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

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FCC DOCUMENTS TV PROFIT CURVE: If you have any lingering questions about the reasons for prices paid for TV stations nowadays, or for intense attention the industry continues to receive from the shrewd investment fraternity, cast your eyes on FCC's official 1959 TV financial report just released.

While rest of U.S. economy generally complains of fighting losing battle with rising expenses, TV continues to show dramatic profit increase—29.3% over 1958, to \$222.3 million. Total broadcast revenues rose 13% to \$1.164 billion, but expenses increased only 9.7% to \$941.6 million, accounting for the sharp profit rise. This is explained primarily in terms of manpower, which is lion's share of expense. Total employment increased only from 39,382 (10,054 network, 29,328 stations) in 1958 to 40,270 (10,127 network, 30,143 stations) in 1959. Thus, small manpower increase handled substantial revenue upsurge.

Biggest increase was in spot revenues—up 22.9% to \$424.2 million—while network time sales rose only 5% to \$445.8 million and local sales increased 10.6% to \$200.6 million.

For first time, Commission has segregated network figures from those of their 17 o&o's, documenting what has always been known generally—that o&o's really bring home the bacon, though networks haven't done badly. Networks handled lot more money than their o&o's, but latter kept more. Networks had revenues of \$438.5 million, o&o's \$137.6 million, but former retained only \$32 million in profits while latter kept \$55.9 million. The 502 non-o&o stations had profits of \$134.4 million on revenues of \$587.8 million.

Worth noting is sharp profit improvement of the 334 post-freeze vhf stations and cut in losses of the 77 uhfs. Former drove profits up to \$39.8 million from 1958's \$21.3 million, while latter cut losses from \$2.2 million to \$500,000. Also notable is resumption of the upward curve of the 93 pre-freeze vhfs (excluding the 17 o&o's). In 1957, they showed profits of \$82 million but dropped to \$75.8 million in 1958. In 1959, they rebounded to \$95.1 million.

Profits were reported by 74.6% of all stations. Only 9 of pre-freeze operators showed losses while 83 post-freeze did. Even uhfs improved somewhat: 35 with profit, 34 with loss, vs. 27 & 48 in 1958.

The report's 10 tables are chock full of intriguing breakdowns. For example, 12 stations had profits of more than \$3 million each; 9, \$2-3 million; 8, \$1.5-2 million; 36, \$1-1.5 million. Of the 126 losers, 85 reported suffering losses of less than \$100,000 each, while 3 went in hole more than \$800,000. Median profit of all stations was \$165,000 vs. \$162,000 in 1958. Median loss was \$55,000 vs. \$77,000 in 1958.

Piece de resistance of report is market-by-market table. Commission lists 80 markets individually, confining list to those with 3 or more stations and lumping their figures to mask each station's performance. Table is extremely useful for comparing similar markets—and shrewd operator can make pretty good guess at his competitors' figures. Therefore, we have reprinted table in full on opposite page. For copy of complete report, ask Commission. For digests of FCC's reports covering 1946-58, see p. 18, TV Factbook No. 30.

CATV—STEADY AS SHE GOES: Our semi-annual inventory of CATV, based on analysis of fresh data included in Fall-Winter TV Factbook No. 31, to be published Sept. 15, shows same picture reflected for last few years—steady growth.

Our well-educated guess, based on this most exhaustive inquiry of the industry, is that nearly 3 million people in U.S. get their TV via cable. Herewith are key figures derived from the 31-page directory:

- (1) 685 U.S. systems operating, compared with 660 six months ago. Canada, 172 vs. 164.
- (2) Total U.S. homes served: 706,524 vs. 669,921 last April. Canada, 119,129 vs. 105,841.
- (3) Potential of existing U.S. systems is 1,219,603, according to operators—vs. 1,180,351 in our last report. Canadian potential: 317,923 vs. 253,570.
- (4) Average number of subscribers per system: 1,187, vs. 1,220. Canada: 969 vs. 962. In U.S., 595 operators supplied figures for that average; in Canada, 123.
- (5) Average potential indicated by U.S. operators: 2,155 vs. 2,223. Canada, 2,373 vs. 2,243. Estimates were given by 566 U.S. systems, 134 Canadian.

A valuable innovation, we think, compiled at request of our subscribers, is listing of installation & monthly charges for each system—the only one extant, to our knowledge. This in addition to customary basic data: Name of company, address, phone, number of subscribers, estimated potential, date of start, make of equipment, principal officer, stations received & directory of firms or individuals owning 2 or more systems.

Stations

Radio Code Chief Due: Employment of a full-time staffer to administer NAB's Radio Code under radio vp John F. Meagher was authorized last week by the new Code Board headed by Cliff Gill (KEZY Anaheim, Cal.).

Meeting at NAB's Washington hq for the first time since its appointment in June (Vol. 16:26 p10), the Board also approved plans for stepped-up subscription campaigns. They included: (1) Proselytizing at meetings of state groups of broadcasters. (2) Sales efforts by NAB's station relations staff. (3) Presentations at NAB's fall conferences.

Meagher will hire the Code director, whose duties will include preparation of a monitoring program intended to insure compliance by Code subscribers. Meagher told the Board that the subscription list—now open to non-NAB members—had passed the 600 mark.

Radio Code subscribers pay fees of up to \$360 per year in a scale based on 10 times a station's highest one-min. rate. Active NAB members get a 40% discount.

More TV-radio news training should be offered to journalism students, Chmn. Clair R. McCollough of NAB's Policy Committee told the Assn. for Education in Journalism at Pa. State U., University Park. He cited an NAB survey showing that among station news staffers, the number who had any journalism school training at all ranged from only 16% at small stations to 40% at large stations. McCollough offered 2 conclusions: (1) "The schools of journalism are not concentrating sufficiently on encouraging young people to go into radio or TV or, possibly, they are not specifically training students for such careers." (2) "The broadcasters themselves are derelict in not working closely enough with the schools of journalism."

Foreign TV-radio delegation of 17 specialists starts a 4-month tour of U.S. installations this week in a State Dept.-sponsored exchange program, now in its 7th year. The group represents 15 nations and is scheduled for a 2-week orientation course in Washington and a 2-week seminar at Syracuse U. After that will come visits to TV & radio stations from Oct. 31-Dec. 10.

TV Station Income and Expenditures for 1959

In Markets with 3 or More Operating Stations — Compiled annually by FCC Economics Division

TV MARKETS No. of Stations in Operation in parentheses ()	No. Reporting \$25,000 or More Time Sales	Time Sales (Before Commissions)			Total Sta- tions Re- porting	Total Broad- cast Revenue (Less Commis- sions, Plus Talent & Pro- gram Sales)	Total Broadcast Expenses	Total Broad- cast Income (Before Fed- eral Taxes)*
		Networks	National & Regional Advertisers & Sponsors	Local Advertisers & Sponsors				
Albany-Schenectady-Troy (3)	3	\$1,496,134	\$3,279,405	\$1,015,374	3	\$5,222,118	\$3,943,457	\$1,278,661
Albuquerque (3)	3	387,902	529,902	956,101	3	1,789,833	1,770,950	18,883
Altoona-Johnstown (3)	3	926,270	1,902,886	610,951	3	3,173,158	1,834,822	1,338,336
Amarillo (3)	3	390,082	558,295	1,019,093	3	1,902,348	2,209,812	(307,464)
Atlanta (3)	3	1,665,402	3,882,260	1,927,247	3	6,843,594	4,708,288	2,135,306
Austin-Rochester, Minn.-Mason City, Ia. (3)	3	331,590	675,986	656,491	3	1,657,455	1,255,544	401,911
Bakersfield (3#)	3	**	**	**	3	**	**	**
Baltimore (3)	3	2,095,636	5,791,622	2,741,610	3	9,501,287	6,771,219	2,730,068
Boise-Nampa (3)	3	198,110	264,712	490,316	3	957,654	1,031,245	(73,591)
Boston (3)	3	3,620,473	13,191,035	5,250,745	3	19,531,021	10,929,423	8,601,598
Buffalo-Niagara Falls (3)	3	2,120,106	6,081,427	2,528,814	3	9,489,944	5,535,546	3,954,398
Cape Girardeau, Mo.-Paducah, Ky.- Harrisburg, Ill. (3)	3	496,649	1,137,936	288,755	3	1,776,337	1,167,388	608,949
Cedar Rapids-Waterloo, Iowa (3)	3	767,833	1,570,413	406,612	3	2,586,691	2,466,645	120,046
Champaign-Urbana-Danville, Ill. (3#)	2	**	**	**	3	**	**	**
Charleston-Oak Hill-Huntington, W.Va.- Ashland, Ky. (4)	4	1,141,334	1,785,071	1,079,074	4	3,862,435	3,602,799	259,636
Chattanooga (3)	3	625,244	789,939	666,966	3	1,964,280	1,864,852	99,428
Chicago (4)	4	6,157,995	25,326,700	8,089,590	4	38,853,073	25,459,885	13,393,188
Cincinnati (3)	3	1,921,896	5,226,882	2,316,267	3	9,693,834	6,022,752	3,671,082
Cleveland (3)	3	3,410,650	9,004,293	3,378,499	3	15,597,292	8,556,984	7,040,308
Colorado Springs-Pueblo (3)	3	218,931	422,896	694,899	3	1,409,278	1,281,157	128,121
Columbus (3)	3	1,658,513	4,037,519	2,059,597	3	7,359,814	5,244,038	2,115,776
Dallas-Fort Worth (4)	4	2,151,027	4,528,844	3,130,689	4	9,154,910	6,874,851	2,280,059
Denver (4)	4	1,170,728	3,339,662	2,540,518	4	6,762,529	5,010,769	1,751,760
Des Moines-Ames (3)	3	1,714,493	2,354,917	623,101	3	3,555,151	3,070,381	484,770
Detroit (3)	3	4,255,444	10,042,253	4,406,172	3	17,448,502	9,774,506	7,673,996
El Paso (3)	3	324,770	688,084	781,002	3	1,769,313	1,693,224	76,089
Evansville, Ind.-Henderson, Ky. (3)	3	515,709	688,194	702,182	3	1,745,278	1,557,276	188,002
Flint-Saginaw-Bay City (3)	3	801,836	1,430,015	573,351	3	2,529,859	2,731,188	(201,329)
Fort Wayne (3)	3	689,688	919,222	819,191	3	2,294,557	2,114,808	179,749
Fresno (3)	3	793,309	1,560,522	803,858	3	2,726,868	2,697,036	29,832
Green Bay-Marquette (3)	3	810,075	949,858	762,141	3	2,382,073	2,154,676	227,397
Greenville-Spartansburg, S.C.- Asheville, N.C. (4)	3	682,145	1,175,812	696,612	4	2,403,235	2,128,173	275,062
Harrisburg-Lancaster-York-Lebanon (5)	5	1,160,705	2,517,521	1,059,653	5	4,006,615	3,164,810	841,805
Hartford-New Haven-New Britain- Waterbury (6)	6	1,637,003	5,922,295	1,264,620	6	7,918,570	5,463,827	2,454,743
Honolulu (3)	3	251,532	937,200	1,519,215	3	2,587,059	2,457,654	129,405
Houston-Galveston (3)	3	1,611,106	4,811,299	2,432,328	3	7,880,601	5,727,200	2,153,401
Indianapolis-Bloomington (4)	4	1,818,921	5,219,715	2,258,416	4	8,607,389	6,929,170	1,678,219
Kansas City (3)	3	2,071,416	4,939,280	2,040,989	3	8,208,491	5,407,404	2,801,087
Knoxville (3)	3	664,457	1,002,633	862,948	3	2,297,652	1,594,379	703,273
Las Vegas-Henderson (3)	3	86,414	218,647	698,218	3	1,106,255	1,283,052	(176,797)
Little Rock (3)	3	636,522	1,012,824	718,172	3	2,231,644	2,007,518	224,126
Los Angeles (7)	7	5,301,919	28,544,778	16,991,897	7	45,610,926	35,997,499	9,613,427
Madison (3)	3	523,772	816,604	556,820	3	1,817,217	1,402,192	415,025
Memphis (3)	3	1,591,759	2,851,841	1,064,970	3	5,023,018	3,194,106	1,828,912
Miami (3)	3	1,406,137	4,658,725	2,533,057	3	8,545,648	6,089,754	2,455,894
Milwaukee (4#)	4	1,923,868	5,514,731	1,875,030	4	8,404,758	6,003,610	2,401,148
Minneapolis-St. Paul (4)	4	2,407,662	5,069,538	3,643,511	4	10,814,919	8,308,899	2,506,020
Mobile, Ala.-Pensacola, Fla. (3)	3	487,450	962,562	995,654	3	2,420,905	2,308,766	112,139
Nashville (3)	3	1,253,878	1,609,265	1,672,263	3	4,104,684	3,479,137	625,547
New Orleans (3)	3	1,385,546	3,127,200	2,288,494	3	6,200,085	5,297,229	902,856
New York City (7)	7	11,070,449	53,851,982	10,570,115	7	69,534,724	40,211,596	29,323,128
Norfolk-Portsmouth-Newport News- Hampton (4#)	3	1,099,223	2,004,367	1,335,310	3	4,169,211	3,515,859	653,352
Oklahoma City-Enid (3)	3	1,356,211	2,837,652	1,336,460	3	5,331,520	3,816,434	1,515,086
Omaha (3)	3	1,352,903	2,414,862	928,197	3	4,518,601	3,536,512	982,089
Orlando-Daytona Beach (3)	3	523,252	714,132	919,231	3	2,013,814	1,885,758	128,056
Peoria (3)	3	663,479	977,404	790,905	3	2,344,963	2,263,462	81,501
Philadelphia (3)	3	5,135,599	16,278,444	3,994,387	3	22,463,765	15,292,951	7,170,814
Phoenix-Mesa (4)	4	727,307	1,467,115	1,834,560	4	3,954,279	3,806,646	147,633
Pittsburgh (3)	3	3,262,016	10,782,150	3,351,447	3	15,356,170	9,999,424	5,356,746
Portland-Poland Springs (3)	3	667,148	1,461,118	461,096	3	2,350,291	2,265,843	84,448
Portland, Ore. (4#)	3	1,463,191	4,129,601	1,504,665	3	6,148,534	4,545,880	1,602,654
Richmond-Petersburg (3)	3	1,053,234	1,286,808	684,560	3	3,043,175	2,583,167	460,008
Roanoke-Lynchburg (3)	3	862,516	1,140,628	691,228	3	2,503,362	2,136,654	366,708
Rochester (3)	3	1,105,090	2,246,297	1,146,603	3	3,985,948	3,029,537	956,411
Sacramento-Stockton (4#)	3	912,954	3,382,868	1,240,801	3	4,759,776	4,281,429	478,347
Salt Lake City-Provo (4)	4	918,571	1,384,452	1,402,011	4	3,651,350	3,947,809	(296,459)
San Antonio (4)	4	1,059,898	2,066,914	1,288,272	4	3,889,472	3,412,801	476,671
San Francisco-Oakland (4)	4	3,364,103	9,715,695	5,346,435	4	18,652,358	10,560,279	6,092,079
Scranton-Wilkes-Barre-Hazleton (3)	3	833,717	1,059,649	977,969	3	2,784,410	2,569,932	214,478
Seattle-Tacoma (5)	5	1,606,039	5,421,411	1,539,186	5	7,715,663	7,728,659	(12,996)
South Bend-Elkhart (3)	3	539,854	720,972	588,639	3	1,820,903	1,781,919	38,984
Spokane (3)	3	671,631	1,794,017	846,480	3	2,941,978	2,379,923	562,055
St. Louis (4#)	4	2,538,618	7,014,027	3,178,224	4	11,292,045	8,780,198	2,511,847
Tampa-St. Petersburg (3)	3	1,015,620	2,530,540	1,535,549	3	4,726,576	3,948,173	778,403
Tucson (3)	3	272,924	467,812	1,031,605	3	1,822,671	1,644,410	178,261
Tulsa (3)	3	1,098,586	2,004,693	933,773	3	3,725,304	2,923,454	801,850
Wailuku (3)	1	*	*	*	3	*	*	*
Washington (4)	4	2,431,379	6,947,540	2,314,162	4	11,178,905	8,890,261	2,288,644
Wichita-Hutchinson (3)	3	854,917	1,829,009	869,247	3	3,237,720	2,933,395	304,325
Youngstown, Ohio-New Castle, Pa. (3)	3	498,887	859,943	420,146	3	1,716,613	1,532,442	184,171
Total 80 Markets (272)	265	\$119,566,512	\$343,806,366	\$150,925,986	267	\$567,232,444	\$410,518,528	\$156,713,916
Markets Less Than 3 Stations								
Total 191 Markets (253)	245	\$38,428,755	\$80,399,521	\$49,747,510	252	\$158,201,370	\$124,615,864	\$33,585,506
Total 271 Markets (255)	510	\$157,995,267	\$424,205,888	\$200,673,496	519	\$725,433,814	\$535,134,392	\$190,299,422

*Parentheses () denotes loss. #Not all stations in this market operated a full year during 1959. *Data not published for groups of less than 3 stations. **Data withheld because third station in this market in operation for short period during 1959.

NEW & UPCOMING STATIONS: It's been a slow year for new TV stations. Only 14 U.S. outlets have begun operation thus far—of which 4 are non-commercial educational outlets. Of the 10 commercial starters, 3 were satellite operations, for the added coverage of parent stations. The 10 commercial starters included the 2 uhf outlets of KNBS (Ch. 22) Walla Walla, Wash., and WPCA-TV (Ch. 17) Philadelphia—and the latter is charging only enough to meet operating costs (Vol. 16:27). Canada has started 5 new outlets this year—3 of them unattended satellite repeaters.

* * *

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

KERA-TV (Ch. 13, educational) Dallas, Tex. has given up plan for early start with limited programming and expects to begin with full schedule Sept. 11, according to Martin Campbell, exec. dir. It has temporary studio-office at 3000 Hines Blvd., near standby transmitter and 300-ft. tower it purchased from WFAA-TV (Ch. 8), which is completing \$3.5-million plant adjacent to building of parent *Dallas Morning News*.

CKAM-TV (Ch. 12) Campbellton, N.B. has 11-kw RCA transmitter installed and plans Sept. 12 start as satellite of parent CKCW-TV (Ch. 2) Moncton, N.B., reports Keith B. MacConnell, chief engineer of CKCW-TV. Microwave link with Moncton needs only adjustments for CKAM-TV to begin as unattended repeater unit. CKCW-TV base hour is \$400. Repts are Young Canadian and Stovin-Byles.

WFSU-TV (Ch. 11, educational) Tallahassee, Fla. has 10-kw GE transmitter installed and wired and plans Sept. 19 programming, writes Roy Flynn, dir. of Fla. State U. bcstg. services. It has 777-ft. Klein tower and GE antenna ready for operation at site in Apalachicola National Forest Junction, near Holland, Fla.

FCC's denial of site move for WNHC-TV (Ch. 8) New Haven after protest by WWLP (Ch. 22) Springfield, Mass. (Vol. 16:32 p8) has been appealed to the courts by WNHC-TV. FCC had said that the primary reason for the denial was that the move would jeopardize a uhf station. WNHC-TV stated, among other things, that "the record is devoid of any probative evidence that protestant will suffer any diminution of revenues as a result of WNHC-TV's proposed move." In a separate appeal, WNHC-TV said that the FCC erred in failing to take into account WWLP's acquisition of 1/3 interest of WHNB-TV (Ch. 30) Hartford, WWOR (Ch. 14) Worcester and several translators in the area.

Purchase of KBAK-TV Bakersfield, Cal. (Ch. 29) by Reeves Bcstg. & Development Corp. is first move in plans to expand TV holdings, according to vp J. Drayton Hastie. Reeves, which manufactures audio equipment and also operates WUSN-TV Charleston, S.C. (Ch. 2), acquired KBAK-TV for \$1 million (including some \$250,000 in obligations) from the *San Francisco Chronicle*, which also operates KRON-TV San Francisco (Ch. 4). Broker was Hamilton-Landis & Associates.

Sale of radio KXOK St. Louis to Storz Bcstg. Co. for an amount in excess of \$1.5 million was reported by Elzey M. Roberts Jr., co-owner of KXOK with C. L. Thomas. Storz operates radio stations WDGY Minneapolis, WHB Kansas City, KOMA Oklahoma City, WTIK New Orleans & WQAM Miami, Fla.

Congress

PAYOLA LAW FINALLY VOTED: Senate-rewritten "Communications Act Amendments, 1960"—which will go down in broadcasting lawbooks as the Harris-Pastore Act—sailed through the House and on to the White House last week.

The modified Senate version of the bill (S-1898) outlawing payola and authorizing FCC to fine stations \$1,000 per day for defiance of Commission rules & orders (Vol. 16:35 p1) was accepted by the House in a voice vote Aug. 30—just 2 days before Congress adjourned.

House Commerce Committee Chmn. Harris (D-Ark.) had little trouble carrying out his agreement with Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) that no serious House objections to the Senate's softening changes in the original House amendments to S-1898 would be raised. As first voted by the House in July, the bill provided 10-day license suspensions as well as cash forfeitures as penalties against stations (Vol. 16:27 p1). The Senate knocked out the suspensions and wrote in procedural safeguards for broadcasters.

The only real obstacle which Harris had to overcome in completing Congressional action on S-1898 was Rep. Bennett (R-Mich.), ranking minority member of the House Committee. Frequently at policy odds with Harris on TV-radio-FCC issues, Bennett once again raised a cry that the legislation wouldn't cure broadcasting abuses unless it brought networks under FCC regulation.

House approval of the revised bill had been urged by NAB govt. relations vp Vincent T. Wasilewski, who told Harris: "The Senate-passed version, while not meeting the objectives of all concerned, is one to which the NAB can give its support, and we express to you our earnest desire that it be adopted by the House."

Further Steps by Harris

Following the House vote, NAB Policy Committee Chmn. Clair R. McCollough said:

"NAB is happy that Congress removed from the legislation a proposal to permit the FCC to suspend station licenses. This would have placed an intolerable burden on individual broadcasters. While NAB believes that fines are unnecessary, it is pleased that legislation enacted contains provision for appeal to the courts & other safeguards."

With the Harris-Pastore Act signed, sealed & delivered to the White House, and the 1960 legislative season for broadcasters closed, Harris added some footnotes to this session's sensational Oversight Subcommittee probes.

He called the Subcommittee into tag-end hearings to explore evidence of "irregularities & even possible corruption" in ICC operations—and to wrap up some loose ends & "conflicts" of testimony in the payola investigations.

Playing return engagements before the Subcommittee were gen. mgr. Paul G. O'Friel & ex-disc jockey Norman Prescott of Westinghouse Bcstg. Co.'s radio WBZ Boston, who had been featured performers at public & private hearings in February (Vol. 16:7 p6).

Objecting to secret February testimony by Prescott which was later released by the Subcommittee, O'Friel protested that Prescott "tried to leave the impression that I was aware payola existed at WBZ and did nothing to stop it." O'Friel said "this is absolutely untrue."

In his rebuttal turn on the stand, Prescott (now a film PR man in N.Y.) flatly contradicted O'Friel. He said O'Friel had ordered him to offer extra air time to at least 10 N.Y. record firms in return for \$12,000 worth of albums.

"Growing octopus control" of TV & radio stations and newspapers by Samuel I. Newhouse has been assailed by Sen. Morse (D-Ore.). "It is a rather shocking thing," he told the Senate in a speech demanding "a Congressional investigation of the type of monopolistic practices the Newhouse so-called newspaper, radio-TV chain is developing in this country." The speech was one of a series of attacks on Newhouse by Morse, who has been particularly critical of tactics by the publisher-broadcaster in the long *Portland Oregonian* strike. Morse cited Newhouse's partial purchase of the *Springfield (Mass.) Union, News and Republican* (Vol. 16:26 p10) as another "threat to sound public policy in this country." (For Newhouse TV-radio interests, see TELEVISION FACTBOOK No. 30, p. 269).

Microwave-regulation authority was finally won from Congress by FCC last week. The House approved a bill (S-1740) passed by the Senate in Aug. 1959 amending the Communications Act to bring it in line with point-to-point-circuit advances since the original law was enacted in 1934 (Vol. 16:35 p6). As polished by the House Commerce Committee and accepted without debate on the floor, the Senate's amendment to Sec. 202 read: "Charges or services, whenever referred to in this Act, include charges for, or services in connection with, the use of common carrier lines of communication, whether derived from wire or radio facilities, in chain broadcasting or incidental to radio communications of any kind."

USIA is falling down in strife-torn Africa, 4 critics of the agency charged in Senate speeches. Leading the attacks on USIA, whose budget was cut by Congress in July (Vol. 16:35 p6), was Sen. Carlson (R-Kan.). He read a letter from the wife of an American missionary, now in the Congo, who said Voice of America broadcasts there had been jammed for 5 months while radio propaganda from Moscow, Red China and Cairo came in loud & clear. Sen. Holland (D-Fla.) said USIA has been "very derelict" in its duty. Sen. Yarborough (D-Tex.) said it was time for USIA to start moving fast. Sen. Frear (D-Del.) agreed the agency hadn't been responsive enough to African crises.

TV is bright spot in the weekly routine of Senate Minority Leader Dirksen (R-Ill.), he told the Senate. Chided by Majority Leader Johnson (D-Tex.) for taking time out from floor business for "a TV performance" every Tues. morning at the White House, where Republican leaders confer regularly with President Eisenhower, Dirksen said: "I would not give it up for anything." How else, Dirksen asked, would he get "an opportunity to ventilate his opinions & views over 3 networks?" The weekly exposure to TV news cameras at the White House "is one of those priceless things," he said.

Stepped-up monitoring of election campaign behavior by TV & radio stations was approved by the Senate last week. It voted to give \$150,000 more (for a total of \$185,000) to Chmn. Yarborough (D-Tex.) of the Commerce Freedom of Communications Subcommittee for his "watch-dog" operations in the field (Vol. 16:35 p3). He plans to expand his tiny subcommittee office staff by hiring contract investigators to look into any reports that broadcasters are violating the Communications Act's equal-time Sec. 315.

NAB-lobbied exemptions for smaller-market TV & radio stations from overtime requirements of the Fair Labor Standards Act (Vol. 16:34 p5) were shelved in Congress last week. Senate-House conferees on Democratic-sponsored minimum wage bills failed to agree and the legislation—including the non-controversial exceptions for broadcasters—died.

The FCC

"REGULATORY LAG" HIT AGAIN: Another brave start toward doing something about time-consuming procedures of FCC & other federal regulatory agencies was made in Washington last week—this time by President Eisenhower.

Responding to a joint plea by heads of the "Big 6" agencies—FCC, FTC, FPC, CAB, SEC, ICC—the President agreed to call a White House conference to study ways of taking lags out of their work and putting some speed into it.

Chief Judge E. Barrett Prettyman of the Court of Appeals for the D.C. Circuit, who presided at a 1953-54 White House conference on the same administrative problems, was named temporary chairman of the new setup. No date for convening the first 1960 meeting was set. But the President was expected to send out his formal call within the next few weeks after the agencies have drawn up lists of staffers to represent them.

In asking for the White House-sponsored study on a "comprehensive, organized scale," FCC Chmn. Ford & the other "Big 6" chiefs cited "cumbersome procedures, unnecessary expense and delays which have been steadily increasing in some of the procedures of the administrative agencies."

The agency heads quickly made it clear, however, that they didn't want the new conference to try to tell them how to run their business. The conference shouldn't "attempt to impose rules or procedures upon the agencies, but act in an advisory capacity only," they told the President.

Magnuson Pledges Cooperation

Full cooperation with the President's plan was pledged by Sen. Magnuson (D-Wash.), whose Commerce Committee will undertake a major investigation of agency procedures next year (Vol. 16:33 p3). Magnuson said he's in favor of anything that will cut "red tape, delay and costs" in regulatory processes.

The need for procedural streamlining was stressed meanwhile by FCC Comr. Hyde at a panel session of the American Bar Assn.'s convention in Washington (see p. 7). Hyde said it sometimes takes FCC 2 years to write an opinion, that even an uncontested case can require a year for processing.

"There are simply too many cases where litigants have not survived the process," Hyde said. "If a regulatory agency can be trusted to decide substantive matters involving millions of dollars, surely it can be given some discretion in procedural matters, too."

Supreme Court Justice Tom C. Clark told another ABA session that "present habits as well as bad procedural behavior of the agencies can be largely corrected within the present statutory framework." But he suggested it would be a good idea if the White House conference idea were expanded into a regular top-level operation to police the agencies.

As it is, said Clark, the agencies have bad habits of piling up case records that include "everything but the kitchen sink" and of "procrastination on over-all policy determinations." He complained that no Supreme Court session "passes but that we get some agency case which discretion says never should have been brought, but which some over-zealous attorney has taken on as a pet project."

Hyde & fellow-panelists Whitney Gilliland (CAB), Jerome K. Kuykendall (FPC) and John H. Winchell (ICC) agreed that biggest blame for regulatory lags lay in leg-

islation binding the agencies to set procedures. They also told the ABA delegates that lawyers practicing before the agencies often do their bit, too, by taking advantage of every delaying tactic permitted by law.

Lawyers were criticized by FTC Chmn. Earl W. Kintner, too. At another convention panel session, Kintner let loose at "carping & sniping and moaning & groaning" by attorneys over federal regulation of their clients. "Enforcement officials," he said, "should receive the assistance of a responsible legal professional and not a barrage of efforts to thwart or belittle enforcement."

Kintner also took some swings at unnamed members of Congress who make off-the-record appeals to agencies on behalf of their constituents. At his suggestion, the convention recommended that the agencies adopt rules preventing such Congressional interference.

"Many proposals have been advanced for changes in administrative procedures," but none has seemed to have worked out so far, the joint agency letter to the President pointed out.

Among them: A proposal by ABA itself that an overall Office of Administrative Practice be established. This idea, incorporated in an ABA-drafted agency-reform bill (S-600), was kicked around—but got nowhere—in 1959 hearings by the Senate Judiciary Administrative Procedure Subcommittee headed by Sen. Carroll (D-Colo.).

The ABA's super-agency plan was submitted as a companion measure to sweeping anti-ex-parte bills (S-2374 & HR-6774) which the lawyers also tried without success to push through the Senate Subcommittee (Vol. 16:24 p4) and the House Commerce Legislative Oversight Subcommittee (Vol. 16:26 p1).

Another proposal: An inter-agency Advisory Council on Administrative Problems, set up in 1959 under the aegis of the Oversight Subcommittee headed by Rep. Harris (D-Ark.). Little has been heard of it since it held one of its first meetings—with much fanfare—more than a year ago (Vol. 15:30 p5).

Another: Administrative courts to take over some judicial functions of the agencies, stripping them of much of the power they now have. Still another: Establishment of a permanent conference of agency representatives & lawyers to keep a continuing watch on how procedures are working.

Panel discussion by FCC dept. heads and an FCC Commissioner will be a highlight of the 10th annual broadcast symposium of IRE's Professional Group on Broadcasting Sept. 23-24 at the FCC and the Willard Hotel. The Commission panel, at FCC hq, will be followed by a tour of the Commission. Technical papers will be presented on the following subjects, selected by questionnaire of members of the professional group: TV station automation, videotape recording, automatic program logging, high tower construction, image orthicon tubes, solid-state rectifiers, TV & AM directional antennas, advanced measurement techniques.

FCC waived mileage separation requirements to grant educational KETC (Ch. 9) St. Louis permission to change its transmitter site to Boatman's Bank Bldg. The grant is conditioned on KETC accepting any interference which may result from a station operating on educational Ch. 9 in Evansville, Ind., as yet unoccupied.

Allocations petition: By radio KSUE Susanville & KVIP-TV Redding, Cal. to add Ch. 9 to Susanville.

Influence of courts on FCC decisions & policies has been substantial & unpredictable, FCC Chmn. Ford pointed out Sept. 2 in a speech before the W.Va. Bar Assn. in White Sulphur Springs, W.Va. He gave examples of court decisions in major cases, noting particularly how the judges in recent years have stepped into areas previously left entirely to Commission discretion. Ford said he was pleased to report that the Commission had lost only one case out of 17 in the year ending June 30—compared with 12 out of 33 the preceding year and 13 out of 25 the year before that. "It may be overly optimistic," he said, "but I would like to attribute our recent score of successes in some measure to the development of a greater mutual understanding between the Commission & the courts." Ford thus put delicately what most people put in blunter terms—that judges aren't immune to the climate of the times and were obviously wary of the Commission after "influence" cases were exposed, and that the FCC had dropped into the habit of issuing easily-assailed decisions. Some of the courts' far-ranging decisions, Ford said, bear out an opinion of U.S. Supreme Court Justice Harlan: "Suffice it to say, that the courts have rarely, if ever, felt themselves so restrained by technical rules that they could not find some remedy, consistent with the law, for acts, whether done by govt. or by individual persons, that violated natural justice or were hostile to the fundamental principles devised for the protection of the essential rights of property."

FCC's all-uhf plan for Fresno & Bakersfield has been assailed in almost 600 comments filed. They request that Fresno's Ch. 12 & Bakersfield's Ch. 10 be retained in those cities for educational use. The comments came from individuals, civic organizations, cultural groups, etc. The FCC has deleted KFRE-TV's Ch. 12 from Fresno, proposes to remove KERO-TV's Ch. 10 from Bakersfield.

Programming

Oscarcast to ABC: The movie industry's Academy Awards telecast, on NBC-TV for the past 8 years, went to ABC last week, after it outbid the other networks for exclusive TV-radio rights for the next 5 years. ABC's bid was \$561,000 a year. The movie industry paid NBC-TV last season approximately \$900,000 to sponsor its own Award event (Vol. 15:12 p.9).

The Academy retains the privilege of "reasonable" sponsor approval, and there will be no station-break local spot commercials during the 90-min. simulcast. The Academy's Pres. B. B. Kahane said it will underwrite program costs, but that ABC will pay for certain production costs. The Academy would not disclose how much ABC had outbid NBC-TV. A CBS-TV bid had been rejected earlier as too low. For the past 3 years the movie industry itself had sponsored the event, but after the Motion Picture Producers Assn. of America decided against continuing, the Academy had opened the event to commercial sponsorship.

ABC's successful Oscarcast bid represented a remote-control victory for AB-PT Pres. Leonard H. Goldenson, who has been stalking the Oscarcast for more than a year. To the AB-PT pres., the Oscar event is a natural for ABC-TV because of its family link with Paramount Theaters and the motion picture industry.

Public-service idea: WJW-TV Cleveland in cooperation with the Red Cross has started telecasting a 13-week course in home nursing. The 15-min. thrice-weekly shows go on the air at 7 a.m.

ABA KEEPS CANON 35: Debate on broadcasting subjects—ranging from FCC procedures to crime on TV—enlivened the multi-session agenda of the American Bar Assn.'s convention in Washington last week.

But the lawyer-delegates once more bypassed a legal subject which many broadcasters regard as the liveliest of all—repeal or revision of the ABA's Canon 35 of Judicial Conduct which effectively bars news microphones & cameras from most U.S. courtrooms.

As he did at the ABA's 1959 convention in Miami (Vol. 15:37 p7), Chmn. Whitney North Seymour, of a bar-&-media Canon 35 study committee, filed a little-or-no-progress report to the ABA's House of Delegates. He reported that his committee has had few meetings since it was set up early last year, is still trying to find a well-heeled foundation willing to finance a thorough-going look at Canon 35 by lawyers & newsmen (Vol. 16:8 p12). The committee's life was extended for another year.

