasting was

in trouble whether individual broadcasters permitted themselves to recognize it or not."

Collins wants to "get off the defensive & onto the offensive," starting within the industry itself, Carlisle said: "Read Collins' speeches. It's all there. Will any one of you tell me that there is not too much crime & violence on the video screen for your children? . . . Ask yourself simply if excessive murder & mayhem is 'good programming' . . . Who among you will say that TV is now a perfected form of art? . . .

"Is there really no wholesale trafficking of radio stations—and the public interest be damned? How about the guy who blats out the worst type of music . . . who cuts rates up & down Main St., who pays so poorly that you can't understand his inept announcers, who never goes near the station himself and assumes absolutely no responsibility as a licensee? Or who allows smut on the air. Could he be improved?"

And what do broadcasters have in Collins as a reform leader? Carlisle asked rhetorically. He ticked off qualities, "some [of which] you've never had before in your history": (1) "A household name." (2) "A man of absolutely unquestioned integrity." (3) "One of the most accomplished & persuasive orators in America." (4) "An expert in govt. & govt. processes." (5) "A born leader of others." (6) One who has "learned fantastically fast & very much" about broadcasters & broadcasting.

"What in the world more could our industry want?" Carlisle demanded.

Payola Charges Dropped: FTC has dismissed 4 more payola cases against record manufacturers & distributors. Freed of charges that they made illegal promotional payments to TV & radio disc jockeys were: Columbia Record Sales Corp. & Columbia Record Distributors Inc., N.Y.; Interstate Electric Co., New Orleans; Capitol Records Distributing Corp., Hollywood; and Dot Records Inc., Hollywood. FTC agreed with staff recommendations that continued prosecution of the cases would be "an unnecessary expenditure of time, effort and funds in determining the legality of the alleged practices," in view of anti-payola Communications Act amendments passed last year.

Station Loses Suit: A \$47,112 damage award to Morton's Department Stores of Washington for cancellation by WTTG of a children's show the stores sponsored has been upheld by the U.S. Court of Appeals. Sustaining a District Court verdict, the Court of Appeals agreed that only the stores—not Metropolitan Bestg. Corp. (now MetroMedia)—had cancellation rights under a contract for the program. The show—*Morton's Talented Tots*—had been taken off the air 5 months after it started in 1958 for what had been scheduled as a 2-year run. WTTG maintained that the program didn't meet its public-interest standards. The station asked for a re-argument from the \$47,112 verdict.

Sale Called Off: The proposed transfer of $\frac{1}{3}$ of WHNB-TV (Ch. 30) New Britain-Hartford to WWLP (Ch. 22) Springfield, Mass. for \$348,000 has been dropped. The FCC had set the transaction for a hearing because of overlap between the stations (Vol. 17:8 p15), but the parties informed the Commission they had decided not to go through with it, and FCC terminated the proceeding.

Tucson Facilities To Change: KVOA-TV (Ch. 4) & KOLD-TV (Ch. 13) have an early fall target for changing transmitter sites to Mt. Bigelow, 18 miles NE of Tucson, where they will share a transmitter building.

Advertising

FTC Revamps Staff: A new Bureau of Deceptive Practices which will police false advertising has been set up at FTC in a staff reshuffling recommended by Chmn. Paul Rand Dixon and approved by the full Commission. The new unit, headed by Joseph J. Murphy (an FTC staffer since 1936), replaces the old Bureau of Litigation. In another move, which Dixon said was designed to speed new-case prosecution & reduce an 18-month backlog of pending investigations, FTC supplanted the old Bureau of Investigation with a Restraint of Trade Bureau headed by Joseph E. Sheehy, a 36-year FTC veteran. Field investigations will be directed by a new, centralized Bureau of Field Operations under Samuel L. Williams, who joined FTC in 1934.

TvB Scores New NMS Studies: Usually, TvB is quick to promote new TV research studies from A. C. Nielsen Co., but last week it snappishly characterized the research firm's newest TV project—Nielsen Media Service—as “invalid” and one which leads to “misleading conclusions.” NMS which has so far signed 6 magazines, 5 advertisers, and 14 agencies as subscribers, measures audiences for magazines & TV in the same “national home panel,” attempts to show duplications between the media as well as data on total audiences. Nielsen chose not to quarrel publicly with TvB, but made its point indirectly. On the heels of TvB's blast, it announced that it was adding 5 additional magazines (*American Home*, *Family Circle*, *Parents*, *Redbook* and *Woman's Day*) to the 12 magazines already being checked.

Magazine Circulation Lags: While the U.S. adult population has grown from 116.7 million in 1956 to 123 million in 1960 (up 5.4%), magazine circulation has gone from 185.7 million to 190.4 million (up only 2.5%). TvB Pres. Norman E. Cash made that point last week in New Orleans before the last of TvB's 1961 sales clinics. As a result, said Cash, magazines per adult have declined from 1.6 copies in 1956 to 1.5 in 1960, despite recent Magazine Advertising Bureau claims that “circulations have grown faster than the population.”

Hodges Seeks Agency: A competition for an advertising agency or public-relations organization to promote the Commerce Dept.'s campaign to bring foreign tourists to the U.S. has been started by Secy. Luther H. Hodges. He called for written bids for the account by July 12.

Doctors Get a Sponsor: NBC's 60-min. medical documentary June 27 (10-11 p.m.) will have a sponsor—the pharmaceutical firm of Merck, Sharp & Dohme—but there'll be no commercials. Two 5-min. institutional messages will be delivered by the show's host Burgess Meredith, who will merely “mention” the sponsor's name at the close of each message. Produced by NBC in cooperation with the Hunterdon Medical Center in Flemington, N.J., the program presents “an average day of a general practitioner.”

TELEVISION FACTBOOK NO. 32 IS OUT

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST on June 17. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at \$12.50 each; or \$10 each for 5 or more.

Blair Applauds Long Breaks: Outlining the “increased flexibility made possible” by the 42-sec. station breaks (Vol. 17:24 p1), Blair TV sales-development dir. Martin Katz said last week that “the slight change will mean a very substantial gain to the medium, and its power to build business for the mass-market advertiser.” A cost analysis made by the station rep firm, he said, disclosed: (1) 54% more 20-second announcements can be accommodated or 65 per week (vs. 42 per week under the old break time). (2) Advertisers using 20-second, non-preemptible spots will reach an average of 10% more homes per dollar, as more vacancies next to high-rated shows become available. (3) Advertisers now have 3 additional spot lengths available, including “30's” and “40's” and even “60's” at some station-break points. (4) CPM for 30-second spots can be held to only 18% above the cost of a 20-second spot, if the advertiser takes advantage of pre-emptible rates.

B&B Balks at Long Breaks: Another N.Y. agency is following Young & Rubicam's example of cracking down on 42-sec. station breaks between nighttime network programs (Vol. 17:25 p9). This time it's Benton & Bowles on behalf of General Foods' Maxwell House coffee. Last week, B&B yanked the coffee firm's \$4.2-million spot-TV budget out of the medium, reportedly at the instigation of media vp Lee Rich, although there was no word as to whether the sizable billings would be moved into other broadcast areas or to print media. B&B's reason for the move: The “heavier commercialization” the agency will feel from the extension of the existing station-break length. Although Y&R has expressed its strong disapproval of the longer breaks and has promised to police them closely, Y&R has not actually switched any TV budgets from either network or spot TV.

Hazel Bishop Sues AB-PT for \$9 Million: Operating this spring without a major network TV exposure for the first time in a decade, Hazel Bishop Co. has decided that the blame lies largely with ABC-TV—and last week launched a \$9-million suit against parent AB-PT last week in N.Y. Supreme Court. In its complaint, the cosmetic firm stated that it had contracts with AB-PT covering a show with Walter Winchell (which was interrupted as a Sunday-night package because of a serious illness Winchell suffered) and Dick Clark's *American Bandstand*. Hazel Bishop further charged that other “favored” advertisers bought ABC-TV shows at prices less than those offered to the cosmetic concern. ABC declined comment.

More Rorabaugh Stations: Eighteen more TV stations have agreed to supply detailed information about their spot-TV business for publication in the quarterly *Rorabaugh Report*. This brings the number of participating stations to 368. The new stations are WAST Albany, N.Y.; WJBF Augusta, Ga.; WCIA Champaign, Ill.; WNAC-TV Boston; WEHT Evansville, Ind.; WANE-TV Fort Wayne; WFRV & WLUK-TV Green Bay, Wis.; WTPA Harrisburg, Pa.; KOLN-TV Lincoln, Neb.; KCOP Los Angeles; WPST-TV Miami; WSIX-TV & WSM-TV Nashville; KWTV Oklahoma City; KOOL-TV Phoenix; KFEQ-TV St. Joseph, Mo.; WKST-TV Youngstown, O.

Ad People: Thomas M. Newell and Joseph T. Donovan named vps, D'Arcy Advertising . . . Robert Weeks Barron, former TV producer & dir., N. W. Ayer, has been ordained & installed as pastor of the Parkville Congregation Church, Brooklyn . . . Bern Kanner, Benton & Bowles associate media dir., named a vp . . . Eugene J. McCarthy, ex-Y&R, named media dir., McCann-Erickson's Los Angeles office.

Film & Tape

Levathes Heads 20th-Fox Production: It's far from being a major-studio trend in Hollywood, but the TV-trained film executive is becoming a more important figure in the general motion-picture scene. Last week, 20th Century-Fox confirmed reports that Peter Levathes, pres. of 20th-Fox TV, would assume most of the production functions of Robert Goldstein, who had been the studio's top production executive. Levathes, in his new post, will function primarily as an administrator & creative supervisor, applying to feature production many of the TV production economies the studio has learned in the past few seasons.

Levathes is the first TV-trained, Madison Ave.-nurtured (Young & Rubicam) executive ever to head production at a major Hollywood studio. William T. Orr, who holds a job not unlike that of Levathes at Warner Bros., is a former actor who later moved into the production realm, eventually heading the studio's TV operations and, more recently, all Warner film production. The other Hollywood majors have veteran movie-makers as production chiefs: Sol C. Siegel at MGM; Martin Rackin at Paramount; Edward Muhl at Universal; Sam Briskin at Columbia. William Dozier, who heads production at Screen Gems, has some—but not much—say in the feature production activities of parent Columbia Pictures.

It's interesting to note that it is the Hollywood majors most heavily committed to TV—Warner Bros. & 20th-Fox—who have TV men in charge of production. The latest count of the number of sound stages involved in TV film activity at 20th-Fox is 10 out of a total of 15, with only one major picture being filmed on the lot. This ratio of studios used for TV (about 2 out of every 3) also holds true for Warner Bros.

Network-Produced Film Declines: Network production of TV film will be down slightly next season, only 9 series going into production this summer. CBS-TV has 7 (down one from last season); NBC-TV has 2 (also down one); and ABC-TV remains at *status quo* with none.

The only new CBS series is 60-min. *The Defenders*. The network's 1961-62 series will consist of *Pete & Gladys*, *Rawhide*, *Have Gun—Will Travel*, *Gunsmoke* (expanded to 60-min.), *Perry Mason* (with Paisano Productions) and *Twilight Zone* (with Cayuga Productions). *The Gunslinger* has been axed, and another series produced last season, *Oh! Those Bells* (13 segments, never aired), has no network slot for the new semester, and is not now in production. CBS Films' *Angel*, produced with Burlingame Productions for CBS-TV last season, has also been axed.

NBC-TV's 2 holdovers are *Bonanza* and *The Outlaws*, both 60-min. *The Americans*, also a 60-min. show, has been axed. Jack Chertok's *The Lawless Years*, produced for Cal. National Productions and aired on NBC-TV, has also been canceled, and indications are that CNP's *The Jim Backus Show* is also through.

The networks own interests in many series produced by independent production companies and major studios, but their participation in production has always been on a limited scale.

Producer Jack Denove has been awarded \$10,000 damages in Los Angeles Superior Court, in his \$2,215,000 breach-of-contract suit against Sol Lesser and Sol Lesser Productions. Denove had charged Lesser with premature termination of a contract to produce 39 Tarzan films.

NEW YORK ROUNDUP

"PM East-West" Not Hurting Paar: "No dent whatever in the ratings of *The Jack Paar Show*." That was NBC's summation last week of the effect of Westinghouse Bestg. Co.'s new syndicated pair of taped shows *PM East & PM West*. Although WBC had high hopes that the new series would give Paar a fast rating race, Arbitron reported that in 5 major markets where the WBC and NBC shows compete (N.Y., Chicago, Cleveland Washington & Baltimore), *PM* has "never exceeded a 7.5 share of audience." On premiere night, the WBC shows drew that audience share against a 50.5 share for Paar. More recently the share levels of the WBC package have been around a 4.0 as against 40.0 or better for Paar. Shows replaced by *PM East* and *PM West* in the 5 markets mentioned above (usually feature movies) had averaged a 12.1 share on a Monday-Thursday basis the week before *PM* premiered.

International Hour Makes Prime Time: Critical huzzahs for the CBC-produced "Pineapple Poll" (premiere program on the CBS o&o international program exchange—Vol. 17:24 p8), have helped to secure a prime-time slot for the next offering. While the first program occupied only a modest time slot in the WCBS-TV N.Y. Saturday afternoon lineup (June 17, 1:30-2:30 p.m.), the second—"Sir Thomas Beecham Presents Lollipops"—will pre-empt *Gunslinger* on the CBS o&o's July 6 (9-10 p.m. in N.Y., L.A. and Philadelphia; 8-9 p.m. in Chicago and St. Louis).

William H. Fineshriber, head of the TV Film Export Committee and vp of the Motion Picture Export Assn., met with little success on his recent Latin American visit designed to dissuade Brazilian TV authorities from instituting a new set of telefilm quota regulations (Vol. 17:20 p17). But one hopeful sign, Fineshriber told the 2 export groups last week, was an "indication" that Brazilian station interests, dubbing companies and advertising agencies "would develop position papers to be presented to the govt. in connection with the Presidential decree."

CBS Films scored its 10th foreign sale for *The Robert Herridge Theater* last week. New buyers for the 26-episode, 30-min. series were RAI (Italy) and Rediffusion Hong Kong Ltd. The program is also syndicated in Canada, Australia, New Zealand, Switzerland, Denmark, Sweden, Finland and Germany.

Add Syndication Sales: Screen Gems has made 51 sales for its new series, *Shannon*, in the 2 weeks since its release . . . Ziv-UA's Economee div. has sold reruns of *Sea Hunt* in more than 50 markets, including CBS o&o's WCBS-TV N.Y., KNXT Los Angeles, WCAU-TV Philadelphia . . . Seven Arts has scored the 90th sale for its first group of Warner Brothers post-1950 features . . . Screen Gems has sold its post-1948 Columbia library to 34 stations to date.

People: William Dozier, Screen Gems vp in charge of West Coast activities, left June 19 on a 6-week European trip which will include screenings of *Gulliver*, SG's new TV series filmed in a special optical process by Charles Schner . . . George Ottino has been named head of Transfilm-Caravel's newly created animation dept. . . . Robert H. Yamin, Ziv-UA West Coast operations mgr., named assistant to the pres. . . . Thomas Tausig, ex-Grant Advertising vp, named Videotape Productions dir. of program sales.

HOLLYWOOD ROUNDUP

TV as a Name-dropper: At least a dozen established performers are among those who felt the axe this year. Those who have not received renewals include Henry Fonda, Loretta Young, Groucho Marx, Tab Hunter, June Allyson, Barbara Stanwyck, Bob Hope, Ann Sothern, Shirley Temple, Ralph Edwards, Jackie Gleason and Hugh O'Brian. The pattern for next season is toward properties rather than personalities. Interest is centering on the vehicle itself rather than its big name. About the only exception next season is Fred Astaire, and he's not starring in a series. He'll be host of Revue Studio's Alcoa 28-show anthology series.

Series Without Pilots: The best way to sell a show is without a pilot. It's also the most difficult; only 4 series slated for next season have been sold that way. They are the Four Star Television's 60-min. *The Dick Powell Show*, 20th Century-Fox TV's 60-min. *Follow the Sun*, Robert Young's half-hour *Window on Main Street*, and Alcoa's anthology show (14 half-hours & 14 hours), produced by Revue Studios.

Producer Eugene Rodney is testing for regular players in the Robert Young series, *Window on Main Street*. He is casting for the permanent roles of a feminine lead, her 13-year-old son, and Young's editor-friend. The series, believed to be the highest-priced half-hour program in TV history (about \$70,000 an episode), goes into production July 3 at Desilu Gower studio.

Jimmy Durante, Dr. Frank C. Baxter, Ed Wynn and Buster Keaton have been cast in "The Scene Stealers," a 60-min. March of Dimes special which goes into production this week at Paramount's Sunset & Marathon St. studios. The film will be seen on TV next January.

Wrather Corp. has begun production on *Lassie* at Calabasas. Next season is the eighth for this show, sponsored by Campbell Soup since its inception.

Four Star Television's Gertrude Berg-Cedric Hardwicke comedy series, debuting on CBS-TV Oct. 4, has been given a final title—*Mrs. G. Goes to College*.

NBC-TV has resumed production on *The Outlaws* for next season. It is filming at Paramount Studios. Frank Telford is producer.

Four Star Television castings for *The Dick Powell Show*: Earl Holliman & Edmond O'Brien star in *Killer in the House*, Hazel Court & Dick Powell will be featured in *The Swiss Affair*.

MGM-TV has signed **Eddie Ryder & Jud Taylor** for regular featured roles in its *Dr. Kildare* series.

Ashley-Steiner talent agency and packager has acquired literary agency **Herb Jaffe Associates**.

Screen Gems is reactivating its *Safari* (action-adventure) series, for 1962-63.

Revue Studios has 10 of its series now in production. All 16 will be before the cameras in 2 weeks.

People: **Stan Kalis** named associate producer of Four Star Television's *The Dick Powell Show* . . . **Robert E. Paltz** appointed technical film co-ordinator of ABC-TV, Hollywood.

Television Digest

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Personals: Rex Goad promoted from mgr., NBC News, to dir. of the dept., succeeded by Leonard Allen, who was foreign news mgr. Donald Meaney promoted from national news mgr. to mgr. of special news programs. Eugene Juster promoted from news film mgr. to news film dir.

Alberto H. Cata, ex-vp of Goar Mestre & Associates, and vp, TV Interamericana, appointed CBS-TV Stations div. special representative for Latin America . . . Robert F. Adams, ex-WABC-TV (N.Y.) asst. sales mgr., named to new post of sales dir., WBKB Chicago . . . Louis Wolfson, Wometco vp, named dir. of the firm's best. interests.

Jack Berning named gen. sales mgr., WFIE-TV Evansville, Ind. . . Edward R. Murrow, USIA dir., designated by State Dept. as member of U.S. National Commission for UNESCO . . . Francis C. McCall, ex-NBC News, joins Public Housing Administration as public-affairs liaison asst.

J. Leonard Reinsch (WSB-TV & WSB Atlanta) confirmed by Senate as member of U.S. Advisory Commission on Information (Vol. 17:25 p16) . . . F. Ernest Lackey, mayor of Hopkinsville, Ky. and owner of radio WHOP there, designated by NAB Pres. LeRoy Collins to represent broadcasters on Food-for-Peace Council.

Betty Furness elected pres., ATAS N.Y. chapter . . . Ward D. Ingram, pres., San Francisco-Oakland TV Inc., and gen. sales mgr., KTVU Oakland-San Francisco, elected chmn., Oakland Better Business Bureau.

Conference Elects Paglin: FCC general counsel Max Paglin has been elected vice chmn., under Chmn. Judge E. Barrett Prettyman, of the Administrative Conference of the U.S. The first plenary session of the conference—an 86-member group established by the White House to improve administrative procedures (Vol. 17:12 p12)—will be held in Washington June 27 at the New State Dept. Building. Chief Justice Earl Warren and Attorney General Robert Kennedy will be among the dignitaries attending.

It's Dr. Magnuson Now: Senate Commerce Committee Chmn. Magnuson (D-Wash.), who also handles FCC's budget as an Appropriations Committee member, has been awarded an honorary LL.D. degree by Gonzaga U., Spokane. "He has consistently concerned himself with the well-being of his country, without, however, forgetting the needs of those at home who seek his intercession," the citation said.

Congress

Allott Renews Fight: Sen. Allott (R-Colo.), who gave FCC Chmn. Minow a bad time at Appropriations Subcommittee hearings (Vol. 17:25 p2), fired away again last week. In a speech recorded for a June 24 session of the Colo. Bcstrs. Assn. convention in Grand Junction, he repeated that Minow had made "a not-too-well concealed threat that broadcasters must hue to his line or face the consequences at renewal time." Allott said he'd "never vote for any appropriation which would give the FCC the power to exercise censorship over programming." He also warned that President Kennedy's FCC reorganization plan "has not died" despite the House vote killing it (Vol. 17:25 p3). Features of the White House plan were carried over into Senate & House bills to revamp the Commission (see p. 4), he pointed out.

Murrow Wants More Money: Restoration of House cuts in USIA's budget (Vol. 17:23 p4) has been asked by Dir. Edward R. Murrow. Otherwise, he told a Senate Appropriations Subcommittee, the agency could not carry out its cold war role in Africa & Latin America. Urging that USIA be given \$9.49 million more than the sum allowed by the House, the ex-CBS commentator said: "In many of the new states of Africa, we are now barely audible. In Latin America, we are not sufficiently audible to students, teachers and workers, but [Fidel Castro's] message and that of his Sino-Soviet allies come in loud & clear." Subcommittee Chmn. McClellan (D-Ark.) retorted that USIA hadn't been using its resources aggressively enough to tell the "good things about America & the bad things about Communism."

Sabotage Bill Cleared: Following arraignment of Bernard Jerome Brous & Dale Chris Jensen of the "American Republican Army" on charges of complicity in bombings of Western microwave stations, the House Judiciary Committee approved stiffer anti-sabotage legislation. A House Bill (HR-7448) similar to a measure (S-1990) pending in the Senate (Vol. 17:23 p3) was sent to the floor for a vote after a brief hearing. Witnesses (including AT&T's Herbert H. Goetschius & John J. McKenna) urged quick enactment of the House legislation, which sets up \$10,000 fines & 10-year jail terms for malicious damage to private communications facilities.

All-Channel Bill Filed: Senate Commerce Committee Chmn. Magnuson (D-Wash.)—"by request"—has introduced a bill (S-2109) carrying out FCC's proposals that all TV sets shipped in interstate commerce or imported be equipped to receive all vhf & uhf channels (Vol. 17:24 p5). "If this legislation is not enacted," the Commission said in an accompanying statement, "we believe that the nation will be handicapped with a limited TV system with inadequate opportunities for local outlets." The measure was referred to Magnuson's Committee.

Lippmann Show Praised: Howard K. Smith's CBS-TV *CBS Reports* interview with columnist Walter Lippmann, telecast June 15, was "brilliantly conducted," Majority Leader Mansfield (D-Mont.) told the Senate. "This interview merits the respect & the thoughtful consideration of the people of this nation & other nations—nations allied, adverse, or indifferent," Mansfield said, inserting the text in the *Congressional Record*.

JFK Signs AGVA Bill: National American Guild of Variety Artists Week will be celebrated Oct. 9-15. President Kennedy has signed the resolution (S. J. Res. 34).

The FCC

Hollywood Hits Rules: Big Hollywood movie-studio guns fired a broadside at FCC for its proposed rules bringing feature-film producers under its anti-payola regulations (Vol. 17:24 p5). In a joint blast, 8 companies (Allied Artists, Columbia, MGM, Paramount, 20th Century-Fox, United Artists, Walt Disney, Warner Bros.) said the Commission had no business telling movie makers what to do. The proposals are "unauthorized & unlawful" and "legally invalid," FCC was told. The Commission was urged to start all over again and draft a plugola rule making it clear that it "encompasses only films intended for broadcasting and [not those] produced for theatrical exhibition."

Two Stations, Two Calls: FCC turned down the petition of separately owned WRDW-TV (Ch. 12) and radio WRDW Augusta for permission to continue to use their call letters. Last year, Southeastern Newspapers Inc. sold them to different owners—and neither wanted to select new call letters. Comr. Craven dissented, would have allowed continued use of the calls.

Minow's Full Term: FCC Chmn. Minow was sworn in for a full 7-year term last week. The oath was administered by Judge Bazelon of the D.C. Circuit Court of Appeals. Present were his family, Commissioners and his immediate staff. His current tenure, expiring June 30, fills out the term of ex-Comr. King.

FCC Bill Approved: Without debate, the Senate has passed an FCC-drafted measure (S-1371) permitting routine renewals of safety & special-services radio licenses more than 30 days before their expiration (Vol. 17:12 p4). The Commission had asked for the Communications Act amendment to cut down on its paper work.

TV Applications: For Redding, Cal., commercial Ch. 9, by Northern Cal. Educational TV Assn. Inc. • For Santa Maria, Cal., Ch. 12, by M & M Telecasters, headed by Bombay, India radio-station rep Daniel E. Molina. Total is now 83 (24 uhf).

FCC Bill Introduced: FCC's "summary procedure" bill (S-2108) to permit procedural short-cuts in handling dubious license applications (Vol. 17:25 p8) has been introduced in the Senate by Commerce Committee Chmn. Magnuson (D-Wash.).

Short-Spaced CP: Grantee WNBE-TV (Ch. 13) New Bern, N.C. was finally granted a modification of CP, permitting location at a site 165 miles from co-channel WRVA-TV Richmond, Va., after the latter agreed not to contest the grant in a hearing.

How to Allocate Uhf: Theoretically ideal uhf allocation taking into account various technical mileage "taboos"—but ignoring location of cities—has been issued by the FCC's chief engineer as "uhf assignment plan." It's value is instructive only.

FCC Bill Approved: The Senate has passed & sent to the House an FCC-requested measure (S-1668) permitting the Commission to impose \$100 fines for violations of rules in common carrier & special fields (Vol. 17:24 p13).

Louisville Channel Shift: WLKY, Ch. 51 grantee in Louisville, has been modified to Ch. 32, following FCC's final substitution of Ch. 32 for Ch. 51.

Identification Waiver: WTPA (Ch. 27) Harrisburg, Pa. has been granted permission to identify itself as a Harrisburg-York-Lebanon station.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

'MOLECULAR' BREAKTHROUGH IN CONSUMER ELECTRONICS: Bigger technical development than the transistor is on the consumer-electronics drawing board. And it's no pie-in-the-sky. You'll see first products within 4 years—possibly even within 2 years.

It's the field of molecular electronics, which eliminates conventional components. It will make possible radios small enough to place inside the ear (making Dick Tracy's wrist radio look like Big Ben), will vastly increase reliability, eventually will cut costs sharply, since it lends itself to automatic production. Already there are concrete plans to use the principle in consumer radio, TV & hi-fi.

Westinghouse consumer-products vp Chris J. Witting hinted at molecular electronics timetable last week when he told a Los Angeles news conference that the principle would begin to appear in consumer goods "substantially before 1965." Others at Westinghouse—a leader in molecular electronics research—say this could come much sooner. This much we've learned from very top authorities at Westinghouse:

Under development for military electronics, molecular "blocks" are peculiarly suitable for consumer products. As developed by Westinghouse, the equivalent of 2 "stages" of components—for example 2 transistors, 7 or 8 resistors & capacitors—can be made into a single "functional block" 1/4-in. long, 1/8-in. wide and 3/100 of an inch thick. The equivalent of a 6-transistor radio might use 3 of these blocks stacked one on top of the other, so that the whole set—excluding speaker—could be placed on head of a thumbtack.

"Functional blocks" are made of thin slivers of semiconductor material—usually silicon—the circuit elements (including transistors, diodes, etc.) produced from a negative by photo-etch process. Since circuits are 3-dimensional, several exposures are made with different masks on each tiny block. No "hand processing" is involved. Because they replace so many individual components, Westinghouse believes that with quantity production these tiny blocks should be far cheaper than the components they replace.



Industry is expected to slide slowly into molecular approach to consumer electronics, rather than go whole hog at once. First uses will be in individual stages of "conventional" equipment—such as amplifier circuits in radios, front-end stages of FM sets, video amplifiers in TV. Much of the increase in reliability will come with elimination of wiring & connections between components. Only connections will be from one wafer to next and to power source.

Westinghouse did much of its basic molecular work under Air Force contract, is now developing molecular equivalents of consumer circuits on its own. The company hopes to develop "functional blocks" to replace perhaps 100 or more standard radio, hi-fi and even TV circuits, sell them to other manufacturers. In effect, it will sell entire function blocks like parts are now being sold. The difference will be that eventually a radio may use only 3 "parts" plus speaker, case & battery; a hifi set might have 5 or 6 "parts." This mass merchandising of standard blocks should bring costs down startlingly.

For the relatively far future—say 10 years or so—the science of molecular electronics heralds many brand new fields of radio use. Because of potential sharp decreases in cost & size, increase in reliability, it's seen putting dozens of radios into every home—not only for entertainment purposes, but for personal wireless communication, remote control of ranges, refrigerators, vacuum cleaners, doors, etc.

This isn't dream stuff. Laboratory-made molecular military circuits are now fantastically expensive. But Westinghouse and other companies are proceeding full speed to apply principle to consumer field.

'BENT GLASS' MAKERS FIGHT FOR 23-IN. MARKET: Not the least bit daunted by the preponderance of Corning bonded tubes in 23-in. TV lines for 1962 (Vol. 17:25 p17), the makers of tempered external glass implosion plates say business never has been better, and they can't keep up with demand for their products. They completely dominate the 19-in. market, and they hope to take on Corning in the 23-in. market for 1962 drop-ins and 1963 lines.

New-type "bent glass" curved implosion shields, made from Pittsburgh gray glass by 7 independent glass temperers, have virtually swept the external-shield market, at the expense of flat glass & plastic. Recent advances in bent glass techniques have reduced thickness to 3/16 in., and bent-glass industry hopes soon to get blanket ("yellow tag") approval by Underwriters Labs for bent-glass mounting, so that set manufacturers no longer will be required to get UL approval on each set model.

Biggest advantage of bent glass is economy. Manufacturers claim it saves more than \$1 per set (as compared with Corning bonded tube) in the 23-in. model, while giving the same "bonded look," because it's contoured to shape of tube face. Bent glass is now being used with "dry seal" (or gasket) mounting by 3 set manufacturers. In this process, a plastic gasket grips the implosion glass, holding it about 1/8 in. from face of picture tube, on which the gasket rests (Vol. 16:48 p15). But bent glass can be used in a variety of other external mounting arrangements.

Despite dominance of Corning bonded tubes in 23-in. lines, bent-glass makers point out they are selling all the 23-in. external glass they can make now, that Admiral, Olympic & RCA are now using bent-glass external implosion shields on some of their 23-in. sets.

Three manufacturers, in fact, have gone 100% bent glass for 23-in. sets, they say. Motorola's 1962 sets, due to be unveiled this week, will use dry-seal approach throughout 23-in. line. Packard Bell, one of the first companies to adopt bonded shield, has made about-face and uses bent-glass dry-seal approach for its full 23-in. line. Wells-Gardner, too, is 100% dry seal, while about 90% of Sears Silvertone 23% sets (made by Warwick & Pacific Mercury) use external bent-glass plates.

In 19-in. field, bent glass now dominates, plastic and flat glass losing ground; in this area, bonded tubes never have cut much ice. Admiral, Motorola, Packard Bell, RCA, Silvertone, Wells-Gardner and Zenith use bent glass for entire 19-in. lines, while GE & Westinghouse reportedly are headed in that direction.

In color tubes, too, bent-glass makers hope to make inroads. Admiral already uses it on color sets; others can be expected to do so.

There's no blues-singing at all in bent-glass industry. The 2 biggest makers are undergoing expansion. Chicago Dial Co., one of largest, is "working around the clock 7 days a week while at the same time we are completing a \$250,000 facility-expansion program to meet our customers' requirements," vp Burt Kallick told us last week, adding that capacity will be tripled by first of next year. Dearborn Glass Co. also is expanding its capacity, and both manufacturers report heavy gains this year, freely predicting that set makers will switch from Corning-type bonded tubes when bent glass is more readily available and advantages are made apparent to them. Dearborn is currently the only maker of Pittsburgh-type bonded implosion plates.

Other manufacturers of tempered TV glass are: Marsco, Chicago; Permaglass Inc., Woodville, O.; Hordis Bros., Philadelphia; Hamilton Glass Co., Chicago; Virginia Glass Products Corp., Martinsville, Va.

It's obvious that tempered-glass manufacturers have anything but given up the 23-in. TV market. Fresh from their 19-in. victory, they're ready to go after the bigger ones with a vengeance.

FM STEREO—N.Y., DETROIT, SEATTLE, DALLAS, BOSTON: There are still only 3 FM stereo program sources on the air—2 in Chicago, one in Schenectady—but stations in at least 5 more areas are now wiring up to begin stereocasting.

First pre-production shipments of RCA stereo generating equipment went out last week to WQXR-FM N.Y., WDTM Detroit, KLSN Seattle, KIXL Dallas and WUPY Lynn, Mass. (Boston area). Stations won't be permitted to go on air until RCA's equipment is type-accepted by FCC. This acceptance could come shortly, and it's good bet that these 5 areas will have signals on air within a month at most.

RCA will deliver more pre-production units this week, and shipment of production generators is scheduled to begin in October. Backlog of orders, according to RCA bcst. & TV equipment vp-gen. mgr. C. H. Colledge, "indicates a high degree of interest among broadcasters."

TV-RADIO PRODUCTION: EIA statistics for week ended June 16 (24th week of 1961):

	June 10-16	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	131,765	124,307	105,929	2,530,836	2,754,523
Total radio	339,468	322,858	340,871	6,854,473	7,890,586
auto radio	117,246	101,224	135,964	2,191,093	3,092,781

A Low-End Market: Although unit sales of TV & radio so far this year are encouraging, dollar volume is lagging because of the trend to low-end merchandise and the "bargain-basement approach" in consumer electronics. So said Zenith Sales Corp. Pres. Leonard C. Truesdell at a Merchandise Mart news conference last week at the opening of the Summer International Home Furnishings Market in Chicago. He gave these 1961 statistics to illustrate his point:

TV distributor sales for 1961's first 5 months were down 6% from last year—but consoles were down 15.6%, while lower-priced 17- & 19-in. sets were up 12%. For the month of May, TV unit sales were 15.8% over 1960, with consoles up only 2% and 17- & 19-in. up 43%.

In radio, unit sales last month were 30% higher than one year before, but low-priced shirt-pocket portables were up 150%, personal-sized portables up 51%, while higher priced full-size portables were down.

Phono business shows a different trend, primarily because of the increased popularity of FM. Stereo consoles with FM tuners were up sharply, and non-radio consoles were down, but there also was a gain in portable phono sales during 1961's first 5 months.

Truesdell said industry-wide distributor sales were down about 4% from last year for the first 2 weeks of June, but predicted that the full month would show a gain from last year. For the full year, he said: "If we have only a 5% gain in the 2nd half of the year we'll finish 1961 with a 6-million-unit record."

Commenting on Zenith's entry into 2 new fields, he said his company's color-TV & stereo-FM sets will be shown at a distributor meeting Aug. 23 in Chicago. The color line will be short and not "the cheapest on the market." He reiterated that he sees no color boom as long as prices are so high.

Note: Delmonico International will display its first Japanese-made color sets at the Music Show in Chicago's Palmer House July 16-20, as well as its first multiplex-FM--stereo-phono consoles and table-model FM stereo.

Record Promotion: *Your Wonderful World of Records*, a 16-page brochure on the manufacture of records, stereo and care & handling of records, has been published by the Record Industry Assn. of America and is available without charge from RIAA, 1 E. 79 th St., N.Y. 22.

April Factory Sales of Transistors: 15,072,064 units valued at \$27,388,278. Conforming to a traditional pattern, the April volume was up markedly over April 1960's 9,891,236 units at \$23,198,576 and down from March 1961's 15,129,273 units at \$29,815,291. (April business invariably drops behind the March volume.) The year-to-date units & dollars continued to outpace the year-earlier performances by wide margins. Here are EIA's tabulations:

	1961		1960	
	Units	Dollars	Units	Dollars
January	12,183,931	\$22,955,167	9,606,630	\$24,714,580
February	13,270,428	25,699,625	9,527,662	24,831,570
March	15,129,273	29,815,291	12,021,506	28,700,129
April	15,072,064	27,388,278	9,891,236	23,198,576
TOTAL	55,655,696	\$105,858,361	41,047,034	\$101,444,855

Plant Shutdowns for Vacation: Once again, most electronics plants will close for 2 weeks this summer for employee vacations, to fulfill union contracts and/or to give manufacturers an opportunity to gauge inventories. From EIA & other sources, here are the shutdown schedules:

Set manufacturers: Arvin, July 3-16. Bendix Radio, June 26-July 9. CBS Electronics, July 3-16. General Dynamics/Electronics, July 3-16. GE, July 31-Aug. 13. Harman-Kardon, July 3-16. Hoffman Electronics, July 3-16. Magnavox, July 3-16. Motorola, July 3-16. Olympic (except sales), June 30-July 16. Philco (Sandusky, O. plant only), July 17-30. Pilot, July 3-25. RCA, July 17-30. Sylvania, July 17-30. Trav-Ler, June 30-July 17. Warwick Mfg., July 17-30. Wells-Gardner, July 1-18. Westinghouse, Aug. 14-27. Zenith, July 3-16. Not closing: Packard Bell.

Tubes & semiconductors: Clevite Transistor, July 3-16. Eitel-McCullough, July 31-Aug. 13. Electronic Tube Corp., July 3-16. General Instrument (Newark plant), July 3-16. Mallory (DuQuoin, Ill. plant), July 17-30. Motorola, July 31-Aug. 13. National Semiconductor, July 17-30. Pacific Semiconductors (except marketing), July 31-Aug. 13. Raytheon, June 30-July 16. Texas Instruments, July 3-16. Thomas Electronics, July 3-16. Tung-Sol, July 17-30. Varian Associates, July 31-Aug. 13. Not closing: Delta Semiconductors, Fairchild Semiconductor, Industro Transistor, Rheem Semiconductor, Transatron Electronic.

Components & others: Adler Electronics, July 24-Aug. 6. Advance Ross Electronics, June 26-July 9. Aerovox, July 3-9. American Bosch Arma, July 17-30. Blonder-Tongue, July 3-17. Clarostat, July 3-16. Erie Resistor, July 3-17. General Instrument (Newark), July 3-16. Glaser-Steers, July 3-16. International Resistance, July 24-Aug. 6. ITT, July 31-Aug. 13 (Clifton); June 29-July 23 (Kuthe); Aug. 4-21 (Roanoke). JFD Electronics, July 3-16. Mallory capacitor, June 5-18 (Huntsville); July 3-16 (Indianapolis); July 3-9 (Greencastle & Crawfordsville). Muter, June 26-July 9. Oak Mfg., July 3-16. Ohmite, July 3-16. Sangamo, July 17-23. Telechrome, July 3-17. Tele-Dynamics, July 17-30. Not closing: Amphenol-Borg, Centralab, Corning Glass, Hazeltine, International Rectifier, Miratel Electronics, Speer Carbon, Sprague Electric.

Japanese "Admiral" Scuttled: A restraining order against distribution of Japanese-made transistor radios with the "Admiral" trademark has been issued by U.S. District Court in N.Y. as a result of a complaint by Admiral Corp. against importer Mar-Lin Enterprises Inc., N.Y. Customs collectors in major ports of entry have been advised to halt entry of radios falsely marked "Admiral." Charging wilful & wanton infringement, Admiral is seeking treble damages from the importer.

Polaroid Vs. Polarad: Camera-maker Polaroid Corp. has appealed to the U.S. Supreme Court the dismissal by the U.S. Court of Appeals of its suit to compel Polarad Electronics Corp. to change its corporate name. Polaroid contended that the similarity of names engendered confusion. The Court of Appeals dismissed the suit in March on grounds that the 2 companies are not competitive.

Exit Scott TV, Enter Ravenswood: "Ravenswood" has been selected as the brand name for TVs, phonos & combinations manufactured by Annapolis Electroacoustic Corp., which was directed by a court decision not to use the "Scott" trademark. The firm headed by Leon J. Knize had purchased all rights to the Scott Radio Labs name (Vol. 17:19 p22), but was successfully challenged by H. H. Scott Co., manufacturer of hi-fi components.

The decree by Baltimore Federal Court gives the company 7½ months to dispose of its inventories with the "Scott" label. Annapolis Electroacoustical said these did not exceed 2,000 TVs, 400 speaker systems and 200 radio-phono combinations.

Knize said the company would introduce its Ravenswood line of stereo consoles, portable phonos, and console & portable TV at the Music Show in Chicago July 16-20. Said Knize: "The console line will incorporate any combination of phonograph, AM-FM radio (including multiplex) and TV with the Reflection Coupler speaker system." Before entering the TV-phono-radio field, the company had been marketing the Reflection Coupler speaker system, which eliminates grille cloth and front-mounted speakers in hi-fi systems.

Fiber-Optic CR Tube: Developed by DuMont Labs (Fairchild Camera), the new tube for specialized applications utilizes the principle of fiber optics to bring the image to the front of the faceplate, thereby completely eliminating parallax. The first fiber-optic tubes to be available from DuMont have a diameter of 1 7/16-in., and will sell in the \$900 range, but DuMont says it can provide tubes up to 5-in. and will soon work on still larger tubes. The faceplate is composed of more than 6 million individual glass fibers ¼-in. long which carry the light from the phosphor screen to the surface of the tube. Potential applications: Radar, high-resolution missile & aircraft reconnaissance systems, space mapping, photo recording & transmission. Consumer applications, if any, for fiber optics are far in the future.

Stereo Generator Offered: Crosby Teletronics Corp. last week announced the availability of a stereo multiplex signal generator to manufacturers for testing stereo FM adapters & sets. It is priced at \$1,000, delivery in 60 days. Crosby Teletronics' subsidiary Crosby Electronics Corp. announced receipt of 2 contracts totaling more than \$250,000 for the manufacture of FM stereo adapters for Grundig-Majestic (Majestic International Sales Corp., Chicago) and Blaupunkt radios (N. Pickens Import Co., Woodside, N.Y.).

Olympic Multiplex Priced Inboard: TV-radio-phono & radio-phono combinations in Olympic's 1962 line will include FM stereo tuners, the company disclosed at its new-line showing last week in Chicago. Of its 11 basic TV-stereo combinations, 10 will be offered in stereo-FM versions, the stereo AM-FM-multiplex tuner adding \$60 to \$70 to the cost and requiring no adapter. In its new line of 4 basic stereo consoles, 3 will be factory equipped to receive stereo FM. For previous Olympic combinations, a \$24.95 FM stereo adapter will be offered.

Tube Order Signed: FTC has accepted a consent order in which National Tube Corp., 7 Lexington Ave., South Norwalk, Conn., agrees to put clear labels on shipments of TV picture tubes which are "reactivated, reconditioned, or rebuilt containing used parts." The agreement settled a 1960 FTC complaint in which the agency charged that the company didn't "reveal the true nature of such tubes . . ."

Trade Personals: Eugene F. Peterson, ex-GE, named mktg. vp, ITT consumer & industrial products . . . R. S. Gates resigns as exec. vp & dir., Collins Radio; E. A. Williams, vp for operations control, named also controller & treas.; J. B. Tuthill, vp, assumes broadened responsibilities in financing & banking relations and financial analysis; R. J. Flynn and R. C. Mullaley named asst. vps.

Paul J. Colleran, ex-GE, named engineering vp, International Rectifier Corp. . . . Maurice Friedman named vp and exec. asst. to the pres., General Instrument.

Dr. Franz R. Hensel, ex-P.R. Mallory, named to new post of pres., Clyde Williams Corp. (international research, investment advisory & management services firm). He'll also serve as exec. vp, parent Clyde Williams & Co. . . . E. Leslie Peter named mgr., Tung-Sol international div.