Speaking now as the incoming ABA president, Seymour held out little hope to TV & radio or newspapers that any relaxation of Canon 35 was imminent. Speaking in March at NAB's Chicago convention, where he appeared as special NAB counsel on broadcasting's Constitutional rights, Seymour had warned the industry that ABA sentiment was strongly in favor of retaining Canon 35 as is—and was unlikely to change.

Result: Seymour's Canon 35 report was routinely received & filed—as usual—by the House of Delegates.

Other Broadcasting-Related Sessions

Much more interest was displayed by the ABA delegates at other convention sessions in discussions of other broadcasting issues which also involve lawyers:

FCC & other regulatory agencies: Joined by CAB, FPC and ICC spokesmen, FCC Comr. Hyde called for more legislative leeway to permit govt. regulators of business to streamline their procedures. The panelists also called on lawyers to help them by refraining from snarling cases in legal tangles. The House of Delegates formulated no over-all solutions to agency problems, but did pass a resolution recommending rules discouraging interference in cases by members of Congress.

Crime on TV: British lawmaker & visiting delegate Charles Fletcher-Cooke said that complaints that TV thrillers encourage juvenile delinquency are almost universal. But he suggested delinquency is "usually the parents' own folly & inability to control their children." NAB TV vp Charles H. Tower agreed that parents can't pass the buck to TV. He also cited "a tremendous popular demand" for cops-&-robbers shows; "Matt Dillon will beat Bill Shakespeare to the draw every time, by a wide margin."

Portrayals of lawyers on TV: Herman F. Selvin of Los Angeles, where the issue has been debated hotly (Vol. 16:31 p11 et seq.), said lawyers shouldn't go on TV themselves, that the practice brings the profession in disrepute. He was disputed by fellow Los Angeles lawyers Richard F. Hayden & Quentin C. Ogren and by Gilbert Giordano of Washington. They argued it was better for lawyers to play their own roles on TV—or supervise courtroom drama—than to have legal procedures misrepresented by TV producers' notions. (An honor guest of the convention was Raymond Burr of CBS-TV's *Perry Mason*, which won an ABA "Gavel Award." See next column.)

Closed-circuit TV in court: Chicago handwriting & documents expert Linton Godown predicted that closed-circuit TV systems soon may be regular courtroom equip-

ment. He demonstrated techniques by which a jury can watch a screen while a camera is pointed over the shoulder of a witness at trial exhibits. The equipment "costs less than your car," Godown told the lawyers.

Note: another feature of the ABA convention was a party thrown at the Army-Navy country club by the Federal Communications Bar Assn. for 100 visiting lawyers from British Commonwealth countries.

* * *

TV "Gavel Awards" of the American Bar Assn. for "outstanding contributions to public understanding of the American legal & judicial systems" were presented to: Westinghouse's KPIX San Francisco for the documentary "A Life in the Balance." NBC's WRC-TV Washington for "increasing public understanding of the role of juvenile courts." Paisano Productions, Hollywood, producer of CBS-TV's *Perry Mason*. Tulane U., New Orleans, *With Justice for All*. Radio "Gavel Awards" went to: NBC's WRCV Philadelphia, *Law in Action*. WHAS Louisville, *It's the Law*. Newspaper winners of ABA awards were the *Washington Post*, *Pittsburgh Post-Gazette*, *Portland Oregonian* and Decatur (Ill.) Lindsay-Schaub newspapers.

* * *

Seeking to avoid Bar Association ban against lawyers appearing in TV "trial" dramas (Vol. 16:31 p11), Los Angeles stations have agreed to accept a set of rules regulating such appearances. The L.A. Bar Assn. wants to end lawyer appearances altogether and the issue is now before the American Bar Assn. UCLA Prof. Edgar A. Jones, who plays a judge on TV shows, said the new rules were coordinated with the special committee named by the Cal. State Bar Assn. to investigate the situation. He declined to reveal details of the rules, pending further meetings.

■

Nixon-Kennedy debate formats call for a campaign total of 4 TV-radio simulcasts of 60-min. duration piped to all networks. Two of the sessions will be face-to-face debates; the other 2 will feature panel interviews by newsmen. The Presidential rivals will share the same studio in the debates, although split-screen may be used in the interview shows if the candidates are in different cities. Agreement on these points was reached Aug. 29 at a Washington meeting of Republican & Democratic TV-radio officials. Final details of the staging, networks said in N.Y. last week, are still to be resolved. There will, as reported earlier (Vol. 16:32 p2 et seq.), be no sponsorships. In a 2nd meeting last week (Aug. 31), the networks & political officials agreed that the dates for the debates would be Sept. 26, Oct. 13 and Oct. 21 with Oct. 8 set tentatively as the 4th date.

Groucho Marx—or his press agent—got on the House floor last week with an equal-time complaint. He sent a telegram to Commerce Committee Chmn. Harris (D-Ark.) protesting that the appearance by Vice President Nixon on NBC-TV's *Jack Paar Show* (Vol. 16:35 p1) discriminated against the Marx comedy show on the same network. The same went for an earlier *Paar* appearance by Sen. Kennedy, Marx said. Harris read the wire to the House, commented: "It *does* raise the question of equal time in a different light."

Public service: *Arizona's New Arithmetic*, a 5-part series on a new method of teaching arithmetic, produced by KTVK Phoenix, is being shown by that station and KGUN-TV Tucson this week. The program is directed primarily to teachers, instructs on teaching the new method.

Dore Schary's Civil War series planned by the writer-producer under a 1960-61 season contract with NBC-TV has been put on the shelf, the network has revealed. NBC, however, indicated it may call on Schary at a later date for some TV shows. His busy schedule was not the sole factor in NBC's decision to pigeonhole the Civil War project, according to N.Y. sources. Although there's plenty of interest in the Civil War, it's necessarily partisan. Many sponsors & agencies therefore are approaching Civil War TV shows (apart from the simplest forms of action-adventure) with buying caution.

Republican convention TV national audience totaled 36.9 million families, according to A. C. Nielsen figures released last week. Daily convention audiences ranged from a Monday high of 29.9 million homes to a Thursday low of 27.7. During the convention's total running time of 17 hours, an average of 12.9 million homes watched during each minute. The Democratic convention, telecast earlier in July, outdrew the Republican meeting 38.7 million to 36.9 million homes, but also continued later each session and ran one day longer, Nielsen noted (Vol. 16:34 p12).

Eight pre-election specials are being bought by Longines-Wittnauer Watch Co. on NBC-TV. The full-sponsorship purchase—which calls for 60-min. political-affairs shows to be telecast in the Sat. 9:30-10:30 p.m. slot starting Sept. 17—is the watch firm's first major TV buy this season and its first political-programming buy. Four of the NBC-produced shows, all of which will be under the direction of Julian Goodman, will feature NBC's Huntley-Brinkley team; the other 4 will feature Frank McGee. Ad agency that proposed the NBC buy to L-W: Victor A. Bennett Co.

Papal TV-radio-press secretariat named by Pope John XXIII to prepare for an upcoming ecumenical council includes Msgr. James I. Tuecek, Rome correspondent of the National Catholic Welfare Conference news service, and Rev. George F. Heinzmann of the Maryknoll Society. Americans named as consultants to the secretariat include Archbishop William E. Cousins of Milwaukee, Bishop James A. McNulty of Paterson, N.J., Bishop Albert Zuroweste of Belleville, Ill., and Msgr. Timothy Flynn of the N.Y. diocese's radio & TV center.

KOA-TV & KOA Denver, NBC affiliates, are offering 4 half-hours of prime time for debate at no charge to Colorado Senatorial candidates Sen. Gordon Allott and Lt. Gov. Robert Knous. Station Pres. William Grant wired the candidates that specific half-hours, following 4 of NBC-TV's projected Presidential-campaign debates, would be reserved for them. The wire further stated that if additional candidates for the Senate become legally qualified before the Sept. 23 deadline, they will be included.

Kudos to NBC-TV for its upcoming discussion-&-debate series on *The Nation's Future* have been awarded by Rep. Giaimo (D-Conn.). "This is TV programming at its best," he said in a *Congressional Record* statement. Giaimo said that in the past he had criticized "the indifference to the public interest revealed in certain TV & radio practices," but that such shows as *The Nation's Future* provide "the kind of programming America needs."

The stand-up comedian will continue to remain seated in the new TV season. Only Jack Benny and Red Skelton will return with weekly series—and Milton Berle will be on as m.c. of a bowling show. Bob Hope will star in 8 specials, and there may be occasional appearances by such as Mort Sahl and Sid Caesar. But missing will be Jackie Gleason, George Gobel and Jerry Lewis. Non-stand-up comedy will retain regulars Groucho Marx, Danny Thomas.

Advertising

Govt. Confirms TV Set Count: The govt. made it official last week. Nearly 9 of every 10 U.S. households—or 88%—now have TV sets, the Census Bureau reported.

This was the precise TV-saturation percentage figure estimated in June by the American Research Bureau in its county-by-county survey (Vol. 16:25 & Supplement No. 6).

In its TV-households report—7th in a series conducted since 1955 at the request & expense of the Advertising Research Foundation—the Census Bureau also said that in May 11% of all households had 2 or more sets vs. 8% in May 1959 and 7% in Jan. 1958.

Households with only one set constituted 77% of the total TV count, which left only 12% without TV. The 88%-saturation figure compared with 86% in May last year, 83% in Jan. 1958—and 12% in April 1950.

Other findings in the Census Bureau's May count this year: (1) Among households in standard metropolitan areas, 91% had one or more sets. (2) Outside metropolitan areas, 82% had sets. (3) The Northeast was highest (92%) in set ownership, followed by North Central states (89%) and the West (87%), trailed by the South (82%). (4) Rural farm households raised set ownership to 76% vs. 73% in May 1959 and 68% in Jan. 1958.

Note: Copies of the Census Bureau's report (Series H-121, No. 7) *Households with Television Sets in the United States, May 1960*, may be obtained for 10¢ from the Bureau of the Census, Washington 25, D.C., or from Commerce Dept. field offices.

FTC's TV ratings probe, under way since May (Vol. 16:19 p4), has spread to N.Y. & Chicago, where the agency's field staffers are gathering preliminary data on the operations of all leading services. Purpose of the investigation is to explore methods of the services and see whether subscriber stations have used ratings unfairly against competitors in promotion, according to FTC Chmn. Earl W. Kintner. He has reported no findings so far.

Trend to single TV rate is growing in the wake of strong support by Station Reps Assn. for uniform spot TV rates for local, regional & national advertisers. A check-up we made late last week with SRA managing dir. Lawrence Webb revealed that letters from about 75 stations "are running 6-to-1 in favor of the single-rate plan." Those opposed fear the financial drawbacks of reducing national rates & the loss of local sponsors which would occur from raising local rates.

"How to create the TV ID," a pamphlet designed for stations, advertisers and admen, was distributed last week by TvB. The presentation is a summary of basic guides toward producing effective-but-inexpensive 10-sec. TV spot-commercials.

U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WBKB Chicago	\$3000 to \$4000	\$825 to \$1000 ¹	2
WDAF-TV Kansas City	1300 to 1400	350 to 400	Aug. 1
XETV Tijuana-San Diego ..	800 to 1000	200 to 250	Sept. 1
KETV Omaha	900 (no change)	225 to 245 ³	Aug. 1
WRAL-TV Raleigh	750 to 850	150 to 170	Aug. 1
WIS-TV Columbia, S.C.	575 to 650	175 to 200	Sept. 1
KTVK Phoenix	600 (no change)	100 to 135	Aug. 1
WESH-TV Daytona Beach ..	400 to 500	90 to 105	Aug. 1
KROD-TV El Paso	495 (no change)	109 to 125	July 1
WCAX-TV Burlington, Vt.	450 (no change)	90 to 105	Sept. 1
WECT Wilmington, N.C. ..	425 (no change)	85 to 100	Sept. 1
WTVM Columbus, Ga.	300 to 400	60 to 90	2
KSVD-TV Wichita Falls	400 (no change)	80 to 100	2

¹20 Sec. Rate. ²Not reported. ³20 Sec. remains \$225.

9% Ahead At Half: The national ad volume passed 1960's halfway mark with a cumulative 9% lead over the year-earlier pace, reports *Printers' Ink*. All major media with the sole exception of network radio (down 7%) contributed to the Jan.-June gain, the latest index shows. The pace-setters: magazines (17%), newspapers (8%), network TV and business papers (7%).

Although network radio lagged in first-half total business, it continued to display strong 2nd-quarter comeback strength in closing the gap (Vol. 16:31 p7). It soundly outscored all major media both in June-from-May business (17%) and in June over June-1959 (17%). With the exception of outdoor, network TV was the only other medium to show gains in both periods: 8% in June vs. June, 4% in June vs. May. Magazines' June business was 13% ahead of a year ago, but down 1% from May. Newspapers were ahead 5% in June-to-June comparisons, but 2% behind May.

Medium	Index		% Change from		% Cumulative Change
	June 1960	June 1959	1 month ago	1 year ago	
General Index	243	225	- 1	+ 8	+ 9
Total Magazines	193	171	- 1	+13	+17
Weekly	226	196	0	+15	+22
Women's	129	119	- 8	+ 8	+10
General Monthly	232	208	- 1	+12	+12
Farm	95	97	+ 9	- 2	+ 2
Newspapers	220	210	- 2	+ 5	+ 8
Network Television	492	456	+ 4	+ 8	+ 7
Network Radio	27	23	+17	+17	- 7
Business Papers	242	232	- 6	+ 4	+ 7
Outdoor	171	161	+ 3	+ 6	+ 5
Spot TV*	762	672	+ 3	+13	+13

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-1959 except for the TV base, which covers the years 1950-52. Spot TV is not reflected in the general index. *Spot TV data, although shown monthly, report the preceding quarter's activity.

Network TV got the biggest ad budget slice of the nation's top 100 national advertisers during 1959, *Advertising Age* reiterated in its annual profile study of company-by-company advertising expenditures. Over-all total for the top 100 was \$2.5 billion in 1959, up 9% from 1958's \$2.3. The breakdown by media: Network TV \$522.7 million; newspapers \$338.5; spot TV \$327.5; magazines \$294.7; spot radio \$76.2; outdoor \$64.3; business publications \$41.8, and farm publications \$15.4. General Motors Corp. was again the nation's top ad spender, with a \$155-million budget. P&G was 2nd with \$123 million.

Sunday supplements blame TV for their slipping ad volume, reports *Wall St. Journal*, noting that the 4 nationally-syndicated supplements—*American Weekly*, *Family Week*, *Parade*, *This Week*—have registered ad-lineage declines for 1960's first 7 months. Comments the *Journal*: "The decreases [vs. Jan.-July 1959], ranging from *American Weekly's* 33.7% to *This Week's* 5.9%, contrast with ad-lineage gains for most general magazines (*Look*, up 19.4%; *Time*, 7.2%; *SatEvePost*, 7.5%). Several supplement officials think their publications have been losing ad dollars to spot TV."

Ad People: Howard Kramer, Bertram F. Mulligan, Richard H. Hurley and Harold V. Rover named Compton vps . . . Frederic W. Wile, ex-NBC-TV, MGM-TV, John Guedel Productions, named managing dir. of West Coast operations for Advertising Council.

Obituary

Paul Russell, 45, a BBDO vp, died Aug. 29 of a heart attack at his home in New Canaan, Conn. He is survived by his wife, son and daughter.

U.S. Court of Appeals decided last week in favor of H. F. Ritchie, manufacturer of Brylcreem (participating sponsor in ABC-TV's *Roaring 20's 77 Sunset Strip*, *Untouchables*, *Hong Kong* and *Hawaiian Eye* plus spot TV in major markets). Its suit had charged Chesebrough-Pond's Valcream with trademark infringement. Reversing an earlier decision of a district court, the Appeals Court's verdict indicated that Valcream deliberately imitated not only Brylcreem's name, but size, shape and packaging. Chesebrough has suspended manufacture of Valcream and has had to revise its TV schedules to eliminate the product.

Networks

Network Spending on Rise: Total network-TV spending for the 2nd quarter of 1960 exceeded \$164 million as compared with \$152 million for the same period last year. Jan.-June 1960 total is \$336 million, as compared with \$308 million for 1959. Advertisers in apparel, footwear and accessories, beer & wine, gasoline, and household furnishings classifications showed the biggest gains in network spending during the first 6 months of this year. Apparel jumped from \$2.8 million to \$4.2 million; beer & wine from \$2.7 million to \$4 million; gasoline from \$2.1 million to \$7.6 million, and household furnishings from \$1.7 million to \$3.3 million, reported TvB.

The top network advertiser in the 2nd quarter was Procter & Gamble, with a \$12.5-million investment in TV time. In not-even-close 2nd place was American Home Products with an \$8.4-million bill. There were no TV-electronics firms among the top 25 spenders. The 2nd quarter's leading net-advertised brand was Anacin tablets, with \$2.4 million in billings.

The leading network-time buyer at the half, by product category, was food & food products, which slipped slightly to \$57.4 million from \$57.6 million a year earlier. The TV-radio-phono-instruments category purchased \$2.1 million of network time, down from \$2.9 million in Jan.-June 1959. Here's how the other product categories fared in first-half 1960 vs. first-half 1959 comparisons:

Network TV Ad Expenditures By Product Classification		
	Jan.-June 1960	Jan.-June 1959
Agriculture & Farming	\$1,209,095	\$1,048,140
Apparel, Footwear & Accessories	4,223,212	2,824,957
Automotive, Automotive Accessories & Equipment	26,790,359	23,073,047
Beer, Wine	4,030,002	2,760,541
Building Materials, Equipment, & Fixtures	1,396,132	1,575,991
Confectionery & Soft Drinks	8,267,804	6,203,622
Consumer Services	2,032,807	1,689,939
Drugs & Remedies	41,587,332	35,465,054
Entertainment & Amusement	143,517	254,901
Food & Food Products	57,392,516	57,555,312
Freight, Industrial & Agricultural Development	247,530	235,587
Gasoline, Lubricants & Other Fuels	7,685,827	2,187,148
Horticulture	371,250	240,016
Household Equipment & Supplies	14,049,990	14,960,832
Household Furnishings	3,329,265	1,791,151
Industrial Materials	10,595,179	10,423,733
Insurance	5,584,611	5,133,387
Jewelry, Optical Goods & Cameras	5,992,767	6,782,609
Office Equipment, Stationery & Writing Supplies	1,735,110	1,961,169
Publishing & Media	43,904	—
Radio, TV Sets, Phonographs, Musical Instruments, Accessories	2,118,308	2,901,374
Retail or Direct by Mail	36,792	—
Smoking Materials	39,401,889	37,927,340
Soaps, Cleansers & Polishes	35,548,883	33,798,047
Sporting Goods & Toys	1,311,932	1,258,214
Toiletries & Toilet Goods	56,099,021	51,995,107
Travel Hotels & Resorts	765,173	715,062
Miscellaneous	4,245,145	3,888,934
TOTAL	\$336,235,352	\$308,651,214

Nielsen Holdouts Sign: All 3 networks have returned to the Nielsen rating fold, as predicted (Vol. 16:33 p9), despite their earlier intention to back an American Research Bureau service to rival Nielsen in national audience measurement. This is the current network lineup at Nielsen, worth just under \$1 million annually in research billings:

ABC-TV: Network has signed for full Nielsen service, including new 51-market competitive area report.

CBS-TV: A contract for full services has been drawn with Nielsen, and is awaiting final signatures.

NBC-TV: Full services contract was signed last week.

Although A. C. Nielsen's N.Y. office refused to discuss the terms of the contracts, we hear reliably that: (1) They were signed pretty much on Nielsen's terms, although some cost increases were adjusted in negotiation. (2) NBC and CBS are paying more for Nielsen services than is ABC. (3) The networks are pleased at Nielsen's new plans to speed up the reporting process and to reflect alternate-week & one-shot program audiences.

ARB is still in the network research picture, however. All 3 networks, particularly NBC, haven't really dropped the idea of an ARB-produced rapid national rating service and some network-ARB meetings are still going on. Also, ARB is a primary source of overnight (Arbitron) ratings, audience composition of network programs, other data.

NETWORK SALES ACTIVITY

NBC-TV

Laramie, Tue. 7:30-8:30 p.m., participations eff. Sept. 20.
R. J. Reynolds Tobacco (William Esty)

Story of a Family, Mon. Nov. 14, 7:30-8:30 p.m., one-time special, full sponsorship.
Ocean Spray Cranberries (BBDO)

Chet Huntley Reporting, Sun. 5:30-6 p.m., co-sponsorship eff. Sept.
American Photocopy Equipment (Irving J. Rosenbloom & Associates)

Technology

Medical application of electronic missile checkout techniques to report on the functions of the human body was forecast by RCA vp-technical dir. Dr. Charles B. Jolliffe recently. Addressing the W.Va. State Medical Assn., he said: "In these checkout systems, electronic instruments detect & report instantly & simultaneously upon all key functions in the missile—before flight to determine malfunctions; in flight to record performance & environment. I am not going beyond the state of the electronic art when I say that practically any part of the human body can be instrumented and its functioning automatically recorded & displayed either continuously or upon demand. Such principles will be used to keep a close check on the physical conditions of our first men in space. They are equally available for routine use in a hospital."

"Space-Satellite Broadcasting: Threat or Promise?" Is title of an article by U. of Ill. communications-research professor Dallas W. Smythe (ex-FCC staff member) contained in the summer edition of the *Journal of Broadcasting*. Another article: "Legal Restrictions on Use of Program Materials," by Mich. State U. professor Walter B. Emery, also ex-FCC. The *Journal* is published quarterly by the Assn. for Professional Bestg. Education, may be obtained by writing the Editor at U.S.C., Los Angeles 7.

Film & Tape

Networks Step Up Production Activity: CBS-TV, as the new season approaches, leads the other networks in film production. It is making 8 series compared with the 7 which NBC-TV is turning out. Warner Bros. is making 7 more for ABC-TV, and that network, with the recent announcement (Vol. 16:30 p9) of its intention to enter film production for itself, is expected to show a sharp increase next year.

CBS-TV series are *Rawhide*, *Gunsmoke*, *Have Gun—Will Travel*, *Twilight Zone*, *Pete & Gladys*, *Oh Those Bells*, *Perry Mason* and *Angel*. (The last is from CBS Films.)

NBC-TV-produced series are *Bonanza* and *The Outlaws*, plus *R.C.M.P.*, *The Lawless Years*, *Henry & His Claymates*, *The Jim Backus Show* and *The Blue Angels*—all from its subsidiary, Cal. National Productions.

ABC-TV's Warner-made series are *77 Sunset Strip*, *Lawman*, *Maverick*, *Hawaiian Eye*, *Surfside Six*, *The Roaring Twenties* and *Cheyenne* (the latter including segments of *Sugarfoot* and *Bronco*).

Independent producers in Hollywood don't view all this network production activity favorably. They complain that any network-made pilot enjoys a considerable selling edge over a property from an independent operation. On the other hand, the networks don't see why they shouldn't get into actual production and enjoy the financial benefits of outright ownership.

Decision on American Federation of Musicians petition in Federal District Court, N.Y. (Vol. 16:34 p10) was reserved last week by Judge William B. Herlands. AFM hopes to bar the sale of 122 post-1948 Warner Bros. movies to Creative Telefilm & Arts (now 7 Arts Corp.) for syndicated distribution. AFM had asked for an immediate decision last week because the WB-7 Arts deal was scheduled to become effective Sept. 1. Once the films are transferred to the distributor, AFM would have to sue WB for money damages. Meanwhile AFM announced, after nearly 3 years of negotiations with NBC, a settlement amounting to \$50,000 in TV residuals covering taped reruns of *The Perry Como Show* in England. The dividend affects 20 network staff musicians and 8 extras who performed on the *Como* telecasts.

Although writers' strike against TV film producers ended over 2 months ago, composition of the industry fact-finding committee called for in the new contract remains elusive (Vol. 16:35 p8). The purpose of this committee is to establish a royalty plan for WGA members. Involved in internal dissension over whom its representative shall be, WGA hasn't yet named a member and the TV-radio board of WGA West may face a re-call election. As for the engineering firm which will serve on the committee, producers & writers have failed thus far to find a mutually acceptable company.

IATSE will seek broader health & welfare and pension plan coverage when it begins negotiations in October for a new contract with major movie studios. The union's 22 Hollywood locals, which began drafting their demands last week, want to increase pension benefits from the present \$75 a month to \$100. The union will also seek a so-called "past service" payment for post-1948 movies sold to TV, which would go into its pension fund. The majors gave the talent guilds such payments in settling the ticklish problem of post-1948 payments. IATSE will also seek to negotiate for payment of residuals on post-1948 movies sold to TV.

NEW YORK ROUNDUP

WNTA-TV N.Y. will give first U.S. TV airing to the recently released 20th Century-Fox post-1948 package (Vol. 16:34 p3). The deal made between parent company NTA, distributor for Fox, and the N.Y. outlet includes 30 Oscar winners ("All About Eve," "A Letter to Three Wives," "Viva Zapata," "Pinky" etc.). The features will start Sept. 19. Previously, both WCBS-TV and WOR-TV N.Y. had been rumored to be negotiating for the 81-title package of 27 post-1948s and 54 pre-1948s

WABC-TV will use the wild blue yonder to promote *The Blue Angels*, a Cal. National syndication production, due to be premiered in late Sept. Through an agreement with Skywriting Corp. of America, a campaign was to be launched over the Labor Day weekend with a fleet of 5 sky-writing planes cruising over the N.Y. metropolitan area (weather permitting).

Robert Herridge, producer of the syndicated 30-min. taped *Robert Herridge Theater* for CBS Films, has signed a 3-year network contract with CBS-TV to develop & produce musical & dramatic specials. Among Herridge's past credits: *Studio One*, *Camera Three*, *The Seven Lively Arts*.

Robert Saudek Associates will launch 33 TV specials for the 1960-61 season, including *The Dow Hour of Great Mysteries*, *Leonard Bernstein & the N.Y. Philharmonic*, *Omnibus*, and *7 Wonders of the World*.

HOLLYWOOD ROUNDUP

Arthur Gardner-Jules Levy-Arnold Laven production team (*The Rifleman*, *Robert Taylor's Detectives*) will produce a pilot titled "Simon Battle," this week as a segment of its *Rifleman* series. The Western, starring Phil Carey & Gigi Perreau, concerns an ex-gunfighter turned doctor. The same team has another Western pilot, the *Rambling Man*, starring Gene Nelson, which may be submitted to agencies & networks if midseason casualties develop.

Columbia Pictures has sold 34½ acres of undeveloped property adjoining its Burbank, Cal. ranch for \$1,725,000 to the Barclay-Hollander Development Co. Columbia originally bought the land for \$2,500 an acre, received \$50,000 an acre for it. "The back 40 acres," as they were known, will be used for residential & commercial building.

Goodson-Todman Productions will produce its pilot of *Las Vegas Beat* in the Nevada city Sept. 14. Andrew Fenady created the project for GT . . . Red-Bill Productions has finished the pilot of *The Loggers*, an action-comedy series. William Reynolds and Stanley Dougherty produced.

People: William Kayden named producer of NBC-TV's daytime show, *Here's Hollywood* . . . Norman Lessing named exec. producer of Henry Jaffe's *Magical Monarch of Mo* series to be seen on NBC-TV . . . Warner Bros. TV exec. producer William T. Orr back from Europe where he scouted locations & material for the new 60-min. *Solitaire*. . . Helen Ainsworth, Guy Madison Productions vp, has resigned from the company and ended her personal management contract with the actor.

Television Digest

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Personals: Frederick S. Gilbert, *Time* magazine gen. mgr., named to new post of gen. mgr. for Time Inc. bestg. div. . . . Peter V. O'Reilly promoted to local sales mgr., WTOP-TV Washington . . . Leonard H. Marks, Washington TV-radio attorney who handles legal matters for Mrs. Lyndon B. Johnson's stations, joins Democratic National Committee to work on Sen. Johnson's campaign, serving with James H. Rowe, former White House assistant, and ex-Sen. Earle C. Clements (D-Ky.).

John Begue, ex-WICS Springfield, Ill., named station mgr., WICD-TV Danville, Ill. (formerly WDAN-TV) . . . James B. Patterson named prog. dir. of KABC-TV Los Angeles . . . Larry Lowenstein, ex-Rogers & Cowan, Benton & Bowles and CBS-TV press information, named NTA PR dir. . . . Ub Iwerks, technical research dir., Walt Disney Studio, received SMPTE's Herbert T. Kalmus Gold Medal Award for outstanding contributions to color films.

NBC newsman Richard Jennings played a real-life hero role last week and made the front pages of the N.Y. newspapers by helping to capture one of the men who held up a currency exchange in the RCA Bldg. Jennings, asst. managing editor of NBC Radio's *Monitor*, heard shots and followed a man running along 6th Ave. He tracked his quarry on foot & by cab, ending up at the Lincoln Tunnel with a policeman who took the holdup man into custody.

ARB has leased additional office space for its executive & sales offices in the General Dynamics Bldg. at 1 Rockefeller Plaza, N.Y. It retains its offices at 201 & 32 E. 57 St.

Obituary

Henry S. Griffing, 53, his wife Jo and both of their children—Philip, 24, and Linda, 20—were found last week burned to death in the wreckage of the plane Griffing had piloted. They had been missing since Aug. 16 (Vol. 16:35 p10). The plane was located in the wooded top of one of the highest mountains in the Allegheny range, between Central City & Ogletown, Pa., about 69 miles from Pittsburgh. Griffing had gone to N.Y. to meet his family as it returned from a 6-week tour of Africa and was flying home to Oklahoma City. He was the head of Vumore Co., which operates 14 CATV systems, and Video Independent Theaters (200), owned 12.5% of KWTW Oklahoma City.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

FIRST JAPANESE TV SETS ARRIVING: Japanese-made TV sets are beginning to appear on a very few store counters—and it's still too early to judge public reaction. Bigger influx will come between now & Christmas, with the first mass shipment due to arrive this month.

Those cute little 8-in. transistor portables aren't due until just before Christmas—if then. As with any product so new, there are bugs. Delmonico International, importer of the Japan Victor line, has examined "a fair amount of transistor TV sets," exec. vp Herbert Kabat told us. "They still leave something to be desired. We're going to go slow until we're satisfied with their performance." Sony doesn't plan to offer its transistor TVs here until Yule season.

Only Japanese sets which are being shipped to dealers in sale quantities—so far as we can determine—are the tiny 8-in. AC-powered (not transistorized) sets made for Star Lite Merchandise Co. by Riken Industries. Star Lite co-owner Al Dayon said they have been shipped to such stores as Gimbel's and May Co. for retailing at \$99. He added that first shipment of 500 has already been dispatched from N.Y.

"We're very happy with them," said Dayon of the 8-in. sets. "They've been selling well, and with only about 2% returns." Second shipment of 500 sets is en route from Japan, he said, but "deliveries are very poor."

Biggest direct test of Japanese-vs.-U.S. TVs will come when Delmonico starts merchandising its neat 19-in. portable, listing at \$179.95 (Vol. 16:20 p17). Kabat said the first dozen production units arrived by air last week and the performance was "far above our anticipation." First large-scale shipment is in transit now by boat and should be here this month. He added that his company hopes to receive close to 20,000 of them by the first of the year. The 19-in. tubes are added to the sets in this country after receipt.

Delmonico hopes to have its 19-in. TV-radio-stereo combination late next month, and a 23-in. line early next year. Color? Still some time in future, most importers agree. Color telecasting in Japan is too new and real mass production hasn't yet begun there (Vol. 16:35 p. 14).

IMPLICATIONS OF ZENITH PATENT VICTORY: Zenith won a virtually clean sweep last week in first round of battle to assert patent ownership of 2 widely-used features of modern TV receivers. Federal Court in Oklahoma City ruled that Admiral had infringed Zenith patents on ultrasonic wireless remote control and sync signal separator interference rejector circuit (Fringelock), sweeping aside an Admiral countersuit charging Zenith had infringed an Admiral phono-spindle patent.

Battle is far from won. Admiral is expected to appeal, although its officials declined to comment at press time, not having seen decision. A similar suit, also charging infringement of remote-control and Fringelock patents, is pending against Motorola. Admiral Oklahoma City decision, of course, doesn't set precedent for the Motorola case, which is due for trial in Chicago Federal Court.

Both decisions were painted with broad brush by Judge Ross Rizley. Although it was too early to obtain industry interpretations, examination of remote-control decision indicates that court was convinced Zenith owns basic patents on type of mechanically-actuated ultrasonic TV remote-control system which is in widest use today.

Admiral had challenged Zenith patent claims in ultrasonic remote field, pointing to "prior art" inventions such as ultrasonic garage-door openers. Court, however, completely upheld validity of Zenith patents, also setting aside Admiral charge of "bad faith" by Zenith in prosecution of its patent application. Decision further stated that Admiral deliberately made a "straight copy" of Zenith Space Command remote tuning.

How much is covered by the Zenith patents—in Court's opinion—is demonstrated in this excerpt from Judge Rizley's opinion: "In considering the broad concept of remote control by ultrasonic waves [Zenith vp & associate research dir.] Dr. [Robert] Adler conceived the idea of a moveable channel system in which super-audible sound impulses of different frequencies would be used to perform different control functions such as channel selection, off-&-on switching, and so forth. This led him to the further concept of a wholly mechani-

cal transmitter containing 2 or more resonators (sound generators) with an arrangement by which the user could operate his selected resonator to produce a particular function in a television receiver . . . He finally came up with the hand-held, finger-operated transmitter which employs the novel concepts which are described in minute detail on the Space Command transmitter patents . . ."

In the case of the Fringelock circuit, Judge Rizley noted that it had been "promptly adopted by virtually the whole TV industry" soon after its invention in 1951. Zenith's patent application, filed in 1951, wasn't granted until 1957. Judge Rizley held the patent valid, arguing that just because Admiral had a "free ride" for 5 years, it shouldn't be allowed to "continue the free ride" after patent was in effect. He mildly rebuked Zenith for "evasive" conduct in not warning Admiral of possible infringement claims.

Court called phono-spindle countersuit "an afterthought on Admiral's part" in dismissing it. It involved an Admiral patent "informally" licensed to V-M, which supplies changers to Zenith. Although V-M has used spindle since 1951, Judge Rizley stated that Admiral hadn't been diligent in enforcing its claim, hadn't sued anybody but Zenith in all that time.

Zenith had asked an injunction against further use of the devices, accounting of damages and costs —plus treble damages for "wilfull" infringement. However, the Judge said the treble-damage plea appeared to be "borderline case," to be determined after an accounting of what is a reasonable royalty.

TV-RADIO EXPORTS & IMPORTS: Latin-America continued to be the only significant customer for American-made TV sets in May, the latest month for which Census Dept. figures are available. In May, Mexico was the biggest customer, receiving 3,299 complete TV sets (valued at \$138,882) and 375 TV chassis (at \$20,370). U.S. exports of TV sets for the month totaled 10,526 units at \$1,126,946 and 577 chassis at \$33,347.

Other big users of U.S. TV sets in May were Peru, 1,287 sets (\$168,326); Venezuela, 1,230 (\$176,088); Costa Rica, 1,197 (\$167,742); Panama, 692 (\$89,221); Canada, 619 (\$77,779); Iran, 568 (\$89,434); Dominican Republic, 266 (\$31,132); Uruguay, 16 sets (\$1,843) & 200 chassis (\$12,717); Saudi Arabia, 166 (\$13,664); Italy, 131 (\$19,651); Brazil, 109 (\$17,574).