William L. Hyde named to new post of administrative mgr., DuMont Labs electronic tube div. . . . William R. Stern named mktg. dir., Itek Electro-Products . . . Dan Neumaier named to new post of distributor sales mgr., Bell Sound stereo components & tape cartridges . . . William S. Ginn, former GE vp & gen. mgr. of the turbine div. who had been sentenced & jailed during the recent antitrust cases, named pres., Baldwin-Lima-Hamilton Corp.

Alfred R. Zipser, *New York Times* financial-electronics writer, to join Xerox Corp. as PR dir., headquartered in N.Y. . . . Allen C. Bluestein named research dir., Aerovox . . . Donald G. Blech named sales mgr., Tenna Mfg. Co. . . . Jules Steinberg, Midwest editor of *Mart* and onetime associate editor of *TELEVISION DIGEST*, elected NARDA exec. vp.

Frank A. Gunther, Radio Engineering Labs, elected pres., Armed Forces Communications & Electronics Assn. Other officers: Maj. Gen. R. T. Nelson, U.S. Army Chief Signal Officer, vp; Maj. Gen. Harold W. Grant, U.S. Air Force Telecommunications dir., vp; Rear Adm. Frank Virden, Asst. Chief of Naval Communications, vp; Walter H. Pagenkopf, Teletype Corp., vp; Peter J. Schenk, Mitre Corp., vp; John O'Brien, Hoffman Electronics, treasurer.

Highway Test Planned: Govt. tests of automatic highway operations in which passenger-car steering & breaking are controlled electronically may get under way soon. Wilfred Owen of Brookings Institution, head of a special study group set up in the office of Under Secy. of Commerce Clarence D. Martin Jr., told us that it probably would recommend experimentation along a 100-mile road stretch in Michigan. "We are still in the talking stage," he said, "but we are working out plans for a test with the Bureau of Public Roads & industry research-&-development people. Obviously, there are bugs, but such operations are at least feasible." Thompson Ramo Wooldridge Inc. is among companies involved in the test negotiations. RCA & General Motors demonstrated an electronically controlled automobile a year ago on a test track at RCA Labs in Princeton last June (Vol. 16:23 p19).

Obituary

Abram Davega, 68, former vp of Davega Stores, died June 19 in New York Hospital after a short illness. He had quit high school in 1907 to work with his father, who founded the Davega chain in 1879, remained with the company until his retirement in 1959. Surviving are his wife, a son, 2 daughters, a sister, 9 grandchildren and one great grandchild.

Thomas J. Bess Jr., 39, supervisor of quality engineering, American Bosch Arma Tele-Dynamics div., died June 18. He is survived by his wife, 2 daughters and his mother.

Westinghouse Claims TV Gains: Westinghouse's share of the TV market is 10% higher than it was a year ago, consumer-products vp Chris J. Witting told the American Marketing Assn.'s conference in Los Angeles last week. Other points made by Witting: (1) "We don't plan to re-enter color-set production at this time—not until a fundamental breakthrough is achieved which will allow a set to function as well on monochrome reproduction as a black-&-white set . . . We are reaching for lower cost & better design in our research . . . I just don't believe the machine today is the right machine." (2) Westinghouse's TV & appliance business experienced a good pickup in June. For the industry, Witting predicted 1961 TV production would total about 6 million sets, or somewhat better than last year. (3) He predicted that molecular electronics circuits would be employed in consumer products "substantially before 1965" (see p. 15).

Old Trade-Name Reappears: "Former Sparton dealers" are solicited in U.S. trade-paper ads by Sparton of Canada Ltd. "Sparton TV & stereo high-fidelity phonographs are again offered to discriminating dealers on an exclusive basis. Dealers who formerly sold Sparton, and dealers who need a high-quality product of unique design, free of cut-throat competition, should write W. L. Page, vp, sales, Sparton of Canada Ltd., London, Ont. Enquiries solicited from former Sparton sales representatives." The American Sparton radio was manufactured by the old Sparks-Withington Co., which left the TV business in 1955, selling its TV-radio business to Magnavox early in 1956 (Vol. 12:4 p6). Sparton of Canada wasn't involved in the sale.

Muntz Seeks Private Labels: Ads addressed to "quantity TV buyers" in the trade press last week sought private-label accounts for Muntz TV sets. The ads advise: "Private label 19, 21, 23, 24-in. TV available for June shipment because we are moving into our new & much larger factory in July. If you need promotional merchandise, this is a tremendous opportunity. This limited offer available for non-competitive selected areas." The contact is given as Jack Simberg, vp, Muntz TV Inc., 1000 Grey Ave., Evanston, Ill. (Broadway 3-4250).

Philco Still Selling Renewal Tubes: Although Philco's Lansdale Division is ceasing the production of receiving tubes (Vol. 15:23 p18), the Accessory-Service Division "is continuing the aggressive selling & merchandising of its complete line of renewal receiving tubes & cathode ray tubes," division vp R. E. Nugent noted last week. He described as "absolutely wrong" reports that Philco also was discontinuing sales of its renewal tube line. "Philco's renewal tube sales have picked up tremendously in the last quarter," Nugent said, "and we intend to back these sales with strong merchandising programs."

Davega & Wilcox-Gay Merging? Although officials of both companies were unreachable for comment, trade reports at the weekend indicated that an amalgamation of the retailing-importing concerns was in the works. As in the teaming of Two Guys from Harrison and O. A. Sutton Corp. into Vornado Inc., the 25-store Davega retail chain is expected to merge via a stock exchange into Wilcox-Gay, parent of Majestic International, importer of Grundig-Majestic TVs, radios, phonos.

EIA Manuals Published: New technical standards for TV transmitters (\$1.80), electronic component parts (\$1.90) and receiver-type tube sockets (90¢) have been issued by EIA engineering committees. Copies may be ordered from EIA's engineering dept., 11 W. 42nd St., N.Y. 36.

Finance

Desilu Income Down: Desilu Productions' earnings for the fiscal year ended April 29 dropped to \$319,146 (28¢ a share) from \$811,559 (70¢) in fiscal 1960 (see financial table). Gross income dipped to \$19.8 million from \$23.4 million.

Pres. Desi Arnaz in his annual report, said the decline in revenue had resulted principally from Writers Guild of America's strike against TV film in 1960. Other causes: Writeoffs of certain program-development costs for new shows not yet on the air; increased operating cost stemming from new union contracts; substantial reduction in production of syndicated film.

Arnaz said the firm had skipped the quarterly dividends normally payable in May in order to conserve assets for new TV shows now in preparation & negotiation with networks & sponsors for the 1962 selling season. Desilu is negotiating for wider distribution of its product in foreign & syndicated areas, Arnaz said, and is also planning production & distribution of movies.

He also reported that Desilu had signed a new one-year contract with ABC-TV for *The Untouchables* series. Plans have been completed, too, to telecast the show in Japan & West Germany. The series currently is distributed in Canada, England and Australia.

Arnaz called attention to "the most significant area of investment stability" for stockholders—Desilu's 3 studios, which cover 62 acres. Desilu's net (after depreciation) book value of this real estate is \$6,289,752, but the estimated real value of the properties is "considerably in excess" of the book value, he declared.

Because of the depressed state of the syndication market, Desilu, without realizing any residual profit, has divested itself of 312 half-hour shows produced for syndication. Present Desilu participation in various properties: *Guestward Ho!*, 35%; *Harrigan & Son*, 32.5%; *Lucille Ball-Desi Arnaz Show*, 61.3%; *Desilu Playhouse*, 97.5%; *Ann Sothern Show*, 50%; *The Texan*, 47.5%; *Whirlybirds*, 40%; *Those Whiting Girls*, 70%; *Willy*, 55%; *The Untouchables*, 35% (movie version, 90%); *C.I.C.*, 45% (movie version, 66.6%); *Mickey & the Contessa*, 27.5%. Desilu has an inventory of 458 half-hours and 150 hours of TV film.

Hoffman Profit Down in 2nd Quarter: Hoffman Electronics expects that earnings in the quarter ending June 30 will drop below the first-quarter profit of \$256,668 (16¢ a share). Vp-treas. Carroll E. Underwood noted that "our 2nd-quarter operating earnings will be at least as good as first quarter net, but we will incur unusual expenses of \$100-150,000 from plant relocation which will hold our 2nd-quarter earnings down." Sales in the June quarter should be "as good" as those of Jan.-Mar., which were \$16.1 million. Underwood predicted that Hoffman would show a profit in 1961 on sales of \$56-60 million, compared with 1960's loss of \$98,400 on \$54.3 million sales.

Reeves Offers Debentures: Reeves Bcstg. & Development Corp. (WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Cal.; WHTN-TV Huntington, W. Va.) proposes public sale of \$2.5 million of convertible subordinated debentures at 100% of the principal amount. An SEC registration statement (File 2-18317) said Laird & Co. heads underwriters. Reeves said \$300,000 of the net proceeds would be used to buy stock in VHF Inc., N.Y. TV producer; \$75,000 for investment in a new 3-D picture exploitation company, VeriVu Corp.; \$1 million for loan repayments.

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
Advance Ross Electronics	1961—qtr. to Mar. 31	\$ 941,069	\$ 127,484	\$ 58,984	\$0.09	625,220 ¹
	1960—qtr. to Mar. 31	803,087	106,215	106,215	.34	312,610
Allied Radio	1961—9 mo. to Apr. 30	30,875,335	1,681,173	824,173	.78	1,065,633
	1960—9 mo. to Apr. 30	26,543,076	1,916,409	938,409	.90	1,019,739
	1961—qtr. to Apr. 30	10,280,690	—	254,028	.24	1,065,633
	1960—qtr. to Apr. 30	9,094,541	—	345,604	.33	1,019,739
Collins Radio	1961—9 mo. to Apr. 30	164,145,046	—	2,700,177	1.22 ²	2,210,176
	1960—9 mo. to Apr. 30	138,991,830	—	5,901,605	2.85 ²⁻³	2,062,522 ³
Desilu Productions Story on p. 19	1961—year to Apr. 29	19,845,513	643,146	319,146	.28	1,155,940
	1960—year to Apr. 30	23,406,100	1,596,559	811,559	.70	1,155,940
Electro-Voice	1961—year to Feb. 28	10,034,460	208,082	111,854	.22	497,332
	1960—year to Feb. 29	10,521,165	463,375	255,901	.54	473,650
Hallicrafters	1961—9 mo. to May 31	41,900,000	—	1,125,000	.51	1,005,000
	1960—9 mo. to May 31	21,872,000	—	650,000	.32	1,005,000
NT&T	1961—26 wks. to Mar. 28	21,911,580	—	622,164	.22	2,816,247
	1960—26 wks. to Mar. 29	24,364,576	—	(835,981) ⁴	—	2,760,929
	1961—13 wks. to Mar. 28	12,066,045	—	737,000	.26	2,816,247
	1960—13 wks. to Mar. 29	11,977,535	—	(1,237,140) ⁴	—	2,760,929
Pacific Industries	1961—9 mo. to May 31	12,988,921	—	1,152,586	.81	1,415,354
	1960—9 mo. to May 31	12,082,866	—	763,079	.54	1,415,354
	1961—qtr. to May 31	4,296,658	—	368,763	.26	1,415,354
	1960—qtr. to May 31	3,941,045	—	310,310	.22	1,415,354
Universal Pictures	1961—26 wks. to Apr. 29	—	3,520,322	1,835,322	1.98 ²	888,390
	1960—26 wks. to Apr. 29	—	7,570,194	3,695,194	4.04 ²	892,190

Notes: ¹Reflects 2-for-1 split. ²After preferred dividends. ³Reflects 4% stock dividend, August 1960. ⁴After provision for loss of \$1,978,604 on

investment in NTA.

Reports & Comments Available: Allied Radio, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Tech-Ohm Electronics, analysis, Edward Lewis Co., 82 Beaver St., N.Y. 5 • Avco, comments, Herzfeld & Stern, 30 Broad St., N.Y. 4 • Standard Kollsman Industries, report, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Avnet Electronics and AT&T, discussions, Cowen & Co., 54 Pine St., N.Y. 5 • Networks Electronic, analysis, Leason & Co., 39 S. La Salle St., Chicago 3 • Ling-Temco Electronics and Siegler (Olympic Radio & TV), profiles in June 21 *Financial World* • Westinghouse, comments, Reynolds & Co., 120 Broadway, N.Y. 5 • Wrather Corp., prospectus, Lee Higginson Corp., 20 Broad St., N.Y. 5.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, June 22, 1961

Stock	Offering Price	June 22, 1961	
		Bid	Asked
Marcon Electronics	10	15	17 ³ / ₄
RMS Electronics	3	3 ¹ / ₂	3 ³ / ₄
Sony Corp.	17 ¹ / ₂	20 ¹ / ₂	22
Warner Bros.	16	18 ³ / ₄	19 ⁷ / ₈
Wrather Corp.	10	10	10 ⁷ / ₈

Corporation	Period	Amt. Payable	Stk. of Record
Canadian Westinghouse	Q	\$0.15	Jul. 3
Columbia Pictures	Stk.	2 ¹ / ₂ %	Jul. 31
Electronic Assistance	Stk.	100 %	Jul. 14
General Dynamics	Q (Omitted)		
Litton Industries	Stk.	2 ¹ / ₂ %	Oct. 20
Republic Corp.	Q	.15	Aug. 15
Sangamo Electric	Q	.18 ³ / ₄	Jul. 10
Wometco "A"	Q	.17 ¹ / ₂	Sep. 15
Wometco "B"	Q	.06 ¹ / ₂	Sep. 15

Stock	Prev. Bid	Bid	Asked	Stock	Prev. Bid	Bid	Asked
Acoustica	18 ¹ / ₂	19 ¹ / ₄	21 ¹ / ₄	Magna Th.	4 ¹ / ₄	4	4 ¹ / ₂
Adler Elec.	18 ³ / ₄	16 ¹ / ₂	18 ³ / ₄	Magnetics Inc.	11	11	12 ¹ / ₄
Aerovox	11 ¹ / ₄	10 ¹ / ₄	11 ¹ / ₂	Maxson	23 ¹ / ₂	21 ¹ / ₂	23 ³ / ₄
Allied Radio	29 ³ / ₄	28 ¹ / ₂	30 ⁷ / ₈	Meredith Pub.	39	38	41 ³ / ₄
Astron Corp.	2 ³ / ₄	2 ³ / ₈	2 ⁷ / ₈	MetroMedia	19 ³ / ₄	18 ³ / ₄	20 ¹ / ₂
Babcock	28	26 ¹ / ₂	29 ³ / ₄	Microdot	26	26	28 ¹ / ₄
Baird Atomic	19 ¹ / ₂	18 ¹ / ₂	20 ¹ / ₂	Milgo Elec.	21	20 ¹ / ₂	23 ³ / ₄
Cannon Elec.	27	27	30 ³ / ₄	Narda Micro	8 ¹ / ₄	7	8 ¹ / ₂
Capehart	9	8 ³ / ₄	9 ³ / ₄	Newark Elec.	15 ³ / ₄	14 ³ / ₄	16
Chicago Aer.	23	21	23 ³ / ₄	Nuclear Chi.	43 ¹ / ₂	40	44
Control Data	95	101	107	Official	3 ³ / ₄	3 ³ / ₄	4 ¹ / ₄
Cook Elec.	11 ¹ / ₂	11 ¹ / ₄	12 ¹ / ₄	Pacific Aut.	5 ³ / ₄	5 ¹ / ₄	6 ¹ / ₄
Craig	13	13 ¹ / ₄	14 ³ / ₄	Pacific Merc.	7 ³ / ₄	7 ³ / ₄	8 ¹ / ₄
Crosby Tel.	6 ¹ / ₄	6	6 ³ / ₄	Philips Lamp	148 ¹ / ₄	145	149 ³ / ₄
Dictaphone	34 ¹ / ₂	34	36 ³ / ₄	Pyramid	2 ³ / ₄	2	2 ³ / ₄
Digitronics	28	24	27 ¹ / ₄	Radiation	24 ³ / ₄	24 ¹ / ₂	26 ¹ / ₂
Eastern Ind.	16 ³ / ₄	16	17 ¹ / ₂	Rek-O-Kut	2 ¹ / ₄	2 ¹ / ₄	2 ³ / ₄
Eitel-McC.	14 ³ / ₄	16 ¹ / ₂	17 ³ / ₄	Research Inc.	5 ³ / ₄	5 ³ / ₄	6 ³ / ₄
Elco Corp.	12	11 ¹ / ₂	13 ³ / ₄	H. W. Sams	42	39 ¹ / ₂	42 ³ / ₄
Electro Instr.	21 ¹ / ₂	20	23	Sanders Assoc.	45 ³ / ₄	52 ¹ / ₂	56 ¹ / ₂
Elco. Voice	11 ¹ / ₂	10 ¹ / ₂	12	Silicon	12 ¹ / ₂	11 ³ / ₄	13 ³ / ₄
Elcc. Assoc.	32 ¹ / ₂	30	32 ¹ / ₂	H. Smith	10 ¹ / ₂	9 ³ / ₄	11 ¹ / ₄
Elcc. Cap. Corp.	42	43	47 ¹ / ₄	Soroban	58	59	65 ³ / ₄
Eric Resistor	14	14 ¹ / ₂	15 ³ / ₄	Soundsciber	—	11	12 ³ / ₄
Executone	19 ¹ / ₂	19	21	Speer Carbon	30 ¹ / ₄	29 ³ / ₄	32 ¹ / ₄
Farrington	13 ³ / ₄	14 ¹ / ₄	15 ³ / ₄	Spraue	77 ¹ / ₄	77 ¹ / ₄	81
Foto Video	7	7	8 ³ / ₄	Sterling TV	3 ³ / ₄	3 ³ / ₄	4-1/16
Four Star	20 ³ / ₄	21 ¹ / ₂	23 ³ / ₄	Systron-Don.	39	40	43
Gen. Devices	13 ¹ / ₂	11 ³ / ₄	13 ¹ / ₂	Taft Bcstrs.	17 ¹ / ₂	17 ¹ / ₂	19 ¹ / ₄
G-L Elec.	7 ³ / ₄	8	8 ³ / ₄	Taylor Instr.	51	52	55 ¹ / ₂
Goodwill Sta.	10 ³ / ₄	—	—	Technology	6 ¹ / ₂	6 ¹ / ₂	7 ³ / ₄
Cranco	3 ¹ / ₂	3 ¹ / ₄	3-15/16	Tele-Bcstrs.	1 ¹ / ₂	2 ¹ / ₄	2 ³ / ₄
Gross Tel.	21 ¹ / ₄	21 ¹ / ₄	23 ¹ / ₄	Teledrome	11 ¹ / ₂	10 ³ / ₄	11 ³ / ₄
Hallicrafters	22 ¹ / ₄	23 ¹ / ₂	25 ³ / ₄	Telecomp.	6 ³ / ₄	6 ³ / ₄	7 ¹ / ₂
Hathaway	26	24	26 ¹ / ₄	Time Inc.	83	82	86 ¹ / ₄
Hieh Voltage	148	160	175	Tracerlab	10 ³ / ₄	12 ¹ / ₄	13 ³ / ₄
Infrared	15	14 ³ / ₄	16 ¹ / ₂	United Art.	7 ³ / ₄	7 ³ / ₄	8 ³ / ₄
Interstate Eng.	18 ³ / ₄	18	19 ³ / ₄	Universal	—	—	1 ¹ / ₄
Ionics	31	30	32 ¹ / ₂	Vitro	24 ¹ / ₂	25 ¹ / ₄	27
Itek	50	49	53 ¹ / ₂	Vocaline	2 ³ / ₄	2 ¹ / ₄	2 ³ / ₄
Jerrold	8 ³ / ₄	8 ¹ / ₄	9	Wells-Gardner	34 ¹ / ₂	32 ³ / ₄	35 ³ / ₄
Lab for Elec.	51 ¹ / ₄	48	51 ³ / ₄	Wilcox Elec.	10 ¹ / ₄	10	11
Leeds & North.	34 ¹ / ₄	34 ¹ / ₂	37 ¹ / ₄	Wometco	26	24 ³ / ₄	27
Lel Inc.	—	8 ³ / ₄	10 ¹ / ₄				

WEEKLY Television Digest

JUNE 26, 1961

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1961 SPECIAL SUPPLEMENT No. 7

ARB Estimates

Television Households by States and Counties

As of January 1, 1961

Updated by American Research Bureau from Survey-Based Estimates of Jan. 1, 1960.

(This is a Supplement to Television Factbook No. 32—See Page 12.)

U.S. TOTALS: Total Households, 53,239,500. Television Households, 47,886,000. Percent with Television, 90%.

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
ALABAMA				*Pima E	79,100	70,100	89	White	9,200	6,900	75
Autauga	4,600	3,500	77	Pima W	6,300	4,200	67	Woodruff	3,400	2,900	85
*Baldwin	13,300	9,600	73	Pinal	16,200	13,000	80	Yell	3,200	2,700	84
Barbour	6,000	4,400	73	Santa Cruz	2,800	2,100	74	Total	493,000	386,000	78
Bibb	3,500	2,400	68	Yavapai	8,800	6,500	74	CALIFORNIA			
Blount	6,400	4,500	70	*Yuma	13,500	11,000	81	*Alameda E	9,300	8,400	91
Bullock	3,300	2,200	67	Total	383,200	322,800	84	Alameda W	290,500	263,500	91
Butler	5,800	4,300	74	ARKANSAS				Alpine	100	100	75
Calhoun	25,400	20,300	80	Arkansas	6,700	5,400	80	Amador	3,300	2,900	87
Chambers	9,900	6,600	66	Ashley	6,300	5,100	80	*Butte	28,400	24,600	87
Cherokee	3,900	3,200	82	Baxter	2,700	2,000	73	Calaveras	3,400	2,900	84
Chilton	6,600	4,800	72	Benton	11,300	8,000	71	Colusa	3,800	3,300	87
Choctaw	4,300	3,500	80	Boone	4,800	3,900	81	*Contra Costa E	3,800	3,700	99
Clarke	6,500	4,600	70	Bradley	3,700	2,700	74	Contra Costa W	119,100	118,500	99
Clay	3,200	2,300	71	Calhoun	1,400	1,100	76	Del Norte	5,900	5,000	85
Cleburne	2,800	1,900	67	Carroll	3,700	2,700	74	Eldorado	10,200	8,400	82
Coffee	7,800	5,600	72	Chicot	5,400	4,300	79	*Fresno	114,200	106,600	93
Colbert	11,600	8,800	76	Clark	5,700	4,700	82	Glenn	5,300	4,800	90
Conecuh	3,900	2,600	66	Clay	5,800	4,500	77	*Humboldt	35,300	30,900	87
Cosa	2,600	1,700	67	Cleburne	2,400	1,800	76	*Imperial	19,900	16,200	81
Covington	8,500	6,200	72	Cleveland	1,900	1,400	72	Inyo	4,000	3,000	76
Crenshaw	3,600	2,500	70	Columbia	7,200	6,100	85	*Kern	88,800	83,900	95
Cullman	11,200	8,200	73	Conway	4,000	3,100	77	Kings	14,800	12,500	85
Dale	8,300	5,700	69	Craighead	12,700	10,300	81	Lake	4,800	3,700	77
Dallas	14,400	10,900	76	Crawford	6,000	4,500	75	Lassen	4,100	3,100	75
DeKalb	10,700	8,200	76	Crittenden	12,300	9,400	77	*Los Angeles	2,074,100	1,960,900	95
Elmore	7,600	5,400	71	Cross	5,000	3,800	76	Madera	11,800	10,000	85
Escambia	8,200	6,200	76	Dallas	2,700	2,000	76	*Marin	46,400	42,700	92
Etowah	25,800	19,900	77	Desha	5,300	4,200	79	Mariposa	1,500	1,300	84
Fayette	3,900	2,700	68	Drew	4,000	3,200	80	Mendocino	16,000	12,700	79
Franklin	5,500	3,700	67	Faulkner	6,300	5,200	82	Merced	27,100	23,700	87
Geneva	5,700	3,900	69	Franklin	2,800	1,700	62	Modoc	2,500	1,900	76
Greene	3,100	2,300	76	Fulton	1,700	1,100	64	Monoc	700	600	83
Hale	4,800	2,800	59	Garland	14,400	11,600	81	*Monterey	59,900	51,100	85
Henry	3,300	2,400	74	Grant	2,300	1,800	79	Napa	19,300	16,700	87
Houston	13,900	10,900	78	Greene	6,600	5,100	77	Nevada	7,400	5,500	74
Jackson	8,800	6,300	71	Hempstead	5,200	3,900	74	*Orange	250,000	235,600	94
*Jefferson	180,000	151,200	84	Hot Spring	5,800	4,300	74	Placer	17,700	15,100	85
Lamar	3,500	2,300	67	Howard	2,900	2,200	76	Plumas	3,600	2,900	81
Lauderdale	16,700	12,800	77	Independence	5,600	4,400	78	Riverside E	6,100	5,500	91
Lawrence	5,800	3,900	67	Izard	1,800	1,300	71	Riverside W	98,900	89,900	91
Lee	12,000	9,000	75	Jackson	6,200	4,800	77	*Sacramento	163,700	155,100	95
Limestone	9,000	6,100	68	Jefferson	23,100	18,600	80	San Benito	4,800	4,200	87
Lowndes	3,500	2,300	66	Johnson	3,700	2,600	71	San Bernardino E	3,800	3,400	90
Macon	5,800	4,100	70	Lafayette	2,700	2,100	77	San B'n'dino W	162,800	146,800	90
Madison	31,800	24,600	77	Lawrence	4,500	3,000	66	*San Diego	318,300	301,700	95
Marengo	6,800	4,700	69	Lee	5,300	3,700	71	*San Francisco	261,700	233,500	89
Marion	5,300	3,800	72	Lincoln	3,700	2,800	75	*San Joaquin	79,900	74,400	93
Marshall	13,000	10,200	79	Little River	2,500	2,000	79	San Luis Obispo	28,000	24,200	87
*Mobile	94,000	76,700	82	Logan	4,200	2,900	69	*San Mateo	148,100	144,800	98
*Monroe	5,300	3,800	72	Lonoke	6,500	5,200	80	Santa Barbara	57,100	49,800	87
Montgomery	48,300	38,800	80	Madison	2,100	1,300	63	Santa Clara	207,900	195,000	94
Morgan	16,700	12,400	74	Marion	1,600	1,000	64	*Santa Cruz	31,800	28,200	89
Perry	3,900	2,500	64	*Miller	9,200	7,600	82	*Shasta	20,000	17,400	87
Pickens	5,100	3,600	71	Mississippi	18,000	14,400	80	Sierra	600	500	79
Pike	6,700	4,800	72	Monroe	4,500	3,100	69	Siskiyou	11,000	9,200	84
Randolph	4,800	3,500	73	Montgomery	1,400	1,000	74	Solano	36,400	35,100	96
*Russell	11,700	9,000	77	Nevada	2,800	2,100	73	Sonoma	50,100	43,400	87
Saint Clair	6,800	4,700	75	Newton	1,400	1,000	74	Stanislaus	48,600	42,300	87
Shelby	8,000	5,900	74	Quachita	8,700	7,000	80	Sutter	10,400	8,500	81
Sumter	4,700	3,000	64	Perry	1,200	900	73	*Tehama	8,500	7,100	84
Talladega	16,000	12,900	81	Phillips	12,000	8,800	74	Trinity	3,600	2,700	75
Tallapoosa	8,900	6,700	76	Pike	2,100	1,500	73	Tulare	50,700	44,300	87
Tuscaloosa	26,500	19,300	73	Poinsett	7,600	5,800	76	Tuolumne	5,100	4,200	83
Walker	13,900	10,800	78	Polk	3,300	2,500	76	Ventura	59,500	53,300	90
Washington	3,500	2,500	70	Pope	5,700	4,100	72	Yolo	20,700	17,400	84
Wilcox	4,100	2,700	66	Prairie	2,600	1,900	74	Yuba	10,000	9,000	90
Winston	3,600	2,600	72	*Pulaski	72,100	60,500	84	Total	5,215,100	4,837,600	93
Total	864,000	666,200	77	Randolph	3,000	2,200	73	COLORADO			
ARIZONA				St. Francis	8,600	6,400	75	*Adams	33,100	27,600	83
Apache	5,700	3,400	60	Saline	7,100	5,900	83	Alamosa	2,600	2,100	81
Cochise	16,200	12,400	77	Scott	2,000	1,400	70	*Arapahoe	35,000	31,800	91
Coconino	11,000	8,700	79	Searcy	2,200	1,600	71	Archuleta	600	500	77
Gila	7,100	5,700	81	*Sebastian	20,300	17,100	84	Baca	1,900	1,300	69
Graham	3,600	2,700	74	Sevier	2,900	2,400	82	Bent	1,800	1,300	73
Greenlee	3,900	2,900	76	Sharp	1,600	1,100	70	*Boulder	23,000	20,800	90
*Maricopa	198,400	172,300	87	Stone	1,600	1,200	73				
Mohave	2,200	1,600	74	*Union	14,400	12,000	83				
Navajo	3,400	6,900	74	Van Buren	1,900	1,400	75				
				Washington	16,500	11,800	72				

(Continued on next page)

*ARB Metropolitan Area Counties.

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State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
COLORADO—(Continued)				Highlands	7,100	6,000	84	Habersham	4,600	3,600	79
Chaffee	2,700	2,200	81	*Hillsborough	128,100	115,100	90	Hall	13,400	11,300	84
Cheyenne	800	500	67	Holmes	2,500	1,800	72	Hancock	2,400	1,800	77
Clear Creek	800	700	81	Indian River	8,500	6,900	82	Haralson	3,700	3,200	85
Conejos	2,000	1,600	82	Jackson	8,700	6,800	78	Harris	2,800	1,900	69
Costilla	800	600	73	Jefferson	2,400	1,900	80	Hart	3,900	3,100	79
Crowley	1,000	800	84	Lafayette	700	500	71	Head	1,300	1,000	75
Custer	300	200	66	Lake	17,400	14,800	85	Henry	4,300	3,600	84
Delta	4,700	3,500	74	Lee	18,200	15,600	86	Houston	9,200	8,200	89
*Denver	164,400	147,200	90	*Levy	18,700	15,200	81	Irwin	2,000	1,400	72
Dolores	500	400	72	Liberty	900	600	70	Jackson	4,600	3,600	78
Douglas	1,300	1,100	88	Madison	3,300	2,600	80	Jasper	1,500	1,200	79
Eagle	1,300	800	59	Manatee	22,400	20,100	90	Jeff Davis	2,300	1,500	65
Elbert	1,000	800	79	Marion	14,900	12,900	86	Jefferson	4,400	3,300	75
*El Paso	40,200	35,500	88	Martin	5,900	5,000	85	Jenkins	2,300	1,800	75
Fremont	5,700	4,700	83	Monroe	13,800	12,400	90	Johnson	2,100	1,500	71
Garfield	3,700	2,600	69	Nassau	4,200	3,600	86	Jones	2,200	1,700	77
Gilpin	200	200	100	Okaloosa	16,500	14,000	85	Lamar	2,700	2,000	74
Grand	1,100	700	67	*Okeechobee	1,900	1,600	84	Lanier	1,400	1,000	71
Gunnison	1,600	1,200	72	*Orange	88,400	79,800	90	Laurens	8,100	6,400	79
Hinsdale	100	100	100	Osceola	6,600	5,700	87	Lee	1,600	1,200	78
Huerfano	2,200	1,500	70	*Palm Beach	78,400	68,200	87	Liberty	3,700	2,900	79
Jackson	500	400	74	Pasco	11,600	9,400	81	Lincoln	1,400	1,100	80
*Jefferson	38,900	31,400	81	*Pinellas	136,600	119,600	88	Long	1,000	800	77
Kiowa	600	400	63	Polk	60,600	50,800	84	Lowndes	13,300	10,900	82
Kit Carson	2,000	1,300	66	Putnam	9,000	7,700	85	Lumpkin	1,600	1,100	71
Lake	2,300	1,600	70	St. Johns	8,400	7,400	88	McDuffie	3,200	2,600	82
La Plata	5,500	4,500	83	St. Lucie	12,500	10,700	85	McIntosh	1,500	1,100	73
Larimer	17,200	15,200	88	Santa Rosa	7,600	6,100	81	Macon	3,300	2,400	71
Las Animas	5,500	3,900	70	Sarasota	25,700	23,200	90	Madison	2,600	1,900	73
Lincoln	1,500	1,100	74	*Seminole	16,300	14,500	89	Marion	1,200	900	75
Logan	5,700	4,800	84	Sumter	3,200	2,600	82	Meriwether	5,000	3,800	75
Mesa	15,800	13,200	84	Suwannee	3,800	3,100	81	Miller	1,600	1,100	71
Mineral	100	100	100	Taylor	3,600	2,900	81	Mitchell	4,700	3,700	78
Moffat	2,200	1,500	68	Union	1,600	1,300	80	Monroe	2,700	2,300	85
Montezuma	4,000	3,000	75	*Volusia	41,700	36,200	87	Montgomery	1,400	1,000	69
Montrose	5,400	4,500	84	Wakulla	1,300	1,000	76	Morgan	2,600	2,000	78
Morgan	6,200	5,700	92	Walton	3,900	3,000	78	Murray	2,500	1,800	72
Otero	6,900	5,700	82	Washington	2,800	1,900	68	*Muscoogie	43,300	38,100	88
Ouray	600	400	73	Total	1,570,300	1,376,200	88	Newton	5,300	4,400	83
Park	500	400	76	GEORGIA				Oconee	1,500	1,100	77
Phillips	1,100	900	81	Appling	3,100	2,100	68	Oglethorpe	2,000	1,500	75
Pitkin	800	600	79	Atkinson	1,400	900	65	Paulding	3,400	2,800	82
Prowers	3,600	2,400	66	Bacon	2,100	1,500	71	Peach	3,700	2,900	78
*Pueblo	34,300	30,300	88	Baker	1,000	800	77	Pickens	2,300	1,700	75
Rio Blanco	1,500	1,000	63	Baldwin	8,600	6,800	79	Pierce	2,300	1,900	81
Rio Grande	2,600	1,700	65	Banks	1,600	1,200	77	Pike	1,700	1,400	81
Routt	1,800	1,000	55	Barrow	3,900	3,100	79	Polk	7,100	5,800	82
Saguache	1,100	900	78	Bartow	7,100	6,100	85	Pulaski	2,200	1,800	80
San Juan	200	200	100	Ben Hill	3,800	2,500	66	Putnam	1,900	1,500	80
San Miguel	900	700	78	Berrien	2,800	2,100	73	Quitman	600	500	77
Sedgwick	1,200	1,000	87	*Bibb	40,400	36,100	89	Rabun	1,800	1,400	79
Summit	700	500	77	Bleckley	2,500	2,100	83	Randolph	2,600	2,000	76
Teller	800	600	80	Brantley	1,200	800	68	*Richmond	35,800	31,800	89
Washington	1,900	1,500	78	Brooks	3,400	2,600	75	Rockdale	2,700	2,200	82
Weld	21,100	18,300	87	Bryan	1,400	1,100	79	Schley	800	600	77
Yuma	2,700	2,000	75	Bulloch	6,100	5,400	89	Scriven	3,700	3,000	81
Total	532,100	455,000	86	Burke	5,100	3,900	77	Seminole	1,700	1,400	82
CONNECTICUT				Butts	2,200	1,700	78	Spaulding	9,600	8,500	89
Fairfield	198,500	191,600	97	Calhoun	1,800	1,400	75	Stephens	4,800	4,000	83
*Hartford	208,600	196,300	94	Camden	2,900	2,300	81	Stewart	1,800	1,300	72
Litchfield	36,900	33,800	91	Candler	1,700	1,400	81	Sumter	6,700	5,300	79
Middlesex	26,400	23,900	90	Carrroll	9,600	7,500	79	Talbott	1,800	1,400	77
*New Haven	201,100	193,700	96	*Catoosa	5,700	4,700	82	Taliaferro	800	600	74
New London	55,700	53,300	96	Charlton	1,400	1,100	80	Tattnell	3,800	2,900	77
Tolland	19,500	17,100	88	*Chatham	56,700	50,700	89	Taylor	2,100	1,600	77
Windham	20,800	18,700	90	*Chattahoochee	1,300	1,100	84	Telfair	2,800	2,000	72
Total	767,500	728,400	95	Chattooga	4,800	4,000	84	Terrell	3,000	2,200	73
DELAWARE				Cherokee	5,800	4,800	84	Thomas	9,000	7,400	83
Kent	20,100	18,400	92	Clarke	11,800	10,200	86	Tift	6,000	4,600	76
New Castle	89,600	85,600	96	Clay	1,300	1,000	73	Toombs	4,100	3,100	75
Sussex	22,800	19,500	85	*Clayton	12,500	10,800	86	Towns	1,100	800	70
Total	132,500	123,500	93	Clinch	1,700	1,300	77	Treutlen	1,500	1,100	71
DISTRICT OF COLUMBIA				*Cobb	31,600	28,600	91	Troup	12,800	11,200	87
*Washington	220,900	196,500	89	Coffee	5,200	4,100	79	Turner	2,000	1,600	79
Total	220,900	196,500	89	Colquitt	8,700	6,900	79	Twiggs	1,900	1,500	79
FLORIDA				Columbia	3,500	2,900	84	Union	1,500	1,200	80
Alachua	18,800	14,700	78	Cook	3,100	2,300	74	Upson	6,200	5,300	86
Baker	1,500	1,200	81	Coweta	7,700	6,800	88	*Walker	12,600	11,300	90
Bay	18,400	15,500	84	Crawford	1,300	1,000	76	Walton	5,200	4,200	81
Bradford	3,000	2,400	79	Crisp	5,400	4,300	79	Ware	8,800	7,800	88
Brevard	38,900	34,200	88	Dade	1,800	1,300	71	Warren	1,800	1,300	72
Broward	114,700	103,900	91	Dawson	900	700	80	Washington	4,600	3,300	71
Calhoun	1,900	1,400	74	Decatur	7,000	5,800	83	Wayne	4,500	3,500	77
Charlotte	4,800	4,100	85	*De Kalb	79,000	71,000	90	Webster	600	500	76
Citrus	2,600	2,000	78	Dodge	4,100	3,100	76	Wheeler	1,300	800	64
Clay	4,700	4,000	85	Dooly	2,800	2,100	76	White	1,700	1,300	77
Collier	5,000	3,900	78	*Dougherty	22,400	19,300	86	Whitfield	11,300	9,600	85
Columbia	5,200	4,300	82	Douglas	4,100	3,500	86	Wilcox	1,900	1,500	78
*Dade	316,900	285,900	90	Early	3,200	2,400	76	Wilkes	2,800	2,100	76
De Soto	3,100	2,600	83	Echols	300	200	80	Wilkinson	2,300	1,900	82
Dixie	1,000	800	79	Effingham	2,500	2,000	81	Worth	3,900	2,900	74
*Duval	130,600	116,900	90	Elbert	4,500	3,700	81	Total	1,064,700	902,700	85
*Escambia	48,100	41,000	85	Emanuel	4,400	3,300	76	HAWAII			
Flagler	1,300	1,100	87	Evans	1,800	1,500	85	Hawaii	16,600	14,400	87
Franklin	1,900	1,400	72	Fannin	3,300	2,400	73	*Honolulu	115,900	104,700	90
Gadsden	10,100	7,800	77	Fayette	2,100	1,600	77	Kauai	8,300	4,200	51
Gilchrist	600	500	76	Floyd	18,300	15,900	87	Maui	11,900	8,900	75
Glades	800	600	79	Forsyth	3,200	2,500	80	Total	152,760	132,200	87
Gulf	2,700	2,300	85	Franklin	3,300	2,700	81	IDAHO			
Hamilton	1,900	1,400	76	*Fulton	166,900	152,300	91	*Ada	29,800	26,300	88
Hardee	3,500	2,900	83	Gilmer	2,100	1,500	71	Adams	900	600	71
Hendry	2,500	2,100	83	Glascok	2,50						