No other country received more than 100 U.S. sets. American TVs were exported to these other countries (less than 100 sets, but more than \$1,000): Guatemala, El Salvador, Honduras, Nicaragua, Canal Zone, Bermuda, Bahamas, Haiti, Netherlands Antilles, Colombia, Chile, Argentina, France, Switzerland, Spain, Portugal, Syria, Lebanon, Arabia, Bahrein, Thailand, Philippines, Japan, Libya, Egypt.

Venezuela was the biggest customer for home-type radios, buying 1,033 at \$49,409. Total U.S. exports of home radios for the month was 8,139 units at \$319,799. Auto radios exported totaled 4,543 at \$98,670, of which Mexico took more than half—2,608 at \$42,354. Some 794 radio-phono combinations, valued at \$37,960 were exported in May, as were 1,778 phonos, at \$114,700.

Census Dept.'s import tabulation shows no TV sets coming into the country in May, gives these breakdowns:

Transistor radios: 501,803 units at \$4,950,967, Japan supplying 495,670 (\$4,814,515), West Germany 5,460 (\$124,857). Non-transistor portables: 23,154 (\$141,114), almost all from Japan. Other radios: 62,639 (\$422,018), mainly from Japan, with a smattering from West Germany, Hong Kong and the Netherlands. Radio-phonos: 3,903 (\$346,151), with 2,623 (\$274,297) from West Germany, 1,185 (\$61,839) from Japan. Phonos: 2,010 (\$52,662), half from Japan, the remainder from Canada and other countries.

British electronics exports to U.S. in first-quarter 1960 were 8% lower than in the same 1959 period, the electronics div. of Commerce Dept.'s Business & Defense Services Administration reported last week. Audio equipment ship-

ments, however, were generally substantially higher, most of the drop being in tubes, parts & radios. U.K. electronics shipments to the U.S. for the period were at "an annual rate of \$20 million compared with \$22 million for 1959," the agency stated. First-quarter shipments of phonos totaled \$100,000, up 157% from the same 1959 period; radio-phono combinations totaled \$83,000, up 12.5%; speakers & microphones \$147,000, up 6.5%. Phono parts & accessories totaled \$203,000, down 60%; tubes \$391,000, down 38%; radios \$51,000, down 19%. Communications, navigation & radar equipment shipments rose 45% to \$638,000. The "other electronic products" category was up 127% to \$465,000.

Federal aid for companies, workers & communities suffering from import competition was proposed last week by Sen. Javits (R-N.Y.) in a bill introduced "for the record," to be re-introduced when the new Congress convenes in January. Proposed as an alternative to quotas & higher tariffs, the measure provides for tax relief for companies, increased unemployment benefits, training programs and allowances of costs of moving to new towns for workers, when companies or workers are determined to have been injured by competition from abroad. The measure also would restrict tariff & quota relief.

Visual Electronics Corp., N.Y., and its export sales mgr. Bert Kupperman were indicted Aug. 31 by a U.S. District Court Grand Jury in N.Y. on charges that they violated the U.S. Export Control Act. Based on evidence developed by Bureau of Foreign Commerce Investigators, the 5-count indictment alleged that in July 1958 the company & Kupperman: (1) Sent \$3,700 shipments of electron tubes & transistors to Cuba & Switzerland without obtaining validated export licenses. (2) Misrepresented the ultimate destination of shipments to Cuba. (3) Made false representations on shippers' export declarations. Visual Electronics is a sales & engineering firm specializing in coordinated systems of technical communication equipment.

"The Apartment," new hit movie starring Jack Lemmon & Shirley MacLaine, takes the usual cinema swipe at the institution of television but, simultaneously, without really meaning to do so, puts on a fine sales demonstration of remote control. Should sell a lot of sets.

Excise-clarification bill (HR-12536), adjusting tax rates charged to manufacturers whose price structure is based partly on local advertising charges (Vol. 16:25 p18), has been passed by Congress. The measure reverses a 1958 Treasury Dept. ruling that when manufacturers & dealers share co-operative advertising costs, taxes must be paid on the full selling price. The new law permits manufacturers to deduct portions of the sales price represented by contributions to the co-op ad fund—not exceeding 5% of the price. In addition to the 5% limitation, the bill sets up these conditions: (1) Local advertising charges must be separately billed. (2) It must be intended that the advertising charges be refunded to the purchaser for reimbursement for local advertising. (3) Amounts must be refunded by May 1 of the following year to become taxable. (4) Applicable advertising is limited to TV, radio and newspapers. (5) Advertising must state the name of the article and the retail sales location at which it may be purchased. (6) Advertising must be initiated by the purchaser of the article, not by the manufacturer.

Trademark licensing bills (S-3890 & HR-13170) introduced by Sen. Wiley (R-Wis.) & Rep. Judd (R-Minn.) would permit small companies to make exclusive territorial franchise agreements for sale of their brand products without risking Justice Dept. anti-trust actions. Intended "to encourage national advertising by small business concerns," the bills were referred to Senate & House Judiciary Committees, where they suffered session-end deaths.

Sales of 500,000 color TVs in 1961, followed by a "jump aboard the bandwagon" by numerous other set makers, were forecast last week by RCA Sales Corp. Chmn.-Pres. W. Walter Watts in an interview with *Home Furnishings Daily*. Commenting on color's profitability, Watts stated: "Some manufacturers are spending money on design & research, but are waiting for us to create the public demand. We are making very good money in color, both on tubes & sets and are willing to be helpful by pointing out the opportunities available." He said RCA's investment in color TV totals \$130 million, and "we are so dedicated to this that we will continue to invest."

RCA's ad plans for color-TV sets will include newspaper advertising for the first time in 4 years, the company told its recent distributors meeting in Chicago (Vol. 16:35 p13). The campaign will begin Sept. 15 with 1,100-line ads in about 160 newspapers paid for by RCA but listing local dealers. A magazine ad campaign will kick off in Sept. 19 issues. Color will also be plugged on RCA-sponsored *Bonanza* and *Shirley Temple Show* (NBC-TV).

TV-radio industry, which has tried frankly to emulate the auto industry in annual model changeovers, planned obsolescence, etc., got a shocker last week from Chrysler Corp. vp M. C. Patterson, gen. mgr. of its Dodge div. He told 1,100 Eastern Dodge dealers that the auto industry is entering an era "when cars will be marketed like radios and refrigerators in a variety of sizes for a variety of uses." He didn't mention long-line inventory problems.

New automatic phono device—to add "record-changer convenience" to "turntable quality"—will be introduced by Rek-O-Kut at the N.Y. High-Fidelity Show Sept. 7-11 in the Trade Show Building. Designed for addition to tonearms on hi-fi turntables, the device automatically starts the turntable, lowers the arm onto the record, lifts it on completion of the record and returns it to the arm-rest. List price is \$29.95.

Trade Personals: David R. Hull, ex-Raytheon vp who recently completed 2 terms as EIA pres., elected Hoffman exec. vp in charge of the military products div. and coordination of activities of the company's science center with other corporate divisions . . . L. Harriss Robinson, ex-RCA, named mktg. dir., Westrex Corp.

Dr. Clinton R. Hanna retires after 38 years with Westinghouse, most recently as research labs dir. . . Edward E. Fellman, ex-Sylvania, appointed works mgr., Semicon Inc. (silicon rectifiers) . . . Orland O. Schaus, ex-Cyanamid of Canada, named research & engineering mgr., Audio Devices . . . Allen J. Lovenstein, ex-Crosley div. of Avco Corp., named mkt. planning & analysis mgr. Sylvania Electronic Systems Waltham Labs.

J. Bryan Straley, former exec. vp, elected Reeves Instrument pres. & board member . . . William H. Herrman, ex-Hoffman, joins Stromberg-Carlson as electronics div. ad & sales promotion mgr. . . Robert R. Lipsky has been named Pentron Electronics personnel & administration vp.

Pennsylvania Railroad strike had Philco concerned at press time that it would have to close some plants if the Sept. 1 walkout continued more than a week. Pres. James M. Skinner Jr. pointed out that "the major portion of components for our electronic plants in the Philadelphia area are brought in by railroad. Because of the nature of our operations we normally maintain a close inventory on parts. As a result we have limited stocks of components to keep our plants running despite emergency steps we have taken recently." Another major TV-electronics firm on PRR's doorstep, RCA, reports it has no immediate supply problems, notes it is heavily dependent on trucks.

Admiral enters hospital communications field through its commercial electronics div., headed by vp Frank Rogers. Among the equipment to be offered to hospitals on a sale or lease basis—and displayed for the first time at the American Hospital Assn. convention in San Francisco Aug. 29-Sept. 1—are b&w and color TV for patients, radios for patients, closed-circuit TV for "visiting" patients from lobbies, closed-circuit TV monitoring, wireless paging, doctor-calling equipment, etc.

Distributor franchising program for consumer & industrial magnetic tapes has been introduced by Ampex for its Ampex and Irish brand tapes. Industrial distributors will be franchised to handle instrumentation, computer, professional audio & video tapes. Home tape products will be handled by franchised consumer distributors.

Obituary

Jack M. Winer, 53, president of the Capehart Corp., died Aug. 30 at his desk at the Capehart plant in Richmond Hill, N.Y. He founded Dynamic Service Corp., a N.Y. retail appliance chain in 1934, guiding its expansion into a group of 25 stores. The company's name was changed in 1945 to Dynamic Electronics-New York Inc. Dynamic expanded into electronics manufacturing, left the retail business and added hi-fi components & consoles. Last year the firm acquired the Capehart trade name and branched into TV and higher-priced furniture consoles. Winer is survived by his widow, 2 sons, 2 daughters, 2 brothers and 2 grandchildren.

David H. Ormont, 50, pres. of Hudson Radio & Television Corp., was killed Aug. 27 in an auto accident while vacationing in Las Vegas, Nev. He was also pres. of 2 Newark, N.J. manufacturing concerns: Keystone Electronics (crystals) and Electronic Enterprises (tubes). He is survived by his wife & daughter.

Finance

TV-Electronics Fund Gains: Record net assets of \$357,837,601 were reported by Television-Electronics Fund at the close of fiscal 1960's 3rd quarter July 31. The Chicago-based mutual fund also reported that it had reduced its holdings of common stocks & convertible securities to 89.6% of total assets from 91.3% 3 months earlier and 95.1% a year ago. Pres. Chester D. Tripp said the Fund "has been engaged for some time in adjusting the portfolio . . . to anticipated changes in the general economic picture which have been occurring during the past 2 years." He noted that the "cash" position has been increased to more than \$8.4 million, that "profits have been taken and new additions have been made which appeared prudent under prevailing market circumstances."

Portfolio changes in common stock during the 3rd fiscal quarter: Added were 100,000 shares of Universal Controls, market value \$1,537,500; 6,800 General Cable, \$257,550. Holdings were increased in AB-PT, AT&T, du Pont, Foxboro, GE, International Nickel of Canada, Pullman, Texaco, Union Carbide, United Utilities. Holdings were reduced in Aerojet-General, Friden, ITT, Ia.-Ill. Gas & Electric, Minneapolis-Honeywell, Minnesota Mining & Mfg., Paramount Pictures, Southern Cal. Edison, Zenith. Holdings were eliminated in American Electronics, Vitro, Walt Disney Productions, Warner Bros.

For the 3rd fiscal quarter ended July 31 (1959 shares & assets-per-share are adjusted for Jan.-1960 2-for-1 split):

	1960	1959
Net assets	\$357,837,601	\$315,302,428
Net assets per share	7.97	8.29
Capital shares	44,818,220	38,023,394

Loral Electronics proposes a 3-for-1 stock split and issuance of up to \$5 million in convertible debentures, subject to stockholder approval at the Oct. 27 annual meeting. Loral currently has 580,148 outstanding common shares, of one million authorized. "The purpose of the split," reports Pres. Leon Alpert, "is to relieve the tight situation in the available stock and get away from serious ups & downs in price which are not on a normal basis. If I had my way there would be no stock split, because I like a high-priced stock." He owns 119,375 shares, with options to buy 9,450. Vp William Lorenze owns 112,350, with options for 6,300.

Trav-ler Radio Corp. plans a public offering of \$2.2 million of 6½% sinking-fund debentures due 1975, with 15-year common-stock purchase warrants, through underwriters headed by Lee Higginson Corp. and Straus, Blosser & McDowell. The company's SEC registration application (File 2-16886) said 2 warrants to purchase 50 stock shares will be issued with each \$1,000 debenture. Part of the proceeds will be used to retire 6% debentures due 1967, part for working capital. Of 863,061 Trav-ler common shares now outstanding, Pres. Joe Friedman owns 265,494, dir. Jeanette Friedman, 94,947.

Electronics Capital Corp., the small business investment company headed by Charles E. Salik, has purchased \$300,000 of convertible debentures and long-term notes in Communications Control Corp., the Van Nuys, Cal. developer of sophisticated high-speed precision-data systems, analog-converter systems and data-logging components. Communications Control Corp. was founded in 1958 by its president, Dr. Martin L. Klein. The purchase by Electronics Capital Corp. comprises \$200,000 of 8% debentures, convertible into 54% of Communication Control's common stock, and \$100,000 of long-term notes.

Mergers & Acquisitions: Major merger news last week was the Aug. 31 amalgamation of General Instrument Corp. and General Transistor Corp., following approval by stockholders (Vol. 16:30 p19). Surviving General Instrument, reports Chmn. Martin H. Benedek, will now rank "among the leading full-line producers of semiconductors in the U.S.," and will have assets of \$37 million, with 15 plants & research centers in this country & Canada. It is projecting more than \$80-million sales for the current (1960-61) fiscal year. Each of General Transistor's 893,215 common shares outstanding on July 27 will be exchanged for seven-tenths of a share of General Instrument common. Herman Fialkov, General Transistor pres., becomes a corporate vp & board member of General Instrument. Other merger news last week:

Loral Electronics and FXR Inc. have broken off negotiations for Loral's acquisition of FXR, following failure of talks to develop "mutually satisfactory terms."

Radiation Service Co., wholly-owned subsidiary of Melbourne, Fla.-based Radiation Inc., has acquired for an undisclosed price American Bosch Arma's Philadelphia-based electronics service div., which leases & maintains communications equipment.

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
Aerovox	Q	\$0.05 Sep. 15	Sep. 1
Bendix	Q	.60 Sep. 30	Sep. 10
British Industries	Q	.12½ Sep. 30	Sep. 16
Capitol Records	Q	.50 Sep. 30	Sep. 19
Radio Condenser	—	.07½ Sep. 20	Sep. 1
Wells-Gardner	Q	.30 Sep. 15	Sep. 8

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**

Wednesday, Aug. 31, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	27½	30½	Magnetics Inc.	10¼	11½
Aerovox	9¼	10¼	Maxson (W.L.)	10½	11½
Allied Radio	22½	24½	Meredith Pub.	40½	43½
Astron Corp.	2½	2½	Metropolitan Bcstg.	18½	19¾
Baird Atomic	35½	38¼	Milgo Electronics	22	24½
British Industries	13¼	14½	MPO Videotronics	6¾	7½
CGS Labs	9½	11½	Narda Microwave	4¼	5¼
Control Data Corp.	42½	45½	Narda Ultrasonic	1¼	1½
Cook Elec.	15½	16¼	National Co.	31½	33¾
Craig Systems	16¼	18½	Nuclear of Chicago	31	31½
Diotaphone	43½	46½	Official Films	2-1/16	2½
Digitronics	22½	24½	Pacific Automation	7¾	8½
Eastern Ind.	13¾	14½	Pacific Mercury	7¾	8¾
Eitel-McCullough	25¼	27	Perkin-Elmer	42¼	45½
Elco Corp.	17½	19½	Phillips Lamp	175¼	181
Electro Instruments	32½	35½	Pyramid Electric	3	3-7/18
Electro Voice	13½	14½	Radiation Inc.	25¼	27½
Electronic Associates	31½	34¼	Howard W. Sams	42½	45¾
Erie Resistor	8¾	9¾	Sanders Associates	58½	62½
Executone	32½	35½	Silicon Transistor	6½	7¾
Farrington Mfg.	45½	48½	Soroban Engineering	25½	27½
Fischer & Porter	7¼	8½	Soundscriber	13¾	15¼
FXR	48	52½	Speer Carbon	22¼	24½
General Devices	16¾	18½	Sprague Electric	54½	58
G-L Electronics	9½	11	Taft Bcstg.	13¾	15¾
Granco Products	5	5½	Taylor Instrument	38½	42
Gross Telecasting	18½	20½	Technology Inst.	11	12½
Haydu	¼	9/16	Tele-Broadcasters	½	—
Hewlett-Packard	28½	30	Telechrome	13½	14½
High Voltage Eng.	138	149	Telecomputing	8¾	9½
Infrared Industries	20	22	Telemeter	13¾	15½
International Rect.	23¼	25½	Time Inc.	64¾	68¼
Interstate Engineering	26¾	28½	Tracerlab	11½	12¼
Itek	64	68½	United Artists	6¾	7½
Jerrold	9	9¾	United Control	24¾	26¾
Lab for Electronics	46	49¼	Universal Trans.	1½	2½
Lel Inc.	6½	7	Vitro	13½	14½
LFE Inc.	11½	14¼	Vocaline	3¼	3¾
Ling Altec Electr.	27¾	29½	Wells-Gardner	17	18¾
Magna Theater	2½	3-3/16	WJR Goodwill Station	9	—
Magnetic Amp.	not available				

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
Barnes Engineering	1960—year to June 30	\$3,853,889 ¹	—	\$219,942 ¹	\$0.62	352,520
	1959—year to June 30	2,754,522	—	178,961	.55	352,520
General Transistor	1960—6 mo. to June 30	6,588,400	—	359,800	.41	891,900
	1959—6 mo. to June 30	4,846,063	—	368,100	.43 ²	875,346 ²
National Co.	1960—6 mo. to June 30	6,127,371	\$511,132	208,885	.27	765,000 ³
	1959—6 mo. to June 30	5,340,075	246,535	112,642	.30	350,774
N. V. Philips' Gloeilampenfabrieken	1960—6 mo. to June 30	545,635,000	—	43,315,000	—	—
	1959—6 mo. to June 30	468,520,000	—	33,655,000	—	—
Howard W. Sams	1960—year to June 30	9,729,889	1,107,039	509,487	1.18	425,450
	1959—year to June 30	7,194,786	775,672	371,301	.86 ⁴	375,450
TelePrompTer	1960—6 mo. to June 30	2,631,071	—	107,821 ⁵	.18	599,794
	1959—6 mo. to June 30	1,910,194	—	132,135 ⁵	.37	356,591
20th Century-Fox	1960—26 wks. to June 25	56,370,992	—	2,628,576	1.10	2,383,286
	1959—26 wks. to June 25	55,103,921	—	1,770,870	.76	2,338,536

Notes: ¹Record. ²Adjusted for July-1959 2-for-1 split. ³Reflects 2-for-1 split & stock dividend. ⁴Adjusted to reflect stock increases. ⁵No tax provision required due to availability of operating loss carry-forward.

NT&T will offer holders of its 5½% sinking-fund subordinated debentures an opportunity to trade about half of their debentures for a new issue of 6%, 15-year convertible debentures. Pres. B. Gerald Cantor said the offer will be made as soon as the necessary documents & legalities are completed. NT&T has outstanding about \$13 million of 5½% debentures, due Mar. 1, 1974. Each holder will be able to trade about 50% of his holdings at \$100 face value of debentures for \$80 face value of new securities.

Premier Microwave Corp., Port Chester, N.Y. maker of microwave components, plans public sale of 100,000 common stock shares through Val Alstyne, Noel & Co. on an all-or-none basis, price undisclosed. An SEC registration statement (File 2-16971) said an additional 15,000 shares have been acquired by the underwriter from present stockholders at 10¢ per share. Premier Microwave was organized in 1940 as Premier Tool & Instrument Corp., changed its name in August.

Davega Stores registered a net loss of \$37,837 for the 4 months to June 30, reflecting a strong comeback from the \$329,880 loss reported for Mar.-June 1959. Pres. Joseph Axler also noted that Davega had more than \$100,000 in non-recurring expenses during the 1960 period. He said sales "continue on a very strong upward trend." For July and the first 27 days of August, sales ran approximately 50% ahead of 1959's July-Aug. volume.

Axe Science & Electronics Corp. mutual fund reports strong gains in assets & stockholders for the quarter ended June 30:

	1960	1959
Net assets	\$14,215,945	\$12,006,939
Net assets per share	11.75	13.54
Capital shares	1,209,557	886,753

Reports & comments available: AB-PT, discussion in *Investor's Reader*, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5 • Decca and Crowell-Collier, discussions, Shearson, Hammill & Co., 14 Wall St., N.Y. 5 • Yardney Electric, prospectus, Kidder, Peabody & Co., 17 Wall St., N.Y. 5 • RCA, profile in Aug. 31 *Financial World*. • Collins Radio, study, F. S. Moseley & Co., 120 Broadway, N.Y. 5 • Fidelity Electronics, offering circular, Metropolitan Securities Inc., Lewis Tower Bldg., Philadelphia 2.

Auxiliary Services

Pay-TV test in Hartford would "adversely affect" the theater-sponsored Joint Committee Against Toll TV and Conn. Committee Against Pay TV, they told FCC in a letter last week. Therefore, they said, they are "parties in interest" with a right to object to the test. They spelled out how pay TV would compete for revenues. The 2 organizations were joined in the letter by 5 individual theater owners of the area—Stanley Warner, Loew's, Conn. Theatres, Outdoor Theater Corp., Manchester Drive-In Theater Corp. JCATT & CCAPT are trying to get FCC to conduct a full-scale hearing on the test application led by RKO-Zenith (Vol. 16:29 p3).

First batch of vhf repeater-station applications has been filed with the FCC, 8 in number—the first being from Saddle Butte TV Assn. The applicant plans to pick up KFYR-TV (Ch. 5) Bismarck, N.D. and repeat it over Ch. 8 to communities of Trial City, Glencross, Timber Lake and Firesteel, S.D. The other applications filed were for Afton, Wyo., Claremont, N.H., Ourway, Colo. and 4 from Newcastle, Wyo. FCC has designated the requests "Broadcast Television Repeater Applications." All of the applications were filed on a temporary form and must be followed up within 6 months by a more complete form.

TelePrompTer is discussing concerts from Carnegie Hall (via theaters and possibly CATV) as a possible closed-circuit, pay-TV offering next season. Officials of the venerable concert hall are auditioning overtures from TPT Pres. Irving Kahn with interest because \$360,000 is needed for the music center's refurbishment. If the deal goes through, TPT may start the series Sept. 26, with the annual opening concert presented as a full-evening pay-TV special.

Institute for Advancement of Medical Communication, whose Council on Medical TV recently added a half-dozen firms to its list of sustaining contributors (Vol. 16:33 p8), has received a general-support grant from the U.S. Steel Foundation. The Institute said the money would be used to finance research & development of new communication methods in the health sciences.

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WEEKLY **Television Digest**

SEPTEMBER 12, 1960

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VOL. 16: No. 37

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

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FCC

MANEUVERS IN WASHINGTON, Miami, Boston—FCC & station legal moves involving fates of major facilities (p. 1).

Auxiliary Services

FCC & BOOSTER OPERATORS smoke peace pipe, Commission staff reporting cooperative attitude among operators in Western conferences (p. 2). Dept. (p. 3).

Foreign

WORLD TV COUNT jumps 10 million in year to reach nearly 94 million sets-in-use. Programs supplied by 1,953 transmitters. Results of our latest survey (pp. 3 & 20).

Programming

MARCH OF POST-1948s CONTINUES, despite an attempt by American Federation of Musicians to block the first big Warner Bros. group of new films. Network, syndication deals are hot (p. 6).

Networks

JOHN CROSBY ATTACKS NBC—and NBC hits back hard (p. 7).

CANADIAN NETWORKS sought by 2 private groups—station-owned cooperative and Caldwell TV-film interests. CBC unopposed to idea of private network (p. 8).

Advertising

AAAA ISSUES PAIR of booklets to station operators & reps suggesting ideas for advancement of national spot in TV & radio (p. 12).

Consumer Electronics

RCA FM STEREO multiplex standards proposed to FCC outside NSRC framework provide for simultaneous stereo & other multiplex services (pp. 14 & 15).

FM STEREO RACE in home stretch, FCC officials confident of system standards this year. Field tests show good stereo from 5 of 6 systems (p. 14).

RETAIL TV SALES passed 3-million mark in July, EIA figures show. TV output down sharply, providing inventory adjustment. Canadian sales continue dull (p. 16).

JERROLD INTO HI-FI business through proposed merger with Harman-Kardon. Lynch Corp. buys Symphonic for \$2.5 million in stock. Blonder-Tongue acquires Benco (p. 16).

Film & Tape

MOVIE MAJORS' STAKE IN TV continues to grow; they're all in it now—in contrast to the "TV-is-natural-enemy-of-the-movies" days (pp. 2 & 4).

Stations

PAYOLA CHARGE FOUGHT by New Orleans Columbia distributing firm which tells FTC its TV & radio dealings were "generally accepted & entirely proper" (p. 10).

Other Departments

CONGRESS (p. 11). **TECHNOLOGY** (p. 11). **FCC** (p. 12). **PERSONALS** (p. 13). **FINANCIAL** (p. 18).

MANEUVERS IN WASHINGTON, MIAMI, BOSTON: Legal pulling-&-hauling on several major channels intensified last week as FCC convened in full force after vacation. Most unusual was application for Ch. 4 Washington by San Francisco Chronicle (KRON-TV), which seeks to wrest channel away from NBC's WRC-TV in a license-renewal hearing. This is latest move of KRON-TV to block NBC's purchase of KTVU San Francisco, to which NBC would shift affiliation from KRON-TV. WRC-TV's license is due for renewal Oct. 1, and Commission apparently is now obligated to accord KRON-TV its comparative hearing, just as it's expected to give Philco a crack at Ch. 3 Philadelphia, occupied by NBC's WRCV-TV (Vol. 16:19 p10).

Because NBC wants to sell WRC-TV to RKO, KRON-TV told FCC, "it is in the public interest to afford the Commission the opportunity of choosing between an applicant desiring to operate a TV station in the nationally significant Washington, D.C. area and an applicant which no longer has an interest in that community." Novel aspect of KRON-TV's application is network service it proposes—NBC-TV.

Tortuous Miami Ch. 10 case took a couple of more steps. National Airlines' WPST-TV, ordered to vacate channel by Sept. 30, had requested Commission to hold everything until Court of Appeals acted on station's challenge of FCC's decision. But Commission last week instructed staff to draft a decision rejecting that request. In addition, FCC gave L. B. Wilson authority to build a Ch. 10 station at temporary site—at Miami antenna farm, 400 ft. north of WCKT's tower. It's assumed that Wilson's WLBW-TV can't get going by Sept. 30 and that FCC will keep WPST-TV on air until WLBW-TV is ready—unless court gives WPST-TV additional

respites. Wilson Pres. C. H. Topmiller & vp Tom Welstead are supervising construction from offices in Security Trust Bldg., and they've leased temporary studios at 2133 NW 11th Ave.

WHDH-TV Boston lost a round in efforts to retain Ch. 5. Station has asked Commission to reconsider decision taking away its license and to keep status quo, pending decision on that request—but FCC turned down the "status-quo" request last week. In week or 2, it will rule on station's request for a rehearing. Commission's basic July 14 "influence" decision was that WHDH-TV must give up its CP and fight for it again in another 4-way hearing, but this time under handicap (Vol. 16:29 p1).

From Petersburg, Va. came another challenge of an existing station, in form of application for WXEX-TV's Ch. 8, from Southside Virginia Telecasting (Louis H. Peterson), which lost to WXEX-TV in 1955.

MOVIE MAJORS' BIG TV STAKE: Hollywood has come a long way since early 1950s when head of one major studio termed TV "the natural enemy of movies." Our checkup among N.Y. hqs of movie majors last week showed that all are now involved in TV in some way, many with heavy investment. TV may be "enemy" to small exhibitor in neighborhood areas, and even to such baroque palaces as now-defunct Roxy Theater in N.Y. But movie-making industry itself now lives with TV—frequently at a profit.

As much as 40% of a movie major's gross today may come from TV, as in cases of Warner Bros. and Columbia Pictures (parent of Screen Gems), latest earnings reveal. This isn't true by any means of all the big film firms. Those which have arrived on scene lately or are not active in production or which are sitting cagily on feature backlogs may be getting only 10% of gross (MGM) or down to only ½% (20th Century-Fox) from TV. If anything, however, percentage is likely to shift in TV's favor.

It's been largely a case of sink-or-swim-in-TV for most movie majors. Diversification in face of TV has been (by old Hollywood standards) somewhat incredible among big film studios. With yesterday's contract star system scattered into small independent production companies, or into obscurity, the majors are involved in anything from financing-distribution of movies (almost all) to plastic religious statuettes (Republic Pictures), electronics (Paramount), and oil leases (MGM and 20th-Fox). But diversification hasn't stopped TV.

Most common activity of majors in TV is release of old movie backlogs to the medium, by methods ranging from self-distribution (MGM, Columbia, Republic, UA) to tieups such as 20th-Fox & NTA, Paramount & MCA, Universal & Screen Gems. With post-1948s moving into circulation (Vol. 16:29 p7 et seq.), feature activity has quickened with many deals in the works. But backlogs-to-TV, as any studio knows, can also be a well-heeled prelude to financial suicide, for once a backlog's gone, it's gone, and where do you find another? (For more on backlogs, see p. 6.)

Long-range TV answer for movie majors lies in other areas—chiefly new production for TV. But there are also station ownership, pay TV, studio rental and production of film commercials (see p. 4).

Glamorous, flamboyant Hollywood is no more, even as Billy Wilder's prophetic 1950 production of "Sunset Boulevard" acidly portrayed. The hard-working stars of today's studio-produced TV shows may not radiate the glamor of the Swansons and the Garbos and the Barrymores, but they're preventing many a studio from becoming a parking lot or a supermarket.

FCC & BOOSTER OPERATORS SMOKE PEACE PIPE: FCC staff's goodwill foray into heart of Western booster country (Vol. 16:34 p9) produced excellent dividends, in opinion of engineer McIvor Parker who made tour with attorney Dee Pincock.

Purpose of trip was to acquaint booster operators with new Commission rules that allow them to attain approved status (Vol. 16:31 p2). Parker said 50 to 100 operators attended each of the 11 meetings and appeared willing to comply with rules. He believes they represented some 2,000 boosters. FCC field engineers accompanied the Washington team.

Operators' first question, Parker said, was sparked by Commission's requirement that they get originating stations' rebroadcast permission. Operators were informed that FCC can't force stations to grant permission—but that there's every evidence stations will be cooperative. Another matter bothering operators was requirement that booster be turned off easily & quickly. Parker made several suggestions: (1) Run power lines to accessible spot. (2) Where other services use same power lines, superimpose signal on lines to actuate equipment. (3) Where power lines are inaccessible, use citizens radio for remote control.

Most operators will have to add or replace equipment to meet standards, according to Parker. He knows of 3 companies offering equipment, assumes there will be more: Mid-American Relay Systems, Rapid

City, S.D.; Eitel Electronics, Prescott, Ariz.; Benco, a Canadian firm. He reports that Benco has sold units with the proviso that it would convert them to FCC standards at a small fee.

All existing boosters may continue as is until Oct. 31, 1961, but they must register with FCC by Oct. 31, 1960. New booster must comply with new rules from scratch.

Parker said he saw quite a few booster pictures, "most of them pretty poor, although some were fair." He added: "I'd get a headache watching them."

WORLD TV COUNT JUMPS 10 MILLION IN YEAR: Nearly 94 million TV sets in all parts of the globe are now supplied with programs by 1,953 transmitters. In 12 months to Aug. 1, the number of TV sets-in-use increased by more than 10.7 million, while 355 new stations began telecasting.

These are outstanding results of our semi-annual survey of world TV sets & stations, made for the forthcoming Fall-Winter Television Factbook slated for publication Sept. 15. We believe the survey—and the resulting Factbook list of foreign TV stations & sets—to be the most accurate of its kind, since all information (with exception of some Iron Curtain data) has been obtained directly from countries involved. Highlights:

There are now 66 countries which have TV stations, vast majority with some kind of commercial, advertising-supported operation. No country even approaches the U.S. total of sets-in-use—estimated as 53.6 million as of Aug. 1. No. 2 country in TV-set circulation is United Kingdom, with 10.9 million (up less than million in year). Canada, once 3rd in sets, has dropped to 6th with 3.84 million (up 500,000)—trailing Japan with 5 million (up 2 million), W. Germany 4.25 million (up 1.5 million), USSR 4 million (up nearly million).

Other countries with more than million sets each: Italy, 1.8 million (up 300,000); France, 1.5 million (up 200,000); Brazil, 1.1 million (up 250,000). Due to break the million-mark this year is Australia, which has 950,000 sets (up 325,000), possibly to be joined within 12 months by Sweden with 810,000 (up 360,000) and the Netherlands with 700,000 (up 100,000).

The 1,383 TV stations listed as on air in foreign countries include virtually every type of installation—from 1-watt boosters to elaborate super-power stations. In our foreign count, we have classified as stations everything that broadcasts TV pictures—even though some would be classed as translators (or less) in this country. For the U.S. tally, however, we have confined ourselves to bona fide stations—therefore the 570 we tallied do not include translators & unlicensed boosters. We have included in a separate category the 31 TV stations maintained in isolated posts by the U.S. armed forces.

In the station derby, Italy comes out way ahead, with 400 transmitters—but 372 are low-powered satellites. West Germany is next with 228, again mostly satellites & boosters. (Both Italy & Germany, incidentally, have started regular uhf service.) Japan has biggest array of regular stations, listing 108, all except 10 of them originating outlets. USSR has an estimated 150 stations & repeaters, Canada 70, France 65, U.K. & Sweden 35 each, Cuba 27, Brazil 24, Mexico 20.

For country-by-country summary table of stations & sets-in-use, see p. 20.

Auxiliary Services

Closed-circuit Carnegie Hall deal is temporarily off. TelePrompTer had hoped to start the series with a Sept. 26 all-star concert, to be fed to theaters, auditoriums and its CATV systems. But problems quickly mounted. Among them: (1) Insufficient time to make contract arrangements with all talent and to provide "a proper build-up" for the event. (2) TelePrompTer's collection system for pay-TV events fed to its CATV systems is still in the experimental stage. TelePrompTer officials told us they plan to pursue talks with Carnegie Hall (Vol. 16:36 p16) at a more leisurely pace toward the goal of starting a TV concert series early next year.

Translator station applicants should now use revised Form 346, changed in July to provide all required information in initial applications, and should destroy old April 1957 Form 346, the Commission said in a public notice. Copies of the new form are available from FCC field offices as well as Washington hq.

TV control of highway traffic will begin a 2-year, \$400,000 test Nov. 1 on Detroit's heavily congested John Lodge Expressway (Vol. 16:8 p24). The Michigan Highway Dept. reports that it is awarding GE, on the basis of its \$168,116 bid, a contract for the construction, operation and maintenance of the experimental closed-circuit TV system. The test will use a 14-camera hookup to scan 3.2-miles of the midtown expressway and feed the pictures to a control center. Guided by the TV projections of traffic conditions, operators will push buttons to close entrance ramps, cut lane speed, and effect other traffic-control measures. The installation will embrace 11 miles of TV cables, 239 miles of control wires.

Rochester Video, CATV system in Rochester, Minn., has been bought for an undisclosed price by Brainerd Video, Brainerd, Minn., which is headed by Paul J. Schmitt. Frank P. Thompson, vp of the Brainerd system, will be gen. mgr. of both. The Schmitt group also owns systems in Benton & Willmar, Minn. TELEVISION FACTBOOK No. 31 lists the Rochester system with 2,064 subscribers.

Film & Tape

More about

MOVIE MAJORS IN TV: All of Hollywood's major movie studios & distributors today are involved in TV in some way (see p. 2), and the range of interest-areas is broad indeed. In our own checkup among movie majors, we found these TV activities predominating:

1. Production of studio-produced film shows for network telecasting, or distribution of independently produced shows at network level.

2. Distribution of pre-1948 backlogs of feature films, either directly or through a sales agent. Packages of Hollywood-produced post-1948s are appearing on the network & syndication market in increasing numbers (see p. 6).

3. Production & syndication of film shows.

4. Production to order of TV film & tape commercials directly or through subsidiaries.

5. Studio rental to independent TV program & commercial producers, including crews, facilities, sets, etc.

6. Overseas distribution of telefilm shows & features.

7. Ownership of TV & radio stations.

8. Ownership of or interests in pay-TV or closed-circuit TV companies.

9. Ownership & manufacture of TV-electronics such as pay-TV equipment, color tubes, etc.

10. Film-lab processing & shipping of programs & commercials.

Here's a company-by-company roundup of TV activities of the majors as reported to us:

Allied Artists: Network shows this fall—none scheduled, but new informational films div. plans to offer a biographical special on mathematician Albert Einstein to networks as 1961 possibility • Features—AA-owned Interstate TV Corp. currently distributes over 300 titles (including 24 post-1948s) • Syndication—Interstate currently marketing 2 first-run juvenile-appeal cartoon series (*Snip Snap*; *Foo Foo*), both 30-min. Interstate also supplies a group of 90 "Our Gang" Roach-produced shorts under the syndication title *Little Rascals*, plus other shorts & telefilm reruns.

Columbia Pictures (via Screen Gems): Network shows this fall—ABC-TV: *Naked City*, *Donna Reed*, *Flintstones*, *Winston Churchill Memoirs*, *Rin Tin Tin* (reruns) in afternoon strip. CBS-TV: *Dennis the Menace*, *Father Knows Best* (reruns), *Route 66*, *My Sister Eileen*. NBC-TV: *Dan Raven*, *Ruff & Reddy*, (Screen Gems network shows include co-productions with Hanna-Barbera, Herbert B. Leonard and purchasing networks) • Features—currently distributes 600 pre-1948s for Columbia Pictures, 700 pre-1948s for Universal. Plans post-1948 packages for late fall. Also distributes large library of movie short subjects, comedies, etc. • Syndication—currently marketing two 30-min. first-run shows, *3 Faces West* and *Manhunt* (2nd year production), as well as taped *Medicine 1960* series. Total of 24 other rerun syndication series available • Commercials produced—owns subsidiary Elliot, Unger & Elliot • Ownership of TV-radio stations—owns KCPX-TV Salt Lake City through Columbia Pictures Electronics Co. • TV-electronics—In planning stage.

Walt Disney Productions-Buena Vista Distributing Co.: Network shows this fall—ABC-TV: *Walt Disney Presents*. NBC-TV: Currently in discussion stage, and may include use of few top post-1948 Disney films as network specials • Features—None; entire backlog withheld from TV except for Disney shows • Commercials—Only special "billboards" for Disney shows. • Recently re-purchased ABPT holdings in Disneyland amusement park.

Metro-Goldwyn-Mayer (via MGM-TV): Network shows this fall—ABC-TV: *The Islanders*. NBC-TV: *National Velvet* • Features—distributes library of 700 titles through MGM-TV, plus 52 "Our Gang" comedies, cartoons, shorts, etc. • Syndication—distributes off-network reruns of *Thin Man*, etc. • Commercials produced—inactive, but has produced film commercials • Studio rental—yes. • Ownership of TV-radio stations—None at present, but has been active in past.

Paramount Pictures (via Paramount TV and Telemeter): Network shows this fall—CBS-TV: *Mr. Garland* (first network sale) • Features: Paramount pre-1948 backlog of 700 titles distributed by MCA subsidiary EMKA Corp. in long-term deal • Syndication—in planning stage • Studio rental—yes • Ownership of TV stations—KTLA Los Angeles • Pay-TV interests—owns International Telemeter, currently conducting pilot operation with Famous Players Corp. in Toronto suburb • TV-electronics—active in fields of computer, pay-TV, color-tube electronics via subsidiaries; also has owned stock in Du Mont.

Republic Pictures: Features—distributes 466 pre- and post-1948 titles through Hollywood TV Service Inc., subsidiary • Syndication—in planning stage under new Victor M. Carter regime • Studio rental—yes, a major activity • Overseas TV distribution—limited distribution of its properties • TV film-lab work—yes, through subsidiary Consolidated Film Labs.

RKO General Inc. (General Teleradio div., subsidiary of General Tire & Rubber Co.): Features—RKO pre-1948 backlog formerly handled on time-&-cash basis by C&C Films now distributed by United Artists Associated, which now has 729 RKO titles including nearly 100 post-1948s. Additionally, Show Corp. of America distributes 66 post-1948 RKO titles. RKO plans to syndicate 17-title package of European-produced, English-dubbed features, all post-1948s, this fall • Commercials—owns Robert Lawrence Productions • Studio rental—No, studio sold to Desilu Productions • Ownership of TV-radio stations—WNAC-TV & WNAC Boston, KHJ-TV & KHJ Los Angeles, KFRC San Francisco, WOR-TV & WOR N.Y., WHBQ-TV & WHBQ Memphis, WGMS Washington; through Canadian subsidiary owns 2/3 of CKLW-TV Windsor-Detroit (CKLW); also operates Yankee Network • Pay-TV interests—has deal with Zenith for future Hartford operation with Phonevision if granted FCC approval • RKO General, since it sold its studio to Desilu and went out of production, has no movie interests.

20th Century-Fox (via TCF-TV): Network shows this fall—ABC-TV: *Hong Kong*, *Adventures in Paradise*. CBS-TV: *Many Loves of Dobie Gillis*. Also planning *Strange World of Jules Verne* for 1961-62 fall season • Features—total of 552 titles, including new group of 27 post-1948 20th-Fox features, distributed by NTA • Syndication—in planning stage • Commercials—produces theatrical commercials, sometimes used on TV, through Movietone • Studio rental—only to TV producers who have distribution deals with 20th-Fox • Ownership of TV-radio stations—KMSP-TV Minneapolis, plans to buy more • Pay-TV interests—discussing possible deal with Matthew J. (Matty) Fox • TV-electronics—owns partial interest in Eidophor theatrical large-screen TV system • TV film lab work—through subsidiary Deluxe Film Labs.

United Artists (via UAA and Ziv-UA): Network shows this fall—CBS-TV: *Aquanauts*. NBC-TV: *Klondike*, *Bat Masterson* • Features—UAA has largest feature library in field, totaling nearly 2,000 titles, including backlogs of Warner Bros., RKO, United Artists, Monogram and many independents. Also has extensive library of Warner car-

toons, *Popeye*, short subjects, etc. • Syndication—Ziv-UA currently marketing in first-run syndication *Case of the Dangerous Robin*, *Lockup*, reruns of *Tombstone Territory*, new cycles of *Sea Hunt*, etc. Total Ziv-UA syndication list is over 30 series. UAA plans new cartoon syndication series • Commercials—occasional commercials for syndication sponsors • Studio rental—yes • Ownership of TV-radio stations—no, but UA has created subsidiary at Ziv lot in Hollywood to scout station purchases.

Universal Pictures: Features—(see Columbia Pictures-Screen Gems).

Warner Bros: Network shows this fall—ABC-TV: *Maverick*, *Lawman*, *Cheyenne*, *Surfside Six*, *Bugs Bunny*, *Hawaiian Eye*, *77 Sunset Strip*, *Roaring Twenties* • Features—entire pre-1948 backlog of 754 titles, plus WB-produced cartoons & shorts, distributed by UAA. New package of 122 post-1948 WB titles being distributed by 7 Arts Corp. (Creative Telefilm & Artists Inc.) in deal for \$11 million plus WB share of profits • Syndication—no domestic, but sells WB telefilms overseas • Commercials—none produced by studio, but has “facilities exchange” deal with N.Y. commercial-making Filmways Inc.

First Comes The Word: There's nothing wrong with TV that good writing can't cure, Hollywood writers have always contended. Trouble is, too much interference & too many restrictions are imposed on writers, they've added. So last week a group of writers tried to do something about this. They banded together under the name of Company of Writers, and turned in the first of 5 pilot scripts they will do for Screen Gems. SG has assured them “artistic control of their properties,” they said. Asked what will happen if one of their series sells and a sponsor or agency denies them control, they said they wouldn't argue about a line, but if a series concept is changed (as happened in the case of *Mr. Lucky*) that would be different. But “we'll cross that bridge when we come to it,” they added.

Reluctant to disclose the nature of their 5 pilot projects, they did say that “not one shot was fired” in them; and that they are neither Westerns nor private eyes. “We hope to create trends of our own,” asserted Paul Harrison, producer-director, and exec. producer of COW.

Some of those enlisted in the ambitious venture are screen writers with little or no TV experience; some have ample TV backgrounds. Involved are Harrison (*The Untouchables*, exec. producer at Screen Gems, ex-CBS-TV), Ivan Goff & Ben Roberts (teamed on pilot of SG's *The Fat Man*), Liam O'Brien, (pilot of *Johnny Midnight*), Marion Hargrove (*Maverick*, *77 Sunset Strip*, *Cheyenne*, *Dick Powell's Zane Grey Theater*, *Colt .45*, *Telephone Time*), and Richard Murphy (screen writer, no TV).

Three of COW's pilot scripts will be delivered to SG by Sept. 19, the remaining 2 by Nov. 19. Four are half-hour series, one is 60-min. If COW is successful, it will expand into the financing of movie & stage productions.

Screen Extras Guild has voted approval of a new contract with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers by a majority of better than 94%. The contract taking effect this week (Sept. 12), provides increased wage scales & improved working conditions for extras.

Bonnaker Productions will pilot *The Drumbeater* Sept. 26. Pat Harrington Jr, stars.

HOLLYWOOD ROUNDUP

ABC-TV's Selmur Film Co.: Selmur Productions Inc. is the name of ABC-TV's new film & tape production subsidiary, and it's off to a good start with 2 taped shows to begin on the network this fall (Vol. 16:30 p9). One, *Day in Court*, has been on ABC-TV for some time, and will now be produced by Selmur. The other, also daytime, is *Morning Court*. It goes on Oct. 10.

Selmur is now developing film properties and expects to have some deals set by mid-October. Thus far the organization consists of 3 executives: ex-KABC-TV Los Angeles gen. mgr. Selig Seligman, pres.; ex-KABC-TV program dir. Peter Robinson, in charge of programming; and Leon Mirell, ex-MGM-TV dir. of business affairs, in charge of business & administration.

86 movies have been or are being made so far this year in Hollywood, compared with 118 for the same period of last year. We saw a striking example last week of the switch from cinema to TV film at the sprawling Metro-Goldwyn-Mayer plant in Culver City. Once a turmoil of movie activity, MGM last week hadn't a single picture in production at its home lot. But it was most certainly busy with TV film—2 of MGM-TV's own series (*The Islanders* and *National Velvet*) and those of tenant producers (*Peter Gunn*, *The Outlaws*, *One Step Beyond*, *Oh Those Bells*, *Rawhide*, *Twilight Zone*, *The Brothers Brannagan*, *The Tab Hunter Show* and *The Jim Backus Show*). Warner Bros.' Burbank plant, too, without a single movie before the cameras, but busy with its series for ABC-TV, would be paralyzed without TV.

TV-film producers, an insecure lot at best, are now expressing anxiety over what the Presidential election campaign will do to their ratings. They tell us they are concerned that pre-emptions will not only jar series ratings, but that election-conscious Americans may show less interest in regular TV programming. This may lead sponsors & agencies to drop series sooner than usual. Explained one producer: “Usually you know by late October what shows are going to make it. But because of the campaign, I don't think you'll get a clear picture this year until late November or early December. And by then a sponsor may cancel a show.”

Some 95% of “scabbing” accusations during the recent Writers Guild of America strikes against telefilm & movie producers in Hollywood were false & unfounded; WGA's disciplinary committee has announced that it is investigating the remaining 5%. One member's trial has been held, ending in a guilty verdict. The committee will remain in force “until the last of the accused is either cleared or convicted,” but it will not operate as a “goon squad,” “kangaroo court” or “literary mafia,” it stated. The committee's surmise is that management got most scripts during the strike from non-WGA-members—actors, directors, producers, even clerical help at the studios.

Screen Gems resumes production this week on syndicated *2 Faces West*, starring Charles Bateman & June Blair. Matt Rapf is producer.

People: Ziv-UA signed ex-MGM-TV producer Richard Bare as a producer . . . Vance King named PR dir. & mgr. of Hollywood Museum Associates, non-profit corporation formed to promote the movie & TV museum.

NEW YORK ROUNDUP

Screen Gems anti-trust case, in which N.Y.'s U.S. District Court absolved parent Columbia Pictures and Universal Pictures of any violations of the Sherman & Clayton Acts in TV film deals (Vol. 16:34 p10), has been marked "closed" by the Justice Dept. Govt. attorneys had contemplated carrying the July ruling by the District Court to the Supreme Court, but let a 60-day deadline for filing pass without making a further move in the case. A Justice Dept. source told us that the decision against appealing the Screen Gems ruling will not affect the govt's prosecution of a similar case—now in pre-trial proceedings—involving United Artists. UA is accused of anti-trust violations in deals with Warner Bros. & RKO-Radio Pictures for pre-1950 films for TV distribution. The UA case will probably go to trial in the N.Y. District Court within the next 2 months.

Cooperative Advertising Associates Pres. Lester Krugman recently outlined to us (Vol. 16:34 p10) a suggestion that TV syndicators could tap major new revenue by selling a show on a national basis to a major automotive manufacturer and then placing it, on a co-op basis locally, through dealers. Last week, just such a deal was announced. Studebaker-Packard Corp., on behalf of its Lark compacts and through the D'Arcy agency, signed for a 30-min. filmed comedy series, *Wilbur & Mr. Ed*, produced by Filmways and represented by MCA. The show, which stars Alan Young and is the creation of Al Simon, Arthur Lubin and George Burns, will be spot-placed by Studebaker-Packard in over 120 markets in local-rate co-op time purchases with Lark dealers.

"TV Channels," the new syndicated supplement for Sunday newspapers, began distribution in the *Boston Sunday Herald* Sept. 11. This paper, added to the present list (*Los Angeles Times*, *Washington Post*, *Dallas Morning News* and *Bridgeport Sunday Herald*) brings the supplement to a circulation of 1,954,592. It is a 16-page section into which the newspaper binds its area's own locally-printed program schedules.

N.Y.U. will provide a training ground for animators this fall in a workshop course oriented toward the humorous art. The program may come as a relief for producers and animators' unions which have complained of the shortage of trained cartoonists (Vol. 16:26 p6).

Add syndication sales: NTA wrapped up 4 new markets last week for *Play of the Week*, making a total of 56. New buyers: WHEN-TV Syracuse, N.Y.; WTOL-TV Toledo, Ohio; WTVR Richmond, Va.; WRCV-TV Philadelphia, Pa. . . . ITC's *Best of the Post* has been sold in 94 markets to date . . . Ziv-UA announced markets for *Lock Up* now number 184, and *Case of the Dangerous Robin*, 142.

Bob Hope signed a 5-yr. contract renewal with NBC-TV last week to include 6-to-8 60-min. specials and one 2-hr. special each season.

Young mothers watch more TV, both daytime & evening, than other women, reported a recent TvAR study. Women with children under 6 years devote "an average of 5 hrs., 17 min. each weekday to TV, while all other women average 4 hrs. 1 min.," said the rep concern.

People: Ray Heindorf, former Hollywood music director, signed by CBS-TV as music director of "An Hour with Danny Kaye," Oct. 30 special . . . Sidney Ginsberg named Trans-Lux TV asst. vp in charge of production.

Programming

More about

MARCH OF THE POST-1948s: Sales deals, actual & proposed, and an important legal decision highlighted industry activity last week in lining up post-1948 features for TV's fall schedules. Among developments:

A last-ditch effort by the American Federation of Musicians failed completely to block the sale of the first major post-1948 package of Warner Bros. films. AFM, seeking an injunction in Federal District Court, N.Y. to hold back the package, on grounds that musicians should be paid a royalty for their soundtrack music (Vol. 16:34 p10 et seq.), was flatly denied the petition by Judge William B. Herlands. This means that 7 Arts Corp.—the Canadian distribution firm established by Eliot Hyman which has an \$11-million deal with WB for the package—now gets the green light to begin station & network sales.

It was a double rebuke to AFM, for Judge Herlands added that a grant of AFM's petition would be "infringing on the representation rights of the Musicians Guild of America." This is the rival musical union which has been representing WB-employed musicians and has just concluded 4-year Hollywood agreements with several major record companies (including TV-allied Disney Records).

AFM promptly appealed the Federal District Court decision, although its chances looked slim. The union also served notice it will "continue to file suit against any major motion picture producer that ignores its contractual pledge to the federation." Current AFM contracts, although not cutting union members in for a direct slice of post-1948 TV revenue, call for "prior consent" to TV re-use of such films.

* * *

On another Hollywood movie front, however, AFM scored a union victory. In a representation election, AFM was restored as bargaining agent (vs. the MGA) for musicians employed by major studios. AFM Pres. Herman Kenin hailed the vote as signaling "the speedy end of dual unionism and the kind of unity of purpose that enables an honest trade union to represent its members effectively." With AFM now back in its former position as collective bargaining agent for studio musicians, AFM's hand was strengthened somewhat in dealing on post-1948 issues.

* * *

Network-level interest in post-1948 movies continues, meanwhile. MGM-TV, we're told, is quietly feeling out network attitude toward "An American in Paris," the Oscar-winning 1951 musical starring Gene Kelly & Leslie Caron. Modeling its approach on CBS-TV's successful once-a-year use of "The Wizard of Oz," MGM is exploring a minimum 3-year deal whereby the film would be sold for a rumored \$1 million to a network for telecasting as an annual, multiple-sponsored special. Interest in such film-on-network projects is primarily centered at NBC-TV, whose programs & talent vp David Levy visualizes them as blockbuster color shows with pre-sold audience.

* * *

Levy's alma mater, Young & Rubicam, is also interested in network-level feature shows. The agency has been discussing possible post-1948 properties with still another former Y&R executive, 20th Century-Fox TV Pres. Peter Levanthes, and with Columbia-owned Screen Gems.

Y&R's tentative blueprints call for one-shot movie specials, paying less than \$100,000 per picture for network use, but relinquishing the films immediately for use in syn-

licated feature packages. Columbia's "Bell, Book & Candle," as we reported several weeks ago (Vol. 16:34 p3), is also being sought as a network special by NBC-TV and by the C. J. La Roche agency.

* * *

Post-1948s are also among the hotter fall properties in station-level syndication sales, with considerable interest being shown in new packages by major market outlets. The 7 Arts-Warner Bros. package (see above) has not yet been offered officially in syndication. But UAA has been scoring some quick sales for its recently acquired UA "Box-office 26" package. An all-post-1948 package (whose films include "The Barefoot Contessa" with Ava Gardner & Humphrey Bogart, "Attack" with Jack Palance, and "The King & 4 Queens" with Clark Gable), the group has been sold so far to KTVK Phoenix and KLRJ-TV Las Vegas. Other deals for the package are in the works, including a pending sale to WNBC-TV N.Y. (which is trying to build up its own feature library to rival the 18-month supply accumulated by WCBS-TV N.Y.).

* * *

WOR-TV N.Y., thanks to a recent deal with parent RKO General, will feature 13 or more post-1948 RKO films in its fall *Million Dollar Movie* series. These include "Bundle of Joy" with Eddie Fisher & Debbie Reynolds, and "The Americano" with Glenn Ford & Frank Lovejoy. The latter film will initiate a series of colorcast *MDM* features on WOR-TV next month.

* * *

WNTA-TV N.Y. will function as a private showcase for Chicago buyers who are interested in its recently-purchased 20th Century-Fox post-1948 package (distributed through NTA). Special screenings will be provided for 300 Chicago agency men and advertisers beginning this month, showing highlight clips from the post-1948 features.

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"Hollywood has an advanced case of intellectual leprosy," *Time* magazine quotes David Susskind who is presently in the film capital making "A Raisin in the Sun" for Columbia Pictures. Added Susskind: "It is sterile & bland, a place of languor & procrastination, of overwhelming provincialism." Retorted Oscar Levant: "Susskind is salami dipped in chicken fat." The TV producer, who this year raises his production from 1959's \$12 million to \$30 million, uttered another quote after meeting with MGM exec. Benny Thau: "The only thing we have in common is breathing."

WTVJ (Ch. 4) Miami, has inaugurated a Mon.-Fri. Spanish-language news service entitled *News en Español*. The twice-daily program (6:45 a.m. and each weeknight following the late movie) emphasizes Cuban and other Latin American news, and will be supplied with newsfilm reports by Central & South American TV stations. The programs include an "answers-to-viewers'-questions" service designed, according to station pres. Mitchell Wolfson, to orient newly-arrived Latin Americans.

Voice of Democracy broadcast script-writing contest is under way again. Kits for the 14th annual competition for high school students, co-sponsored by NAB, EIA and state broadcasters' associations, in cooperation with Veterans of Foreign Wars, have been sent to all broadcasters & VFW posts. College-scholarship contest instructions also are being mailed to 28,000 high schools. Top winners will be picked next February.

Networks

John Crosby vs. NBC: A quick feud flared last week between John Crosby & NBC. It kicked off when the TV columnist roasted the network and its management in a Sept. 7 column alleging that the network's present policies were creating a "mess of colossal proportions."

Crosby got in over his head, though, by venturing into figures. One of his statements was that NBC is "*earning* [italics are ours] \$230 million annually." A checkup reveals that the figure is actually a close guess at the *gross* 1959 revenue time & talent—of NBC-TV. That network provides about two-thirds of the gross revenue of \$323 million reported for all NBC activities (TV & radio networks, & stations, syndication, etc.) by RCA for 1959.

Departing from his role of critic, Crosby charged that NBC's programming in the last few seasons ("... Quality was to be sacrificed to get more viewers") has been a financial flop. NBC's profits, he asserted, have skidded from a 1956 Pat Weaver-administration figure of "between \$18 & \$19 million," to a profit last year of "between \$2 & \$5 million" under the Sarnoff-Kintner regime. "Virtually its only 2 profitable operations" said Crosby "are *Today* and *Tonight*, both of them left over from the regime of Pat Weaver, the visionary," said Crosby.

Crosby's blast provoked an unusual response from NBC, which generally turns the other cheek where major syndicated columnists are concerned. NBC Chmn. Robert W. Sarnoff and Pres. Robert E. Kintner fired off a joint letter to Crosby's boss, *Herald-Tribune* Pres.-editor Robert M. White II. In it, Sarnoff & Kintner termed the Crosby column "vindictive & distorted" as well as "false & damaging." Crosby, said the NBC executives, "is not competent to deal" with questions of network operation and management, and committed "errors of fact."

Sarnoff Predicts Record Profits

Far from losing profits (as Crosby had charged), NBC's profits "were at a near-record level and for the 4th quarter of that year were the highest in the company's history." Indications in 1960 are that "NBC will earn an all-time high in profits for the year," said the Sarnoff-Kintner letter, although no specific figures were given.

Crosby's slap at NBC was, as the NBC executives saw it, "a striking example of his bias, since he gives no recognition to NBC's accomplishments in news & public affairs... entertainment programs of outstanding merit... development of color TV—all costly undertakings."

Although NBC didn't mention them in its letter (which was printed in the letters-to-the-editor column of the Sept. 9 *Herald-Tribune*), Crosby had advanced other inaccuracies. For one thing, he indicated that NBC had "tossed out" *Philco Playhouse*, a "quality dramatic" series; actually, *Philco* never renewed the show. For another, Crosby charged that NBC had plunged in ratings from top spot to third place, and that the daytime schedule "is a failure." But in the first half of 1960, according to Nielsen the nighttime (6-11 p.m.) network audience shares averaged: CBS-TV—33.5; NBC-TV—29.2; ABC-TV—28.5. In daytime, NBC is even stronger. Daytime (10 a.m.-1 p.m., 2-5 p.m.) Nielsen shares in the first half of the year ran: CBS-TV—37.0; NBC-TV—34.0; ABC-TV—18.0.

There was no apparent Wall St. effect of the Crosby column. In the 2 days following the column's appearance, the price of RCA common dropped from 61½ to 59½—a drop that was almost exactly the same as the 2-point average sag reported in the market by Dow-Jones.

2 Seek Canadian Nets: Two competing groups sought approval as Canada's 2nd—and first privately-owned—network in briefs before the Board of Broadcast Governors in Ottawa last week. Of 4 comments filed on the subject, only one expressed opposition to the idea of a 2nd network.

These groups proposed to operate Canadian networks:

(1) The Independent Television Organization (ITO), a cooperative to be owned by 8 recently-approved private TV stations (none of them yet on the air). Headed by R. E. Misener, gen. mgr. of upcoming CFCF-TV Montreal, the group proposed initial non-interconnected operation via exchange of video tape & film.

(2) S. W. (Spence) Caldwell, head of big Toronto TV film producer-distributor S. W. Caldwell Ltd., proposed to operate a network which would use microwave interconnections from the outset.

Govt.-supported CBC, which operates the only existing Canadian network, stated that it isn't opposed to competition from a private network so long as the same conditions & responsibilities are imposed on both networks.

Graham Spry of the Canadian Bcstg. League, on the other hand, expressed fear for the CBC's future in competition with a private network. He predicted that commercial interests would freeze CBC out of mass-appeal programming, thereby reducing its ad revenues and imposing a burden on the taxpayers. CBC's deficit is met by the govt.

ABC-TV affiliates will hold their pre-fall-season meeting in Hollywood this week. The board of the Affiliates Advisory Assn. met Sept. 11 at the Beverly Hills Hotel. Later this week, the board will join ABC executives in a final discussion of new program plans, local-level promotion & new network policies.

"Oh Those Bells," new CBS-TV situation comedy series starring the Wiere Bros. and produced by Ben Brady, begins production Sept. 13 at MGM.

Oscarcast sales drive is on at ABC-TV. Most likely prospects are reportedly Revlon, General Foods and P&G.

NETWORK SALES ACTIVITY

ABC-TV

- Maverick, Sun. 7:40-8:30 p.m., part. eff. April.
E. I. Du Pont (N. W. Ayer & Son.)
- Hong Kong, Wed. 7:30-8:30 p.m., part. eff. May.
E. I. Du Pont (N. W. Ayer & Son.)
- Cheyenne, Mon. 7:30-8:30 p.m., part. eff. April.
E. I. Du Pont (N. W. Ayer & Son.)
- Republican Presidential candidate, 8 telecasts p.m., eff. during Oct. only. Full sponsorship.
Republican National Committee (Campaign Assoc.)
- Daytime programming, Mon.-Fri. a.m. part. eff. Sept.
American Cyanamid (Erwin Wasey, Ruthrauff & Ryan)
Sterling Drugs (Dancer-Fitzgerald-Sample)
Campbell Soup (Needham, Louis & Brörby)
Block Drugs (L. C. Gumbinner)
- Lawrence Welk Show, Sat. 9-10 p.m., part. eff. Dec.
Polaroid (Doyle Dane Bernbach)

NBC-TV

- John Brown's Raid (special), Oct. 25, 10-11 p.m., full sponsorship.
Purex (Edward H. Weiss)

TV-radio debate schedules were resolved last week among the networks for the scheduled Nixon-Kennedy appearances in the pre-election period (Vol. 16:36 p7). In Sept. 9 meeting between NBC news vp William McAndrew, ABC vp for public affairs John Daly, and CBS News Pres. Sig Mickelson, some coin-flipping resulted in this pool-coverage schedule: CBS will handle the Sept. 26 show. NBC will handle an Oct. 7 panel show (a date to be confirmed by the Presidential aspirants). And ABC will originate shows on Oct. 13 & 21. All shows will be fed to all TV-radio networks. Apart from the face-to-face sessions, the candidates will be seen on other shows. The Sept. 29 *Person to Person* show, for instance, will have Kennedy as a guest in its season premiere, with Nixon scheduled shortly thereafter. Both NBC & CBS plan several documentary specials that will be profiles of the key candidates in the forthcoming election, and a Nov. 13 *Omnibus* show on NBC, after the election, will feature a study of the office & powers of the President.

Stations

NEW & UPCOMING STATIONS: The year's 15th new-station starter—and 5th educational outlet to begin in 1960—is KERA-TV (Ch. 13) Dallas, operated by the Area Educational TV Foundation. It brings the total of operating U.S. stations to 571 (482 vhf, 89 uhf), of which 49 are non-commercial.

KERA-TV plans its inaugural program Sept. 11, beginning regular programming Sept. 12 with approximately 15 hours of live school programming weekly, "and at least as much adult programming, mostly film & tape from NET," according to exec. dir. Martin Campbell. The station is housed in temporary quarters in a schoolhouse borrowed from the Board of Education, pending completion of permanent quarters in 1961. It is using a 300-ft. tower, transmitter and other equipment purchased from WFAA-TV. The 48th affiliate of NET, KERA-TV claims to be "the first ETV station equipped to broadcast in color."

* * *

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

KWCS-TV (Ch. 18, educational) Ogden, Utah, installing 1-kw RCA transmitter, expects to begin programming in Sept., reports T. H. Bell, supt. of grantee Weber County School Dist. It has Deale Electric antenna on 112-ft. Stainless tower. John A. Larson, station dir. & Norman Barber, engineer, both have been working in the school district's closed-circuit operation.

KEYC-TV (Ch. 12) Mankato, Minn., with 11-kw RCA driver installed and 25-kw amplifier on hand, expects to meet Oct. 1 target, says Herbert R. Ohrt, exec. vp of Lee Radio Inc., 70% owner. Mankato studio building is scheduled to be ready Sept. 15. Transmitter house in Lewisville, Minn. was completed early in Aug. Kimco 1040-ft. tower is ready for RCA traveling wave antenna which arrived late in Aug. Bob Gardner, ex-Las Vegas TV stations, is station mgr.; Hap Halligan, ex-KGLO-TV Mason City, sales mgr.; Bob Cavanaugh, ex-KGLO-TV, program dir.; Don Borchert, ex-KGLO-TV, chief engineer. Network affiliation hasn't been signed. Base hour, \$300; rep, Branham.

WIPM-TV (Ch. 3) Mayaguez, P.R., planned as non-commercial operation of P.R. Dept. of Education, now has Oct. programming target, writes R. Delgado Marquez, gen. mgr. of Dept.'s other station WIPR-TV (Ch. 6, educational)

San Juan. It has 6-kw RCA transmitter ready for use, but installation of antenna on 202-ft. Ideco tower has been delayed until this month.

WTVI (Ch. 19) Fort Pierce, Fla. has completed studio-transmitter building on Signal Hill, between Fort Pierce & Vero Beach, and plans Nov. 1 start with CBS-TV & ABC-TV, writes Gene T. Dyer, owner-mgr. GE 12-kw transmitter was scheduled to arrive before end of Aug. It has 380-ft. Stainless tower ready for GE antenna, also due by end of Aug. J. Patrick Beacom, pres. of WJPB-TV (Ch. 5) Weston, W.Va. is exec. mgr.; Les Combs, station mgr.; Ken Sanders, ex-WLWD Dayton & WNEM-TV Bay City, program mgr.; Joe Strelauski, ex-WJPB-TV, chief engineer. Base hour will be \$300. Rep will be Forjoe.

KCSD-TV (Ch. 19) Kansas City, Mo. expects to meet Nov. 15 target as non-commercial educational outlet of School Dist. 19 there, reports J. Glenn Travis, admin. asst. to the school supt. Stub tower on top of City Hall is ready for antenna, and construction of studios in Board of Education Bldg. has started. GE 1-kw transmitter & antenna are due to arrive Sept. 5. Clyde Howe, ex-WIBW-TV Topeka, is chief engineer.

KEZI-TV (Ch. 9) Eugene, Ore. has ordered 35-kw GE transmitter and plans Nov. start, according to D. A. McDonald, pres. of grantee Liberty Television Inc. Tower Sales Erecting Co. is furnishing 200-ft. tower. Base hour not set. Meeker will be rep.

KIFI-TV (Ch. 8) Idaho Falls, Ida. has tentative Dec. 1 target, awaiting FCC approval for maximum power, reports James M. Brady, pres. of grantee Eastern Idaho Bestg. TV Co., and operator of radio KIFI. GE 28-kw transmitter has been ordered for delivery about Nov. 1. Studio building is ready, but construction of transmitter house awaits FCC power boost approval. Tower Construction Co. has begun work on 100-ft. tower and GE antenna is due about Nov. 1 also. Network affiliation hasn't been signed. Base hourly rate not set. Rep will be Gill-Perna.

KCDA (Ch. 3) Douglas, Ariz. has changed target to next Dec., according to Mike Ling, national sales mgr. of owner Electron Corp. Building is on hand for 250-watt Electron transmitter scheduled for delivery in Dec. Alford antenna also is due in Dec. for installation on 100-ft. Rohn tower. Base hour not set. Rep not chosen.

WLTW (Ch. 13) Bowling Green, Ky. has ordered Standard Electronics transmitter for Nov. delivery and plans Dec. programming, writes grantee George A. Brown Jr., Ky. representative of General Shoe Corp. Construction has begun on studio-transmitter building. It will use 600-ft. Stainless tower. Network affiliation hasn't been signed, base hour not set, rep not chosen.

KCBY-TV (Ch. 11) Coos Bay, Ore. finished building construction at end of Aug., but won't begin NBC-TV programming until later in fall as semi-satellite of parent KVAL-TV (Ch. 13) Eugene, Ore., writes S. W. McCready, KVAL-TV gen. mgr. RCA antenna has been installed on 200-ft. Fisher tower and RCA 2-kw transmitter is scheduled to be ready for use by Sept. 25. Milton Lindley, from KPIC (Ch. 4) Roseburg, Ore., also KVAL-TV satellite, will be resident mgr.; Glenn McCready, also ex-KPIC, resident engineer. Base hour will be \$150. Rep will be Hollingbery.

KCND-TV (Ch. 12) Pembina, N.D., planning fall start, has transmitter house nearly ready for 2-kw RCA transmitter, reports operations dir. Charles K. Bundlie, ex-KNOX-TV (Ch. 10) Grand Forks, N.D., which owns 25% of KCND-TV. Studio-office building also is nearly complete and work on 1350-ft. Stainless tower began early in Aug. Gene Higdem, ex-KNOX-TV, is production dir. It's nego-

tiating for network affiliation. Base hour will be \$400. Reps will be Meeker, Wayne Evans (Minn.), Pembina TV Sales (Winnipeg, Man.), Representatives Ltd. (Canada).