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
*Bonneville	14,000	12,600	90	Perry	5,700	4,800	84	Sullivan	7,100	6,100	86
Boundary	1,600	1,100	71	Piatt	4,800	4,300	90	Switzerland	2,100	1,800	87
Butte	800	700	84	Pike	6,500	5,300	81	Tippecanoe	25,500	20,900	82
Camas	100	100	78	Pope	1,200	900	75	Tipton	4,700	3,900	82
*Canyon	17,000	14,600	86	Pulaski	3,100	2,400	78	Union	1,900	1,600	82
Caribou	1,600	1,300	83	Putnam	1,300	1,100	85	*Vanderburgh	52,200	46,700	90
Cassia	4,400	3,700	85	Randolph	8,400	7,200	85	Vermillion	5,600	4,800	85
Clark	200	200	89	Richland	5,600	4,400	79	*Vigo	35,600	33,900	95
Clearwater	2,500	2,000	79	*Rock Island	47,400	41,800	91	Wabash	10,300	9,100	89
Custer	900	700	74	*St Clair	81,400	74,300	91	Warren	2,600	2,100	82
Elmore	4,500	3,600	80	*Saline	8,400	7,300	87	Warrick	7,200	6,100	85
Franklin	2,100	1,700	82	*Sangamon	48,000	42,800	89	Washington	5,300	4,300	81
Fremont	2,300	2,000	89	Schuyler	2,800	2,400	84	Wayne	22,500	20,100	89
Gem	2,800	2,500	88	Scott	2,000	1,600	81	Wells	6,600	5,600	85
Gooding	2,700	2,200	83	Shelby	7,900	6,600	87	White	6,400	5,600	88
Idaho	3,900	3,000	77	Stark	2,500	2,200	89	Whitley	6,900	6,200	91
Jefferson	2,600	2,300	88	Stephenson	15,000	13,100	87	Total	1,441,400	1,282,700	89
Jerome	3,100	2,800	89	*Tazewell	31,900	29,200	92				
Kootenai	9,300	8,200	88	Union	4,900	3,900	80				
Latah	5,800	4,900	84	*Vernilion	31,100	27,000	87	IOWA			
Lemhi	1,800	1,200	68	Wabash	4,100	3,400	84	Adair	3,500	3,000	85
Lewis	1,300	1,100	82	Warren	6,700	5,900	88	Adams	2,200	2,000	89
Lincoln	1,100	900	85	Washington	4,300	3,300	77	Allamakee	4,500	4,000	89
Madison	2,200	1,900	86	Wayne	6,000	4,500	74	Appanoose	5,300	4,400	83
Minidoka	3,900	3,400	88	White	6,000	5,100	84	Audubon	3,200	2,900	89
Nez Perce	8,000	6,800	86	*Whiteside	19,300	17,500	91	*Benton	7,500	7,000	93
Neida	800	700	85	*Will	57,700	52,900	92	*Black Hawk	37,600	35,200	94
Owyhee	1,700	1,500	89	Williamson	15,600	13,000	83	Boone	8,400	7,700	92
Payette	3,500	3,000	82	*Winnebago	68,600	64,700	94	Bremer	6,300	5,500	87
Power	1,100	1,000	89	Woodford	7,400	6,200	83	*Buchanan	6,000	5,600	93
Shoshone	6,200	5,400	86	Total	3,135,300	2,939,700	92	Buena Vista	6,800	6,400	94
Teton	700	600	89				Butler	5,300	4,600	87	
*Twin Falls	12,900	11,100	86	INDIANA			Calhoun	5,000	4,500	90	
Valley	1,000	900	88	Adams	7,200	6,400	89	Carroll	6,700	6,000	89
Washington	2,500	2,000	82	*Allen	73,800	68,000	92	Cass	5,900	5,500	93
Total	193,200	165,800	86	*Bartholomew	13,200	13,200	89	Cedar	5,300	4,900	92
ILLINOIS				Benton	3,500	3,000	86	*Cerro Gordo	15,700	14,400	91
*Adams	22,000	19,700	90	Blackford	4,500	3,900	86	Cherokee	5,100	4,600	90
Alexander	5,100	4,200	82	Boone	9,000	8,200	91	Chickasaw	4,400	3,700	84
Bond	4,500	3,700	82	Brown	1,800	1,400	76	Clarke	2,700	2,300	83
Boone	6,100	5,400	89	Carroll	5,400	4,600	86	Clay	5,600	5,000	89
Brown	2,000	1,700	84	Cass	12,100	9,800	81	Clayton	6,600	5,900	89
Bureau	12,100	10,700	88	Clark	18,900	17,200	91	Clinton	17,200	16,400	95
Calhoun	1,700	1,300	78	Clay	7,900	6,700	85	Crawford	5,400	4,900	90
Carroll	6,400	5,700	89	Clinton	10,100	8,400	84	Dallas	7,900	7,100	90
Cass	4,400	3,800	85	Crawford	2,400	1,900	77	Davis	2,900	2,600	88
*Champaign	36,200	29,700	82	Davies	7,900	6,400	81	Decatur	3,200	2,500	77
Christian	12,200	11,000	90	Deborn	8,500	7,200	85	Delaware	5,400	4,800	84
Clark	5,300	4,500	85	Decatur	6,000	5,200	86	Des Moines	14,400	12,900	90
Clay	5,000	4,000	81	Dekalb	8,900	8,100	91	Dickinson	3,800	3,400	89
Clinton	6,600	5,600	85	Delaware	35,400	32,700	93	Dubuque	21,600	19,400	90
Coles	13,900	12,500	90	Dubois	7,600	6,600	87	Emmet	4,500	3,800	84
*Cook	1,645,100	1,551,000	94	*Elkhart	34,000	27,600	81	Fayette	8,500	7,600	90
Crawford	6,700	5,800	87	Fayette	7,200	6,400	89	Floyd	6,600	5,900	89
Cumberland	3,000	2,200	74	Floyd	16,300	15,000	92	Franklin	4,700	4,200	89
De Kalb	15,500	14,200	92	Fountain	6,200	5,400	88	Fremont	3,000	2,600	87
De Witt	5,600	4,700	84	Franklin	4,400	3,400	78	Greene	4,500	4,100	91
Douglas	6,000	5,300	88	Franklin	4,400	3,400	78	Grundy	4,400	4,100	93
*Du Page	98,200	93,700	95	Gibson	9,300	7,900	85	Guthrie	4,000	3,800	95
Edgar	7,400	6,500	88	Grant	23,600	19,800	84	Hamilton	6,600	5,900	90
Edward	2,400	1,900	80	Greene	8,700	7,400	85	Hancock	4,100	3,600	87
Efingham	6,900	5,700	83	Hancock	13,000	11,700	90	Hardin	7,600	7,400	97
Fayette	6,400	5,100	80	Harrison	8,700	7,600	88	Harrison	5,300	4,800	90
Ford	5,100	4,800	94	Hendricks	5,400	4,200	78	Henry	5,400	5,000	92
Franklin	12,800	10,100	79	Henry	12,800	11,700	91	Howard	3,600	3,200	90
Fulton	13,900	11,900	86	Howard	14,600	12,900	89	Humboldt	4,100	3,100	74
Gallatin	2,200	1,800	81	Huntington	22,000	20,100	91	Iowa	5,200	2,900	90
Greene	5,600	4,300	86	Jackson	10,900	9,800	90	Jackson	6,200	4,800	91
Grundy	6,600	5,700	87	Jasper	9,400	8,300	88	Jasper	11,300	5,300	85
Hamilton	3,100	2,300	75	Jay	5,400	4,400	82	Jefferson	5,100	9,600	85
Hancock	8,000	7,100	89	Jefferson	7,100	5,400	76	Johnson	14,600	4,800	94
Hardin	1,700	1,300	79	Jennings	6,700	5,800	87	Jones	6,200	5,500	89
Henderson	2,400	2,100	87	Johnson	4,500	3,800	84	Keokuk	6,200	4,500	90
Henry	15,900	13,900	86	Knox	13,900	12,700	91	Kossuth	7,100	6,100	86
Iroquois	10,400	8,900	86	Kosciusko	13,100	11,600	88	Lee	13,600	12,400	91
Jackson	13,500	11,400	84	Lagrange	4,800	3,600	76	Linn	45,000	42,500	95
Jasper	3,500	2,700	78	*Lake	151,500	137,400	91	Louisia	3,100	2,900	93
Jefferson	10,200	8,200	81	La Porte	28,700	25,900	90	Lucas	3,400	3,100	90
Jersey	5,200	4,200	81	Lawrence	11,200	9,600	85	Lyon	4,100	3,400	84
Jo Davies	6,600	5,700	86	Madison	40,200	36,800	92	Madison	3,900	3,600	92
Johnson	2,000	1,500	77	*Marion	224,700	209,200	93	Mahaska	7,700	6,700	89
*Kane	63,700	62,800	99	Marshall	10,000	8,600	86	Marion	7,700	6,400	83
Kankakee	23,900	21,800	91	Martin	3,100	2,400	76	Marshall	11,900	8,400	71
Kendall	5,300	4,900	92	Miami	12,700	9,900	78	Mills	3,300	3,100	93
*Knox	20,300	17,900	88	Monroe	15,000	13,000	87	Mitchell	4,200	3,900	93
*Lake	86,100	83,100	97	Montgomery	10,600	9,500	89	Monona	4,300	3,700	87
La Salle	35,100	32,900	94	Morgan	10,600	9,500	90	Monroe	2,900	2,500	86
Lawrence	5,700	4,600	81	Newton	3,500	3,100	89	Montgomery	4,800	3,900	81
Lee	10,700	9,400	87	Noble	8,700	7,400	86	Muscataine	10,600	9,300	92
Livingston	12,200	10,200	84	Obio	1,100	1,000	90	Obrien	6,000	5,300	88
Logan	9,100	7,700	85	Orange	5,100	4,100	80	Osceola	2,800	2,500	88
McDonough	9,200	7,900	85	Owen	3,500	2,800	79	Palo Alto	6,500	5,800	89
McHenry	26,900	26,600	99	Parke	4,600	4,100	88	Plymouth	4,200	3,700	89
McLean	26,200	23,300	89	Perry	4,900	4,000	81	Polk	7,000	6,500	93
*Macon	38,500	36,400	95	Pike	3,900	3,200	81	*Pocahontas	4,000	3,500	89
*Macoupin	11,300	12,200	85	Porter	17,800	15,400	87	*Pottawattamie	87,500	82,000	94
*Madison	12,800	66,500	93	Posey	5,600	4,900	87	Poweshiek	25,000	24,400	91
Marion	4,200	3,600	87	Pulaski	3,800	2,700	72	Ringgold	5,600	5,300	95
Marshall	5,000	4,200	85	Putnam	7,200	6,100	85	Sac	2,500	2,300	87
Mascac	4,800	3,900	81	Randolph	9,300	8,400	91	Sac	5,200	4,600	88
Menard	2,700	2,400	88	Ripley	6,300	5,200	82	*Scott	37,100	33,800	91
Mercer	5,300	4,800	90	Rush	6,100	5,500	90	Shelby	1,700	3,400	72
Monroe	4,800	4,300	90	*St. Joseph	72,000	67,100	93	Sioux	7,300	6,600	90
Montgomery	10,300	9,300	90	Scott	4,600	3,700	81	Story	13,800	12,500	90
Morgan	10,400	8,700	83	Shelby	11,100	10,100	91	Tama	6,700	6,000	89
Moultrie	4,200	3,500	83	Spencer	4,600	3,600	77	Taylor	3,300	2,300	69
Ogle	12,100	11,200	90	Starke	5,400	4,400	82	Union	4,500	3,900	87
*Peoria	59,300	54,300	92	Steuben	5,200	4,700	89	Van Buren	3,300	3,000	90

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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
IOWA—(Continued)				Thomas	2,300	2,100	91	Pike	15,200	10,900	72
Wapello	14,800	13,300	90	Trego	1,500	1,300	84	Powell	1,000	800	51
Warren	6,600	5,900	89	Wabunsee	2,200	1,900	88	Pulaski	9,500	5,900	66
Washington	6,200	5,500	90	Wallace	600	400	72	Robertson	700	500	68
Wayne	3,200	2,700	86	Washington	3,300	2,800	84	Rockcastle	2,800	1,300	65
Webster	14,800	13,900	94	Wichita	800	600	72	Rowan	3,200	2,400	74
Winnebago	3,700	2,700	74	Wilson	4,300	3,500	82	Russell	2,700	1,800	65
Winneshiek	6,300	5,300	83	Woodson	1,800	1,300	73	Scott	4,400	3,000	69
*Woodbury	34,200	31,700	93	*Wyandotte	58,200	53,100	91	Sbelby	5,300	4,400	84
Worth	3,000	2,700	90	Total	689,700	597,100	87	Simpson	1,400	2,700	79
Wright	6,000	5,300	88	KENTUCKY				Spencer	1,400	1,100	78
Total	849,300	767,500	90	Adair	3,700	2,300	62	Taylor	4,600	3,300	72
KANSAS				Allen	3,600	2,700	75	Todd	3,200	2,500	78
Allen	5,300	4,300	81	Anderson	2,400	2,000	82	Trigg	2,300	1,800	76
Anderson	2,800	2,200	80	Ballard	2,500	2,000	80	Trimble	1,500	1,100	76
Atchison	6,200	5,400	87	Barren	8,200	5,700	70	Union	4,000	3,300	82
Barber	2,800	2,300	83	Bath	2,400	1,500	64	Warren	12,600	10,300	82
*Barton	10,100	9,000	89	Bell	8,200	5,700	70	Washington	2,900	2,200	76
Bourbon	5,500	4,600	83	Boone	6,400	5,200	81	Wayne	3,400	2,200	66
Brown	4,400	3,700	85	Bourbon	5,200	3,900	75	Webster	4,500	3,400	75
Butler	12,900	10,400	81	*Boyd	14,400	11,900	83	Whitley	6,200	4,900	79
Chase	1,200	900	74	Boyle	5,800	4,800	83	Wolfe	1,500	800	53
Chautauqua	2,000	1,600	82	Bracken	2,200	1,600	75	Woodford	3,500	2,400	70
Cheerokee	7,200	5,900	82	Breathitt	3,100	1,600	53	Total	824,400	639,600	78
Cheyenne	1,400	1,200	83	Breckinridge	4,200	3,000	72	LOUISIANA			
Clark	1,100	900	80	Bullitt	4,500	3,600	80	Acadia	13,300	10,800	81
Clay	3,500	2,900	83	Butler	2,200	1,700	79	Allen	5,500	4,500	81
Cloud	4,700	3,500	75	Caldwell	4,000	3,100	78	Ascension	7,200	6,100	84
Coffey	2,500	1,900	76	Calloway	6,200	4,500	73	Assumption	4,400	3,400	78
Comanche	1,000	800	80	*Campbell	27,200	20,600	76	Avoyelles	10,200	5,500	83
Cowley	12,500	10,000	80	Carlisle	1,500	1,100	75	Beauregard	5,200	3,700	71
*Crawford	12,800	10,900	85	Carroll	2,400	1,900	79	Bienville	4,300	3,500	82
Deatur	1,900	1,500	80	Carter	4,900	3,600	73	*Bossier	14,100	10,600	75
Dickinson	7,100	6,200	88	Casey	3,300	2,100	65	*Caddo	63,900	58,600	89
Doniphan	2,900	2,500	86	Christian	9,200	7,600	83	*Calcasieu	49,300	43,100	87
Douglas	13,400	11,300	84	Clark	6,100	4,700	77	Caldwell	2,400	1,800	75
Edwards	1,600	1,300	79	Clay	4,100	2,800	67	Cameron	1,800	1,500	84
Elk	1,600	1,300	78	Clinton	2,000	1,300	67	Cathoula	2,900	2,100	72
Ellis	5,500	4,700	86	Crittenden	2,400	1,400	57	Claiborne	5,100	3,900	76
Ellsworth	2,200	1,900	86	Cumberland	2,000	1,300	65	Concordia	5,500	4,000	73
Finney	4,600	3,900	85	Daviess	20,300	17,600	87	De Soto	6,200	4,600	74
Ford	6,600	5,800	88	Edmonson	2,000	1,300	63	*E Baton Rouge	65,200	57,100	88
Franklin	6,300	5,500	88	Elliott	1,300	900	72	East Carroll	3,600	2,500	70
Geary	10,100	8,100	80	Estill	3,200	1,900	59	E Feliciana	3,400	2,500	74
Gove	1,000	700	70	*Fayette	38,600	30,400	79	Evangeline	8,300	6,200	75
Graham	1,300	1,100	81	Fleming	3,000	2,100	70	Franklin	6,400	4,500	70
Grant	1,500	1,200	77	Floyd	8,900	6,800	77	Grant	3,300	2,600	79
Gray	1,100	900	86	Franklin	8,300	7,100	86	Iberia	14,000	12,100	86
Greeley	600	400	63	Gallatin	3,100	2,500	82	Iberville	8,000	6,500	82
Greenwood	3,400	2,900	86	Garrard	1,200	1,000	82	Jackson	4,000	3,400	84
Hamilton	800	600	70	Garrison	2,500	1,800	65	*Jefferson	60,800	50,800	84
Harper	2,900	2,600	89	Grant	2,700	2,300	86	Jeff Davis	8,000	6,700	84
Harvey	8,000	6,200	77	Graves	9,500	7,100	75	*Lafayette	22,400	19,100	85
Haskell	800	700	85	Grayson	4,300	3,000	69	Lafourche	13,700	11,300	83
Hodgeman	900	800	91	Green	3,300	2,200	66	La Salle	3,600	2,700	76
Jackson	3,300	3,000	91	Greenup	7,400	5,400	73	Lincoln	7,300	6,100	84
Jefferson	3,600	2,800	80	Hancock	1,600	1,100	69	Livingston	7,100	5,400	76
Jewell	2,200	1,700	79	Hardin	12,200	9,200	76	Madison	4,300	3,000	70
*Johnson	46,300	43,100	93	Harlan	11,700	8,400	72	Morehouse	8,600	7,200	83
Kearny	1,000	800	79	Harrison	4,200	3,500	82	Natchitoches	9,100	6,700	73
Kingman	3,000	2,600	88	Hart	3,900	2,700	69	*Orleans	188,500	172,900	92
Kiowa	1,300	1,000	76	*Henderson	10,200	8,400	82	*Ouachita	29,600	25,400	86
Labette	8,600	7,000	81	Henry	3,400	2,600	75	Plaqueemines	5,500	4,600	84
Lane	900	700	82	Hickman	2,000	1,500	73	Pointe Coupee	5,700	4,500	79
Leavenworth	13,200	10,600	80	Hopkins	11,200	8,500	76	Rapides	30,300	25,500	84
Lincoln	1,700	1,300	74	Jackson	2,400	1,000	43	Red River	2,500	2,000	79
Linn	2,600	2,000	76	*Jefferson	185,900	164,300	88	Richland	6,000	4,600	77
Logan	1,100	700	65	Jassamine	4,000	2,700	68	Sabine	4,800	3,200	67
Lyon	8,500	7,000	82	Johnson	4,600	3,400	74	*St. Bernard	8,000	6,600	82
McPherson	7,700	6,000	78	*Kenton	38,100	28,500	75	St. Charles	5,300	4,600	87
Marion	4,800	3,900	82	Knott	3,400	2,100	62	St. Helena	2,300	1,700	75
Marshall	4,800	3,900	81	Knox	5,900	3,800	64	St. James	4,200	3,400	80
Meade	1,700	1,400	81	Larue	2,800	2,100	73	St. John	4,500	3,700	82
Miami	6,100	5,200	85	Laurel	6,100	4,200	69	St. Landry	19,900	15,800	80
Mitchell	2,600	2,200	85	Lawrence	3,000	2,000	65	St. Martin	6,800	5,500	81
Montgomery	15,600	13,300	86	Lee	1,700	1,000	58	St. Mary	13,100	10,600	81
Morris	2,200	1,800	82	Leslie	2,100	1,200	58	St. Tammany	11,200	9,500	85
Morton	1,000	700	73	Letcher	6,500	4,100	63	Tangipahoa	16,300	12,200	81
Nemaha	3,800	3,000	79	Lewis	3,100	2,200	71	Tensas	3,100	2,200	72
Neosho	6,200	5,600	90	Lincoln	4,200	2,500	61	Terrebonne	15,200	13,000	86
Ness	1,600	1,400	85	Livingston	2,100	1,400	66	*Union	4,500	3,100	76
Norton	2,400	1,800	74	Logan	5,600	4,400	79	Vermilion	10,900	9,000	82
Osage	4,300	3,800	88	Lyon	1,400	1,000	73	Vernon	5,100	3,600	71
Osborne	2,200	1,700	77	*McCracken	17,800	14,300	80	Washington	12,000	9,600	80
Ottawa	2,200	1,800	80	McCreary	2,600	1,800	68	Webster	10,900	9,200	84
Pawnee	2,500	2,200	89	McLean	2,500	1,700	69	*W Baton Rouge	8,900	3,500	90
Phillips	3,000	2,500	85	Madison	9,300	6,500	70	West Carroll	3,300	2,500	76
Pottawatomie	3,700	3,300	89	Magoffin	2,400	1,500	64	W Feliciana	2,300	1,900	81
Pratt	3,800	3,400	91	Marion	3,900	3,000	77	Winn	4,300	3,400	79
Rawlins	1,600	1,300	79	Marshall	5,100	4,100	79	Total	904,400	765,700	85
Reno	19,500	17,500	90	Martin	2,000	1,400	71	MAINE			
Republic	3,300	2,600	79	Mason	5,200	4,200	80	Androscoggin	24,900	23,400	94
Rice	4,400	3,800	86	Meade	3,800	2,600	68	Aroostook	25,900	22,200	86
Riley	9,900	8,300	84	Menifee	800	500	63	*Cumberland	51,100	51,200	95
Rooks	3,000	2,600	88	Mercer	4,200	3,300	79	Franklin	5,500	4,800	87
Rush	1,800	1,500	84	Metcalfe	2,100	1,300	61	Hancock	10,400	8,800	85
Russell	3,400	2,900	86	Monroe	3,000	2,100	70	Kennebec	25,100	22,500	90
Saline	15,700	13,700	87	Montgomery	2,900	2,200	75	Knox	9,000	7,700	85
Scott	1,400	1,100	78	Morgan	2,600	1,800	68	Lincoln	5,600	4,900	88
*Sedgwick	116,700	106,200	91	Muhlenberg	7,400	5,800	78	Oxford	12,600	11,000	87
Seward	4,500	3,500	77	Nelson	5,500	4,400	79	*Penobscot	34,600	30,800	89