KFOY-TV (Ch. 9) Hot Springs, Ark. hasn't named specific target, but 500-watt Gates transmitter was due late in Aug., according to acting mgr. John Whitt, also sales mgr. of KFSA-TV, Fort Smith, Ark. Owner is newspaper publisher Donald W. Reynolds, who also operates KFSA-TV Fort Smith (KFSA), KLRJ-TV Las Vegas (KORK), KOLO-TV Reno (KOLO) & KGNS-TV Laredo, Tex. Network affiliation hasn't been signed as yet. Base hour not set. Rep will be Headley-Reed.

WBNB (Ch. 10) Charlotte Amalie, V.I. has 500-watt Gates transmitter scheduled for delivery in Nov. and plans to begin programming by next Jan. 1, reports Robert Moss, pres. of grantee Island Bestg. Co. Construction has begun on studio-transmitter building, and 160-ft. Utility tower is to be shipped to Island in Oct. It's negotiating for network affiliation. Base hour not set and rep not chosen.

KTWX-TV (Ch. 9) Sheridan, Wyo. start has been delayed until sometime this fall or winter, says Pres. Burt I. Harris, also pres. of Harriscope Inc., TV producer & packager. Postponement of satellite to KTWO-TV (Ch. 2) Casper, Wyo. is caused by booster situation in area. KTWO-TV has \$150 base hour. Rep is Meeker.

WPTT (Ch. 10) Augusta, Me. plans start in fall of 1961 as educational non-commercial outlet, reports Dr. Charles S. Phillips, pres. of Bates College, Lewiston, Me., which acquired CP this summer from Richard S. Robie.

KAIT-TV (Ch. 8) Jonesboro, Ark. now doesn't have a target date, but is in process of letting contract for studio-transmitter building, according to owner George T. Herreich, owner of Fort Smith radio KFPW and onetime 50% owner of KFSA-TV there (under KNAC-TV call).

CJCH-TV (Ch. 5) Halifax, N.S., call letters pending approval of Board of Transport, hasn't reported a target, but has ordered GE transmitter, writes A. D. Grayston for radio CJCH gen. mgr. Finlay MacDonald. Footings & foundation of tower were completed Aug. 27. Base hour not set. Rep not chosen.

WWLP Springfield, Mass. (Ch. 22) will be equipped for color-film origination this month, according to Pres. William L. Putnam.

Obituary

William F. O'Neil, 76, founder & chairman of General Tire & Rubber Co., died of a heart ailment Sept. 4 at his home in Akron. His was one of the first U.S. firms unconnected with entertainment or electronics to diversify into broadcasting when in 1942 it purchased the Yankee Network. It later acquired control of the Mutual Bestg. System and the Don Lee network, neither of which it now owns. O'Neil's penchant for diversification and his faith in broadcasting led to the empire which now includes 5 TV & 7 radio stations. He was instrumental in opening the floodgate of old feature movies to TV when in 1955 his General Tire purchased RKO Radio Pictures from Howard Hughes for \$25 million, later selling off the feature film backlog to Matty Fox but retaining rights to exclusive showings of the films in markets where his General Teleradio owned TV outlets. He is survived by his widow, and by 4 sons—Thomas F., vice chmn. of General Tire and pres.-chmn. of RKO General Inc. (TV-radio stations); Michael G., General Tire pres.; John, General Tire finance committee chmn.; William, owner of radio WSKP Miami—a daughter, and 26 grandchildren.

Payola Charge Fought: FTC has been challenged by Interstate Electric Co., New Orleans distributor of Columbia Records, to prove that any of its dealings with TV & radio disc jockeys and station managements constituted illegal payola.

Joining Washington's Schwartz Bros. Inc. as one of a few among 100-odd FTC-cited record firms to fight payola complaints (Vol. 16:35 p10), Interstate Electric & 4 officers demanded that FTC's case against them be dismissed.

The New Orleans company, charged in June with making under-the-turntable payments to station personnel (Vol. 16:28 p7), said in its formal answer that it "has participated in generally accepted & entirely proper promotions & advertising activities looking toward increased distribution & sale of Columbia phonograph records & other products."

But Interstate & officers L. L. Hirsh, George C. Howell Jr., F. P. Goodwin Jr. and Millard H. Cook insisted: "Such promotions & activities were not intended to, nor did they in fact, influence, induce, obtain, insure, stimulate or motivate selection or 'exposure' of phonograph records alleged in the complaint, or mislead & deceive the public."

Meanwhile, 3 more N.Y. record firms in effect pleaded no-defense in FTC payola cases against them, without admitting they violated any law. Carlton Record Corp. & Carlton Record Distributing Corp. and Hugo & Luigi Products Inc. signed consent orders forbidding them to make concealed payments to anybody for broadcasting their records.

Last headline hearing of 1960 by House Commerce Legislative Oversight Subcommittee probably has been held (Vol. 16:36 p4)—and the special investigative unit itself may not be revived in the next Congress. No further public proceedings by the Oversighters were scheduled last week by Chmn. Harris (D-Ark.) following adjournment of the 86th Congress. And he was reported undecided on whether to ask the new House next Jan. for an extension of the life of the Subcommittee, which will go out of business at the end of this year. Meanwhile, the Subcommittee staff (already whittled down from its full strength of 32) was settling down to its post-adjournment assignment of drafting a final 1959-60 report, due in Dec. It will cover payola, quiz & other hearings, make recommendations for additional TV-radio-FCC legislation. It's likely that the recommendations will repeat Subcommittee proposals for FCC regulation of networks, among other things. One thing is sure, whether or not the Oversight Subcommittee opens up again at its old Hill stand next year, broadcasters will not be ignored by Harris. He's already outlined a Commerce Committee agenda for them in the 87th Congress (Vol. 16:33 p3).

Americans are devoting 160 billion hours annually to watching TV, reports A. C. Nielsen. The figure is derived from the 5 hours & 3 minutes per day from June 1959 through May 1960 during which the average TV home was tuned in. There were 1.9 viewers per viewing home.

NAB's music advisory committee, which had been scheduled to meet Sept. 8 in Washington (Vol. 16:33 p10), postponed its session until Sept. 22.

Metropolitan Broadcasting Corp. has established a new office in Philadelphia, where vp Benedict Gimbel Jr. will maintain his hq.

NAB has resumed publication of *Stateside*, its bi-monthly newsletter for state broadcasting organizations.

Broadcast Engineering Symposium: Automated TV will be the main theme of the 10th annual symposium of IRE's professional broadcasting group Sept. 23-24 in the Willard Hotel, Washington.

First-day papers: "TV Station Automation," F. R. McNicol (RCA). "Application of Digital Computers to Station Program Sequence Switching Control," A. B. Ettlinger (CBS). "Amtec," Anthony Sverda (Ampex). "An Automatic Program Logging Device," R. M. Brockway & Robert Flanders (WFBM-TV Indianapolis). "High Voltage Solid State Rectifiers in Existing Transmitters," Lynn R. Zellmer (GE).

Second-day papers: "A Further Analysis of TASO Panel 6 Data on Signal-to-Interference Ratios," Harry Fine (FCC). "TV Tape Recording," RCA representative. "CBS-TV Standards Conversion Techniques," K. B. Benson & Alfonso Cosentino (CBS). "Sine Squared Pulses in TV System Analysis," Ralph Kennedy (NBC). "Planning & Erecting a 1,619-ft. tower for TV," Roger Hodgkins (WGAN-TV Portland, Me.). "New Type Image Orthicon," Dr. H. J. Hannam (GE). "Directional Antennas for Vhf TV," RCA representative. NBC paper, J. L. Hathaway (NBC). "Intersync," Harold Clark (Ampex). "Airborne TV Broadcasting for Educational Purposes," Charles E. Nobles (Westinghouse).

First-day sessions also will include: (1) Technical discussions at FCC with such Commission personnel as chief engineer Edward W. Allen. (2) A Willard banquet at which the winner of IRE's Scott Helt award will be announced, and VOA dir. Henry Loomis will speak.

Handy TV-radio guide on payola definitions, as developed in the legislative history of the new Harris-Pastore Act (Vol. 16:36 p4), has been mailed to all NAB members by chief counsel Douglas A. Anello. The 4-page sheet lists examples of circumstances requiring—and not requiring—sponsor identification: (1) When records are supplied by distributors to disc jockeys or stations, no announcement is necessary unless the distributors "furnished more copies of a particular recording than are needed for broadcast purposes." (2) When an announcer gets an automobile for his own use in return for on-the-air mention of the product, announcement is required. (3) When a manufacturer furnishes a grand piano for a TV concert program, no announcement is necessary, unless cameras are focused on the piano's brand insignia instead of the pianist's hands.

President Eisenhower will salute North & South American broadcasters in a taped statement that is being distributed to NAB members for use on Continental Broadcasting Day Oct. 4. Tapes also have been sent to the Canadian Assn. of Bcstrs. and Inter-American Assn. of Bcstrs.

Sharp reductions in video-tape rates by WGR-TV Buffalo are shown in its Video-Tape Rate Card No. 2. Examples: (1) Rate per 30 min. of studio use has been cut from \$200 to \$50. (2) New rates for off-air taping start at \$25 for 5 min. or less.

New Radio Code plaques designed for display in station lobbies & reception rooms have been mailed by NAB to more than 600 subscribers. Distribution is part of NAB's stepped-up promotion of radio self-regulation (Vol. 16:36).

WCAU-TV Philadelphia aired the city's first TV editorial Sept. 8, discussing the Transport Workers' Union strike against the Pennsylvania R.R. John A. Schneider, CBS-TV Stations div. vp & station gen. mgr., delivered the editorial. TWU Pres. Michael J. Quill rebutted next day.

Congress

Monitor Fund Request Withdrawn: Our report that the Senate appropriated an additional \$150,000 for the Commerce Freedom of Communications Subcommittee to finance TV & radio monitoring during the election campaign (Vol. 16:36 p5) was erroneous. The housekeeping resolution (S. Res. 374) authorizing the extra funds for the Subcommittee's equal-time "watchdog" work didn't come to a vote on the Senate floor. It was withdrawn by Chmn. Yarborough (D-Tex.) just before the Senate adjourned at 11:52 p.m. Sept. 1 (after our Labor Day issue had gone to press) following prolonged floor argument. We confused the "watchdog" resolution with another Commerce Committee housekeeping resolution (S. Res. 354), appropriating \$11,525 more for other investigative work, which was approved routinely by the Senate Aug. 31 in the adjournment rush.

Yarborough & Commerce Chmn. Magnuson (D-Wash.) tried hard to push the "watchdog" appropriation through before the adjournment deadline overtook them. But they finally gave up in the face of bi-partisan objections. Opposition to S. Res. 374 was spearheaded by Sen. Ellender (D-La.) who protested that Yarborough's monitoring operation would be a waste of money. Others who took the floor against S. Res. 374 included 2 Commerce Committee members—Sens. Thurmond (D-S.C.) & Lausche (D-O.)—and Minority Leader Dirksen (R-Ill.). They argued that it was FCC's responsibility to enforce equal-time Sec. 315 of the Communications Act.

Withdrawal of the "watchdog" resolution left the Yarborough Subcommittee with a budget of only \$35,000 and 2 investigators—Joe Bailey Humphreys & Walter Boehm—to carry out its Sec. 315 assignment this year (Vol. 16:25 p5). They'll have no money for field checks on equal-time complaints (which Yarborough said already are flowing in) and must count on candidates supplying them with kines & tapes of protested political programs.

Yarborough also called on the public for volunteer help. In a brief statement, he asked viewers & listeners "to monitor programs across the nation and report any unfairness to the Committee," acting as "the jury demanding fair play."

NBC-TV's Sacco-Vanzetti special in June has "been used by some as left-wing propaganda," according to Sen. Bridges (R-N.H.). He cited no specific examples, but said in a post-adjournment *Congressional Record* statement that the network was guilty of "historical distortion" in its "utterly biased" 2-part dramatization of the famed case. Bridges also complained that NBC-TV had refused "equal time" to Boston attorney Robert H. Montgomery, author of a book (*Sacco-Vanzetti: The Murder & the Myth*) defending prosecution of the case. Bridges quoted a letter from Montgomery protesting that he was given a runaround by the network after he had been invited to appear on the Aug. 18 *Today* show.

Federal aid to ETV should be "must" legislation in Congress, Rep. McDowell (D-Del.) told the House. Pointing to the "tremendous support which the federal govt. has given to American railroads, to the airlines, and to shipping & highway transportation," McDowell said: "Certainly, educational TV is equally deserving & is equally important to the welfare of the people of this great nation." He promised to press for enactment of ETV legislation which was killed by the House Rules Committee in May (Vol. 16:20 p5).

Last TV-radio bill in the 86th Congress, filed just before adjournment, would make it illegal for stations to censor programs they accept for broadcasts. Submitted by Rep. Multer (D-N.Y.), the measure (HR-13261) amends the Communications Act to ban "unauthorized deletions from certain matters submitted for broadcasting." Multer drafted the bill as the result of cuts made by WTIC-TV Hartford in a 15-min. documentary film, "The Work of My Hands," which was sponsored on the station by the Commission on Social Action of Reformed Judaism. WTIC-TV deleted sequences dealing with world hunger and capital punishment as "too stark" & "too controversial," according to the Commission on Social Action. The film was produced by Allend'or Productions primarily for synagogues.

Survey of Congressmen by *TV Guide* indicates that 29% plan to use more TV in their next campaign, 63% will use the same amount and only 8% will use less. Among those running for re-election, an impressive 92% will increase their use of TV. Aside from personal appearances, more legislators named TV as the medium which aroused most public reaction during the last campaign. Asked which types of TV programs were most valuable to them, 45% said interview. Speech got 32%; panel 17%; debate 6%. Their preferences in program length showed the largest group, 42%, voting for 5 minutes; 10- & 20-sec. spots got 27%; 15 min. 23%; and 30 min. 8%. On a list of Republicans, Nixon was overwhelmingly chosen as the "most professional" TV performer, getting 68%. Kennedy led the Democratic list, but tallied only 39%.

"Radio Free Cuba" to counter anti-American propaganda of the Castro govt. would be set up in a privately-financed venture under a proposal by Rep. Pucinski (D-Ill.). He urged that "powerful radio transmitters" be built on an offshore island between Miami & Cuba to "beam the truth about Castro & his Communist advisors to the people of the island republic." Pucinski said he's "confident American industry, the American labor movement and the American people will help make this a successful venture."

House & Senate have approved (Aug. 30) technical corrections in the continuity-of-agency-service legislation (S-1965) which had been enacted in July (Vol. 16:36). Errors in the language of the bill, committed by Rep. Harris's (D-Ark.) Commerce Committee—when it reported the bill to extend the tenures of FCC, FPC and SEC members until successors can be approved—were corrected.

Boycott of Khrushchev by networks when he comes to N.Y. for UN General Assembly has been urged by House Judiciary Committee Chmn. Celler (D-N.Y.). He said TV & radio facilities should be denied the Communist boss except for regularly-scheduled broadcasts of UN meetings.

Technology

Electronic skytracks, along which airliners are controlled by ground batteries of radar, radio and computer equipment, will be operating by 1970, according to RCA Pres. John L. Burns. In a speech at the annual banquet of the Canadian International Air Show in Toronto, he said pilots still will have things to do in the air. But predicted Burns: "Within the decade, advanced electronic equipment will make air travel less dependent on the weather and automated from takeoff to landing."

Latest technical book on TV tape: *Video Tape Recording*, covering mechanics & electronics of both Ampex & RCA machines, by Julian Bernstein, instructor at RCA Institutes, N.Y. (Rider, 272 pp., \$8.95).

The FCC

Technical changes in FCC's TV & FM rules have been proposed to: "(1) Clarify the specifications for the frequency response in the vicinity of the color pass band. (2) Permit FM & TV stations to determine operating power of aural transmitters by direct measurement or the presently prescribed indirect method. (3) Relax requirements relating to operation with reduced power to the extent that the Commission need only be notified if the required minimum operating schedule cannot be maintained with authorized power and provided the period of reduced power operation is 10 days or less. And (4) modify the wording in Sec. 3.689(a)(1) which specifies the transmitter modulation to be employed when determining the operating power of the visual transmitter by abolishing reference to 'standard black TV picture' and substituting language which specifies the form & amplitude of the modulating signal."

Equal-time suit challenging Constitutionality of suspension of the Communications Act's Sec. 315 for Presidential tickets (Vol. 16:35 p1) has been filed in U.S. District Court, Washington, by one-man-party candidate Andrew J. Easter. He said that the Congressional resolution lifting equal-time broadcast requirements suspended the intent of the Constitution to permit the public to be fully informed on public issues. Named as defendants were FCC Chmn. Ford, Vice President Nixon, Sen. Kennedy, House Speaker Rayburn (D-Tex.)—and for good measure, NBC Pres. Robert E. Kintner, *Time* and the *Washington Star*. In May, Easter testified before the Senate Commerce Communications Subcommittee in opposition to proposals that TV networks be required to donate prime time for debates by major Presidential candidates (Vol. 16:21 p2).

Foreign TV-radio relations are the diplomatic responsibility of the State Dept. & FCC and shouldn't be negotiated directly by U.S. licensees, the Commission warned in a public notice. Naming no names of broadcasters or countries, FCC cited instances in which "licensees or applicants occasionally have attempted to deal directly with the foreign licensees or foreign govts. concerned, in an effort to secure favorable consideration of their cause, or otherwise influence the course of negotiations between govts." FCC pointed out that such "unauthorized negotiations involve the risk of violating U.S. laws which prohibit certain types of 'correspondence or intercourse' with foreign govts."

Ownership of vhf & uhf stations in the same city by one owner—as a boon to uhf—is likely to be approved by FCC. WEAU-TV (Ch. 13) Eau Claire, Wis. had petitioned for waiver of the "duopoly" rules to permit it to use Ch. 25 (Vol. 16:13 p5), and the Commission had been inclined to reject the request until recently. Now, it's understood, FCC is strongly considering granting the proposal—may do so this week.

RKO-Zenith Hartford pay-TV test will be subject of a 3-day FCC hearing before the 7 Commissioners sitting *en banc*—instead of a long, full-scale evidentiary hearing sought by theater groups (Vol. 16:39 p16). That's the present inclination of the Commission, and it's expected to rule that way this week or next.

Updated equal-time guide for TV & radio stations was issued Sept. 8 by FCC as Public Notice 92294, available to all licensees. The *Supplement to Use of Broadcast Facilities by Candidates for Public Office* covers revisions of the Communications Act's Sec. 315 and new Commission interpretations since Oct. 1958 (Vol. 14:41 p10).

Advertising

Advice from 4A: Following its traditional practice of avoiding media squabbles, but freely offering "suggestions" to ad media which may improve the industry, American Assn. of Advertising Agencies last week sent to TV & radio broadcasters and station reps a pair of booklets. They were entitled *Suggestions for the Advance of National Spot Television [Radio] Advertising*, "recommended by the Committee on Broadcast Media and approved by the Board of Directors, AAAA."

The suggestions are intended by 4A to help TV-radio media "increase their volume of advertising by making it more productive & easier to handle." One suggestion, new this year, recommends adherence to standards of practice—general copy codes, NAB codes, and other codes of ad ethics. Other suggestions concern presentation of information, operations, relations with ad agencies and terms. Information is provided on such topics as marketing, audiences, rate cards and acceptability of research.

Copies of the booklets may be obtained from 4A, 420 Lexington Ave., N.Y. 17.

Support for Station Reps Assn. plan to promote single rates for TV-radio stations is coming from "several" leading advertisers & their agencies, we're told by SRA managing dir. Lawrence Webb. Because most of the support is off-the-record, Webb declined to cite specific examples. Letters from stations continue to run heavily in favor of a switch from multiple rates to a single-rate pricing structure (Vol. 16:36 p8), said Webb.

Ad agencies profit rise of 4.27% in 1959 (3.23% last year) has been reported by the 4As. This reverses the downward trend, according to 4A's study of 240 agencies. "Profits are still too low," Pres. Frederic R. Gamble reported. "There is a great deal of work to be done to bring them to a point where our industry is really healthy from a profits standpoint."

Multi-million-dollar campaign is set to introduce "Commander," Philip Morris's new king-size, non-filter cigaret. Heavy spending for network TV (*Dobie Gillis*, *Route 66*, *Rawhide*, *Douglas Edwards* and *Perry Mason*) and in TV-radio spot will launch the campaign Sept. 15, along with extensive print media ads. The new brand competes directly with top-selling Pall Mall.

Anti-advertising campaign is brewing in Washington, warned Compton agency Pres. Barton A. Cummings last week, and it is time for the ad industry to get "a little tough" about it. He told a regional conference of National Business Publications Inc. that a drumfire of election-year criticism aimed at advertising by political leaders, university professors, et al. "has been going on for too long. It will go on even longer unless we all do something about it."

Big slice of magazine revenue is coming from split runs & regional editions, according to a late *Advertising Age* rundown. Some large figures chalked up in this category of revenue during 1960's first half: *SatEvePost*, \$9,-217,204; *Life*, \$4,711,000; *Look*, \$3,918,580; *Farm Journal*, \$2,216,663; *TV Guide*, \$2,027,523; *Reader's Digest*, \$1,805,-020. The report listed 14 other national magazines whose regional revenue amounted to \$1 million or less.

FTC Chmn. Earl W. Kintner was scheduled to talk about advertising's problems with govt. regulation this week (Sept. 12) in a luncheon speech to the American Legion's admen's post at the Hotel Lexington, N.Y.

"Point-Five" Hassle: Two major research firms—A. C. Nielsen and American Research Bureau—all but challenged each other to slide-rules-at-dawn last week over a rounded-out percentage point. The storm blew up along Madison Ave. when ARB pointed proudly to a U.S. TV saturation figure for May 1960 of 88% released by the Census Bureau (Vol. 16:36 p8), pointing out that it confirmed exactly ARB's national estimates (Vol. 16:25, Supplement) for early June 1960.

Nonsense, said A. C. Nielsen Co., and cited a follow-up release by the Advertising Research Foundation to the census story which showed May set saturation actually to be 87.5%. Explained Nielsen: The Census Bureau, (which had made the study for ARF) had merely rounded off the figures to 88%. What's more, the official Nielsen figure on set saturation for May was—you guessed it—87.5%. If anything, said Nielsen, the census checkup for ARF proved that Nielsen, not ARB, was right.

The ARF report, meanwhile, threw some additional light on the size & scope of TV in the U.S. In May, stated ARF, there was a whopping total of 46,199,000 U.S. TV households, representing a growth of more than 14 million TV homes since June 1955. Of the TV households, 5,793,000—or slightly more than 12.5%—were multi-set TV homes. And this same group of homes was "more than the total number of TV households reported in the 1950 U.S. census." (Full copies of the ARF report, which includes more data than the Census report, are available for \$5 from ARF, 3 East 54th St., N.Y. 22.)

Ad People: Mort Werner, Young & Rubicam vp & TV-radio dept. dir., appointed a senior vp . . . John N. Calley elected a Ted Bates vp . . . Richard H. Hurley and Harold V. Rover named Compton vps . . . S. Brooke White, William W. Suitt and Daniel C. Ellis named Lennen & Newell vps.

Obituary

Vincent Riggio, 82, former pres. & chmn. of the American Tobacco Co., died Sept. 6 in Northern Westchester Hospital, Mount Kisco, N.Y. Riggio, a Sicilian emigrant, left his recently opened barber shop in 1905 to go into the tobacco business. By 1947 he was listed among the 10 highest paid corporate executives in the country. American Tobacco was the first cigaret company to buy network radio, and was, by the late 1930's, radio's biggest sponsor (*Lucky Strike Hit Parade, Kay Kayser's Kollege of Musical Knowledge*, and the old Lucky Strike tobacco auctioneers). Riggio is survived by his wife, daughter, 2 sons.

Frederick A. Kugel, 45, editor & publisher of *Television* magazine, died Sept. 7 of a heart ailment in Southside Hospital, Bay Shore, N.Y. He founded *Television* in 1944 as one of the first trade publications in the field and was founder & chairman of the U.S. Broadcasters Committee on World Affairs. He leaves a wife and 2 daughters.

Jack D. Tarcher, 64, Doyle Dane Bernbach vp, died Sept. 6 at his home in N.Y. after a long illness. He was formerly a Lennen & Newell vp, and earlier had headed his own agency, J. D. Tarcher & Co. Surviving are his wife, 2 daughters, a son and 3 grandchildren.

George E. Simons, 52, Benton & Bowles vp, died Sept. 5 of cancer in N.Y. Hospital. He was formerly ad mgr. for GE major appliances, later for Crosley electrical appliance div. of Avco. He was also a former Kenyon & Eckhardt vp. Surviving are his wife, mother and a brother.

Television Digest

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Personals: Walter D. Scott, NBC-TV exec. vp, and P. A. (Buddy) Sugg, owned stations & Spot Sales exec. vp, elected NBC dirs. . . Ray A. Klinge named program dir., KVOO-TV Tulsa, Okla., succeeding Bill Sadler . . . Joseph L. Floyd renamed NAB TV film committee chmn.

Neal K. McNaughten named Ampex staff vp and mktg. activities consultant for Ampex Professional Products Co., Ampex Audio Co. and Ampex International. Leonard E. Good promoted from Ampex Corp. corporate staff dir. of operations services to succeed McNaughten as mgr. of Ampex Professional Products Co. Harold S. Salzman, ex-AT&T long lines, named Professional Products mktg. mgr.

Claire Horn, ex-WBC, named WOR-TV & WOR sales development mgr. . . Richard P. Hogue resigns as KXTV Sacramento vp & gen. mgr.; Robert Salk, of Corinthian Stations' staff, assumes duties temporarily . . . Robert Mochrie, MGM gen. sales mgr., appointed a vp.

Willard A. Michaels of Storer's WJBK-TV Detroit appointed NAB Video Tape Usage Committee chmn., succeeding Harold P. See of KRON-TV San Francisco; Eugene S. Thomas, vp-gen. mgr. of KETV Omaha, named NAB Community Antenna Committee chmn.

Jim English, ex-production mgr., replaces Wes Potter as program dir. WPSD-TV Paducah, Ky.; Bob Swisher named production mgr. . . Alan Y. Naftalin advances to membership, Koteen & Burt, Washington TV-radio law firm.

Laurence A. Tisch named Loew's Theatres chmn. & chief exec. officer, succeeding Leopold Friedman, who continues as a dir. Eugene Picker remains pres., but is no longer chief executive officer . . . Thomas J. Welsh, Ever-sharp exec. vp & dir., named a Technicolor dir., succeeding Dr. Herbert T. Kalmus, retired.

Leonard Bernstein: "Wherever we [N.Y. Philharmonic Orchestra] have gone, the excitement and the turnouts have been incredible. We have broken every record in every city—double, triple, sometimes quadruple . . . I suppose I sound boastful. I don't mean to. It's just an example of the astounding power of television."

Federal grand jury probe of alleged monopoly in the handling & sale of Sunday newspaper supplements by 7 firms (Vol. 16:29 p12) was adjourned from Sept. 8 to Sept. 26 in Buffalo's district court.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

RCA PROPOSES OWN FM STEREO SYSTEM: Without any fanfare, RCA has proposed a set of FM stereo broadcast multiplex standards to FCC. Although its system resembles some of those analyzed & field-tested by EIA's National Stereo Radio Committee (see story below), it differs in some major respects.

RCA's proposal, not submitted to or considered by NSRC—of which RCA isn't a member—still will be weighed by FCC. It was filed as follow-up to RCA's lengthy analysis last spring of all proposed methods of getting FM stereo (Vol. 16:12 p6).

Its system uses frequency-modulated subcarrier for stereo channel, similar to Crosby, Halstead & Calbest systems. It provides for space for 2 subsidiary communications channels—for storecasting, NBC's proposed "doctorcasting," etc.—in addition to stereo information channel. This means that an FM station could broadcast stereo & monophonic programming and at same time carry 2 additional multiplex programs for special private customers.

One big point of difference between RCA & other proposed systems: Stereo multiplex channel would be at top end of FM channel—65.5 kc. This may cause howl from those functional music FM broadcasters now using that frequency for their specialized service.

Since nearly all major set makers have already designed receivers around the 6 systems being considered by NSRC—and because of the great engineering interest in all FM stereo multiplex proposals—we are printing the basic specifications of the RCA proposal on opposite page.

FM STEREO RACE IN HOME STRETCH: FCC staffers are optimistic that final set of FM stereo broadcast standards can be adopted by year's end. This will signal start of production of stereo sets & converters—introducing to market a new type of radio.

Top industry engineers in NSRC this week begin evaluation of results of recent field tests conducted via Pittsburgh's KDKA-FM (Vol. 16:28 p14). They're due to be filed with FCC by Oct. 28. Then there'll be another 10 days for replies, followed by FCC staff work & Commission consideration. There could be further delays—as we've pointed out before—but FCC is giving matter high-priority tag. Commission sources say they don't expect RCA's new proposal (see above) to delay establishment of standards.

In preparation for starting gun, most major set manufacturers have designed sets to receive each system—although it's highly possible that final standards will be "hybrid," a combination of best features of several systems.

Five of the proposed systems provided "good stereo" at NSRC's field-test sites, on basis of subjective observations by those present. The systems are basically divided into 3 classifications: (1) FM with FM subcarrier (Crosby, Halstead & Calbest systems). (2) FM with AM subcarrier (GE & Zenith). (3) EMI (Percival) system. All systems except Crosby permit simultaneous use of other multiplex channels (functional music, etc.) in addition to stereo.

Each system has strong appeal—including the one system which is virtually certain to be rejected. On basis of many conversations with industry engineers, here's how we rate them:

Crosby system—the hi-fi enthusiast's dream.

GE & Zenith systems—the set maker's dream.

EMI system—the engineer's dream.

All systems except Crosby—the FM broadcaster's dream.

If EMI is the engineer's dream system, it's still going back to sleep for a while. This ingenious British stereo broadcasting method apparently failed to provide satisfactory stereo sound, despite its many advantages (ease of networking stereo programs, economy of spectrum space).

Crosby system was said to provide best frequency response and signal-to-noise ratio—the highest fi. Its one big disadvantage, from broadcaster's standpoint, is that it permits use of only one subcarrier, precluding simultaneous transmission of stereo radio and such subsidiary services as storecast background music.

Systems using AM subcarrier (GE, Zenith) appeal to set makers because of simplicity of circuitry. Not including the separate audio channel, a stereo receiver for one of these systems would require only one tube more than conventional monophonic FM set. With Crosby system, differential would be 3 tubes. Resulting price difference for adding stereo would be about 3 to 1 between most expensive & cheapest system.

Problem for FCC is tough one—tougher than for NSRC, which isn't pledged to recommend, but just to give the facts. So far as we can determine, no single system has emerged so markedly superior that its choice is inevitable.

To most manufacturers—dream systems aside—important question is not so much which standards are adopted, but when. They feel that all 5 systems still being considered are highly satisfactory—and they want to get the show on the road.

TV-RADIO PRODUCTION: EIA statistics for week ended Sept. 2 (35th week of 1960):

	Aug. 26-Sept. 2	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	125,850	124,362	141,550	3,808,138	3,819,081
Total radio	314,846	281,923	369,035	10,761,029	9,314,866
auto radio	105,140	95,567	125,087	4,098,748	3,559,379

More about

RCA FM STEREO PROPOSAL: The standards for FM stereo worked out by RCA (see p. 14) were designed for "simplicity, low cost and satisfactory performance in FM receivers," RCA stated in its comments to FCC.

RCA is particularly anxious that a system be proposed which won't blot out existing FM multiplex services, such as functional music. Said RCA:

"It is possible that initially, at least, an FM station may secure little if any additional revenue from stereophonic transmissions, and it may have to rely on various services permitted by the Commission under Subsidiary Communications Authorizations (SCA) to improve its financial position. Under the specifications which we are recommending, consideration is given to the importance of both the stereophonic and SCA services.

"The system parameters are selected so as to provide good signal-to-noise ratios for each of the 3 FM subchannels. The uppermost & widest of these . . . is allotted to stereophonic programming, and in addition frequency space is provided for SCA channels. Thus, for example, 2 SCA channels of good quality is one possible arrangement within the frequency space available for SCA services, although the matter of the arrangement of such channels & their number should be optional, we believe, with the FM broadcaster." RCA also suggested that broadcasters be permitted to use the stereo subchannel for SCA services.

Here are the parameters of RCA's proposed FM stereo multiplex standards:

Subchannel modulation method (L-R)—FM
 Stereo subchannel carrier—65.5 kc
 Stereo subchannel frequency deviation—±9.5 kc
 Stereo subchannel modulation band—30-9,500 cps
 Stereo subchannel pre-emphasis—75 microseconds
 Stereo subchannel modulation of the main carrier—30% (±22.5 kc)
 Main channel modulation of main carrier
 Main channel modulation = [100% (±75 kc)]—[the sum of subchannels modulation of the main carrier]
 Sum of subchannels modulation not to exceed 50% (±37.5 kc)

Sylvania Drop-Ins: "Modular concept" of TV-radio-phono combination, reminiscent of TV's early days, was offered last week in modern dress by Sylvania. The basic unit is a stereo-phono console at \$259.95 & \$269.95—which can be expanded into a complete home-entertainment center. It includes a separate stereo extension speaker enclosure which may be placed on a shelf built onto the console or the speaker may be located up to 12 ft. away.

A Sylvania 19- or 23-in. table model TV set may be placed on the shelf for conversion to a TV-phono combination, and an AM-FM simulcast tuner (at \$99.95) may be dropped into the phono console.

Sylvania also introduced its first 19-in. portables—the industry's first portables with bonded reflection-free (treated) safety glass. Thin units are \$199.95 & \$219.95.

Completing its drop-ins are 2 shirt-pocket 6-transistor radios at \$26.95 & \$29.95.

* * *

Motorola drops in 3 new radios: (1) "Subminiature" portable, smaller than a cigaret pack, in ivory case designed to complement ladies' jeweled accessories, at \$29.95. The 6-transistor set was made in Japan to Motorola design. (2) "High performance" 7-tube AM set with 6-in. speaker, designed for difficult reception areas, at \$39.95. (3) Similar set, 6 tubes, \$34.95.

FM-AM clock radio at \$89.95—with 4x6-in. speaker and AFC—increases Zenith's line of FM table sets to 8 basic models. Zenith said its unit sales of FM table & portable sets to dealers during 1960's first half were 70% ahead of the same 1959 period.

New Westinghouse promotion idea features 1960-61 TV sets & stereo equipment showcased in 20 original designer settings at the N.Y. National Design Center. Westinghouse officials label the one-month exhibit "a new concept in marketing, with sets styled to fit the room designs."

TV-RADIO OUTPUT & SALES: Retail sales of TV receivers passed the 3-million mark in July, according to official EIA figures released last week. The retail sales of 392,858 in July were 6% higher than those of July 1959, while the 7-month cumulative sales figure was about 12% ahead of the comparable 1959 figure.

July being the traditional vacation month for the TV-radio industry, production was down sharply. In TV, it was considerably less than the output of July 1959, providing—in effect—an inventory adjustment. The TV inventory situation, in fact, looked quite good at the end of 7 months. While year-to-date retail sales were nearly 400,000 units ahead of 1959, total production was less than 100,000 units higher.

Radio sales for July were 9% higher than July 1959, with FM radio sales (excluding radio-phono combinations) for the 7-month period more than double those of the same 1959 period. Here are EIA's figures & 1959 comparisons:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1960	1959	1960	1959	1960	1959
January	626,494	437,026	50,119	35,841	590,867	501,704
February	503,453	459,492	43,537	34,678	507,673	448,173
March	549,500	494,032	45,411	32,112	501,829	425,751
April	422,551	389,251	39,240	20,501	351,214	263,998
May	442,176	431,911	32,295	28,247	334,283	279,536
June	518,870	571,004	34,245	29,064	371,661	344,795
July	268,854	350,360	14,621	21,022	392,858	370,575
TOTAL	3,231,898	3,133,075	259,468	201,465	3,050,385	2,634,532

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January	1,355,788	1,124,737	632,461	420,052	803,388	700,490
February	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	1,667,550	1,347,554	633,761	511,219	664,441	515,563
April	1,230,323	1,040,183	399,963	422,346	547,839	388,863
May	1,277,040	1,039,562	463,165	476,222	548,322	400,882
June	1,551,451	1,430,165	596,870	637,806	702,889	678,195
July	890,359	829,035	328,009	254,725	392,858	370,575
TOTAL	9,414,879	7,936,621	3,651,101	3,154,921	4,451,721	3,685,708

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 50,963 (29,145), March 83,127 (32,994), April 61,953 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707 (24,553). Seven-month total: 492,242 (247,976).

* * *

Canadian TV sales to dealers continued to run well below 1959 in July, according to EIA of Canada. For the year's first 7 months, sales totaled 156,064 (vs. 191,447 in 1959), July sales totaling 19,664 (vs. 27,066 in July 1959). July sales by cabinet type (vs. July 1959 in parentheses): Portables, 4,474 (4,205); table models, 3,341 (5,801); consoles, 11,037 (16,184); combinations, 812 (876).

* * *

TV picture-tube & receiving-tube sales at the factory level dropped in July from July 1959. In year-to-date totals, picture-tube output was still ahead of 1959, while receiving-tube totals continued to run considerably behind last year. Factory sales of picture tubes in July totaled 681,785 units at \$13,898,468 (vs. 750,352 at \$14,648,444 in July 1959), while receiving-tube sales totaled 34,883,000 at \$28,810,000 (vs. 36,394,000 at \$29,786,000). The month-by-month figures, from EIA:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	795,250	\$15,831,430	31,367,000	\$26,872,000
February	741,233	14,495,480	32,734,000	27,881,000
March	794,375	15,654,281	36,382,000	31,751,000
April	707,252	13,782,769	29,737,000	25,759,000
May	659,859	13,329,826	30,354,000	25,580,000
June	756,827	15,505,481	33,916,000	29,065,000
July	681,785	13,898,468	34,883,000	28,810,000
Jan.-July 1960	5,136,581	\$102,497,735	229,373,000	\$195,718,000
Jan.-July 1959	5,120,887	98,904,723	238,373,000	205,560,000

Jerrold into Hi-Fi Business: The proposed merger of Jerrold Electronics and Harman-Kardon Inc. would put the Philadelphia manufacturer of community antenna & distribution equipment more squarely in consumer electronics.

Harman-Kardon, Westbury, N.Y., is a manufacturer of component hi-fi systems & do-it-yourself hi-fi kits. It has a data-systems div. which designs & manufactures miniaturized logic modules for computers. Under the consolidation approved by the directors of the 2 companies, Harman-Kardon shareholders would receive one share of Jerrold for each 1.8 shares held. Jerrold has about 1.7 million common shares outstanding, Harman-Kardon about 463,000. For the fiscal year ended Feb. 29, 1960, Jerrold's net earnings were \$810,251 on sales of \$8,416,750. Harman-Kardon's data for the fiscal year ended June 30, 1960 isn't yet available, but sales are estimated at \$3.5 million, down from fiscal 1959 when sales were \$3.8 million and net income \$150,124.

* * *

In other merger news last week:

(1) Stockholders of Lynch Corp., manufacturer of glass & packaging equipment, approved the acquisition of Symphonic Electronic Corp., N.Y. TV & phono manufacturer (Vol. 16:23 p19), for a maximum of 185,411 shares of Lynch common stock, worth about \$2.5 million. Principal sellers are Symphonic Pres. Max J. Zimmer, treas. Howard A. Jacobs & Chmn. Bernard H. Lippin, who own 99% of Symphonic's stock. The 3 Symphonic officers were elected to the Lynch board and will continue in their present executive posts.

Lippin and Lynch Chmn.-Pres. Will Freeman announced after the meeting that sales of the merged firms are now at an annual rate of \$30 million. Lynch's sales last year totaled \$7.3 million, its earnings \$189,614 (40¢ a share); Symphonic earned \$241,034 (\$1.30) on \$18.5 million sales in the year ended Jan. 31, 1960.

(2) Blonder-Tongue Labs, manufacturer of master TV and community antenna equipment, has acquired controlling interest in Benco TV Associates Ltd., said to be the largest Canadian firm in the master antenna field.

New plants & expansions: Japan's Sony Corp. will complete by March 1961 a 308,000-sq.-ft. electronic research lab in Yokohama. The facility will be devoted to research & development in new-for-Sony electronics fields

- GE is constructing at DeWitt, N.Y., near Syracuse, a new hq building for its TV-radio div. It's slated for early-Oct. completion
- RCA is erecting at Cherry Hill, N.J. a 2-story, 70,000-sq.-ft. center for training engineers, technicians, programmers and other personnel in data-processing techniques. The building will be completed around year's end. RCA also will establish its 4th data-processing center this fall, to serve the Chicago business community. (The other 3 are in N.Y., Cherry Hill, Washington, D.C.) The Chicago center will be in the Morton Salt Bldg.
- Perkin-Elmer will expand its facilities by 40% with the construction of a new plant at Wilton, Conn. The new facility is slated for mid-1961 occupancy and will house the engineering and advanced R&D groups of the concern's electro-optical div.
- Zenith subsidiary Central Electronics Inc. will build a 100,000-sq.-ft. plant in Paris, Ill., to employ 500, for production of radios & components.

Space-Tone Electronics Corp., Washington, will produce stereo hi-fi phono consoles at its new plant near Suitland, Md. Space-Tone Pres. Philip Connor said first units should come off the assembly line by Dec. 15 for sale in Washington area by subsidiary American Music Guild Inc.

Problem of Japanese imports again occupies a top spot on the agenda of EIA's fall conference Sept. 13-16 at French Lick, Ind. Sept. 14 presentation on the effects of Japanese competition will be made by Mark Shepherd Jr., Texas Instruments, for the electronic imports committee. Other highlights: (1) EIA board will review "trends & outlook for electronics in national defense and a proposal of the General Accounting Office that [govt.] purchasing of all electronic equipment & parts be handled by a single agency." (2) Address on "What Education Will Expect from the Electronics Industry in the Next Decade" by Dr. Philip Lewis, director of the Bureau of Instructional Materials, Chicago school system, author of the forthcoming EIA-sponsored *Educational TV Guidebook*. (3) Review of legislation enacted by the 86th Congress and of the current minimum-wage proceedings. (4) New industrial parts marketing committee, headed by Wilfred L. Larson, Switchcraft Inc., will hold its initial meeting preparatory to instituting a study on all aspects of the marketing of industrial electronic components.

Tariff negotiations leading to reduction of import duties on electronic products were opposed by EIA in a statement filed with the govt. last week by exec. vp James D. Secrest. The filing supplemented an EIA brief of last June opposing the inclusion of "TV tubes" and germanium diodes for negotiation at the conference of the General Agreement on Tariffs & Trade (GATT) at Geneva this fall. Since then, Secrest said, EIA learned that part of the original govt. proposal apparently was intended to apply to a wide range of electronic products. He protested that the wording of the notice is "so vague & uncertain that it has been impossible [to] comment intelligently and make specific recommendations."

Expanded export markets for consumer-electronic products are opening up in at least 15 countries, the Commerce Dept.'s Bureau of Foreign Commerce reports. The BFC's "good prospects" list includes: Burma, TV receivers. Chile, radio components. France, receiving & amplifying tubes. Iran, "inexpensive" TV & radio sets. Italy, sound recorders. Kuwait, TV & radio sets. Mexico, TV components. New Zealand, TV components. Norway, unassembled TV sets. Portugal, radio sets & equipment. Pakistan, radio sets. Saudi Arabia, TV sets. Sudan, battery-operated radios. Sweden, "electronic items of all types." Uganda, radio sets. Details about the markets are available from Commerce Dept. field offices or BFC offices, Washington.

Export control violations in trans-shipments of electronic & other products are charged to James L. Fitzgerald Co. Inc., N.Y. and Wassmer & Cie., Zurich, in govt. orders denying them license privileges. The Commerce Dept.'s Foreign Commerce Bureau said that 1957 transactions involving the 2 companies included 50 transistors which were sent "to an unauthorized destination"—presumably in a Communist country.

Public-spirited "Gift of Hearing Scholarship Contest" is being sponsored by Zenith to stimulate interest in the problem of deafness in children. In the name of each of the 25 weekly winners, Zenith will present \$500 scholarship grants for pre-school training of deaf children, plus a \$2,500 grand prize scholarship. Winning entrants will receive 200 prizes, including a grand-prize trip to Europe, Zenith TVs & radios, etc.

Garbage disposers bearing Philco brand-name will be made under contract by In-Sink-Erator Mfg. Co., Racine, Wis., which also makes Kelvinator-label disposers.

Trade Personals: W. Walter (Wally) Watts, RCA group exec. vp who was recently named chmn. & pres. of RCA Sales Corp. (Vol. 16:34 p16), elected to board of parent RCA, filling vacancy created by retirement of Dr. Charles B. Jolliffe last Dec. . . . Howard W. Hibshman, ex-Magnavox mkt. development mgr. and onetime Hotpoint TV receiver mktg. mgr., named Stromberg-Carlson consumer products sales mgr. . . . Charles R. Lunney, ex-Sylvania Home Electronics ad & sales promotion mgr., named to same post in GE TV receiver dept.

Boyd W. Granger, ex-Philco, appointed International Resistance mktg. research mgr. . . . Robert S. Kloufas, ex-DuMont Labs, rejoins Thomas Electronics as industrial & military tube div. sales mgr. . . . Irving Brenholdt named engineering vp, Pentron Electronics Corp. . . . William E. Bratton named pres. of GPE subsidiary Librascope.

Rear Adm. H. C. Bruton (USN ret.) named vp of planning for military products div. of Hoffman Electronics . . . Stanley W. Cochran, RCA surface communications div. gen. mgr., named also div. vp; Irving K. Kessler, Airborne Systems div. gen. mgr., named div. vp—both divs. in RCA defense electronics products. Edwin A. Speakman named div. vp, missile range programs, RCA Service Co. govt. services dept. . . . John Buchholz named vp, Amphenol connector div., and gen. mgr., Amphenol-Central connector div. . . . Norman Wicks named PR & ad dir., General Precision Equipment Corp., and subsidiary General Precision.

Hi-Glo Electronics Corp., Goodrich, Mich., and its sales agent Sylvan Electronics Corp. have denied FTC charges that they misrepresented rebuilt TV picture tubes as new. They conceded that invoices, cartons and tubes themselves weren't marked to indicate that the tubes contained used parts, but contended that distributors were aware they were rebuilt. Hi-Glo & Sylvan denied "having any control over the dealers who mislead or deceive the public."

Liberty Electronics Inc., Union, N.J., has been cited by FTC for alleged misrepresentation of its rebuilt TV picture-tubes as entirely new. The FTC complaint said the company falsely described its used-part product as a "brand new" & "fully guaranteed NEW tube."

United Electronics Labs Inc., Louisville correspondence training school, has signed an FTC consent order forbidding it to make false employment offers, exaggerate employment offers and otherwise deceive prospective students. Among other things, FTC had charged that starting salaries for United-trained electronic technicians were less than the \$90-\$160 weekly claimed by the school's salesmen.

Ex-RCA vp Edward F. McGrady, who died in July at the age of 88 (Vol. 16:30 p18), "was truly one of the greatest men I have ever met," House Majority Leader McCormack (D-Mass.) said in a Congressional adjournment statement. McCormack told the House that in McGrady's death "the country has lost one of its truly great citizens."

Obituary

Wesley M. Angle, 77, president of Stromberg-Carlson from 1934 to 1945, died Sept. 3 at his home in Kennebunkport, Me. He joined the firm in 1903 as a cable machine operator after being graduated from Harvard, rising through the ranks to president. He was chairman from 1945 to 1949, when he became honorary chairman. In 1955, when Stromberg merged with General Dynamics, he became a director of the parent company. He is survived by his wife, 3 sons, a daughter and 14 grandchildren.

Realignment of semiconductor operations of General Instrument Corp., following its merger with General Transistor (Vol. 16:36 p15) results in these new posts & assignments: GT Pres.-founder Herman Fialkov becomes pres. of the company's enlarged semiconductor div., with former GI semiconductor operations chief Maurice Friedman as exec. vp. Other GI semiconductor div. posts: Kenneth C. Moritz, ex-Raytheon, becomes mktg. vp; Dr. Bernard Jacobs, ex-GT research vp, research & development vp; Jerry Fishel, ex-GT mktg. vp, sales vp; Bernard Cohen & Norman Neumann, former GT vps for N.Y. & R.I. operations, to similar GI posts; Richard Adler, national field sales mgr., from same post in GT organization.

"World's first electronic jewelry," shown to newsmen last week, turned out to be more electrical than electronic, although it uses battery & light bulb originally designed for use in subminiature electronic equipment. Designated "Marchalite," the jewelry line is composed of gold charms with tiny built-in illumination (example: Statue of Liberty with glowing torch). Demonstrated by Marchal Jewelers, N.Y., the jewelry (\$39 up) uses tiny Mallory battery and Sylvania bulb designated as "the smallest incandescent lamp ever produced on an assembly line."

RCA is marketing a custom room-divider that houses a stereo phono system and a TV set on a 180° swivel, to permit viewing from either the front or back of the divider. The unit is tentatively priced at \$800 with built-in 21-in. TV, \$575 without TV. The divider is 6½ ft. tall, 5½ ft. wide, 21 in. deep. It incorporates a 4-speed stereo record-changer, 6 speakers, record storage, a swivel kit for an optional 21- or 23-in. TV. RCA Sales Corp. sales vp R. W. Saxon said the room divider had been created as an RCA display piece for home shows, and was moved into the line when it attracted builders, dealers and home owners.

Printed-contact relay, said to make possible substantial savings in space, weight and assembly costs, was introduced last week by Executone Inc. The "Printact" relay, employing a permanent magnet in place of a spring to hold the relay armature open, is designed for mounting directly on a printed-circuit board, with the contacts making direct contact with conductors on the printed board. Executone announced the formation of a components div., which will offer Printact to other equipment manufacturers.

New stereo receiver is being launched in the components market by Crosley-Teletronics Inc., whose multiplexed FM stereo is one of the contenders for FCC approval. The receiver (model 650) is designed to function as an all-in-one stereo unit (AM-FM tuner with multiplex adaptor jack, pre-amp, twin 14-watt amplifier channels) less external speakers. Price, without cabinet: \$219.95.

Avco's Crosley div. has been renamed Avco electronics & ordnance div. Explained John Milhalic, Avco vp & div. pres.: "The Crosley div. name long has been associated with a line of consumer items which we no longer produce. Today, the division is engaged almost entirely in the design, development and production of electronics & ordnance items for the Armed Services." The change won't affect Avco's Crosley Bstg. Corp., a wholly-owned subsidiary.

Addison Industries Ltd., Canadian TV-radio manufacturer now operating in trusteeship under Part III of the Canadian Bankruptcy Act, has offered creditors a settlement of 25¢ on the dollar through trustee Clarkson Co. Ltd., Toronto. As of July 31, creditors' claims totaled \$478,670, while the company's estimated value in liquidation was \$209,500. Claims of preferred creditors plus estimated liquidation costs totaled \$58,642.

Finance

Officers-&Directors stock transactions as reported to SEC for August:

Admiral. Joseph E. Dempsey bought 900 through Dempsey & Co., held 4,000 in Dempsey & Co., none personally.

Allied Artists. Albert Zugsmith bought 5,600, held 166,300.

AT&T. F. R. Kappel bought 150, held 958.

Arvin Industries. Harlan Foulke sold 262, held 6,498.

Audio Devices. William T. Hack bought 300, held 300. C. J. LeBel sold 1,500, held 71,914. Joseph K. McCammon sold 200, held 13,660.

Avco. James R. Kerr sold 3,300, held 6,000. W. A. Mogenson sold 300, held 9,000. K. R. Wilson Jr. sold 4,000, held 11,000.

Belock Instrument. Harry D. Belock sold 2,050 in private transaction, held 223,496.

Cinerama. Nicolas Reisini bought 3,850 through Robin International Inc., held 11,150 in Robin International Inc., 350,000 personally.

Cohu Electronics. Arthur G. Linkletter bought 300, sold 5,000, held 11,728. Frank Massa sold 3,000, held 53,999.

Collins Radio. Max W. Burrell sold 500, held 2,630.

Columbla Pictures. Louis Barhano sold 100 through Fico Corp. in which 12 others have holdings, held 117,762 in Fico Corp., none personally.

Corning Glass. Amory Houghton Jr. bought 2,000, held 2,000 personally, 25,000 in trust, 1,230 as trustee.

Decca Records. Milton R. Rackmil bought 200 as co-trustee, held 11,800 as co-trustee, 1,713 personally.

Electronics Capital. Alfred J. Coyle sold 110 through Hayden Stone & Co., held 110 in Hayden Stone & Co., 200 personally. Neil H. Jacoby bought 200 for trust for son, held 200 in trust for son, 1,000 personally.

Emerson. Dorman D. Israel sold 1,000, held 2,615.

General Dynamics. Rex L. Nicholson bought 10,000, sold 10,000, held none.

GE. John W. Belanger sold 1,000, held 18,068. James H. Goss sold 5,500, held 3,942. Francis K. McCune exercised option to buy 3,960, held 13,289. Halbert B. Miller bought 174, held 3,138. J. B. Montgomery sold 746, held none. Harold A. Olson sold 2,000, held 4,327. Robert Paxton sold 2,000, held 23,727. Charles E. Reed bought 2,645, held 3,529.

General Precision Equipment. Joel Dean sold 900, held 500.

General Telephone & Electronics. Harold V. Bozell acquired 687 by conversion, held 4,872. Gardiner Symonds sold 1,000, held 2,000.

Indiana General. Henry H. Arnold sold 5,732, held 28,000. W. G. Caples bought 400 through investment club, held 500 in investment club, none personally.

IBM. Charles V. Boulton sold 168, held 297. Walker G. Buckner sold 100 from foundation, held 400 in foundation, 1,631 in trusts for daughters, 2,088 personally. Herbert T. Hansford sold 458, held 1,213. T. Vincent Learson sold 100, held 996. L. H. LaMotte sold 200 and 153 more from trust, held 4,994 personally, none in trust.

International Resistance. Walter H. Powell exercised option to buy 1,000, held 2,120.

Lear. F. D. Beamer exercised option to buy 250, held 628. Roy J. Benecchi bought 4,000, held 6,166. Philip E. Golde exercised option to buy 4,250, held 8,577. Andrew F. Haiduck exercised option to buy 4,875, held 5,069.

Litton Industries. William L. Reynolds sold 100, held none.

Loral Electronics. Bernard R. Garrett sold 200, held 325. Sidney Rydell sold 245, held 4,680.

Magnavox. T. Elwood Reeves sold 100, held 603.

Mircowave Associates. Vessarios Chigas sold 1,000, held 14,000. George S. Kariotis sold 800, held 1,950. Richard M. Walker sold 100, held 37,760.

Minnesota Mining & Mfg. Lyle H. Fisher bought 1,700, held 7,751. Lloyd A. Hatch sold 250, held 24,281.

National Theatres & TV. Joe Benaron bought 100, held 31,208. B. Gerald Cantor sold 9,059 personally, 8,000 more through Cantor Fitzgerald & Co., 2,400 more through Cantor & Son, held 100,000 personally, none in Cantor Fitzgerald & Co., 2,600 in Cantor & Son. Eugene V. Klein sold 7,500, held 52,323. Jack M. Ostrow sold 2,200, held 5,303 personally, 74,025 in corporations. Laurence A. Peters sold 209, held none.

Paramount Pictures. V. Frank Freeman sold 2,500, held 2,700. Louis A. Novins sold 1,000, held 791.

Pentron Electronics. Alec K. Gianaras sold 348 personally 13,367 more through Transformer Mfrs. Inc., held none personally, 3,300 in Transformer Mfrs. Inc.

Philips Electronics & Pharmaceutical. M. M. Dorenbosch exercised option to buy 1,200, sold 300, held 900.

RCA. Elmer Engstrom acquired 87 by conversion, held 3,472.

Raytheon. Percy L. Spencer sold 6,000, held 2,188.

Reeves Soundcraft. Dolores J. Russell sold 700, held 196.

Texas Instruments. F. J. Agnich sold 1,000, held 23,875. Cecil H. Green sold 500, held 285,510. Patrick E. Haggerty sold 800, held 120,225.

Thompson Ramo Wooldridge. Harold L. George sold 100, held 30,135. Burton F. Miller sold 500 and 700 more from trust, held 3,157 personally, 8,000 in trust. Edward P. Riley sold 650, held 1,530.

Trans Lux. Jacob Starr bought 800, held 55,900.

Traveler Radio. Joe Friedman bought 8,000 from trusts for children, held 265,494.

Universal Pictures. Preston Davis bought 200, held 309.

Varian Associates. Ralph W. Kane bought 158, held 3,076 personally, 1,550 in joint tenancy. Decker G. McAllister sold 200, held 25,384. Sigurd F. Varian bought 6, sold 800 from community property, held 6 personally, 74,948 in community property.

Warner Bros. Benjamin Kalmenson exercised option to buy 20,000, held 20,000. William T. Orr bought 5,000, held 20,800. Jack L. Warner exercised option to buy 30,000, held 255,055 personally, 1,400 in trust.

Wehcor. J. E. Archambault bought 500, held 2,717. John H. Ibrig bought 323, held 1,000. L. O. Kressmann bought 100, held 100. Robert G. Moffat bought 100, held 100. Woodrow Paradis bought 220, held 245.

Westinghouse. J. K. Hodnette sold 3,200, held 8,376. E. V. Huggins exercised option to buy 4,000, held 8,252. W. O. Lippman sold 1,200, held 800. George G. Main exercised option to buy 4,800, held 5,600 personally, 800 in trust. William C. Rowland exercised option to buy 3,000, held 3,516. Charles H. Weaver exercised option to buy 3,000, held 3,050.

Zenith. Hugh Robertson sold 500, held 7,708.

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
Capehart Corp.	1960—year to March 31	\$3,549,237	—	(\$398,577)	—	1,250,600
	1959—year to March 31	3,132,653	—	225,834	\$0.18	1,250,600
Collins Radio	1960—year to July 31 ¹	185,000,000	—	6,500,000	3.00	2,149,172
	1959—year to July 31	118,000,000	—	3,817,000	1.95	1,813,347
Electronic Assistance Corp.	1960—6 mo. to July 31	2,139,942	—	138,068	.24 ²	583,764 ³
	1959—6 mo. to July 31	132,592	—	(15,885)	—	583,764 ³
Emerson Radio & Phono	1960—39 wks. to July 30	—	\$2,920,450	1,483,182	.70	2,118,582 ⁴
	1959—39 wks. to Aug. 1	—	3,184,548	1,466,548	.69	2,118,582 ⁴
Espey Mfg. & Electronics	1960—year to June 30	3,696,853	—	167,680	1.07	—
	1959—year to June 30	3,016,418	—	141,388	.91	—
Herold Radio ⁵	1960—year to Feb. 28	8,159,464	—	(2,008,594)	—	579,852
	1959—year to Feb. 28	10,491,781	—	185,782	.33	567,984
Siegler Corp. Story below	1960—year to June 30	84,095,002 ⁶	—	3,201,023 ⁶	1.71	—
	1959—year to June 30	77,074,442	—	2,203,022	1.36	—

Notes: ¹ Estimated. ² After preferred dividends. ³ Outstanding July 31, 1960. ⁴ Outstanding July 30, 1960. ⁵ Herold has filed petition under Chapter XI of the Bankruptcy Act in U.S. District Court (Vol. 16:34 p16). ⁶ Record.

Reports & comments available: CBS, report, Walston & Co., 74 Wall St., N.Y. 5 • Taft Bestg. Co., report, Westheimer & Co., 322 Walnut St., Cincinnati • Zenith and Motorola, comments, Goodbody & Co., 115 Broadway, N.Y. • Northrop Corp., report by Burnham & Co., 15 Broad St., N.Y. 5, and discussion by Hirsch & Co., 25 Broad St., N.Y. 4 • E. J. Korvette, pamphlet analysis, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • Pacific Automation Products, study, William R. Staats & Co., 640 Spring St., Los Angeles 14 • Branson Instruments, analysis, Steiner, Rouse & Co., 19 Rector St., N.Y. 6 • Electronic Associates, report, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • Cubic Corp., prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Perkin-Elmer Corp., prospectus, Blyth & Co., 14 Wall St., N.Y. 5.

SEC hearing for N.Y. broker-dealer Re, Re & Sargese, on charges that the firm violated Securities Exchange Act regulations in transactions involving Skiatron Electronics & TV stock and other issues (Vol. 16:32 p15), was postponed Sept. 7 until Nov. 21. Counsel for the brokerage firm asked for more time.

Connie B. Gay Bestg. Corp. plans public sale of 130,000 common shares (\$1 par value) to help pay for its acquisition of KFEQ-TV & KFEQ St. Joseph, Mo. and radio KLIK Jefferson City (Vol. 16:32 p10). Hill, Darlington & Co. heads underwriters for the offering, expected late Oct.

Clevite's electronics operation increased sales 60% during first-half 1960 and registered an even greater profit gain over Jan.-June 1959. The electronics activity accounted for 40% of Clevite's total first-half sales of \$51,409,665 and nearly half of the pre-tax profit of \$7,921,395.

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt.	Payable	
Clevite Corp.	Q	\$0.30	Sep. 29	Sep. 19
Corning Glass	Q	.37½	Oct. 1	Sep. 19
Decca Records	Q	.30	Sep. 30	Sep. 19
MGM	Q	.40	Oct. 14	Sep. 16
Motorola (new)	Q	.25	Oct. 14	Sep. 30
RCA	Q	.25	Oct. 24	Sep. 16
Times-Mirror Corp. ..	Q	.10	Sep. 14	Sep. 2
Universal Pictures ...	Q	.25	Sep. 28	Sep. 17
Warner Bros.	Q	.30	Nov. 4	Oct. 14

Siegler Corp., reporting record sales & profits for the year ended June 30 (see financial table), noted that its 2 consumer-product divisions were both "up substantially" in gross & net. Pres. John G. Brooks said that Olympic's unit volume gain during year was 25.7%, while Bogen-Presto "increased its annual volume by a substantial margin."

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Sept. 8, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	25½	28¼	Magnetics Inc.	9½	11
Aerovox	10¼	11¼	Maxxon (W.L.)	10	11
Allied Radio	24½	26¼	Meredith Pub.	41¼	44¼
Astron Corp.	2¼	2½	Metropolitan Bestg.	18¼	19¾
Baird Atomic	33	35½	Narda Ultrasonic	20	24½
British Industries	13¼	15½	Milgo Electronics	7½	8
CGS Labs	9	11½	MPO Videotronics	4½	5½
Control Data Corp.	41½	44½	Narda Microwave	1¼	2½
Cook Elec.	15	16¼	National Co.	31	33¼
Craig Systems	17	18½	Nuclear of Chicago	30½	33½
Dictaphone	42¼	45½	Official Films	2-1/16	2½
Digitronics	23	25½	Pacific Automation	7¼	8½
Eastern Ind.	13½	14½	Pacific Mercury	7½	8½
Eitel-McCullough	26½	28¼	Perkin-Elmer	43½	46½
Elco Corp.	16¼	18	Phillips Lamp	167	172½
Electro Instruments	32	35½	Pyramid Electric	3¼	3¾
Electro Voice	13¼	14½	Radiation Inc.	24	26¼
Electronic Associates	29	31½	Howard W. Sams	46½	50½
Erle Resistor	8½	9½	Sanders Associates	57	61½
Execution	34	37¼	Silicon Transistor	6¼	7½
Farrington Mfg.	40½	43½	Soroban Engineering	25	27
Fischer & Porter	20¼	22¼	Soundscribe	13½	15¼
FXR	45	49¼	Speer Carbon	23½	25½
General Devices	15	16½	Sprague Electric	51½	55
G-L Electronics	9½	11	Taft Bestg.	13¼	14¼
Granco Products	4¾	5¾	Taylor Instrument	35½	38¼
Gross Telecasting	18½	20¾	Technology Inst.	11½	12½
Haydu	¾	5/16	Tele-Broadcasters	½	—
Hewlett-Packard	28¾	30¼	Telechrome	13¼	14½
High Voltage Eng.	144	157	Telemeter	8¼	9½
Infrared Industries	21	22½	Time Inc.	63¼	67¼
International Rectifier	21¼	23	Tracerlab	11	12¼
Interstate Engineering	26¼	28¼	United Artists	6¾	7½
Itek	62½	67	United Control	24	26¼
Jerrold	9¼	10¼	Universal Trans.	1¼	2¼
Lab. for Electronics	44¾	48	Vitro	12¼	13¼
Lel Inc.	5¾	6½	Vocaline	3	3-7/18
LFE Inc.	11½	14¼	Wells-Gardner	16½	17½
Ling Altec Electr.	28¼	30¾			
Magna Theater	3	3-7/16			

Charles E. Salik's electronics financial activities are going international. The president of Electronics Capital Corp., described by financial experts as the nation's only really successful small business investment company, has applied to SEC for permission to offer U.S. buyers securities in the Electronics International Capital Ltd., Hamilton, Bermuda. The new international firm was incorporated by a special act of the Bermuda Parliament as a closed-end non-diversified management investment company investing in securities of foreign electronics firms, including those traded on stock exchanges of Toronto, Montreal, London, Amsterdam, Frankfurt, Paris or Johannesburg. It plans a public offering of shares through a group headed by Bear, Stearns & Co. to obtain at least \$22.5 million for investment purposes. Salik, listed as pres. & chmn. of Electronics International Capital, owns 81% of the stock of Electronics Investment Management Corp., which, in turn, owns all the stock of Electronics International Management Ltd., which will serve as investment adviser to Electronics International Capital.

Electronics Investment Corp., the mutual fund headed by Charles E. Salik, reports total net assets as of July 31 of \$35,008,339, an increase of 16% over the \$30,137,333 a year ago. Net asset value per share was \$7.95 at the end of the period. Portfolio changes during the quarter: Only new stock purchased was Hathaway Instruments (25,000 shares). Stockholdings were increased in Aerojet-General, Ampex, Elliott-Automation Ltd., IBM, Lab for Electronics, Litton Industries, Microwave Associates, Motorola, Packard Bell, Siemens & Halske, Transitron and Varian. Stockholdings in Sperry Rand were decreased.

Electro-Science Investors Inc., organized in August in Richardson, Tex. as a closed-end management investment company, has applied to SEC (File 2-17013) for registration of 772,000 common stock shares for public sale, price undisclosed in the application. Kidder, Peabody & Co. and Rauscher, Pierce & Co. Inc. head underwriters of the issue. Licensed under the Small Business Investment Act, Electro-Science Investors proposes to furnish equity capital to small firms in electronic, scientific and technological fields. Principal holders of 728,000 common shares now outstanding include Chmn. James J. Ling, Pres. Joseph F. McKinney, Troy V. Post, Luther D. Oliver, Robert A. Hall. Present shares were issued at \$10.

Educational Television

Foreign ETV is being furthered by the Ford Foundation with a \$684,000 grant to experimental TV-radio school systems in India & Nigeria. \$474,500 went to the Indian govt. for a 4-year ETV program in secondary schools of Delhi & New Delhi. The Nigerian Bcstg. Co. will receive \$210,000 for an educational-radio project for secondary schools & teacher-training institutions. In both instances school authorities hope that broadcasting media will help offset the shortage of qualified teachers.

Gift of 500-ft. TV tower to Central Mich. U. at Mt. Pleasant for its proposed Ch. 14 educational station there has been made by WNEM-TV Bay City-Flint-Saginaw. The tower, valued by WNEM-TV at \$60,000, has been unused since the station replaced it with a 1,000-ft. structure in Dec. 1957. Flint Junior College recently received 2 camera chains from WNEM-TV.

New Voice of America series of taped on-campus interviews with foreign students at 15 universities, arranged with the help of the National Assn. of Educational Bcstrs., is scheduled by USIA's overseas broadcast service.

Foreign

More about

WORLD TV GROWTH: This table of world TV stations & sets-in-use as of Aug. 1, 1960 is based on the new Foreign TV Directory, a feature of the forthcoming 1960 Fall-Winter TELEVISION FACTBOOK (see p. 3):

Country	Stations	Sets	Country	Stations	Sets
Algeria	4	47,700	Malta ⁶	—	8,500
Argentina	2	450,000	Mexico	20	660,000
Australia	16	950,000	Monaco	1	11,000
Austria	17	150,000	Morocco	—	5,000
Belgium	5	400,000	Netherlands	6	700,000
Bermuda	1	8,500	Netherlands	—	—
Brazil	24	1,100,000	Antilles	1	3,000
Bulgaria	1	3,000	Nicaragua	1	5,000
Canada	70	3,840,000	Nigeria	2	6,000
Chile	2	1	Norway	2	17,500
China	—	—	Okinawa	2	1
(mainland)	5	6,000	Panama ⁴	1	11,000
Colombia	10	150,000	Peru	5	33,200
Costa Rica	1	3,000	Philippines	4	30,000
Cuba	27	500,000	Poland	14	300,000
Cyprus	1	1,000	Portugal	5	40,000
Czechoslovakia	9	600,000	Rumania	2	22,000
Denmark	10	400,000	Saudi Arabia	1	4,200
Dominican Rep.	4	15,000	Spain	6	240,000
Ecuador	1	1	Sweden	35	810,000
El Salvador	3	30,000	Switzerland	14	105,000
Finland	13	60,000	Taiwan	1	100
France	65	1,500,000	Thailand	2	50,000
E. Germany	10	503,000	Trinidad	1	24
W. Germany	228	4,250,000	Turkey	1	1,000
Guatemala	2	25,000	United Arab	—	—
Haiti	1	1,200	Republic	1	30,000
Honduras	1	2,000	United K'dom	35	10,900,000
Hong Kong ³	1	5,400	Uruguay	1	25,000
Hungary	5	75,000	USSR	150	4,000,000
India	1	300	Venezuela	13	250,000
Iran	2	36,000	Yugoslavia	5	15,000
Iraq	1	70,000			
Ireland ²	—	70,000			
Italy	400 ⁵	1,800,000			
Japan	103	5,000,000			
Korea	1	7,000			
Kuwait	1	600			
Lebanon	2	12,000			
Luxembourg	1	6,000			
			FOREIGN		
			TOTAL	1383	40,360,224
			U.S.	570	53,600,000
			U.S. Military	31	
			GRAND		
			TOTAL	1953	93,960,224

¹ Sets-in-use estimate unavailable.
² Viewers tune to British stations.
³ Closed-circuit cable systems.

⁴ Viewers tune to Armed Forces.
⁵ Includes 372 satellite stations.
⁶ Viewers tune to Italian stations.