State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent	State and County	Total Households	TV Households Number	Percent
MARYLAND				Oscoda	900	700	82	Amite	3,700	3,200	86
Allegany	24,100	20,500	85	Otsego	2,000	1,700	83	Attala	5,100	4,300	84
*Anne Arundel	57,200	52,200	91	Ottawa	30,100	28,200	94	Benton	1,800	1,400	79
*Baltimore	412,000	380,500	92	Presque Isle	3,100	2,200	72	Bolivar	14,300	10,100	71
Calvert	3,800	3,400	90	Roscommon	2,300	1,900	84	Calhoun	4,000	3,100	79
Caroline	5,800	5,100	88	*Saginaw	56,200	52,300	93	Carroll	2,700	2,000	73
Carroll	13,600	12,400	91	St. Clair	32,400	29,300	90	Chickasaw	4,200	3,200	76
Cecil	12,700	11,600	91	St. Joseph	14,000	12,600	90	Choctaw	2,100	1,500	73
Charles	7,600	6,800	90	Sanilac	9,500	8,500	90	Claiborne	2,600	2,100	79
Dorchester	8,500	7,300	86	Schoolcraft	2,500	2,200	88	Clarke	4,100	3,400	83
Frederick	19,400	16,800	87	Shiawassee	16,400	14,400	88	Clay	4,700	3,600	77
Garrett	5,000	3,900	79	Tuscola	12,400	10,800	87	Coahoma	12,700	10,500	83
Harford	20,600	18,600	90	Van Buren	16,000	14,500	90	Copiah	7,100	6,100	86
Howard	9,400	8,500	90	Washtenaw	48,800	45,300	93	Covington	3,200	2,700	83
Kent	4,400	4,100	93	*Wayne	774,900	742,500	96	De Soto	5,800	4,800	84
*Montgomery	103,300	93,900	91	*Wexford	5,400	4,900	90	Forrest	15,300	13,600	89
*Prince Georges	98,200	89,900	92	Total	2,320,900	2,167,800	93	Franklin	2,400	1,900	80
Queen Annes	4,800	4,100	85	MINNESOTA				George	2,600	2,200	85
St. Marys	8,400	7,100	84	Aitkin	3,500	2,800	81	Greene	2,000	1,500	77
Somerset	5,600	4,400	78	*Anoka	22,100	20,700	94	Grenada	4,700	3,800	81
Talbot	6,500	5,700	88	Becker	6,600	5,600	84	Hancock	3,800	3,200	83
Washington	26,100	21,800	84	Beltrami	6,500	4,000	61	Harrison	34,400	30,000	87
Wicomico	14,900	13,400	90	Benton	4,500	3,400	77	*Hinds	53,000	47,500	90
Worcester	6,800	5,500	81	Big Stone	2,300	2,100	89	Holmes	6,500	5,100	78
Total	878,700	797,500	91	Blue Earth	13,000	11,700	90	Humphreys	4,600	3,800	82
MASSACHUSETTS				Brown	7,900	5,900	74	Issaquena	900	800	85
Barnstable	23,600	22,700	96	Carlton	7,400	6,700	90	Itawamba	3,800	3,000	80
Berkshire	43,000	40,700	95	Carver	5,900	5,300	90	Jackson	15,700	14,000	89
Bristol	121,900	117,200	96	Cass	4,500	2,700	61	Jasper	3,900	3,300	85
Dukes	1,800	1,600	88	Chippewa	4,600	4,000	87	Jefferson	2,500	1,900	77
Essex	176,100	156,000	89	Chisago	4,000	3,700	93	Jeff Davis	3,200	2,700	83
Franklin	17,600	15,600	89	*Clay	10,500	9,400	89	Jones	16,000	13,500	85
*Hampden	130,900	126,700	97	Clearwater	2,400	1,600	65	Kemper	2,700	2,200	81
*Hampshire	28,400	26,400	93	Cook	1,100	900	83	Lafayette	5,200	4,300	82
*Middlesex	357,400	348,300	97	Cottonwood	4,700	3,600	77	Lamar	3,500	2,900	84
Nantucket	1,000	800	83	Crow Wing	9,700	7,400	76	*Lauderdale	19,700	17,200	88
*Norfolk	150,500	150,200	100	*Dakota	22,100	20,300	92	Lawrence	2,400	1,900	80
Plymouth	79,400	78,300	99	Dodge	3,700	3,300	90	Leake	4,600	3,700	80
*Suffolk	223,100	212,600	95	Douglas	6,200	5,100	82	Lee	11,500	9,700	85
Worcester	171,400	159,000	93	Faribault	6,800	5,900	86	Leflore	12,500	10,100	81
Total	1,526,100	1,456,100	95	Fillmore	6,900	6,000	86	Lincoln	7,000	6,100	87
MICHIGAN				Freeborn	11,100	10,000	90	Lowndes	12,300	10,300	84
Alcona	1,000	700	74	Goodhue	9,700	8,600	89	Madison	7,900	6,900	87
Alger	2,700	2,400	88	Grant	2,500	2,000	80	Marion	6,000	5,200	87
*Allegan	17,300	15,200	88	*Hennepin	259,700	247,700	95	Marshall	5,600	4,800	85
Alpena	8,200	6,800	83	Houston	4,800	4,200	87	Monroe	9,100	7,400	82
Antrim	2,900	2,500	87	Hubbard	2,800	1,900	66	Montgomery	3,400	2,500	74
Arenac	2,800	2,400	87	Isanti	3,400	3,000	89	Neshoba	5,300	4,400	84
Baraga	2,100	1,800	83	Itasca	11,200	9,500	85	Newton	4,900	4,100	84
*Barry	10,100	8,800	87	Jackson	4,400	3,500	79	Noxubee	3,200	3,200	84
Bay	31,200	29,000	93	Kanabec	2,600	2,100	80	Okitibbeha	6,500	5,000	77
Benzie	2,200	1,900	88	Kandiyohi	7,900	6,800	86	Panola	7,200	5,800	81
Berrien	47,300	42,700	90	Kittson	2,300	1,700	75	Pearl River	6,100	5,200	86
Branch	10,400	9,100	88	Koochiching	5,200	3,700	71	Perry	2,300	2,000	85
Calhoun	40,500	37,500	92	Lac Qui Parle	3,600	3,000	83	Pike	9,400	7,800	83
Cass	12,000	10,200	85	Lake	4,800	4,400	93	Pontotoc	4,500	3,700	83
Charlevoix	3,800	3,400	90	Lake of Woods	1,200	700	62	Prentiss	4,700	3,800	81
Cheboygan	4,100	3,500	90	Le Sueur	5,800	5,000	87	Quitman	5,200	4,100	79
Chippewa	9,500	8,300	88	Lincoln	2,800	2,200	77	Rankin	7,300	6,200	85
Clare	3,500	3,200	91	Lyon	6,500	5,400	83	Scott	5,200	4,300	83
Clinton	10,900	9,900	91	McLeod	7,000	6,400	92	Sharkey	2,500	2,000	81
Crawford	1,300	1,100	83	Mahnoman	1,400	1,100	78	Simpson	5,100	4,400	86
Delta	10,100	9,100	90	Marshall	3,700	3,200	85	Smith	3,400	2,900	86
Dickinson	7,500	6,800	90	Martin	7,800	7,000	90	Stone	1,800	1,400	75
Eaton	15,500	14,500	93	Meeker	5,200	4,600	88	Sunflower	11,000	8,900	81
Emmet	4,500	3,800	84	Millacs	4,100	3,500	84	Tallahatchie	6,000	4,800	81
*Genesee	114,300	107,800	94	Morrison	6,900	5,800	84	Tate	4,500	4,000	89
Gladwin	3,000	2,600	88	*Mower	13,900	13,300	96	Tippah	3,600	2,800	79
Gogebic	7,400	6,800	92	Murray	3,900	3,500	90	Tishomingo	3,600	2,600	73
*Grand Traverse	9,200	8,300	90	Nicollet	5,500	4,700	86	Tunica	4,300	3,600	85
Gratiot	11,000	9,500	86	Nobles	6,500	5,700	88	Union	5,300	4,400	83
Hillsdale	10,900	9,700	89	Norman	2,900	2,500	87	Walthall	3,200	2,600	82
Houghton	10,800	9,700	90	*Olmsted	18,800	16,900	90	Warren	13,300	11,200	84
Huron	9,300	7,800	84	Otter Tail	13,200	9,600	73	Washington	22,400	17,300	77
*Ingham	63,200	58,600	93	Pennington	3,300	2,700	83	Wayne	3,800	3,200	84
Ionia	12,400	11,200	90	Pine	4,800	3,900	81	Webster	2,600	2,000	76
Iosco	5,100	4,600	90	Pipestone	3,700	3,300	90	Wilkinson	3,000	2,500	85
Iron	5,300	4,700	89	Polk	10,100	9,100	90	Winston	4,800	4,200	88
Isabella	9,700	8,200	84	Pope	3,300	2,900	87	Yalobusha	3,200	2,300	71
*Jackson	39,300	36,100	92	*Ramsey	131,100	124,200	95	Yazoo	7,900	6,600	84
*Kalamazoo	52,300	49,400	94	Red Lake	1,400	1,100	79	Total	571,500	476,000	83
Kalkaska	1,200	1,000	82	Redwood	6,000	4,600	76	MISSOURI			
*Kent	113,400	106,200	94	Renville	6,500	4,800	74	Adair	6,800	5,300	77
Keweenaw	600	500	81	Rice	9,400	8,800	94	Andrew	3,600	3,100	87
Lake	1,600	1,400	87	Rock	3,500	3,100	89	Aitchison	2,700	2,300	86
Lapeer	10,900	9,500	87	Roseau	3,200	2,800	85	Audrain	8,600	7,700	89
Leelanau	2,500	2,000	80	*St. Louis	72,400	68,000	94	Barry	5,600	4,000	72
Lenawee	23,400	20,900	89	Scott	5,900	5,200	88	Barton	3,600	2,700	76
Livingston	11,700	10,700	92	Sherburne	3,400	3,000	87	Bates	5,600	4,800	86
Luce	1,600	1,300	83	Sibley	4,400	3,700	85	Benton	5,700	4,200	83
Mackinac	3,100	2,400	78	Stearns	19,300	17,300	90	Bollinger	2,700	1,900	75
*Macomb	120,900	116,800	97	Steele	7,300	6,500	89	*Boone	13,700	11,500	84
Manistee	5,800	5,200	90	Stevens	2,900	2,300	79	*Buchanan	28,400	24,900	88
Marquette	16,400	14,800	90	Swift	4,100	3,600	87	Butler	9,800	7,400	76
Mason	6,900	5,600	82	Todd	6,200	4,400	72	Caldwell	3,200	2,800	86
Mecosta	6,600	5,600	85	Traverse	2,100	1,700	83	Callaway	6,800	5,800	85
Memominee	7,000	6,300	91	Wabasha	4,800	4,300	90	Camden	2,500	1,700	67
Midland	15,000	13,800	92	Wadena	3,200	2,100	66	*Cape Girardeau	12,800	11,200	88
Missaukee	1,800	1,400	76	Waseca	4,700	3,900	83	Carroll	4,400	3,700	83
Monroe	29,500	26,600	90	*Washington	15,100	13,600					

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
MISSOURI—(Continued)				Garfield	600	400	72	Perkins	1,100	900	81
*Cole	11,100	10,100	91	Glacier	3,300	2,600	79	Phelps	3,200	2,800	88
Cooper	4,800	4,100	84	Golden Valley	300	200	72	Pierce	2,600	2,200	84
Crawford	3,700	2,700	72	Granite	1,000	800	76	Platte	7,200	6,200	86
Dade	2,300	1,700	74	Hill	5,700	4,600	80	Polk	2,300	2,100	90
Dallas	2,800	2,100	75	Jefferson	1,000	800	77	Redwillow	4,000	3,400	85
Davies	3,100	2,100	69	Judith Basin	800	600	79	Richardson	4,400	3,600	81
De Kalb	2,300	2,000	87	Lake	3,700	2,500	68	Rock	700	500	71
Dent	3,100	2,000	63	Lewis & Clark	9,700	8,100	83	Saline	4,200	3,800	90
Douglas	2,700	1,900	70	Liberty	500	400	78	*Sarpy	7,600	6,800	89
Dunklin	10,900	8,500	78	Lincoln	3,900	3,100	80	Saunders	5,600	4,700	84
Franklin	13,900	10,700	77	McCone	1,000	600	61	Scotts Bluff	10,100	8,900	88
Gasconade	3,800	3,100	83	Madison	1,600	1,300	80	Seward	4,300	3,400	78
Gentry	2,700	2,300	86	Meagher	1,000	600	65	Sheridan	2,700	2,300	85
*Greene	42,500	38,400	90	Mineral	1,000	700	74	Sherman	1,400	1,100	82
Grundy	4,100	3,500	85	Missoula	14,900	11,700	79	Sioux	700	500	68
Harrison	3,700	2,900	79	Musselshell	1,500	1,300	86	Stanton	1,700	1,300	77
Henry	6,700	5,500	81	Park	3,500	2,800	81	Thayer	2,800	2,200	78
Hickory	1,600	1,100	67	Petroleum	300	200	77	Thomas	400	300	77
Holt	2,400	2,100	89	Phillips	1,900	1,300	71	Thurston	2,000	1,700	85
Howard	3,300	2,700	82	Pondera	2,100	1,700	79	Valley	1,900	1,600	83
Howell	6,600	4,100	62	Powder River	800	400	52	Washington	3,800	3,400	89
Iron	2,000	1,400	71	Powell	2,000	1,700	85	Wayne	2,800	2,600	92
*Jackson	213,900	197,100	92	Prairie	600	300	43	Webster	2,000	1,600	81
*Jasper	27,200	23,300	86	Ravalli	3,900	3,200	82	Wheeler	400	300	79
Jefferson	21,000	18,600	89	Richland	2,800	2,300	82	York	300	3,700	85
Johnson	8,800	7,000	79	Rosevelt	3,200	2,800	88	Total	433,400	383,600	89
Knox	2,300	1,800	78	Rosebud	1,800	1,200	69	NEVADA			
Laclede	5,400	4,500	83	Sanders	2,100	1,600	74	Churchill	2,500	2,200	90
Lafayette	8,000	7,000	87	Sheridan	1,700	1,300	79	*Clark	42,300	37,000	87
Lawrence	7,600	6,100	81	*Silver Bow	16,700	14,300	86	Douglas	800	700	90
Lewis	3,600	3,200	88	Stillwater	1,700	1,300	75	Elko	3,600	2,600	73
Lincoln	5,200	4,300	83	Sweet Grass	900	600	62	Esmeralda	200
Linn	5,800	4,900	84	Teton	2,200	1,800	82	Eureka	200	200	81
Livingston	5,000	4,000	81	Toole	2,500	2,000	75	Humboldt	1,700	1,400	83
McDonald	3,400	2,500	73	Treasure	300	200	76	Lander	400	300	79
Macon	5,600	4,700	83	Valley	5,100	3,900	76	Lincoln	600	400	72
Madison	2,700	1,800	67	Wheatland	900	700	76	Lyon	1,900	1,800	93
Marion	2,200	1,700	75	Wibaux	400	300	70	Mineral	1,900	1,600	83
*Marion	9,800	8,700	88	*Yellowstone	26,200	23,300	89	Nye	1,600	1,100	67
Mercer	1,900	1,300	70	Total	211,500	172,000	81	Ormsby	2,400	2,200	90
Miller	4,300	3,300	78	NEBRASKA				Pershing	900	700	80
Mississippi	5,400	4,400	81	*Adams	8,500	7,500	88	Storey	200	100	65
Moniteau	3,400	3,000	89	Antelope	3,200	2,500	77	Washoe	29,100	26,200	90
Monroe	3,500	3,000	86	Arthur	200	100	72	White Pine	2,900	2,500	86
Montgomery	3,700	3,000	81	Banner	400	300	82	Total	93,200	81,000	87
Morgan	3,000	2,500	82	Blaine	200	200	85	NEW HAMPSHIRE			
New Madrid	7,800	5,700	74	Boone	2,600	2,200	84	Belknap	8,700	8,300	95
Newton	9,300	7,400	80	Box Butte	3,400	2,800	82	Carroll	4,800	4,300	90
Nodaway	6,800	5,800	85	Boyd	1,300	1,000	77	Cheshire	13,100	10,900	83
Oregon	2,700	1,500	56	Brown	1,300	1,000	74	Cos	10,500	9,900	94
Osage	2,900	2,400	83	*Buffalo	8,300	7,000	84	Grafton	13,800	11,000	79
Ozark	1,700	1,100	67	Burt	3,100	2,800	91	Hillsborough	54,100	51,100	94
Pemiscot	10,100	7,500	74	Butler	3,100	2,700	87	Merrimack	19,500	17,500	90
Perry	4,000	3,300	82	Cass	5,700	5,100	90	Rockingham	31,200	27,300	87
Pettis	12,200	10,600	87	Cedar	3,600	3,100	87	Strafford	17,200	15,000	87
Phelps	7,300	6,300	86	Chase	1,200	1,000	85	Sullivan	8,500	7,200	84
Pike	5,800	4,700	82	Cherry	2,400	1,800	77	Total	181,400	162,500	90
Platte	7,300	6,500	90	Cheyenne	4,500	3,900	87	NEW JERSEY			
Polk	4,300	3,400	79	Clay	2,900	2,600	89	Atlantic	48,400	44,600	92
Pulaski	14,300	11,100	77	Colfax	3,000	2,700	91	*Bergen	244,800	239,000	98
Putnam	2,300	1,700	75	Cuming	3,500	2,800	80	*Burlington	60,400	58,500	97
Ralls	2,300	1,700	75	Custer	5,000	4,000	80	*Camden	118,500	116,600	98
Randolph	7,600	6,300	82	Dakota	3,500	3,100	75	Cape May	16,200	13,900	86
Ray	5,700	4,800	84	Dawes	2,900	2,200	75	Cumberland	32,000	28,700	90
Reynolds	1,400	1,000	69	Dawson	6,000	5,300	88	*Essex	277,200	271,100	98
Ripley	2,700	1,800	66	Deuel	900	800	88	*Gloucester	41,500	40,800	98
St. Charles	16,100	14,300	89	Dixon	2,400	2,100	87	Hudson	176,000	171,100	97
St. Clair	2,700	2,000	73	Dodge	10,800	9,800	91	Hunterdon	16,800	15,200	90
St. Francois	10,900	9,500	87	*Douglas	107,400	103,100	96	Mercer	72,900	71,700	98
St. Louis	454,000	417,200	92	Dundy	1,000	800	83	*Middlesex	131,400	128,000	97
Ste. Genevieve	3,200	2,800	87	Fillmore	3,300	2,800	86	*Monmouth	103,800	96,200	93
Saline	7,700	6,400	83	Franklin	1,700	1,400	82	*Morris	76,000	74,600	98
Schuyler	1,800	1,500	81	Frontier	1,100	1,000	91	Ocean	37,700	36,900	98
Scotland	2,200	1,900	85	Furnas	2,500	2,000	78	*Passaic	130,200	127,800	98
Scott	9,300	7,800	84	Gage	8,000	6,800	85	Salem	18,000	17,400	97
Shannon	1,900	900	47	Garden	1,100	900	84	Somerset	41,300	40,200	97
Shelby	3,200	2,700	84	Garfield	800	600	81	Sussex	15,400	14,600	95
Stoddard	8,000	6,200	78	Gosper	700	600	87	*Union	150,000	146,300	98
Stone	2,300	1,700	74	Grant	200	200	76	Warren	19,700	18,700	95
Sullivan	2,800	2,100	76	Greeley	1,300	1,100	82	Total	1,828,200	1,771,900	97
Taney	3,000	2,100	72	*Hall	11,400	10,200	89	NEW MEXICO			
Texas	5,300	3,700	69	Hamilton	2,900	2,700	92	*Bernalillo	75,500	65,600	87
Vernon	6,200	4,900	79	Harlan	1,500	1,300	84	Catron	600	200	37
Warren	2,800	2,300	80	Hayes	400	300	77	Chaves	16,500	14,200	86
Washington	3,900	2,900	75	Hitchcock	1,400	1,200	76	Colfax	3,500	2,400	68
Wayne	2,200	2,000	92	Holt	3,800	2,900	71	Curry	9,200	7,900	85
Webster	4,100	3,100	75	Hooker	300	200	79	De Baca	1,000	800	78
Worth	1,300	1,100	83	Howard	2,200	1,700	79	Donna Ana	15,900	13,000	82
Wright	4,400	3,000	68	Jefferson	3,700	3,200	86	Eddy	14,400	12,300	86
Total	1,363,300	1,188,300	87	Johnson	1,900	1,500	79	Grant	4,600	3,200	70
MONTANA				Kearney	2,100	1,900	90	Guadalupe	1,200	900	76
Beaverhead	2,900	2,200	75	Keith	2,600	2,300	89	Harding	300	200	63
Big Horn	2,700	1,900	70	Keya Paha	300	200	79	Hidalgo	1,200	900	78
Blaine	2,500	1,700	67	Kimball	2,300	2,000	86	Lea	16,100	13,800	86
Broadwater	900	700	75	Knox	3,900	3,100	80	Lincoln	1,900	1,600	84
Carbon	2,500	1,900	76	*Lancaster	50,000	45,600	91	Los Alamos	3,400	2,700	78
Carter	800	400	46	Lincoln	8,600	7,000	81	Luna	2,700	2,200	80
*Cascade	23,100	20,300	88	Logan	400	300	77	McKinley	8,200	6,100	74
Chouteau	2,300	1,900	82	Loup	400	200	60	Mora	1,400	1,000	69
Custer	4,300	3,200	77	McPherson	100	100	78	Otero	9,700	8,200	85
Daniels	900	700	77	Madison	7,700	6,400	83	Quay	3,500	2,700	76
Dawson	3,600</										