UNESCO TV conference in Paris on promotion of international understanding produced discussion—but no decisions—by producers & directors from 10 countries, including CBS's John Lynch. Other participants in addition to UN staffers represented networks in the Soviet Union, Czechoslovakia, Canada, France, Italy, Mexico, Japan, West Germany, the United Kingdom. Among projects proposed at the sessions: (1) Coordinated production, exchange and broadcasting of TV programs. (2) UNESCO cooperation with the International Film & TV Council in establishing an information service. (3) An annual prize for best international programming. (4) Network production of films on children for international exchange. (5) Network-UN cooperative projects.

Soviet protests against proposed establishment by the Adenauer govt. of a central radio network in West Germany, with hq set up in Berlin (Vol. 15:46 p14), have been rejected again by the State Dept. Replying to a July 28 note from the Kremlin which raised new objections to the plan, the State Dept. retorted that the USSR made "false & provocative" claims to Communist East German territorial rights in Berlin. The U.S. reply said: "The attitude of the Soviet govt. is the more unjustified since East Zone authorities operate several broadcasting stations in Berlin and interfere with normal broadcasting in Germany through numerous jamming stations."

Cuba & East Germany are setting up for a regular TV program exchange, according to the official East German news agency ADN.

WEEKLY **Television Digest**

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SUMMARY-INDEX OF WEEK'S NEWS

FCC

TIGHT 4-3 VOTE SHAVES OPTION TIME to 2½ hours per segment of day as Comr. King breaks deadlock. Ford, Hyde & Bartley dissent (pp. 1 & 5).

PAY-TV TEST DUE FOR FCC HEARING before all 7 Commissioners. Oct. session, featuring limited cross-examination, may be ordered this week (pp. 2 & 6).

FAA INTO TALL TOWER ACT with issuance of proposed new rules. Broadcasters fearful of possible intent to usurp FCC's final say-so (p. 5).

Advertising

IMAGE MAKERS COMING INTO THEIR OWN in TV. Growing list of sponsors now buying public-affairs shows for a variety of reasons, ignoring program ratings (p. 9).

ADMAN BLASTS ADS: Dodge ad & sales promotion mgr. W. D. Moore decries dishonesty in copy, warns medium it is reaching ultimate in insulting buyer's intelligence (p. 10).

Auxiliary Services

TELEMETER—MIXED REPORTS: There are indications that all may not be smashing success for the Paramount-owned, coin-in-slot pay-TV experiment in Toronto, according to outside observers (pp. 4 & 6).

YUMA CATV-STATION FIGHT ENDS with sale of KIVA for \$550,000 to cable operator who will put KIVA signal on one channel (p. 7).

Consumer Electronics

AD PRACTICES CODE for TV-radio-phono retailers to be drafted by EIA; seen covering price comparisons, bait ads, screen sizes, stereo claims, etc. (p. 16).

NEW JAPANESE ONSLAUGHT coming, with portable & color TV next targets, EIA is warned by Texas Instruments vp, who predicts "every segment of industry" will feel import competition (p. 16).

STEREO SALES GAINS continue, retail figures showing 7-month increase of almost 90% compared with last year. Retail sales of all phonos 21% ahead (p. 18).

Networks

CROSBY-NBC HASSLE CONTINUES, Crosby sticking to his guns and charging that NBC's network TV profits had slipped badly in the past 4 years (p. 7).

BILLINGS ROSE 17.4% in July to \$55.8 million from \$47.5 million a year ago; TvB tabulation finds cumulative business 10.1% ahead of 1959's first 7 months (p. 8).

Film & Tape

MARTIN LEEDS OUT as Desilu exec. vp in split with Desi Arnaz, breaking up one of top production teams in TV film (p. 13).

TV FILM'S CHANGING LANDSCAPE: Small, free-wheeling independents vanishing as giants take over industry (p. 14).

TIGHT 4-3 VOTE SHAVES OPTION TIME: No significant change in networks' mode of operation is expected in visible future as result of new option-time rules adopted by FCC last week, effective Jan. 1, 1961—as it followed through on all the important changes proposed last year (Vol. 15:17 p3). And only time will tell whether networks' fears are justified—that reduction of option time from 3 to 2½ hours for each of day's 4 segments will gradually erode clearances, reduce income, degrade service.

Immediate problem facing networks is which hours to choose, as they cut ½ hour from option periods, after which they must amend all affiliation contracts to comply with new rules (for full text, see p. 5).

By very close 4-3 vote, with new Comr. Charles King the swing man, Commission adopted 4 of the 5 changes it proposed last year—reversing itself only on "straddle" time. Here's what it did:

(1) Reduced option time from 3 to 2½ hours for each of day's 4 segments.

(2) Provided more variation in the amount of advance notice a network must give affiliates of plans to put shows in unused option time. Present minimum is 8 weeks. Now it will be 4-13 weeks.

(3) Gave stations right to reject network programs they've contracted for as well as those merely "offered" by networks.

(4) Gave stations right to substitute, for network programs, programs of "greater local or national importance." Current rules use word "outstanding" instead of "greater."

Commission backed off from its proposal to treat "straddle" programs (those lapping over into option time) as entirely within option time. Instead, it decided to count them as entirely outside.

Basic purpose of changes, FCC said, was to "improve the competitive position of non-network groups and to broaden the individual station's freedom of program selection under its affiliation contract." The 21-page decision analyzes each change, together with all industry recommendations, in that light, concludes:

"The Commission recognizes that certain adverse effects to network operation may be involved in adopting these amendments. However, we are of the opinion that the amendments, considered individually or cumulatively, will not pose any serious threat to continued successful network operations and will make a significant affirmative contribution to the affiliates' freedom of program selection and the competitive opportunities available to non-network elements in the TV field."

● ● ● ●

Chmn. Ford and Comrs. Hyde & Bartley issued strong dissent, written by Hyde. First, they said, networks & stations are so interdependent that option time isn't needed. Second, there's serious question as to legality of option time from anti-trust standpoint. (Justice Dept. had said it's illegal.) The decision, they said, seems to leave "the Commission & industry relying on FCC regulations in apparent conflict with anti-trust laws without even an argument to support an exemption." Finally and basically, they said: "We believe that the fundamental issue in this proceeding was whether the broadcasting industry should operate under traditional concepts of competition which the anti-trust laws are designed to foster, or whether it should be subjected to a system of increasing governmental regulation which the majority seems to favor . . ."

Commission was deadlocked 3-3 in its voting last week, we're informed, throwing decision fully up to newcomer King. Though he'd done considerable homework on subject during Aug. vacation, he said he was impressed by new ideas brought out in discussion, indicated he'd like more time to ponder. Some Commissioners suggested vote be delayed a week but Cross pressed for final decision then & there—and colleagues finally went along with him.

King's concurring opinion seems to indicate tendency to side with minority. However, he didn't agree with them that Commission had before it the alternative of doing away with option time. Said he:

"I concur in the order, but not necessarily in the numerous statements contained in the report preliminary thereto which are not necessary to the recital on page 2 of the report that 'optioning of time by affiliates to their networks is reasonably necessary for successful network operations and in the public interest.'"

"In this particular rule-making proceeding, due to the limited period for which I have been a member of the Commission, no opportunity has been available to me to choose between alternatives other than the two presented by the motion to adopt the subject order, namely, either to reduce the option time permitted by the Commission's rules from 3 to 2½ hours per broadcast segment or to continue it at the present 3 hours. As between these 2 alternatives, I choose the former; beyond that my vote should signify nothing."

In light of King's apparently lukewarm assent, there's speculation within FCC that Commission might grant a petition for reconsideration (if anyone, such as option-time opponent KTTV Los Angeles, filed one) and reverse itself—killing option time. However, another school within Commission doubts whether it would want to invite charges of "vacillation."

Interesting question raised but not answered by the 3-man dissent: Do they believe that option time should be prohibited? Or do they believe option time should operate on a laissez-faire basis, controlled only by anti-trust decisions as charges of abuses arise? Best judgment at Commission is that one dissenter is for prohibition, one for laissez-faire, one in between. Dissent may be read both ways.

PAY-TV TEST DUE FOR 5-DAY FCC HEARING: One solid week is being considered favorably by FCC for a hearing, before all 7 Commissioners, of RKO General-Zenith's proposed Hartford pay-TV test. It's understood that Commission told staff to draft up an order for probable adoption Sept. 20, day before members go to N.Y. for luncheon meeting of Radio & TV Executives Society.

A "403 hearing" is what's in works—meaning the kind of inquiry permitted by Sec. 403 of Communications Act. This is same sort of hearing used in network study. However, variations are being considered—

"limited" cross-examination, for example; none was permitted in network case. What Commission wants to do is clear decks for clean-cut yes-or-no decision on the test, not get things tied up in legal technicalities for months or years.

Main legal problem is this: If RKO-Zenith gets go-ahead without a hearing, a protest is likely to be filed & granted, requiring long evidentiary hearing. However, what kind of hearing must be held before grant if protest is to be precluded? New pre-grant procedure just voted by Congress isn't effective until Dec. 13. Meanwhile, regular protest procedure remains in force. Apparently, much depends on when FCC finally votes to grant or deny test go-ahead—whether before or after Dec. 13. Staff is now doodling over legalities.

Original FCC thought was to give couple days a week to hearing. However, it's understood Chmn. Ford pushed for straight 5-day job some time in Oct.—not even stopping for regular Wednesday meeting—and that's what's in works now. Knowing how Chmn. Ford operates (Vol. 16:33 p2), you can expect Commission to make up its mind at end of 5th day.

Commission is said to be virtually unanimous on this so far. It's also apparent that it doesn't intend to let hearing run more than 5 days. FCC is expected to give main parties plenty of time—but short shrift to witnesses offering cumulative evidence.

Though Telemeter has said it has no plans to program-test its pay system over the air, intends to expand cable operations, last week it asked FCC for permission to make a 6-month technical air test of its system. It proposed to operate a test facility at Hazeltine Research Labs, 3320 W. Burbank Blvd., Burbank, Cal., using a 5-watt Ch. 3 transmitter at 16215 Sierra Hwy., Saugus, Cal. Purpose of test, it said, is to see how system works under conditions of multipath transmissions, ghosting, fading & "other circumstances" and to see how it handles color.

Incidentally, Chmn. Ford is due to inspect Telemeter's Toronto wired toll-TV set-up after his Oct. 6 address before Radio-TV News Directors Assn. convention in Montreal's Queen Elizabeth Hotel.

The only operating pay-TV system—Telemeter's wired experiment in Etobicoke, Ontario—was subject of skeptical comment from admen, meanwhile. For details, see pp. 4 & 6.

RATINGS vs. CORPORATE IMAGE: A big rating is nice to have—but growing list of network advertisers are today more concerned with "corporate image" projected by their shows and with quality of audience that's reached.

There are 4 basic reasons for trend toward ratings-aren't-everything philosophy, network & agency executives tell us:

1. Appeal to highly select, deluxe audience through cultural, specialized programming. Such an audience, if properly pin-pointed, usually has higher income, more leisure, more outside interests, and is more likely to buy expensive products. (Examples: Bell & Howell's part sponsorship of "Winston Churchill Memoirs" series on ABC-TV; Florist Telegraph Delivery Assn. sponsorship of color opera specials on NBC TV.)

2. Creation of strong corporate image within professional field, particularly in recruiting cream of college grads with science degrees for company employment. (Examples: GE's sponsorship of "College Bowl," various educational & scientific specials on CBS-TV; Aluminium Ltd. sponsorship of "Omnibus" on NBC-TV.)

3. Identification with cultural projects by relatively small-budget advertisers seeking maximum publicity mileage. In such a case, sponsor usually feels that strikingly controversial special which gets big press play is worth several expensive weeks on straight bread-&-butter shows. (Examples: Purex Co. sponsorship of the recent Sacco-Vanzetti drama special on NBC-TV; Longines-Wittnauer sponsorship of pre-election political specials, also on NBC-TV.)

4. Big-budget advertiser use of cultural programming as a "balance" to more routine week-to-week shows, or simply to project dignified corporate image in mass media. (Examples: Brown & Williamson part-sponsorship of recent "Journey to Understanding" on NBC-TV; U.S. Steel prestige dramas on CBS-TV, etc.)

Struggle by networks to sell cultural programming isn't as difficult as it used to be. For advertisers who still cherish strong sponsor identification in TV, public-affairs shows are sometimes better buy than slice of multi-sponsored film series, no matter how high in rating ranks. (For further comment by admen, see p. 9.)

TV'S 'U-2 LOOK' AT TELEMETER: Is Telemeter's Canadian pay-TV experiment really a success? According to Telemeter executives, it is. But there are indications from other sources that coin-in-slot, Paramount-owned operation is something less than runaway hit.

Real facts about Telemeter are a close-kept secret. What you read & hear about Toronto tryout is largely what is carefully filtered, like wartime communiqués, through Paramount's N.Y. hq. Telemeter has yet to reveal: (1) Per-home average spending. (2) The break-even point. (3) Just how much work is involved in maintaining and processing coin-box system. (4) Any extensive program plans for future, apart from feature movies. (5) How Telemeter stacks up against free TV in viewer preference.

This has led to some quiet snooping in Toronto by various organizations, including the Ted Bates and Young & Rubicam agencies, all 3 U.S. TV networks, and at least one major movie studio. We've managed to track down a number of observers who have staged their own private brand of U-2 flight in Etobicoke, site of the Telemeter experiment. Consensus so far: Telemeter has achieved a measure of success, but it's a long way from being a threat to free TV (for details, see p. 6).

Telemeter has already downgraded profit predictions for the system. Earlier this summer, a Telemeter operations executive told us that the Etobicoke experiment, which started in late Feb., would show a profit after "the first 6 months" (Vol. 16:29 p10). Last week, Telemeter Pres. Louis A. Novins told Advertising Age that Telemeter would be in the black "by winter." This suggests that Telemeter is already behind its financial schedule by several months, even though it's ahead in terms of installations.

Why does Telemeter operate behind an Iron Curtain? There are several obvious reasons. For one thing, Telemeter hopes to move, in 1961, into the U.S., via franchises in such locations as the N.Y. and Los Angeles areas; adverse publicity would hurt franchise sales. For another, Telemeter will face much more difficulty in providing movie program fare in the U.S. than in Canada, where Famous Players (Toronto franchise holder in which Paramount has a 51% interest) controls half the nation's movie theaters.

VOID MIAMI CH. 7 CP, EXAMINER URGES: FCC's special "influence" examiner Judge Horace Stern, deciding he has to follow Commission's tough examples in Miami Ch. 10 & Boston Ch. 5 cases (Vol. 16:29 p1), got just as tough in Miami Ch. 7 case. His recommendation last week: (1) Take WCKT from Cox-Knight-Trammel group (Biscayne TV Corp.). (2) Totally & finally disqualify Biscayne, South Florida TV Corp. and East Coast TV Corp.

This leaves Sunbeam TV Corp. without a scratch on it, thus raising obvious speculation that it stands strong chance of getting Ch. 7 by default, precisely as did L. B. Wilson in Miami Ch. 10 case.

Judge Stern's 14-page decision summarized testimony and concluded that 3 applicants were guilty of misconduct & improper activities in attempting to influence Comr. Mack, and therefore should be disqualified.

Stern seemed a bit reluctant to be as severe as Commission. It "would constitute the ordinary practice" to issue "black marks" against the wrongdoers, he said, but he noted that FCC went further in Miami Ch. 10 case and said that the accused parties were "unfit to become licensees of the Commission." Said Stern: "Applying this viewpoint, it would seem necessarily to follow" that Biscayne, South Florida and East Coast are done for, because their activities were "precisely the same" as those of miscreants in Ch. 10 case.

Venerable Judge Stern, ex-Pa. Supreme Court Chief Justice who was 82 Aug. 7, certainly keeps his promises. He had said he aimed for decision by Sept. 15. It was issued Sept. 14.

In Miami Ch. 10 & Boston Ch. 5 cases, meanwhile, Commission followed through with its intentions to keep its original decisions in force, issuing final orders supporting their instructions to staff (Vol. 16:37 p1). WPST-TV Miami & WHDH-TV Boston had sought to persuade Commission to hold everything pending court appeal and request for FCC rehearing, respectively. WHDH-TV promptly appealed to Court of Appeals at end of last week, asking that FCC be required to stay effectiveness of its basic decision, that FCC be ordered (after its forthcoming decision on WHDH-TV's petition for rehearing) to certify whole record to the Court, that Court ask parties to file briefs within 30 days thereafter.

FCC Chmn. Frederick Ford has 2 speeches on tap: Sept. 21, Radio-TV Executives Society, Hotel Roosevelt, N.Y., accompanied by the rest of the FCC Commissioners; Oct. 6, Radio-TV News Directors Assn., Queen Elizabeth Hotel, Montréal.

Anti-payola bill (S-1898) is now law, the President having signed it last week, and it's now up to FCC to flesh it out with a set of rules, on which its staff is already working. Also signed was HR-12536, exempting co-op ad allowances from excise taxes (see p. 17).

The FCC

More about

AMENDED NETWORK RULES: Here is the full text of FCC's new rules, effective Jan. 1, 1961, concerning option time and stations' rights to reject programs (see p. 1)—changing Sec. 3.658, (d) & (e):

(d) **Option Time.** (1) No license shall be granted to a television broadcast station which options for network programs any time subject to call on less notice than is required by subdivisions (i), (ii), (iii) of this subparagraph.

(i) In no event may a station subject its time to call, under an option, for a network program to commence earlier than four weeks after notice of exercise of the option.

(ii) If a station has a written contract with one or more advertisers pursuant to which a non-network program series is being broadcast, the time so contracted shall not be callable under an option held by a network until the earlier of (a) the end of a 13-week waiting period or (b) the end of the program series so contracted.

(iii) If a station has entered into a written contract with an advertiser or advertisers for the broadcast of a non-network program scheduled to commence no later than four weeks after the network exercises its option for the same time segment, the network may not under its option require the station to substitute a network program until the earlier of (a) 13 weeks from the commencement of such non-network program or (b) the end of the program series so contracted.

(iv) If the station has contracted with more than one advertiser for the program series, the end of the program series for the purposes of this section shall be the latest of the several contract termination dates.

Option-Time Periods Described

(2) No license shall be granted to a television broadcast station which options for network programs more than a total of 2½ hours within each of four segments of the broadcast day, as herein described. In determining the number of hours of option time, any network program which begins during the hours agreed upon by the network and station as option time and extends into non-option time, or which begins during non-option time and extends into the hours agreed upon as option time, shall be considered as falling entirely outside option time. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. (These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.) Time options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(3) As used in this section, an option is any contract, arrangement or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time. All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from

daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

(e) **Right to reject programs.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which, with respect to programs offered or already contracted for pursuant to an affiliation contract, prevents or hinders the station from (1) rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable or contrary to the public interest, or (2) substituting a program which, in the station's opinion, is of greater local or national importance.

FAA Into Tall Tower Act: Broadcasters were uncertain & apprehensive last week after reading proposed rules issued by the FAA governing erection of tall structures.

FAA said it was proposing the new rules for 2 major reasons: (1) The Air Coordinating Committee, which heretofore made recommendations on tall broadcasting towers to FCC, goes out of business Oct. 10 and its duties must be absorbed by FAA. (2) No "forum" exists to evaluate non-broadcast structures.

Industry attorneys said it's impossible to tell from the 54-page document whether FAA is attempting to usurp FCC's final authority to approve or disapprove towers—but they fear that it is. They have in mind the comments of the Air Transport Assn., filed in FCC's Docket 13384, asserting that FCC is no longer in the picture. Reply comments in the Commission proceeding are due Sept. 19, and TV-radio industry will be on hand with heavy rebuttals asserting that the law says FCC has the power—or has the duty to decide whether it still has the power—and that the courts, not the executive branch, are the place to resolve any conflict that may arise between FCC & FAA.

Among provisions of FAA's proposal is this one: FAA will designate specific location, size & shape of antenna farms for the whole country. Comments on FAA's proposal are due by Oct. 31. Document is labeled Airspace Docket No. 60-WA-159.

The FCC proceeding had started out as an innocuous thing amending rules to reflect FAA's assumption of ACC's duties. It got hot when ATA asserted that FCC's tall-tower power has disappeared.

NAB filed its comments with FCC late last week, before the deadline, asserting that FCC still has final authority, stating that the Federal Aviation Act, which set up FAA, gives FAA "no authority, expressed or implied, to exercise final jurisdiction over broadcast transmission towers."

Ownership of both vhf & uhf in Eau Claire, Wis.— an important policy departure—was due to be granted by the FCC last week through the issuance of a CP for Ch. 25 to WEAU-TV (Vol. 16:37 p12), but it's understood that at the last minute the Commission learned of a competing Ch. 25 application being filed. It withheld action and asked its staff to come up with a proposal to drop another uhf channel into the city.

CPs granted: Ch. 13, Flagstaff, Ariz., to Saunders Bestg. Co. • Ch. 34, Salina, Kan., to Prairie States Bestg. Co. • Educational Ch. 10, Portland, Ore., to State Board of Higher Education • Ch. 70 translator, Daggett, Cal., to Elephant Mountain TV Club • Ch. 22, Ft. Smith, Ark., to Ft. Smith Telecasters Inc.

Auxiliary Services

More about

ADMEN EVALUATE TELEMETER: With their vested interest in free-TV commercial billings, the major ad agencies and TV networks have, from the start, been fascinated by Telemeter's wired pay-TV experiment in Toronto suburb Etobicoke. Does it spell doom for TV as most admen know it? Will network-TV cowboys gallop unseen across film prairies while viewers drop coins in a slot to watch new movies instead? Can free TV and pay TV co-exist?

A TV-radio executive of one of the largest ad agencies in N.Y., recently returned from a first-hand look at the Telemeter setup, summed up his reaction thus:

"Telemeter has a solid setup in Toronto, but if it continues on its present path, it's doubtful that it will be a long-range success. The pricing structure (i.e., \$1 for movies; 25¢ for special kid shows) is such that viewers can't help but be satisfied with it. They have no trouble in signing and holding subscribers.

"But the Toronto operation is essentially a missionary operation. Telemeter officials have kept the price low. They don't tread too heavily on downtown theaters, and never have any 'exclusive' or 'preview' film showings. They have announced little in the way of program plans of their own. The novelty is wearing off, too. I'm convinced that Telemeter will not provide a major threat to regular TV."

Telemeter Vs. Bartlesville Test

A top research official of another major agency, which made a study of the now defunct Bartlesville (Okla.) pay-TV project and more recently prepared a client-level study and presentation on Telemeter, took a similar tack in discussing the Toronto experiment with us:

"Telemeter differs from the Bartlesville test in that nearly all of the respondents in our study like it. If Telemeter gets off the ground in a big way—and it will only do this if it proves economically feasible—it will be competitive with free TV. But the competition will be spotty, and it is ridiculous nonsense to think that it will be a constant major threat to regular sponsored TV. At best, I don't think Telemeter would ever be able to reduce the total available audience for free TV in the U.S. by more than 10%."

Apart from such purely-opinion reaction (typical, incidentally, of agency-network feeling today toward Telemeter), there are some clues which indicate mixed success:

Ratings: There's only been one real test so far of how Telemeter stacks up against free TV. Early in the Telemeter experiment, Canada's Elliott-Haynes Research Co. (which operates much as the U.S. Trendex firm does) made a telephone coincidental study—with Telemeter's cooperation—in Telemeter equipped homes. Since viewers in the area can watch ABC, CBS and NBC shows, plus CBC programs and a Hamilton, Ont. independent station, Telemeter exists in what is actually a 6-channel situation. In the E-H checkup, it was learned that Telemeter actually ranked 5th among the 6 program choices in Telemeter homes. Telemeter promptly withdrew its cooperation, and there has been no subsequent study.

Grosses: Telemeter is about as eloquent as a Kremlin security official when it comes to per-home grosses, although it has issued hints that grosses are high (Vol. 16:29 p10). Reputedly, the break-even point for Telemeter has been on the order of \$2 weekly. A quick door-to-door

sampling by a Toronto newspaper, soon after Telemeter started, indicated a \$2.35 average in spending. But this may be very optimistic. Agency sources in N.Y. told us of a study of the Etobicoke area made by one of the U.S. networks for its corporate management which covered nearly one out of every 3 Telemeter homes. Reportedly, this network study shows that Telemeter grosses this summer averaged less than \$1 per home weekly. (Interestingly, CBS flatly denied the existence of such a study; NBC sources, however, told us they had indeed heard of it, quoted us figures from it, but said it wasn't theirs.)

Rumors of Mechanical Troubles

Problems: From time to time, there has been a rumor that Telemeter has had mechanical trouble with its top-of-the-set gadget that collects viewer coins and unscrambles the pay-TV channel. Telemeter has always denied the charge. But one NBC official, who knows his electronics and who toured the Telemeter origination plant in Toronto, told us that, as far as he could tell, the rumors were true. "The process of collecting the boxes, emptying them, and tallying the results involves several steps, a lot of manpower, and considerable time," he said. "Down at one end of the plant I saw a huge pile of defective pay-TV units that was being sent back to the manufacturer for repair. Apparently, the gadget gets out of whack fairly easily."

Telemeter's own view continues to be rose-tinted.

By Telemeter's latest count, there are 6,000 homes (of a potential 12,500) wired into the cable system. So far, Paramount's investment in Telemeter (development, research, the Etobicoke system, etc.) has amounted to some \$10 million, according to Pres. Novins, but Telemeter expects to get it back. Although most of the programming to date has been feature movies, Telemeter has taped (in N.Y., under a special AFTRA scale that calls for a share of the gross for performers in addition to network minimum) a full-length version of Gian-Carlo Menotti's "The Consul," produced by Jean Dalrymple (Vol. 16:20 p12). Telemeter has no intention of padding its revenue with commercials on pay-as-you-look programs, and takes the attitude that it can get along without them. At the moment, Telemeter has stopped installing decoders in Toronto homes so that it can "research the homes" and "evaluate trends."

* * *

Pay TV would destroy free TV and movie theaters, speakers at last week's Theater Owners of America Los Angeles convention reiterated. Chmn. Philip Harling of TOA's Committee Against Pay TV said he sensed public antipathy to the Etobicoke wired toll-TV experiment while visiting Canada. He said TOA has collected 16 million signatures on an anti-pay-TV petition, with 30 million the nation-wide goal. Washington attorney Marcus Cohn charged that pay-TV proponents are really interested in "free air waves"—not wired systems. Pres. Mitchell Wolfson of theater & TV-owning Wometco Enterprises, Miami, called pay TV a "one-armed bandit" and said that neither movie theaters nor quality free TV could co-exist with it.

Multiplied weather service on a national scale, utilizing FM stations, is contemplated by the U.S. Weather Bureau. Following a suggestion by Sen. Green (D-R.I.), the Bureau has started experimentation with *Providence Journal's* WPJB-FM and *Travelers' WTIC-FM* Hartford, planning continuous weather broadcasts 12-16 hours daily.

Yuma CATV-Station Fight Ends: Battle between KIVA Yuma and the local community antenna system came to a halt last week when Harry C. Butcher sold the station to CATV operator Bruce Merrill for \$550,000 and agreed to withdraw his protest against FCC's grant of Merrill's microwave to bring Phoenix signals to Yuma. Butcher said he's pleased with Merrill's plans for operating KIVA—putting its signal on one CATV channel. In addition, he said, KIVA advertisers will get double exposure on the cable through a switching technique which will put its network adjacencies on 2 channels. Furthermore, he said, KIVA has been getting its network feed from Los Angeles, which meant that its viewers had been seeing programs at least one hour later than Yuma viewers—who had been getting their network shows via Phoenix. Henceforth, KIVA will also be fed by microwave from Phoenix.

"We had to sell or go into the CATV business," Butcher said. "If it hadn't been for the cable, we'd have been in good shape, for we had turned the profit corner last year. I bought the station for \$241,000 in 1957, when it was in Chapter XI [bankruptcy]. We put a lot of money into it—went to maximum power, put a studio in El Centro, installed network color, etc. We got out with a reasonably whole skin."

Butcher believes the deal may presage a trend for the industry, whereby viewers get a multiple choice of signals while local stations improve their chances of surviving and furnishing locally-originated service. Merrill said that no changes in KIVA personnel are contemplated.

Last year, Butcher sold 75% of KIVA to interests headed by Floyd Odlum, retired chairman of Atlas Corp.

Teaser press release put out by David E. Bright, chmn. of H & B American Corp., Los Angeles, which recently paid \$5 million for Jerrold's 9 CATV systems (Vol. 16:33 p8), says that his firm has in "preliminary" stages "further large acquisitions in antenna systems, radio & TV." H & B last week reported the sale for "in excess of \$2 million" of its General Trading Co. subsidiary to Gould-National Batteries Inc., St. Paul, distributor of automotive & industrial supplies and agricultural equipment through 43 outlets in 6 north central states.

NCTA's 10th annual convention will be held June 20-23, 1961 at the Jack Tar Hotel, San Francisco.

Educational Television

"Teaching with Television—An Institute for Medical Educators" will be conducted in Fla. Oct. 27-28 by the Institute for Advancement of Medical Communication's Council on Medical TV. The Oct. 27 lab session will be at the U. of Fla. College of Medicine, Gainesville, and on Oct. 28 participants will see a "scrambled-image" demonstration in Jacksonville, site unspecified. The Council is also planning a TV teaching institute for dental educators to be held in Boston March 25, prior to the annual meeting of the American Assn. of Dental Schools March 26. Dr. Michael Romano, chmn. of U. of Pa. School of Dentistry TV committee, will be in charge.

Two credit courses will be offered on WNET-TV Buffalo, N.Y., the state's only ETV outlet, beginning today. The station has made arrangements with Buffalo U. and Canisius College for courses in English & European history.

Networks

CROSBY-NBC (cont.): That hassle between TV columnist John Crosby and NBC's top management (Vol. 16:37 p7) went into a second round early last week, with Crosby determined to have the final word in print. There are a number of indications to show that he may have had just that.

NBC had rebutted Crosby's charges that the network's TV profits had slipped badly by stating they were at "a near record level." In a Sept. 12 column, Crosby snapped: "I said that former NBC Pres. Pat Weaver, with imagination and daring and quality programs had made profits of \$18 million out of network television in the last year of stewardship, whereas NBC this year would net from \$2 million to \$5 million with its mediocre horse operas. Well, I said it and I'm glad, because it happens to be true. CBS's TV network operations will net it 4 to 5 times as much as NBC this year; even ABC with a far lower gross will have higher TV network profits."

Although TV network profit levels are among the industry's best-kept secrets, we found that CBS and ABC network officials last week were more prone than usual to discuss them—especially NBC's.

What obscures such figures is that network TV profits are generally combined with profits from other TV activities, such as those made on o&o TV stations. Crosby noted this in his reply-to-NBC column, and guesstimated that WCBS-TV N.Y. for example "will gross roughly \$15 million this year with a net profit of roughly \$7 million." A high-ranking CBS source not only confirmed such gross-vs.-profit relationship but told us last week that "Crosby's figures are conservative."

Crosby also charged in his rebuttal that NBC's network TV profits had been lowered by a crop of bread & butter shows ("... most of them off the bottom shelf of MCA") that have been selling at cut prices.

A peace feeler of sorts was put forward by Crosby, who indicated that he'd had enough of the feud. "NBC has given me many wonderful moments," he said. "I love its news. I love Huntley-Brinkley. I love color TV. I'm sure it will give me many wonderful moments again when this lunacy blows over."

However, in an interview in Sept. 19 *Newsweek*, Crosby indicated he was fed up with just about all TV and would like to give up his TV column.

"In its present state, TV is terrible, absolutely terrible," he is quoted. "It could hardly be worse... Television is a form of dope addiction, consciously used by Madison Avenue for its cynical purposes, constantly increasing the national neuroses and weakening the national moral fiber... Even if it were possible to find out what the mob wants [through audience research], it's an immoral way to run a country or an industry or an individual..."

Said Crosby: "I seriously intend to break off writing about TV exclusively. A guy should move on. I'd like to write a general column... write plays. I can't sit and stare at that box for another 10 years. I'd go crazy."

ABC-TV affiliates are "extremely excited" about the network's fall schedule and "have hopes of a good year," said affiliate Chmn. Howard Maschmeier, WNHC-TV New Haven-Hartford, after the affiliate board meeting in Hollywood last week. Board members viewed the new shows and appeared on a closed-circuit preview of the network's upcoming schedule.

Network Television Billings

July 1960 and January-July 1960

For June report, see TELEVISION DIGEST, Vol. 16:32 p9

July Billings Up 17.4%: Network TV's July gross time billings rose to \$55.8 million—17.4% ahead of July-1959's \$47.5-million volume. TvB's latest tabulation also shows that July bested all other 1960 months in surpassing year-ago performance. (Previous leader: Feb., with a 13.7% gain.) July, normally the pickup month from summer slump, also showed an appreciable gain over June 1960's \$52.9-million business. The July-from-June gain pushed the cumulative volume to \$392 million—10.1% ahead of Jan.-July 1959's \$356 million.

CBS, as usual, was the dollar leader, both in July (\$23.4 million) and year-to-date (\$161.7 million). ABC, as usual, led the other networks in percentage gains: 49.3% for July over July-1959, 28.2% for Jan.-July 1960 over 1959's first 7 months.

Cumulative nighttime billings of the 3 networks rose 16% to \$275,773,376 from \$237,910,716 in Jan.-July 1959. Daytime billings sagged 1.7% to \$116,272,934 from \$118,284,861. In July vs. July-1959, nighttime billings gained 24.9% to \$39,878,981 from \$31,939,514; daytime increased 2.1% to \$15,931,977 from \$15,604,849.

NETWORK TELEVISION

	July 1960	July 1959	% Change	Jan.-July 1960	Jan.-July 1959	% Change
ABC	\$12,529,660	\$ 8,391,470	+49.3	\$ 89,480,230	\$ 69,813,986	+28.2
CBS	23,475,841	21,269,782	+10.4	161,768,225	153,017,329	+ 5.7
NBC	19,805,457	17,883,111	+10.7	140,797,855	133,364,262	+ 5.6
Total	\$55,810,958	\$47,544,363	+17.4	\$392,046,310	\$356,195,577	+10.1

1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,004,107	18,959,323	52,912,130
July	12,529,660	23,475,841	19,805,457	55,810,958

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 rates or before frequency or cash discounts.

CBC 'Freezing' Affiliates: CBC moved promptly to officially tie up its 46 English and French-language TV network stations as a sequel to a no-raiding warning by Board of Broadcast Governors to sponsors of a private TV network.

At hearing on proposed rules for TV network operations, BBG said it will not allow the publicly-owned CBC network to be displaced by a private TV network in any area. CBC Pres. Alphonse Ouimet said CBC needs affiliated stations to provide a national service and BBG said CBC would be guaranteed prior right in all areas.

CBC and affiliated stations at an Ottawa meeting Sept. 10 adopted a written affiliation agreement to replace the verbal understandings under which the private stations have received network service for last 7 years. Contracts are due to be signed by Jan. 1 and a 15-member joint advisory committee of CBC and affiliate representatives will be set up to deal with such matters as program schedules and commercial requirements. Contract details are not likely to be made public before signing.

BBG proposed network regulations and defined a network to include stations "affiliated by agreement to carry

film or other mailed programs" as well as live interconnections.

BBG said it will give preference in awarding a network franchise to applicants (1) which are wholly Canadian-owned, (2) which guarantee live programming through interconnection, (3) which propose to link the largest number of stations.

Under the proposed BBG regulations, network licenses would be limited to 5 years and affiliation agreements would require BBG approval. Network licenses would be canceled if content of programming failed to adhere to the 55%-Canadian-content rule.