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
San Miguel	5,200	4,000	77	Franklin	6,600	5,300	80	Sheridan	1,100	900	84
Santa Fe	11,900	10,100	85	Gaston	32,600	29,400	90	Sioux	800	600	76
Sierra	2,100	1,600	78	Gates	2,200	1,800	84	Slope	400	300	72
Scorro	2,500	2,000	79	Grabam	1,400	1,100	78	Stark	4,800	4,000	84
Taos	3,300	2,100	63	Granville	6,900	5,600	81	Steele	1,300	1,100	85
Torrance	1,500	1,100	74	Greene	3,300	2,600	78	Stoutman	6,700	5,400	81
Union	1,700	1,200	68	*Guilford	66,900	61,700	92	Towner	1,400	1,100	80
Valencia	8,600	7,000	81	Halifax	13,900	11,200	81	Trail	2,800	2,500	89
Total	252,800	208,700	83	Harnett	11,200	9,400	84	Wald	4,400	4,000	90
NEW YORK				Haywood	10,100	8,500	84	*Ward	13,700	12,000	87
*Albany	87,200	82,100	94	*Henderson	10,200	8,100	80	Wells	2,500	1,900	77
Allegany	12,900	11,600	90	Hertford	5,000	4,000	80	Williams	6,700	5,400	81
*Bronx	438,700	427,700	97	Hoke	3,400	2,700	81	Total	170,800	144,000	84
*Broome	64,600	61,300	95	Hyde	1,400	1,100	78	OHIO			
Cattaraugus	24,000	21,600	90	Iredell	16,300	13,900	85	Adams	6,100	4,400	73
Cayuga	22,100	20,800	94	Jackson	4,100	3,200	78	*Allen	31,500	28,500	91
Cbautauqua	46,600	41,700	90	Johnston	15,100	12,100	80	Ashland	12,400	11,200	90
Chemung	30,900	27,300	88	Jones	2,500	2,000	80	Ashtabula	29,000	25,000	86
Chenango	13,100	11,200	85	Lee	6,500	5,400	82	Athens	12,200	10,300	85
*Clinton	17,600	15,900	90	Lenoir	13,900	11,500	83	Auglaize	11,100	9,600	87
*Columbia	14,800	14,100	95	Lincoln	7,000	6,000	86	*Belmont	25,100	23,400	93
Cortland	12,400	11,700	94	McDowell	6,600	5,300	81	Brown	7,900	6,800	86
Delaware	13,100	10,700	82	Macon	3,500	2,700	78	Butler	59,000	56,900	96
Dutchess	47,400	42,600	90	Madison	3,800	3,000	79	Carroll	6,100	5,100	84
*Erie	316,600	304,400	96	Martin	5,700	4,900	86	Champaign	9,100	8,100	89
Essex	10,400	9,200	89	*Mecklenberg	75,800	68,300	90	Clark	40,500	39,700	98
Franklin	12,300	11,000	90	Mitchell	3,300	2,500	75	Clermont	24,800	24,400	98
Fulton	17,100	15,700	92	Montgomery	4,600	3,700	81	Clinton	9,300	8,300	89
Genesee	15,900	14,800	93	Moore	9,200	7,500	82	Columbiana	32,700	28,900	88
Greene	9,600	8,600	90	Nash	15,500	12,100	78	Coshocton	10,000	8,500	85
Hamilton	1,400	1,100	78	*New Hanover	20,100	18,300	91	Crawford	15,100	13,400	89
*Herkimer	20,500	19,800	97	Northampton	5,600	4,300	77	*Cuyahoga	517,700	494,600	96
*Jefferson	26,900	24,500	91	Onslow	8,500	6,900	81	Darke	14,100	11,900	84
*Kings	804,800	754,300	94	Orange	9,900	7,500	76	Defiance	9,600	7,900	82
Lewis	6,600	5,600	85	Pamlico	2,300	1,900	81	Delaware	10,300	9,300	90
Livingston	12,000	10,800	90	Pasquotank	6,600	5,900	90	Erie	21,400	19,200	90
Madison	16,100	15,200	95	Pender	4,300	3,400	80	Fairfield	19,600	17,500	89
*Monroe	183,600	175,800	96	Perquimans	2,400	1,900	81	Fayette	7,800	6,900	88
Montgomery	17,900	16,300	91	Person	6,100	5,100	83	*Franklin	208,700	202,100	97
*Nassau	396,500	390,500	98	*Pitt	16,200	13,500	84	Fulton	8,800	7,300	83
*New York	567,900	499,600	88	*Polk	3,000	2,300	75	Gallia	6,900	6,000	87
Niagara	72,800	71,400	98	Randolph	16,300	13,600	84	Geauga	13,800	12,600	91
*Oneida	78,400	75,400	96	Richmond	9,500	8,100	85	*Greene	27,600	25,400	92
*Onondaga	128,000	121,200	95	Robeson	19,100	15,300	80	Guernsey	11,200	9,100	81
Ontario	19,800	18,500	93	Rockingham	18,100	16,000	89	*Hamilton	277,300	261,900	94
Orange	56,100	50,700	90	Rowan	22,600	19,700	87	Hancock	17,800	15,900	89
Orleans	10,500	9,900	94	Rutherford	11,400	9,400	82	Hardin	9,000	7,700	85
Oswego	25,400	24,500	97	Sampson	11,000	8,700	79	Harrison	5,300	4,500	86
Otsego	16,400	14,700	90	Scotland	5,600	4,700	84	Henry	7,700	6,900	90
Putnam	9,400	9,400	100	Stanly	10,900	8,500	78	Highland	9,300	7,800	84
*Queens	574,600	550,300	96	Stokes	5,400	4,300	80	Hocking	5,800	5,000	86
*Rensselaer	43,700	40,800	93	Surry	12,000	9,400	78	Holmes	5,000	4,700	81
*Richmond	63,100	58,900	93	Swain	1,900	1,300	69	Huron	14,100	13,200	94
*Rockland	36,000	35,500	99	Transylvania	3,600	3,000	84	Jackson	8,200	6,800	82
*St. Lawrence	30,500	26,500	87	Tyrrell	1,000	800	82	*Jefferson	28,100	25,500	91
*Saratoga	27,200	26,200	96	Union	10,800	8,000	74	Knox	12,000	10,500	88
*Schenectady	48,500	46,900	97	Vance	7,700	6,600	86	*Lake	47,400	45,600	96
Schoharie	6,800	6,000	88	*Wake	42,900	37,600	88	*Lawrence	15,800	14,200	90
Schuyler	4,500	3,800	85	Warren	4,000	3,300	82	Licking	28,700	25,900	90
Seneca	7,700	7,200	94	Washington	3,000	2,500	82	Logan	11,200	10,200	91
Steuben	29,100	26,200	90	Watauga	3,900	3,200	82	Lorain	65,700	62,500	95
Suffolk	196,100	185,600	95	Wayne	19,300	16,700	86	*Lucas	140,500	136,100	97
Sullivan	14,200	12,800	90	Wilkes	10,700	8,900	83	Madison	7,200	6,500	91
Tioga	11,900	10,700	90	Wilson	14,400	12,100	84	*Mahoning	85,900	80,700	94
Tompkins	16,600	14,200	86	Yadkin	5,500	4,100	75	Marion	18,900	17,000	90
Ulster	38,100	33,700	88	Yancey	3,100	2,400	77	Medina	21,100	18,900	90
Warren	13,900	12,300	88	Total	1,124,800	954,900	85	Meigs	6,600	5,500	84
Washington	14,100	12,600	90	NORTH DAKOTA				Mercer	9,200	7,500	82
Wayne	20,200	18,900	93	Adams	1,300	1,200	89	Miami	23,100	20,900	90
Westchester	244,800	239,000	98	Barnes	4,600	4,000	88	Monroe	4,400	3,700	83
Wyoming	9,500	8,600	90	Benson	2,400	1,800	77	*Montgomery	159,800	153,300	96
Yates	5,800	5,100	88	Billings	300	200	65	Morgan	4,000	3,500	86
Total	5,155,200	4,855,000	94	Bottineau	3,000	2,400	79	Morrow	5,600	4,600	82
NORTH CAROLINA				Bowman	1,100	1,000	87	Muskingum	24,000	21,000	88
Alamance	22,700	20,300	90	Burke	1,800	1,400	78	Noble	3,300	2,900	88
Alexander	3,700	3,100	85	*Burleigh	9,700	8,800	90	Ottawa	11,000	10,300	94
Allegany	2,100	1,700	83	*Cass	19,100	17,300	90	Paulding	5,100	4,100	81
Anson	5,900	4,900	83	Cavalier	2,500	1,800	74	Perry	7,900	6,700	85
Ashe	4,500	3,700	83	Dickey	2,300	1,900	82	Pickaway	9,400	8,300	88
Avery	2,900	2,300	78	Divide	1,500	1,100	72	Pike	5,400	4,400	82
*Beaufort	8,600	7,200	84	Dunn	1,600	1,100	69	Portage	26,800	23,300	87
Bertie	5,400	4,400	81	Eddy	1,300	1,100	85	Preble	9,600	8,500	88
Bladen	6,300	4,900	78	Emmons	2,100	1,600	78	Putnam	8,100	7,200	89
Brunswick	4,400	3,600	82	Foster	1,500	1,300	84	Richland	35,000	30,800	88
*Buncombe	34,700	28,900	83	Golden Valley	1,000	900	88	Ross	17,200	15,000	87
Burke	12,500	10,800	86	Grand Forks	13,500	11,900	88	Sandusky	15,900	16,900	90
Cabarrus	18,000	14,900	83	Grant	1,600	1,200	72	Scioto	24,600	19,900	81
Caldwell	12,200	10,800	88	Griggs	1,500	1,300	84	Seneca	17,600	16,500	94
Camden	1,500	1,300	86	Hettinger	1,700	1,400	83	Shelby	9,800	8,500	87
Carteret	8,000	6,500	81	Kidder	1,300	1,000	78	Stark	101,100	93,300	92
Caswell	4,200	3,300	78	La Moure	2,200	1,500	84	Summit	157,100	149,300	95
Catawba	19,500	17,600	90	Logan	1,100	900	79	Trumbull	61,500	58,400	95
Chatham	6,600	5,600	84	McHenry	2,800	2,300	83	Tuscarawas	23,700	19,900	84
Cherokee	3,700	2,900	79	McIntosh	1,700	1,300	78	Union	7,000	5,900	85
Chowan	2,700	2,100	79	McKenzie	2,300	1,700	75	Vanwert	9,200	7,800	85
Clay	1,200	900	77	McLean	3,600	2,800	77	Vinton	2,500	2,000	78
Cleveland	16,000	14,000	87	Mercer	1,800	1,400	76	Warren	19,900	17,800	90
Columbus	11,200	8,700	78	*Morton	5,400	4,800	90	Washington	16,200	13,800	85
*Craven	13,800	11,600	84	Mountrail	3,000	2,300	75	Wayne	21,900	19,800	90
Cumberland	33,600	28,600	85	Nelson	1,800	1,500	84	Williams	9,600	8,500	89
Currituck	1,900	1,500	78	Oliver	500	400	80	*Wood	21,400	18,700	88
Dare	1,500	1,200	82	Pembina	3,400	2,800	82	Wyandot	6,500	5,600	86
Davidson	21,200	17,700	84	Pierce	1,900	1,500	81	Total	2,966,200	2,754,500	93
Davie	4,200	3,400	82	Ramsey	3,300	3,000	92	OKLAHOMA			
*Duplin	9,400	7,400	79	Ransom	2,100	1,700	80	Adair	3,300	2,600	79
*Durham	28,700	24,900	87	Renville	1,200	1,000	83	Alfalfa	2,600	2,200	84
Edgecombe	12,300	11,300	92	Richland	5,200	4,500	87				
*Forsyth	52,500	47,100	90	Rolette	2,400	1,800	75				
				Sargent	1,800	1,600	87				

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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
OKLAHOMA—(Continued)				Umatilla	14,100	11,400	81	*Greenville	58,700	52,500	89
Atoka	2,600	2,000	76	Union	5,800	4,300	75	Greenwood	11,900	10,600	89
Beaver	2,000	1,500	77	Wallowa	2,300	1,700	75	Hampton	4,100	3,100	76
Beckham	5,000	4,100	82	Wasco	6,900	6,000	88	Horry	14,800	11,700	79
Blaine	3,500	3,200	90	*Washington	30,100	27,500	91	Jasper	3,000	2,400	80
Bryan	6,900	5,500	80	Wheeler	1,000	900	89	Kershaw	8,100	6,400	80
Caddo	8,200	6,800	83	Yamhill	10,300	9,000	87	Lancaster	9,400	7,400	79
Canadian	7,100	6,100	85	Total	578,700	514,700	89	Laurens	11,600	9,500	82
Carter	12,100	9,900	82	PENNSYLVANIA				Lee	4,600	3,500	77
Cherokee	4,600	3,500	77	Adams	14,600	12,100	83	*Lexington	16,100	12,100	75
Choctaw	4,200	2,900	68	*Allegheny	477,000	464,400	97	McCormick	2,000	1,600	78
Cimarron	1,300	900	73	Armstrong	22,700	19,600	86	Marion	7,200	6,000	83
Cleveland	11,900	10,100	85	Beaver	59,000	56,600	96	Marlboro	6,700	5,200	77
Coal	1,300	1,100	82	Bedford	11,900	9,600	81	Newberry	7,500	6,200	82
Comanche	23,300	20,600	88	Berks	82,500	75,600	92	Oconee	9,600	8,100	85
Cotton	2,300	1,900	83	*Blair	40,100	37,400	93	Orangeburg	15,800	12,200	77
Craig	4,100	3,400	82	Bradford	16,500	14,100	85	Pickens	12,000	10,100	85
Creek	12,300	10,500	86	*Bucks	98,800	92,400	94	*Richland	44,400	39,400	89
Custer	6,500	5,700	88	Butler	32,500	28,600	88	Saluda	3,500	2,700	78
Delaware	3,600	2,700	76	*Cambria	54,100	51,900	96	*Spartanburg	41,300	34,400	83
Dewey	1,500	1,300	85	Cameron	2,100	2,000	95	Sumter	15,800	12,400	79
Ellis	1,600	1,100	67	Carbon	15,000	13,400	89	Union	7,400	6,100	83
Garfield	15,700	14,100	90	Centre	20,100	17,100	85	Williamsburg	8,100	5,900	73
Garvin	8,000	6,700	83	*Chester	56,900	55,700	98	York	19,400	16,500	85
Grady	8,800	7,300	83	Clarion	10,300	9,200	90	Total	588,800	489,600	83
Grant	2,300	2,000	87	Clearfield	23,000	19,700	86	SOUTH DAKOTA			
Greer	2,600	2,100	81	Clinton	10,800	9,500	88	Aurora	1,300	1,200	89
Harmon	1,500	1,200	80	Columbia	15,900	13,900	87	Beadle	6,700	5,800	87
Harper	1,700	1,400	81	Crawford	22,600	18,900	84	Bennett	700	600	81
Haskell	2,100	1,500	70	*Cumberland	37,700	34,800	92	Bon Homme	2,700	2,100	78
Hughes	4,300	3,600	83	*Dauphin	66,300	61,000	92	Brookings	5,800	4,700	80
Jackson	8,500	6,700	79	*Delaware	162,400	158,100	97	Brown	10,300	8,700	84
Jefferson	2,300	1,900	84	Elk	10,300	9,300	90	Brule	1,900	1,600	84
Johnston	2,100	1,600	78	*Erie	73,800	70,100	95	Buffalo	400	300	81
Kay	16,200	14,100	87	Fayette	46,500	39,800	86	Butte	2,700	2,300	86
Kingfisher	3,100	2,800	89	Forest	1,200	1,000	86	Campbell	900	700	77
Kiowa	4,400	3,600	81	Franklin	25,400	19,800	78	Charles Mix	3,300	2,400	74
Latimer	2,000	1,400	68	Fulton	2,800	2,100	74	Clark	2,000	1,700	85
LeFlore	7,800	6,000	76	Greene	10,700	9,200	86	Clay	3,200	2,500	77
Lincoln	5,500	4,600	84	Huntingdon	10,900	9,100	84	Codington	6,000	5,100	86
Logan	5,700	5,000	87	Indiana	20,700	17,700	86	Corson	1,300	1,000	74
Love	1,400	1,200	82	Jefferson	13,600	12,100	89	Custer	1,400	1,100	75
McClain	3,600	3,100	86	Junata	4,500	3,600	79	Davison	5,100	4,300	85
McCurtain	6,600	5,100	77	*Lackawanna	67,100	64,500	96	Day	3,100	2,500	82
McIntosh	3,100	2,400	79	*Lancaster	81,000	71,300	88	Deuel	1,600	1,100	71
Major	2,200	1,700	75	Lawrence	33,200	29,700	90	Dewey	1,200	800	68
Marshall	2,100	1,700	83	*Lebanon	26,300	23,100	88	Douglas	1,300	900	71
Mayes	5,500	4,600	83	Lehigh	66,700	63,500	95	Edmunds	1,500	1,200	77
Murray	3,200	2,700	84	*Luzerne	96,800	91,600	95	Fall River	3,000	2,500	83
Muskogee	17,100	14,100	82	Lycoming	33,400	29,000	87	Faulk	1,200	1,000	83
Noble	3,200	2,900	91	McKean	16,600	14,800	89	Grant	2,800	2,300	82
Nowata	3,200	2,800	86	Mercer	37,000	36,000	97	Gregory	2,200	1,900	85
Okfuskee	3,100	2,500	80	Mifflin	12,700	11,300	89	Haakon	900	800	87
*Oklahoma	143,600	130,300	91	Monroe	11,900	10,700	90	Hamlin	1,800	1,500	81
Okmulgee	10,500	8,800	84	*Montgomery	149,900	147,300	98	Hand	1,900	1,600	82
Osage	9,400	8,300	88	Montour	3,700	3,400	91	Hanson	1,200	1,100	88
Ottawa	8,600	7,300	85	Northampton	58,800	56,800	97	Harding	700	500	72
Pawnee	3,200	2,800	89	Northumberland	30,200	26,100	87	Hughes	3,600	3,400	94
Payne	12,600	10,600	84	Perry	7,600	6,400	84	Hutchinson	3,200	2,500	78
Pittsburg	9,300	7,200	77	*Philadelphia	583,300	569,500	98	Hyder	800	600	79
Pontotoc	8,000	7,100	89	Pike	3,200	2,600	82	Jackson	500	400	80
Pottawatomie	12,300	10,700	87	Potter	4,900	4,200	87	Jerauld	1,100	900	83
Pushmataha	2,300	1,600	69	Schuyllkill	48,600	41,700	86	Jones	500	400	74
Roger Mills	1,300	900	72	Snyder	7,100	5,600	79	Kingsbury	2,900	2,400	84
Rogers	5,900	5,000	85	Somerset	21,400	19,400	91	Lake	3,200	2,800	88
Seminole	7,700	6,600	86	Sullivan	1,800	1,500	82	Lawrence	5,500	4,800	87
Sequoyah	4,400	3,400	78	Susquehanna	9,300	8,100	87	Lincoln	3,800	3,200	85
Stephens	11,500	9,900	86	Tioga	10,900	9,100	84	Lyman	1,000	800	81
Texas	3,900	2,800	71	Union	6,200	5,100	82	McCook	2,400	1,900	81
Tillman	4,200	3,500	84	Venango	18,500	16,500	89	McPherson	1,600	1,100	66
*Tulsa	111,700	100,600	90	Warren	12,900	10,900	85	Marshall	2,000	1,700	83
Wagoner	4,300	3,500	81	Washington	62,400	60,400	97	Meade	1,900	1,600	82
Washington	13,500	12,500	93	Wayne	8,000	6,700	84	Mellette	600	400	72
Washita	5,200	4,500	86	Westmoreland	100,200	93,500	95	Miner	1,600	1,400	85
Woods	3,500	2,900	84	Wyoming	4,900	4,200	85	*Minnehaha	27,100	24,900	92
Woodward	3,800	3,000	78	*York	72,600	67,000	92	Moody	2,500	2,100	85
Total	691,400	595,800	86	Total	3,282,300	3,083,900	94	Pennington	18,900	16,000	87
OREGON				RHODE ISLAND				Perkins	1,600	1,400	90
Baker	5,800	4,700	80	Bristol	10,800	10,600	93	Potter	1,400	1,100	80
Benton	11,400	9,500	83	Kent	34,500	34,100	99	Roberts	3,300	2,700	81
*Clackamas	36,600	34,200	94	Newport	21,500	21,400	100	Sanborn	1,400	1,100	82
Clatsop	9,000	8,100	90	*Providence	172,500	168,000	97	Shannon	1,200	1,000	79
Columbia	7,000	6,100	87	Washington	16,600	16,300	98	Spink	3,200	2,800	86
Coos	18,800	14,500	77	Total	255,900	250,400	98	Stanley	1,000	900	92
Crook	2,600	2,300	89	SOUTH CAROLINA				Sully	800	600	75
Curry	5,000	3,900	79	Abbeville	5,400	4,300	80	Todd	1,100	800	73
Deschutes	7,400	6,500	87	*Aiken	22,100	19,100	86	Tripp	2,500	2,100	85
Douglas	21,300	18,700	88	Allendale	2,400	1,700	69	Turner	3,100	2,700	86
Gilliam	1,000	700	75	Anderson	25,700	21,600	84	Union	3,100	2,900	93
Grant	2,300	1,700	75	Bamberg	4,000	3,200	80	Walworth	2,400	1,700	72
Harney	2,000	1,900	93	Barnwell	4,300	3,300	76	Washbaugh	200	200	81
Hood River	4,100	3,500	84	Beaufort	10,900	8,700	80	Yankton	4,800	4,000	83
Jackson	24,400	22,000	90	Berkeley	8,400	6,600	79	Ziebach	600	500	82
Jefferson	2,100	1,700	80	Calhoun	2,900	2,300	78	Total	196,500	165,600	84
Josephine	10,000	7,800	78	*Charleston	60,000	53,000	88	TENNESSEE			
Klamath	15,000	13,500	90	Cherokee	8,700	7,100	82	Anderson	15,700	12,800	81
Lake	2,200	1,900	84	Chester	7,400	6,300	85	Bedford	6,400	5,300	82
*Lane	52,000	46,800	90	Chesterfield	7,600	6,000	79	Benton	2,800	1,900	69
Lincoln	8,600	7,500	87	Clarendon	6,000	4,700	78	Blodsoe	1,600	1,000	60
Linn	17,500	15,600	89	Colleton	7,000	5,400	77	Blood	15,000	12,200	81
Malheur	6,400	5,800									

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
Clay	1,700	1,100	64	Burleson	3,000	2,400	80	King	100	100	86
Coke	5,900	4,400	74	Burnet	2,700	2,300	84	Kinney	600	300	48
Coffee	8,100	6,500	80	Caldwell	4,700	3,800	80	Kleberg	7,700	6,300	81
Crockett	3,900	2,900	75	Calhoun	5,000	3,800	77	Knox	2,200	1,800	80
Cumberland	4,400	3,200	73	Callahan	2,200	1,700	76	Lamar	10,000	6,800	68
*Davidson	115,000	99,800	87	*Cameron	38,200	30,900	81	Lamb	6,100	5,200	85
Decatur	2,100	1,500	70	Camp	2,300	1,900	84	Lampasas	3,000	2,500	84
De Kalb	2,600	2,100	80	Carson	2,300	1,900	84	La Salle	1,400	1,000	72
Dickson	5,100	4,100	81	Cass	6,300	5,200	83	Lavaca	5,800	3,900	67
Dyer	8,100	6,700	82	Castro	2,300	2,000	87	Lee	2,300	1,600	72
Fayette	5,600	4,300	78	Chambers	3,000	2,600	87	Leon	2,800	2,200	77
Fentress	2,800	1,600	56	Cherokee	8,600	7,100	83	Liberty	8,800	7,400	84
Franklin	6,400	4,800	76	Childress	2,400	1,800	74	Limestone	5,700	4,500	79
Gibson	13,200	10,700	81	Clay	2,400	2,000	85	Lipscomb	1,100	800	75
Giles	6,000	4,400	73	Cochran	1,400	1,100	80	Live Oak	1,900	1,400	76
Grainger	3,000	2,300	76	Coke	1,000	800	80	Llano	1,600	1,300	81
Greene	11,300	7,800	69	Coleman	3,700	2,900	78	Loving	100	100	87
Grundy	2,600	1,800	70	*Collin	12,400	10,400	84	*Lubbock	44,100	38,500	87
Hamblen	8,900	7,000	79	Collingsworth	1,600	1,300	78	Lynn	3,000	2,600	86
*Hamilton	68,600	58,900	86	Colorado	5,400	4,300	79	McCulloch	2,500	1,700	68
Hancock	1,900	1,200	64	Comal	5,700	4,800	84	*McLennan	44,100	38,800	88
Hardeman	4,900	3,300	67	Comanche	3,400	2,500	72	McMullen	200	200	81
Hardin	4,300	2,900	67	Concho	1,000	800	78	Madison	1,900	1,400	72
Hawkins	7,300	5,500	75	Cooke	6,600	5,500	83	Marion	2,000	1,700	83
Haywood	5,600	4,100	72	Coryell	7,500	6,300	84	Martin	1,200	1,000	80
Henderson	4,200	3,100	75	Cottle	1,000	700	70	Mason	1,100	700	68
Henry	6,600	5,400	81	Crane	1,400	1,200	88	Matagorda	7,100	5,400	76
Hickman	2,800	2,100	74	Crockett	1,100	800	73	Maverick	4,300	1,900	44
Houston	1,300	900	71	Crosby	3,000	2,600	86	Medina	4,900	4,100	84
Humphreys	3,200	2,300	72	Culberson	800	600	78	Menard	800	500	58
Jackson	2,100	1,400	69	Dallam	1,800	1,600	89	*Midland	21,400	19,500	91
Jefferson	5,700	4,600	80	*Dallas	305,900	281,200	92	Milam	6,600	5,000	76
Johnson	2,500	1,800	72	Dawson	5,800	4,700	82	Mills	1,300	1,000	75
*Knox	69,000	57,800	84	Deaf Smith	3,800	3,200	86	Mitchell	3,100	2,700	86
Lake	2,400	1,700	73	Delta	1,700	1,400	82	Montague	4,600	4,000	87
Lauderdale	5,600	4,400	79	*Denton	13,000	11,000	85	Montgomery	7,900	6,400	80
Lawrence	7,300	5,500	75	De Witt	5,900	4,600	78	Moore	4,000	3,300	83
Lewis	1,500	1,100	75	Dickens	1,300	1,100	85	Morris	3,500	2,900	84
Lincoln	6,300	4,900	78	Dimmit	2,100	1,300	64	Motley	900	500	59
Loudon	6,100	4,800	78	Donley	1,300	1,100	83	Nacordoches	7,500	5,900	79
McMinn	8,800	7,200	82	Duval	3,000	2,300	77	Navarro	10,100	8,800	87
McNairy	4,700	3,200	68	Eastland	6,300	5,100	81	Newton	2,700	2,100	77
Macon	3,300	2,400	73	*Ector	27,800	24,800	89	*Nolan	5,800	5,100	88
Madison	17,000	13,900	82	Edwards	600	400	75	*Nueces	61,000	54,000	89
Marion	5,000	4,000	81	*Ellis	12,600	10,800	86	Ochiltree	2,900	2,400	84
Marshall	4,800	3,800	79	*El Paso	85,500	74,700	87	Oldham	600	600	93
Maury	11,800	9,600	82	Erath	4,900	4,000	83	*Orange	17,100	14,700	86
Meigs	1,100	800	75	Falls	5,800	4,500	78	Palo Pinto	6,600	5,900	89
Monroe	5,700	4,500	80	Fannin	7,100	5,600	79	Panola	4,200	3,500	83
Montgomery	13,600	11,600	85	Fayette	6,000	4,500	75	Parker	7,000	6,000	86
Moore	900	600	69	Fisher	2,000	1,700	87	Parmer	2,600	2,200	84
Morgan	3,000	2,100	69	Floyd	3,500	3,100	90	Pecos	3,100	2,500	81
Obion	8,000	6,200	77	Foard	900	700	80	Polk	3,700	2,700	72
Overton	3,500	2,500	72	Fort Bend	10,200	9,100	89	*Potter	38,100	35,500	93
Perry	1,400	1,100	75	Franklin	1,400	1,100	89	Presidio	1,300	800	63
Pickett	1,000	700	70	Freestone	3,500	2,600	75	Rains	700	500	75
Polk	2,900	2,300	80	Frio	2,400	1,700	72	*Randall	10,600	8,600	81
Putnam	7,600	5,600	73	Gaines	3,400	2,800	84	Reagan	900	800	91
Rhea	4,100	3,100	76	Galveston	42,300	37,900	89	Real	500	300	58
Roane	10,300	8,400	82	Garza	1,600	1,400	86	Red River	4,400	3,200	73
Robertson	7,600	6,100	81	Gillespie	3,200	2,300	70	Reeves	5,200	4,500	86
Rutherford	14,200	12,300	87	Glasscock	300	300	84	Refugio	3,000	2,500	83
Scott	3,400	2,000	59	Goliad	1,500	1,100	72	Roberts	300	200	82
Sequatchie	1,100	800	73	Gonzales	4,600	3,600	78	Robertson	4,300	3,600	84
Sevier	6,100	4,200	69	Gray	9,700	8,700	90	Rockwall	1,600	1,400	90
*Shelby	180,700	155,700	86	Grayson	22,700	20,000	88	Runnels	4,200	3,600	85
Stewart	3,300	2,500	75	Gregg	19,900	17,500	88	Rusk	10,100	8,400	83
Stewart	2,000	1,400	70	Grimes	3,700	3,000	81	Sabine	1,800	1,300	73
*Sullivan	30,900	26,000	84	Guadalupe	8,200	6,900	84	San Augustine	1,900	1,600	85
Sumner	10,100	8,100	81	Hale	10,200	9,100	89	San Jacinto	1,600	1,200	77
Tipton	7,100	5,000	71	Hall	2,000	1,400	70	San Patricio	11,100	9,600	87
Trousdale	1,100	800	75	Hamilton	2,500	1,400	56	San Saba	1,900	1,300	69
Unicoi	3,600	2,900	81	Hansford	1,500	2,000	80	Schleicher	700	600	85
Union	1,900	1,200	64	Hardeman	2,600	2,100	80	Scurry	6,000	5,100	85
Van Buren	700	500	76	Hardin	6,900	5,600	81	Shackelford	1,100	1,000	88
Warren	6,400	4,800	75	*Harris	378,300	337,400	89	Shelby	5,900	4,400	74
*Washington	16,800	14,000	83	Harrison	12,100	10,200	84	Sherman	800	700	86
Wayne	3,900	2,900	65	Hartley	700	600	84	*Smith	24,800	21,800	88
Weakley	7,000	4,800	69	Haskell	3,000	2,400	80	Somervell	900	700	83
White	3,900	3,000	76	Hays	4,900	4,100	84	Starr	3,500	2,500	72
Williamson	6,600	5,400	82	Hemphill	900	700	73	Stephens	2,700	2,300	85
Wilson	7,900	6,200	78	Henderson	6,200	5,100	82	Sterling	200	200	80
Total	966,200	785,900	81	Hidalgo N	33,800	27,000	80	Stonewall	800	700	77
				Hidalgo S	10,000	8,000	80	Sutton	900	700	77
TEXAS				Hill	7,000	6,000	86	Swisher	2,900	2,500	85
Anderson	7,800	6,100	78	Hockley	6,000	4,900	82	*Tarrant	165,400	148,700	90
Andrews	4,000	3,500	86	Hood	1,600	1,400	90	*Taylor	31,400	28,100	90
Angelina	11,700	9,600	82	Hopkins	5,500	3,900	71	Terrell	800	500	59
Aransas	2,100	1,800	86	Houston	5,300	4,300	81	Terry	4,300	3,600	83
Archer	1,700	1,500	87	Howard	11,100	9,500	86	Throckmorton	700	600	81
Armstrong	400	300	87	Hudspeth	700	500	76	Titus	4,600	3,700	81
Atascosa	4,600	3,700	79	Hunt	12,100	10,300	85	Tom Green	18,800	15,900	85
Austin	4,200	3,100	75	Hutchinson	9,700	8,600	88	*Tarrant	60,500	52,700	87
Bailey	2,400	1,800	78	Irin	300	200	75	Trinity	2,100	1,500	71
Bandera	1,200	1,000	82	Jack	2,300	2,100	90	Tyler	2,700	2,200	83
Bastrop	4,800	3,800	80	Jackson	3,800	3,000	79	Upsur	5,500	4,100	75
Baylor	1,500	1,300	84	Jasper	5,700	4,600	80	Upton	1,900	1,600	84
Bee	5,800	4,900	84	Jeff Davis	300	200	79	Uvalde	4,500	3,500	78
Bell	22,700	19,400	85	*Jefferson	72,400	66,500	92	Val Verde	7,200	5,000	70
*Bexar	198,000	175,300	88	Jim Hogg	1,200	800	66	Van Zandt	5,700	4,600	80
Blanco	1,100	800	74	*Jim Wells	8,400	7,100	84	Victoria	13,500	11,100	82
Borden	200	100	60	Jones	11,100	9,400	85	Walker	5,600	4,600	83
Bosque	3,400	2,900	85	Karnes	5,800	4,900	84	Waller	3,100	2,500	80
Bowie	17,900	15,000	84	Karnes	3,700	2,900	78	Ward	4,000	3,400	84
Brazoria	21,300	18,500	87	Kaufman	8,000	6,800	85	Washington	5,600	4,200	75
Brazos	12,300	10,300	83	Kendall	1,800	1,400	78	Webb	16,900	13,700	81
Brewster	1,700	1,200	71	Kenedy	100	Wharton	10,400	8,700	84
Briscoe	900	700	82	Kent	500	400	87	Wheeler	2,000	1,500	76
Brooks	2,300	1,800	80	Kerr	4,800	3,800	78				
Brown	7,500	5,900	79	Kimble	1,100	700	63				

(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
TEXAS—(Continued)				Henry	14,400	12,400	86	Fayette	14,900	12,200	82
* Wichita	34,300	30,600	89	Highland	600	500	79	Gilmer	1,900	1,400	72
Wilbarger	4,900	4,100	85	Isle of Wight	4,000	3,400	84	Grant	2,200	1,500	70
Willacy	4,700	3,700	78	James City	3,400	2,900	86	Greenbrier	8,400	6,300	81
Williamson	9,900	8,500	86	King and Queen	1,200	900	74	Hampshire	2,800	2,300	83
Wilson	3,200	2,600	82	King George	1,800	1,500	82	* Hancock	10,400	9,300	90
Winkler	4,100	3,500	86	King William	1,800	1,600	86	Hardy	2,200	1,600	71
Wise	5,100	4,300	84	Lancaster	2,500	2,200	87	Harrison	21,500	19,400	90
Wood	5,200	4,300	82	Lee	5,500	4,400	80	Jackson	4,600	4,000	87
Yoakum	2,100	1,800	87	Loudoun	5,900	4,900	82	Jefferson	4,900	4,300	88
Young	5,300	4,800	90	Louisiana	3,200	2,400	76	* Kanawha	69,500	62,800	90
Zapata	900	600	62	Lunenburg	3,000	2,400	80	Lewis	4,800	4,100	86
Zavala	2,700	1,800	66	Madison	1,900	1,300	67	* Lincoln	4,600	3,700	81
Total	2,777,900	2,401,000	86	Mathews	1,900	1,700	88	Logan	13,800	11,900	86
UTAH				Mecklenburg	7,200	5,700	79	* McDowell	16,000	13,000	81
Beaver	1,000	900	88	Middlesex	1,700	1,400	84	Marion	18,200	16,200	89
Box Elder	6,500	5,900	90	Montgomery	10,300	8,800	86	* Marshall	10,600	9,300	88
Cache	9,600	8,100	84	Nansemond	11,300	9,500	84	Mason	6,400	5,500	85
Carbon	5,600	4,500	81	Nelson	2,900	2,400	83	Mercer	17,200	14,700	86
Daggett	300	100	41	New Kent	1,100	900	79	Mineral	6,200	5,000	81
* Davis	17,300	15,600	90	* Norfolk	139,900	120,500	86	Mingo	8,900	7,400	83
Duchesne	1,600	1,200	76	Northampton	4,400	3,700	84	Monongalia	14,200	12,300	87
Emery	1,400	1,100	80	Northumberland	2,600	2,200	84	Monroe	2,200	2,100	75
Garfield	800	600	80	Nottoway	3,800	3,200	83	Morgan	2,300	1,900	84
Grand	1,700	900	55	Orange	3,100	2,500	81	Nicholas	6,000	4,800	80
Iron	2,900	2,200	77	Page	4,000	3,500	87	* Ohio	20,100	19,500	97
Juab	1,200	1,100	90	Patrick	3,500	2,700	78	Pendleton	2,000	1,400	69
Kane	600	500	76	Pittsylvania	26,700	21,500	81	Pleasants	1,700	1,500	91
Millard	1,900	1,400	75	Powhatan	1,400	1,200	83	Pocahontas	2,400	1,700	70
* Morgan	700	600	87	Prince Edward	3,300	2,400	74	Preston	6,600	5,600	85
Piute	200	200	76	Prince George	11,900	9,800	82	* Putnam	5,900	4,800	82
Rich	400	300	73	* Princess Anne	23,500	20,300	86	Raleigh	18,900	16,000	85
* Salt Lake	111,800	104,000	93	Prince William	13,000	11,700	90	Randolph	6,500	4,800	74
San Juan	1,700	1,300	75	Pulaski	6,900	6,000	87	Ritchie	2,900	2,300	79
Sanpete	2,900	2,600	90	Rappahannock	1,200	1,000	85	Roane	3,600	2,800	78
Sevier	2,600	2,300	90	Richmond	1,600	1,300	84	Summers	3,900	3,100	79
Summit	1,300	1,200	90	* Roanoke	43,500	39,700	91	Taylor	4,000	3,300	83
Tooele	5,100	4,300	85	Rockbridge	7,300	6,000	83	Tucker	1,800	1,500	83
Utah	27,800	24,700	89	Rockingham	13,600	10,600	78	Tyler	2,300	2,200	78
Wasatch	1,300	1,100	85	Russell	5,900	4,500	75	Upshur	4,300	3,400	71
Washington	2,700	1,900	70	Scott	6,100	4,700	77	* Wayne	8,000	6,700	84
Wayne	300	300	96	Shenandoah	5,800	4,900	84	Webster	3,200	2,300	73
* Weher	32,400	30,100	93	Smyth	7,100	5,800	82	Wetzel	5,100	4,500	87
Total	246,400	221,400	90	Southampton	6,400	5,600	87	Wirt	1,200	900	77
VERMONT				Spotsylvania	7,000	5,800	83	Wood	22,800	20,500	90
Addison	5,200	4,300	83	Stafford	4,500	3,500	77	Wyoming	7,600	6,300	82
Bennington	7,500	6,200	81	Surry	1,400	1,100	78	Total	431,300	413,400	86
Caledonia	6,600	5,700	87	Sussex	2,700	2,300	85	WISCONSIN			
* Chittenden	20,000	17,800	89	Tazewell	10,100	8,200	81	Adams	2,400	1,800	74
Essex	1,700	1,500	89	* Warren	3,700	3,000	80	Ashland	4,700	4,200	89
Franklin	7,900	7,100	90	* Warwick	53,000	48,200	88	Barron	10,000	8,400	84
Grand Isle	700	700	94	* Washington	13,000	10,600	81	Bayfield	3,500	3,000	85
Iamoille	2,900	2,700	92	Westmoreland	2,800	2,300	82	* Brown	34,700	33,100	95
Orange	4,400	3,600	82	Wise	11,100	9,700	88	Buffalo	4,000	3,000	75
Orleans	5,400	4,500	82	Wythe	3,400	4,700	87	Burnett	2,800	2,100	77
Rutland	13,600	11,600	85	York	5,700	4,900	86	Calumet	6,300	5,600	89
Washington	12,000	10,700	90	Total	1,038,500	885,400	85	Chippewa	12,100	10,200	84
Windham	8,600	7,100	84	WASHINGTON				Clark	8,900	7,200	81
Windsor	12,700	10,700	84	Adams	3,100	2,900	93	Columbia	11,300	9,600	85
Total	109,300	94,200	86	Asotin	4,200	3,600	85	Crawford	4,400	3,500	80
VIRGINIA				Benton	19,200	16,200	84	* Dane	64,300	53,100	90
Accomack	8,800	7,400	84	Chelan	13,500	10,800	80	Dodge	18,200	15,100	83
Albemarle	15,300	11,500	75	Clallam	9,700	8,400	86	Door	6,200	5,300	85
Alleghany	7,300	6,100	83	* Clark	30,000	27,800	93	* Douglas	13,600	12,700	93
Amelia	1,600	1,200	77	Columbia	1,500	1,300	85	Dunn	7,300	6,300	86
Amherst	5,200	3,900	74	Cowlitz	18,400	16,700	91	Eau Claire	17,200	14,800	86
Appomattox	2,000	1,500	77	Douglas	4,700	3,900	84	Florence	800	600	76
* Arlington	76,700	71,400	93	Ferry	1,000	800	79	Fond Du Lac	21,800	19,800	91
Augusta	20,000	14,900	74	Franklin	5,800	4,900	85	Forest	2,000	1,500	76
Bath	1,300	900	72	Garfield	800	700	88	Grant	13,000	11,400	88
Bedford	7,700	6,100	79	Grant	13,800	12,000	87	Green	7,800	6,500	83
Bland	1,300	1,000	80	Grays Harbor	18,400	15,700	85	Green Lake	4,600	4,000	87
Botetour	4,000	3,400	86	Island	6,300	5,700	90	Iowa	5,600	4,700	84
Brunswick	3,600	3,000	83	Jefferson	2,700	2,300	86	Iron	2,500	2,200	90
Buchanan	7,300	5,600	77	* King	323,000	302,600	94	Jackson	4,400	3,700	85
Buckingham	2,300	1,700	75	Kitsap	27,800	25,600	92	Jefferson	14,900	13,200	89
Campbell	23,500	19,500	83	Kittitas	6,200	5,200	84	Juneau	4,900	3,900	80
Caroline	2,800	2,400	87	Klickitat	4,500	3,600	79	Kenosha	31,200	29,600	95
Carroll	7,000	5,500	79	Lewis	13,900	11,600	84	Kewaunee	4,800	4,100	86
Charles City	1,100	900	80	Lincoln	3,500	3,100	89	La Crosse	20,800	18,600	90
Charlotte	3,100	2,500	78	Mason	5,200	4,900	93	Lafayette	5,200	4,300	82
* Chesterfield	17,900	17,000	95	Okanogan	7,600	6,300	83	Langlade	5,500	4,900	88
Clarke	2,100	1,600	78	Pacific	4,900	4,100	84	Lincoln	6,500	5,700	88
Craig	800	700	85	Pend Oreille	2,100	1,800	85	Manitowoc	22,000	19,800	90
Culpeper	3,600	3,000	84	* Pierce	96,900	91,700	95	* Marathon	24,600	21,400	87
Cumherland	1,400	1,100	81	San Juan	900	800	88	Marquette	10,000	8,700	87
Dickenson	4,200	3,400	82	Skagit	16,400	14,500	88	* Milwaukee	2,400	1,900	81
Dinwiddie	14,700	12,400	85	Skamania	1,700	1,400	84	Monroe	8,300	7,100	86
Essex	1,600	1,300	80	Snohomish	59,200	52,100	88	Oconto	7,100	6,000	85
* Fairfax	81,600	73,200	90	* Spokane	92,300	87,100	94	Oneida	6,800	6,000	88
Fauquier	6,000	5,300	88	Stevens	5,500	4,300	78	* Outagamie	28,700	26,800	94
Floyd	2,400	1,800	76	Thurston	18,900	18,100	96	Ozaukee	11,400	10,400	91
Fluvanna	1,900	1,500	78	Wahkiakum	900	800	86	Pepin	2,000	1,700	85
Franklin	6,000	4,700	78	Walla Walla	12,800	10,900	85	Pierce	6,500	5,900	90
Frederick	10,400	8,500	82	Whatcom	23,600	20,700	88	Polk	7,600	6,700	89
Giles	4,000	3,400	84	* Whitman	9,000	7,600	84	Portage	9,700	8,800	90
Gloucester	3,200	2,800	88	* Yakima	45,200	39,300	87	Price	4,200	3,500	82
Goochland	1,800	1,600	88	Total	935,100	851,800	91	Racine	43,400	41,300	95
Grayson	4,400	3,300	74	WEST VIRGINIA				Richland	4,700	4,000	85
Greene	1,000	600	65	Barhour	3,300	2,800	73	Rock	35,300	31,800	90
Greensville	3,600	3,000	84	Berkeley	9,400	8,300	88	Rusk	4,100	3,200	

State and County	Total Households	TV Households		State and County	Total Households	TV Households		State and County	Total Households	TV Households	
		Number	Percent			Number	Percent			Number	Percent
Vilas	2,700	2,000	74	Big Horn	3,300	2,500	77	Park	5,300	4,200	78
Walworth	16,500	15,100	92	Campbell	1,900	1,300	68	Platte	2,200	1,500	69
Washburn	3,000	2,400	79	Carbon	4,500	3,300	73	Sheridan	5,900	4,700	80
Washington	13,600	12,000	88	Converse	1,800	1,500	82	Sublette	1,300	900	68
Waukesha	45,600	43,300	95	Crook	1,500	1,100	70	Sweetwater	5,200	4,100	78
Waupaca	10,300	8,900	87	Fremont	7,900	6,300	79	Teton	900	700	81
Waushara	4,000	3,300	83	Goshen	3,500	3,000	86	Uinta	2,000	1,800	92
Winnebago	32,300	29,200	90	Hot Springs	2,100	1,700	83	Washakie	2,400	2,000	85
Wood	16,500	14,700	89	Johnson	1,700	1,300	79	Weston	2,500	2,100	83
Total	1,166,700	1,054,600	91	*Laramie	17,500	15,700	90	Total	97,900	86,100	82
WYOMING				Lincoln	2,700	2,000	73				
Albany	6,100	5,000	82	Natrona	14,500	12,400	86				
				Niobrara	1,200	1,000	84				

Erratum for Television Factbook No. 32.
Page 77 (U.S. Television Directory)
should read: "Data updated to April 1,
1961."

This special supplement contains statistical projections updating the ARB section of "TV Households by Regions, States and Counties" in Television Factbook No. 32, Spring-Summer edition, pages 39-54.

The 1960 TV-household figures contained in that Factbook section are based on more than 500,000 telephone interviews, including every county in the United States. They have now been updated to Jan. 1, 1961 through the use of standard statistical procedures.

These new county-by-county figures reflect an estimated increase of 1,031,700 U.S. households and 1,866,020 U.S. TV households from January 1960 to January 1961.

Summary information from ARB's TV Coverage Study as it appears in the Factbook's U.S. Station Directory section, pages 79-759, is based on 1960 survey results. The circulation coverage percentages and county groupings are unchanged by the updating of the figures.

Additional copies of Television Factbook No. 32 may be secured from our Radnor business office at \$12.50 per copy or \$10 apiece for orders of 5 or more.