BBG hopes to hold final hearings on the proposed network regulations Sept. 26 in Ottawa and plans to hear applicants for network licenses in November or early December.

NETWORK SALES ACTIVITY

ABC-TV

Hawaiian Eye, Wed. 9-10 p.m., participations eff. Oct.
Warner-Lambert Pharmaceutical (Lambert & Feasley)

Roaring 20s, Sat. 7:30-8:30 p.m., participations eff. Nov.
Colgate-Palmolive Co. (Ted Bates)
Carter Products (Ted Bates)
American Chicle (Ted Bates)

Daytime programming, Mon.-Fri. participations eff. Oct. & Nov.
Grocery Store Products (Ted Bates)
Bon Ami (Cole, Fischer & Rogow)
Brillo Manufacturing (J. Walter Thompson)
Mystik Adhesive Products (George H. Hartman)
Sterling Drug (Dancer-Fitzgerald-Sample)

CBS-TV

National Automobile Show, Sun., Oct. 16, 6-7 p.m. one-shot special. Full sponsorship.
Reynolds Metal (Clinton E. Frank)

The Magic Land of Allakazam, Sat. 11-11:30 a.m., full-sponsorship eff. Oct.
Kellogg (Leo Burnett)

The Gershwin Years, Sun., Jan. 8, 8-9:30 p.m., one-shot special, full-sponsorship.
General Electric (BBDO)

NBC-TV

White Papers, 60-min. prime-time specials beginning Nov. 29, participations.
Timex (W. B. Doner)

Pro Football, Sun. afternoon participations eff. fall 1960.
Minneapolis Brewing (Knox Reeves)
National Brewing (W. B. Doner)
Anheuser-Busch (Gardner)
Pearl Brewing (Tracy-Löcke)
Phillips Petroleum (Lambert & Feasley)

Outlaws, Thu. 7:30-8:30 p.m., Riverboat, Mon. 7:30-8:30 p.m., Dan Raven, Fri. 7:30-8:30 p.m., participations eff. fall 1960.
Brown & Williamson Tobacco (Keyes, Maden & Jones)

"The Real West," *Project 20* special, 60-min., March 1961, full-sponsorship
Savings & Loan Foundation (McCann-Erickson)

Advertising

More about

RATINGS vs. CORPORATE IMAGE: One of the most popular legends cherished by the critics of TV is that programming is so "bad" because all sponsors ever seek is the highest possible rating. Actually there appears to be a steady lengthening of the list of advertisers who, when they go shopping for a new TV show, search for something other than mass audience (see p. 3).

"Entirely too much emphasis is placed on ratings," reported a recent *Printers' Ink* study of admen's opinions. Major findings: 80% of ad execs believe program ratings are over-emphasized; 37% say they are declining in importance. As one agency vp put it, "The race for ratings has killed off many excellent programs & ideas."

"The favorable image created by sponsor identification with high-quality TV programming raises many a company's own rating in the eyes of the public," Herminio Traviesas, BBDO TV-radio vp, told us recently. And Standard Oil (N.J.) Pres. M. J. Rathbone has stated: "Selective TV programming buys can bring the sponsor far more lasting sales success, which may exceed the beneficial results of participation in Western or adventure series."

Image projection through cultural-appeal TV shows isn't just a matter of dropping ordinary TV commercials into an available public-service show, or of worrying about overnight Arbitron ratings. The traditional role of sponsorship shifts considerably from the field of pure advertising to the field of public relations.

"By making a public-service contribution, the advertiser such as Shell Oil or Ford Motor Co. (sponsors of Leonard Bernstein concerts on CBS-TV this fall) serves a tremendous public relations function, irrelevant to the size of the TV audience," we were told by John Karol, CBS-TV vp for special projects. Or, as Prudential Insurance Pres. Carroll Shanks put it: "We pay attention to ratings, but they are only one way of measuring the medium."

Ratings Still Watched Closely

Cultural shows have to pull some weight in the advertising boat, however. "There isn't a sponsor in existence who doesn't care at all about ratings," insists NBC-TV special projects dir. Edwin Friendly Jr. "Although an increasing number of advertisers are considering side benefits, safety in numbers is a tried-&-true axiom."

Networks today recognize the importance of the right commercial in public-affairs or educational shows. "We would not sell *CBS Reports*, or any other public-affairs specials, to hard-sell sponsors," stated CBS's Karol.

Agencies are not averse to the theory. Generally, the sponsor "who wishes to distinguish his image is one who uses a softer-sell approach," remarked BBDO's Traviesas. Since commercials in a major public-service special are not scattered 1-min. participations but often a few longer messages, "the company has time to deliver a corporate message, rather than just sell a product," he added.

Does image-projection TV advertising at the expense of big ratings really work? Although networks, advertisers & agencies admit that more research is needed, certain facts have been established. "We have discovered at Du Pont that those who watched *Show of the Month* had a more favorable attitude toward the company than they held before the series," observed Du Pont ad mgr. Charles Crowley. A recent NBC study, evaluating sponsor advantages in buying semi-cultural specials based on Sinclair Oil's purchase last fall of the one-shot "Music from Shu-

bert Alley," concluded (on the basis of both consumer & dealer response to the show) that "specials give the sponsor tremendous advantage in changing consumer attitudes."

A dramatic example of this sort of success can be found in the recent TV experience of Standard Oil Corp. (N.J.) which literally rescued NTA's taped, critic-kudoed *Play of the Week* from extinction. "The volume of mail from stockholders, TV fans and the extraordinary press reception is but one indication of reaction," said TV-radio dir. Arthur Lamb. "We are amazed at the number of people who say they are switching to Esso because of it."

Helping the cause of image-building-type shows is the fact that networks have re-adjusted schedules since last fall's quiz scandals. With many such shows moving from the "cultural ghetto" of Sunday-afternoon slots into prime-time exposure, a growing number of advertisers are willing to venture into cultural program territory. "There is a hard core of people who always want to know what is going on in the world and the number is constantly increasing. These people, in the above-average income & intelligence group, buy a number of products that are out of range for most viewers. This makes them the perfect audience for companies that manufacture these products," stated ABC-TV news & public affairs vp John Daly.

Attractively Priced for Modest Budgets

Traditionally, the talent (if not time) costs of cultural & public-affairs shows have been lower than those of typical entertainment vehicles. This makes their over-all costs attractive to many advertisers with modest TV budgets. Coupled with other advantages of specialized audience, public-affairs or informational shows sometimes emerge as the ideal TV buy. A good case in point is North American Van Lines, whose annual ad budget has been in the \$800,000-\$1-million class. NAVL is now entering its second year as a sponsor of ABC's *Championship Bridge* series.

The company program relationship is a rare example of what NAVL merchandising mgr. C. D. Pease calls "the perfect fit." A 60% correlation was established, in a recent NAVL survey, between "bridge players" and "people who moved within the past 5 years." Pease told us: "The *Championship Bridge* program not only provides a selective audience, it contains a mood of challenge & of silent, intelligent contemplation. The quality of mood relates to the image we try to project. We make sure our commercials are psychologically integrated with the nature & tone of the program." NAVL relies on the fact that bridge fans watch the show devotedly and "will remember in October a hand that was played in May," remarked Ruder & Finn (PR agency for NAVL) acct. exec. Richard Cunningham. "Our aim is to convince these bridge types that we are their kind of people, and we can best serve them."

Actually, the progression of major & minor advertisers into image-building public-service programming is only half the picture. A cyclical trend may be noted in the area of program choice. While new companies are being attracted toward prestige-heavy specials & series (Brown & Williamson Tobacco Co. into NBC's "Journey to Understanding," etc.), several advertisers who usually walk a red-carpet path in advertising have expanded into bread-&-butter shows (Du Pont into ABC's *Adventures In Paradise*). The cycle reflects a growing interest in TV diversification (such as Ford's 1960-61 program spread, which includes everything from Leonard Bernstein culture to Tennessee Ernie Ford's high-rated corn). Commented NBC's Friendly: "The major sponsor today hopes to reach the largest possible audience, both in size & type."

Adman Blasts Ads: The pelted & belted ad medium caught another barrage last week—this time delivered by one of its own, Dodge ad & sales promotion mgr. W. D. (Pete) Moore. Addressing the Los Angeles Ad Club, Moore teed off: "It's bad enough that too many of our ads are unbelievable. But must they be downright ridiculous? Must we flood our media with phony consumer tests & 'unretouched photos?' It's all too obvious that we are only reaching the ultimate in insulting a consumer's intelligence."

Moore plastered his charges of misleading & deceitful advertising on all media, noted that "print isn't the only violator of 'truth.' Take TV," he offered. "Remember those shots of cars roaring up what seems or is purported to be a 60° incline? It's a very simple trick—just tilt the camera." Copywriters, he charged, are now "stuffy, bored and hidebound" and are producing copy that has become "unchanging, tired and mired in a rut of conventionality." He urged the industry to take steps to rectify image of grey-flannel adman, to spin ad copy from facts, not fancy.

"Lack of honesty in advertising hurts in many ways," he declared. "People resent it. And resentful people are poor customers. Russian roulette with truth devaluates the advertising dollar faster than Khrushchev in the White House."

FTC's Pilot 'Truth' Conference: First of its kind, a "special pilot conference" for Cincinnati businessmen will be conducted by the FTC Sept. 28 at the Hotel Sheraton-Gibson Roof Garden.

Purpose of the session, according to FTC Chmn. Kintner, is to "promote truthful & non-deceptive advertising on a community-wide scale." If it's successful, he said, similar sessions will be conducted in other major markets.

Some 2,000 firms have been invited to send representatives to hear presentations by 3 FTC officials: John R. Heim, dir. of the Bureau of Consultation; William D. Dixon, legal advisor on FTC guides; William H. Brain, guide administration attorney. Luncheon speakers will be Heim and Victor H. Nyborg, pres. of the Assn. of Better Business Bureaus.

Self-policing ad agency policy should be continued in the battle against deceptive practices, FTC Chmn. Earl W. Kintner told the Advertising Men's Post No. 209, American Legion, in N.Y. Sept. 12. "The existence of the FTC presents a meaningful alternative to govt. control of markets," stated Kintner, "and it is your public-service duty to call to the attention of the FTC deceptive advertising by your competitors." Kintner reminded that false advertising hurts the consumer and "gives rise to demands for drastic measures of reform."

Ad People: William A. Taylor, Robert Scurlock and Frederick A. Mitchell named Dancer-Fitzgerald-Sample vps . . . Frederic W. Wile named Advertising Council Pacific Coast operations managing dir.; Mrs. Lavinia S. Schwartz appointed Midwest operations managing dir.

Obituary

James Duncan Webb, 51, president of C. J. LaRoche Co., died Sept. 15 in Greenwich (Conn.) Hospital after a short illness. He had formerly been a Young & Rubicam vp. Surviving are his wife and 2 daughters.

Sad reality of TV business—that when an account at a small agency prospers greatly and increases its ad spending to blue-chip proportions it often shifts to a now-interested big agency—is likely to occur soon at N.Y.'s W. B. Doner Co. Doner handles U.S. Time Corp. (Timex), which has grown in the past 7 years from a modest \$250,000 annually to its present level of \$3.5 million, mostly in TV. Last week, Timex officials were quietly interviewing new-business executives from several major agencies, and an account switch was almost certainly in the works. Another clue was furnished by the resignation, effective Sept. 16, of Doner TV-radio vp Sylvan Taplinger, who had originally persuaded Timex to take a big-budget (for Timex) plunge in network TV jazz specials, and in one-shots starring such big TV names as Frank Sinatra and Bob Hope. The most recent Timex purchase is a series of 6 public-affairs shows on NBC-TV.

Heavy network & spot TV campaign will be used this fall for Esquire shoe polish, manufactured by Knomark. Co-sponsorship of 2 CBS-TV prime-time fall shows, *Witness* and *Face the Nation*, are the TV keystones. In addition, IDs have been set in 15 U.S. markets and 60-sec. commercials are scheduled for exposure in 8 Canadian markets. Radio & print media make up the remainder of the campaign.

New idea in press previews, the "environmental screening," was tested by ABC-TV during Sept. 9-11 weekend to preview its Desilu-produced *Guestward Ho!*, which debuts Sept. 29 under Ralston Purina and 7-Up sponsorship. The show deals with a Madison Ave. couple's adventures running a New Mexico dude ranch. So ABC corralled a posse of tenderfoot N.Y. editors, and whisked them up the Hudson to the Stanbrooke Dude Ranch to meet show talent and executives of J. Walter Thompson and Guild, Bascom & Bonfigli agencies, and to see the show's pilot. Editorial consensus: Reality (in the form of the slickly-run, TV-equipped Stanbrooke) and situation comedy (in the show's strictly-for-laugh dude ranch) are as far apart as ever.

NBC-TV will again play patron to Gian-Carlo Menotti, marking the 4th time the network has commissioned the composer to write an opera for TV. The new 60-min. work is expected to be ready for the 1961-62 season. Also due next season is a CBS-commissioned musical play by Menotti, to be delivered next Feb.

NTA has cracked through quickly in 17 markets with its recently-acquired 20th Century-Fox post-1948 package. After the initial sale to WNTA-TV N.Y., sales in the following big-city markets were scored: WRCV-TV Philadelphia, WRC-TV Wash. D.C., WCKT Miami, KTVI St. Louis, among others. In practically all cases, sales were made at prices "from 35-to-60% above prevailing rates," reported NTA sales vp E. Jonny Graff.

Italian TV-radio network RAI has opened a North American office in N.Y. to exchange ideas, talent and technical facilities with TV-radio companies in the U.S. & Canada. RAI exec. vp Giorgio Padovano will head the office, in the Corning Glass Bldg. at 717 Fifth Ave.

North American distribution rights to German-made IBAK closed-circuit TV systems have been obtained by newly formed Inspectronics Ltd., Brantford, Ontario. Pres. D. O. Johnson says his firm will operate only in Ontario, will sell operating rights in other Canadian provinces and in the U.S. The IBAK systems are specially made for underwater survey & salvage operations, for studies of pipes & tubes.

Stations

50th ETV Station on Air: Educational TV reached a major benchmark last week. WFSU-TV (Ch. 11) Tallahassee began program tests Sept. 13, achieving the distinction of being the 50th non-commercial ETV outlet. It brings total number of U.S. TV stations operating—commercial & non-commercial—to 572 (483 vhf, 89 uhf).

Debut of the new station at the U. of Fla. is auspicious for another reason. It's Florida's 5th ETV station and will soon be the last link in an interconnected state network which is by far the most elaborate single-state ETV set-up in the U.S. (Vol. 15:3 p4).

The new station, with a 10-kw GE transmitter, GE antenna & 777-ft. Klein tower, is owned jointly by the Board in Control of Fla. and the Fla. State ETV Commission. It's headed by University Bestg. Services dir. Roy Flynn, with Donald E. Wheeler as program dir., R. L. Puckett studio supervisor and W. E. Ragsdale chief engineer.

Hurricane Donna damaged antenna of WFLA-TV Tampa, her high winds knocking out the north & south elements, but the station continued operating with reduced coverage. Other Fla. TV stations in the path of the hurricane have not reported any damage to FCC but some radio stations were not so fortunate. Knocked off-air by loss of antenna, water damage or power failure were: WRMF Titusville, WNOG Naples, WDBO Orlando, WMFJ Daytona Beach, WGMA Hollywood, WONN Lakeland, WDCL & WAZE Clearwater, WPIN St. Petersburg, WLBE & WBIL Leesburg, WJCM Sebring, WABR Winter Park, WHAN Haines City, WDBF Delray Beach, WPOM Pompano Beach, WSBD Homestead, WKAT Miami Beach, WAMR Venice, WKIZ Key West. Most of the stations returned to the air after a short time using temporary antennas & auxiliary power sources. Recently-built WINQ Tampa, due on the air shortly, lost all 3 of its towers. Other early reports had WGAI Elizabeth City, N.C. suffering loss of its antenna and WSAR Fall River, Mass. off the air as a result of the storm.

Fla. Defense FM Network performed brilliantly during Hurricane Donna's depredations, FCC reported in a special public notice. The network broadcast 150 bulletins daily in 3 languages for an average of 6 hours a day. The messages were rebroadcast by 25-30 AM stations. It was the network's first emergency test. Some 30 such state FM networks now operate, and there are plans to link all of those from Fla. to Me.—frequently a hurricane path.

NAB Editorializing Committee, meeting in Washington last week, came up with a 4-point program to help stations: (1) Compilation of examples of editorialization results. (2) Revision of NAB's *Editorializing on the Air* to show latest techniques. (3) Frequent mailings of case histories. (4) Compilation of problems. NAB staff was also told to look into the idea of a seminar. NAB research mgr. Richard M. Allerton reported on NAB's survey of the extent of radio editorializing which will be distributed to members in Oct. TIO Dir. Louis Hausman described a survey which showed that 30% of TIO members editorialized; the study will be sent to NAB members. Co-chairmen of the committee are Joseph E. Baudino, Westinghouse Stations, and Daniel W. Kops, radio WAVZ New Haven.

WFAA-TV Dallas may also identify itself with Ft. Worth under a waiver granted by the FCC.

Miami's Ch. 6 should go to drive-in theater operator South Fla. Amusement Co., according to an initial decision issued by FCC examiner Forest L. McClenning. Broadcast experience and strong degree of integration of ownership & management were the deciding factors against 2 competitors. Pres. of South Florida is Sherwin Grossman, who was also pres. of WBUF-TV (Ch. 17) Buffalo, N.Y. which he built and operated from Aug. 17, 1953 until Dec. 30, 1955 when the station was sold to NBC (Vol. 11:11 p3). Competitors were Publix TV Corp., headed by Miami attorney Charles Danton, and Coral TV Corp., whose pres. is ex-*Miami Beach Sun* publisher Leon McAskill.

NAB's new Freedom of Information Committee, appointed last week: Chmn. Frank P. Fogarty, Meredith stations; Campbell Arnoux, WTAR-TV Norfolk; John Charles Daly, ABC; Richard O. Dunning, KHQ-TV Spokane; John S. Hayes, *Washington Post* stations; Theodore F. Koop, CBS; William R. McAndrew, NBC; Stephen J. McCormick, MBS; August C. Meyer, WCIA Champaign, Ill.; Sig Mickelson, CBS; David C. Moore, Transcontinent stations; D. L. Provost, Hearst stations; Weston C. Pullen Jr., *Time* magazine stations; Robert M. Purcell, radio KFWB Los Angeles; Lewis W. Shollenberg, CBS; James W. Woodruff Jr., WRBL-TV Columbus, Ga.

Latest station to go single-rate is KOB-TV Albuquerque, following a growing trend among outlets to follow a Station Reps Assn. plan (Vol. 16:37 p12). In a notification to ad agencies of the rate-structure change, KOB-TV suggested that agencies should demand that "every station be honest with itself and take a firm stand on this vital issue."

Complaints against CHEK-TV (Ch. 6) Victoria, B.C. will be probed Sept. 15-16 by 5 BBG members in hearings in Vancouver. There have been public protests that the signals from the Victoria station have ruined reception of adjacent-channel stations in Seattle. The BBG also will air charges that CHEK-TV has violated an understanding not to solicit advertising in Vancouver.

Next Canadian license hearings will be held Sept. 26 in Ottawa. BBG will hear applications for a new CBC French-language TV outlet at Ste. Anne de la Pocatiere, Que., and for 6 privately owned satellites. Two applications have been filed for a satellite at North Battleford, Sask., and one each for Cameron Mt. & Edmundston, N.B.; Fox River, Que.; Pivot, Alta., and Lumby, B.C.

AMST Technical Committee, under Chmn. Henry E. Rhea, Triangle Stations, meets in Washington Sept. 22. The Association's board, headed by Jack Harris, KPRC-TV Houston, will hold a one-day session in Washington Oct. 18.

"Creative Selling" is theme of this year's Broadcasters Sales Seminar at the U. of Mo. Sept. 23. Three symposiums will present talks by 13 Mo. broadcasters, admen & reps.

Grant of Ch. 51 Louisville to Kentuckiana TV Inc. has been recommended by FCC examiner Annie Neal Huntting following consolidation of Kentuckiana and competitor United Electronics Labs Inc.

Addition of Ch. 9 to Redding or Susanville, Cal. has been made subject of FCC proposed rule-making. Either assignment would require the substitution of Ch. 13 for Ch. 9 in Alturas.

Major radio sales approved by FCC: WAKE Atlanta for \$500,000 to WAKE Inc. and WYDE Birmingham for \$525,000 to WYDE Inc.—both buyers headed by Ira Herbert; WQXI Atlanta for \$1.6 million to *Esquire* magazine.

Canada's upcoming independent CFTO-TV Toronto hopes to begin operations Jan. 1 as the Dominion's first color station. Pres. Joel Aldred has also invited his CBC-TV competitor, CBLT, to help make Toronto a color city, has offered CBLT the use of CFTO-TV's still-building \$4.5-million plant to train crews in color operations. Aldred plans 2-4 hours of color programming daily, subject to approval of the govt., which so far has prohibited color-casting. If CFTO-TV is unable to get the green light for color broadcasting, it will use its color facilities to produce commercials for U.S. telecasters.

Off-again-on-again grant of Ch. 3 Prince George, B.C. to CKPG-TV Ltd. (radio CKPG) was on again last week. BBG originally recommended the grant May 24 (Vol. 16:23 p6), then changed its mind July 5, deferring its recommendation pending a survey of northern British Columbia. Last week it said CKPG-TV should go ahead with the Prince George station and its plans for satellites to serve adjacent areas. The recommendation awaits govt. approval.

Educational KTCA-TV St. Paul-Minneapolis disputes the claim of newcomer KERA-TV Dallas that it is "the first ETV station equipped to broadcast in color" (Vol. 16:37 p8). KTCA-TV gen.-mgr. John C. Schwarzwald counter-claims: "KTCA-TV has been an ETV station equipped to broadcast color since Sept. 1957 and has been broadcasting color since Sept. 1958."

Only radio WILD & WMEX remain with licenses unrenewed in FCC's consideration of Boston-area payola charges, after the recent renewal of licenses for WHIL, WTAO & WEZE. WORL had been renewed earlier (Vol. 16:31 p15). It's understood that FCC hasn't completed study of WILD & WMEX.

RCA has shipped TV tape recorders to WAVE-TV Louisville, WKJG-TV Fort Wayne, KOAM-TV Pittsburg, Kan.-Joplin, Mo., 2 to NBC in Washington, one to XET-TV Guadalajara. It also sent one color unit to TvB, N.Y., 2 color units to NBC in Burbank. One color camera was shipped to WOR-TV N.Y.

Two new pamphlets for candidates are being sent by NAB to member stations, extra copies available at 5¢ each: *Is Your Hat in the Ring?* for radio, *Campaigning on TV* for TV. They're designed to help candidates "present their views clearly & convincingly in best American tradition."

"New Developments in Video Recording" has been prepared by General Precision to describe & illustrate tape-to-film transfer, spot wobble, alternate synchronizing generator. The 4-page brochure is available from GP's GPL div., 63 Bedford Road, Pleasantville, N.Y.

NAB best seller is the 5th edition of *Engineering Handbook*, published by McGraw-Hill. As of late August, 1,316 copies had been sold at the bookstore price of \$27.50. NAB itself bought 2,500 copies for free membership distribution, offered copies to new members at \$16.50.

TV-radio observance of UN Day Oct. 24 will be urged by NAB in letters to all stations. NAB's cooperation in promoting objectives of the world organization was pledged by Policy Committee Chmn. Clair R. McCollough at a N.Y. meeting with the U.S. Committee for the United Nations.

"In Reference to Radio" is the cover title of a new NAB educational packet intended for distribution to educators & librarians by NAB radio members. Available from NAB at \$1 per copy, the packet contains 9 sections covering everything from radio's history to NAB's Code.

Programming

Eddie Albert's Kaiser contract, to serve as a special advisor on cultural & theatrical projects to Kaiser Industries, triggered an argument between Albert and Bob Banner, exec. producer of the CBS-scheduled *Candid Camera* series. Although Albert holds a contract with the show for his services as host and has filmed at least one episode, Arthur Godfrey got the job. Banner said the situation was due to "contract complications." Albert, through his press agent, Arthur Jacobs, stated that he was "ready, willing & able" to go to work, and denied that his contract with industrialist Henry J. Kaiser was in conflict with his *Candid Camera* duties.

Computer-written Western, authored by an IBM computer at MIT, will be performed on CBS-TV Oct. 26 during the premiere of the new series of science specials which will be sponsored by American Machine & Foundry. The no-dialog Western (actually, a simplified vignette with such familiar ingredients as a bank-robber, a villain and a saloon) is being used to illustrate the near-human "thinking" abilities of complex computers. MIT technicians originally fed a basic Western plot into the machine, gave it some 50 plot variations to play with, and told the machine to start writing. It did, producing several all-action scripts with various endings (sheriff shoots bandit; bandit shoots sheriff; they shoot each other; etc.). CBS-TV picked the best script (happy ending), and filmed it with professional actors. Could the machine write Westerns with dialog too? Yes indeed, MIT informed CBS, but it would take a little longer.

TV premiere of theatrical film, Robert Raisbeck-produced "11th Commandment," will be telecast on WPIX N.Y. Sept. 23. Raisbeck has so far failed to find a national distributor for the 83-min. anti-Communist film and is hoping that TV publicity will provide "the perfect showcase." The movie, filmed in Hong Kong and Formosa, attempts to point out the evils of Soviet influence in Asia. By no coincidence, the one-shot telecast is scheduled to premiere while Khrushchev is at the UN.

Voice of America programs are being produced by U.S. radio stations in a series of local documentaries that are intended to tell grass-roots stories of American communities to overseas listeners. VOA dir. Henry Loomis reported that 18 stations (ranging geographically from KFRE Fresno to WNBF Binghamton) already are participating in the program and 9 more have lined up for VOA shows in the fall. Examples of on-the-scene community reports: "Fourth of July 1960" (WFIL Philadelphia), "Portrait of New England" (WBZ Boston), "Do Texans Brag?" (WBAP Ft. Worth), "Amana Story" (WMT Cedar Rapids).

End of a kiddie era will be marked Sept. 24 when 13-yr.-old *Howdy Doody* takes a final 60-min. TV bow. The first TV show to cater exclusively to kids, *Howdy Doody* was becoming an increasingly difficult problem for the sponsor. ("Kids just don't buy products," stated one ad-man to program creator Bob Smith; "we prefer shows that appeal to audiences aged 2 to 102 years.")

Public service idea: WOOD-TV Grand Rapids, Mich. and 8 colleges & universities will team up on a new educational series, *Ten O'Clock Scholar*, to be telecast 5 times weekly starting Sept. 19. The participating schools: U. of Mich., Mich. State U., Central Mich. U., Olivet College, Hope College, Calvin College, Aquinas College, Grand Rapids Junior College.

Film & Tape

Arnaz, Leeds Split: Desilu Productions Pres. Desi Arnaz and exec. vp Martin Leeds, once one of the most successful production combinations in Hollywood TV film, reached the parting of the ways last week after 7 years during which Desilu grew from a small company to a TV-film power.

Because attorneys for each were still working out the settlement of Leeds' contract, and Arnaz's buyout of Leeds' 35,000 shares of Desilu stock (worth \$367,500 at the Sept. 16 closing price of 10½), the principals were sticking to a promise not to discuss reasons for the rift.

What precipitated the breach was no one act by either Arnaz or Leeds, but a growing difference and clash over policies. Our information is that Leeds felt he was handicapped by Arnaz's interference on policy, and that Arnaz resented what he considered a "too tough" attitude on Leeds' part in business negotiations. This probably triggered the breach, although there were other factors, such as Arnaz's prolonged absences from the studio.

Once the settlement is signed, Arnaz will undoubtedly take over many of Leeds' duties, with other chores being assigned to Bernard Weitzman, vp in charge of business affairs. Arnaz has already canceled a trip to South America he had planned for this week.

Leeds receives \$135,019 a year salary, and his contract has approximately 3 years to run.

NEW YORK ROUNDUP

Automobiles are the "fastest-growing" category of advertisers in TV syndication market, according to a recent Ziv-UA study. Auto dealers account for 25% of advertising on Ziv syndicated shows at present as compared with 8% 3 years ago. The study concludes that automobiles "will emerge as the 4th most prolific user of syndication, by the end of this year" trailing only food, tobacco & brewing.

Freddie Fields Associates Ltd., a new company formed in N.Y. last week by former MCA vp and dir. Freddie Fields, will handle talent management & production for TV, motion pictures and theater. Fields plans to open a West Coast office soon.

UAA reported increasing sales of feature films as one-shot specials in individual markets last week: "Adventures of Mark Twain" (4 markets), "Olympic Cavalcade" (1), "The Jazz Singer" (1), "Yankee Doodle Dandy" (5) are among the properties sold.

MCA-TV began syndication sales on *M Squad*, formerly on NBC-TV, last week with 3 markets: WPIX N.Y., WGN-TV Chicago, and WBRE-TV Wilkes-Barre.

WNBC-TV N.Y., will dress up its month-long *Autumn Harvest* series of post-1950 foreign films with a colorful gimmick: Denise Darcel. She'll serve as hostess-narrator for the film festival, scheduled to begin Sept. 18. The films, from Italy, France & England, showcase such stars as Rosano Brazzi, Alec Guinness and Anna Magnani.

WOR-TV N.Y. will debut a package of renovated "Our Gang" comedies Sept. 19 under the name *Mischief Makers*. "Our Gang" shorts are also distributed by Interstate for Allied Artists and by MGM-TV (Vol. 16:37 p4).

Peter Cooper appointed Robert Lawrence Productions exec. producer . . . Arthur Gloss named UAA asst. gen. sales mgr.

HOLLYWOOD ROUNDUP

MGM-TV makes commercials and its commercial & industrial film dept. is "now far more active than at any time in the past," TV vp George T. Shupert told us last week. Under the direction of Tom Curtis, the MGM-TV dept. has been "steadily expanding both in terms of creative personnel and volume of business," and the commercial-industrial sales volume for 1960's first 8 months "has exceeded sales volume for the entire year of 1959," Shupert added. In our report on major movie studio TV activity last week (Vol. 16:37 p4) we referred to MGM's past commercial operations but omitted its present ones.

Universal-International exercised its "favored nation" clause with Screen Actors Guild, exchanging its original deal with SAG for the same one negotiated by the Assn. of Motion Picture Producers with the Guild. Thus UI escapes payment on post-1948 movies sold to TV. Instead it will give the Guild \$350,792 as "past service payment." UI will pay 6% of total gross receipts from distribution of post-Jan. 31, 1960 movies to TV, after deduction of 40% for distribution expenses. If there are outright sales to TV, the deduction would be 10%. UI's original deal with SAG was signed last March 1, allowing the company to continue production when SAG struck movie majors March 7.

TV Producers Guild, formed by a group of Hollywood TV film producers, is weighing future steps following outright rejection of its request for negotiations with the Alliance of TV Film Producers. The Alliance told TPG it doesn't feel TPG is a labor organization within the interpretation of federal labor legislation, inasmuch as producers are so strongly associated with management. TPG had sought residuals plus screen credit.

Harman Productions Inc., Debbie Reynolds' TV company, has joined the Alliance of Television Film Producers. Harman plans 2 film series, in addition to the special Miss Reynolds recently taped for ABC-TV . . . Revue Studios is about to begin filming an action pilot, as yet untitled.

Paramount TV and producer Hal Hudson are developing 3 series to be co-produced by Paramount with Hudson's new independent company. Hudson plans 2 half-hour and one hour series, in drama, action & adventure formats.

National Academy of TV Arts & Sciences trustees will meet Sept. 24-25 in Scottsdale, Ariz., to discuss the awards structure and presentation plus the planned TV library and museum and an international TV festival.

People: Jack Forman, ex-CBS mgr. of film production administration, has become gen. mgr. of Samuel Goldwyn studios . . . Lloyd Richards will produce a segment of Desilu's *The Untouchables* . . . George Polk, BBDO vp in charge of program development and planning, is in Hollywood to see rough cuts of *The Tab Hunter Show* and *National Velvet*. Also here to see new product are Bob Anderson BBDO Detroit vp; Jerry Souers, General Mills executive from Minneapolis. . . . Harold Goldman, ex-NTA exec. vp, joined Famous Artists Associates, Beverly Hills, to develop an expansion program in all phases of entertainment, with emphasis on TV series and including an investigation of the possibilities of pay TV. . . . Producer Herbert Coleman is leaving Revue Studios, where he produced *Checkmate*, to form his own company for movie production. . . . Charles E. Skinner has resigned as business & industrial film div. vp at Filmaster Productions.

THE PRODUCTION PATTERN SOLIDIFIES: In the span of one decade, the era of the free-wheeling, small independent company in TV has come & virtually gone. Into its place has marched the big company, applying multi-million dollar operations to what was once a penny-ante business.

Three of the pioneer, once-small independents have survived & grown in the upheaval. Two of them—Revue Studios and Four Star Television—rate No. 1 & No. 2 in industry importance. The 3rd, Desilu Productions, hasn't nearly as much production, but it owns 3 studios which are rented to other companies.

But these are the exceptional successes. In the debris lie such trailblazers as Hal Roach Jr., McCadden Productions, Jerry Fairbanks (active only in TV commercials although he was one of the first to produce half-hour films), Jack Webb's Mark VII Ltd., Roland Reed, Louis Snader.

Among the one-series independents still dotting Hollywood are Don Fedderson Productions, Marterto Productions, Sharpe-Lewis Productions, Blake Edwards' Spartan Productions, Jack Chertok, Brennan-Westgate Productions, Stage 5 Productions, Toreto Enterprises and Filmaster Productions. But the vast bulk of production volume comes from the behemoths.

The reasons for the demise of so many pioneers are varied, but they boil down to the fact that if a company didn't join the trend toward bigness within the industry its chances of survival dimmed.

Gone But Not Forgotten

Ironically, Roach tried to expand but got into so many troubles in the attempt that he lost his studio.

When McCadden and Fairbanks lost their series they faded from entertainment-film scene.

Snader was a one-shot success, doing well with his 3-min. Telescriptions, but when these were finished, he couldn't repeat in other ventures, and vanished.

Even a veteran like Jack Webb never faintly approached, in other attempts, the success of his *Dragnet*. Today his TV operation is dormant.

Many a one-shot producer or promoter stumbled on the toe of ignorance in the 1950s, for much of what was done was trial-and-error. One producer filmed three 20-min. films, certain that this was to be the best length for telefilms. Another was just as sure that 45-min. films were the answer, but his financial advisers wisely counseled him not to go into production on that basis.

Through the 1950s, it was the consensus among those closest to the industry that TV film would follow the pattern of the movies, with a few companies to emerge dominant. That's the way it has turned out. In this growing trend to bigness, there are more & more alignments with TV's giants by one-series companies. (Examples: Producer Mike Meshekoff & Howard Duff made a co-production deal with Four Star on *Dante*. Chertok has a co-production deal with Revue on *Johnny Midnight*. Ann Sothern's independent company is in co-production deal with Desilu.)

There is every evidence that today's TV powers will continue to dominate the Hollywood picture now that the pattern has been established. Revue, one of the early film producers, paces the field with 17 series. Four Star, another veteran, is runner-up with 13. Next come 2 major movie studios' TV operations: Columbia Pictures' Screen Gems which has 9 series, and Warner Bros. with 7.

Of course, the answer does not lie entirely in mere size. Desilu learned this the hard way when it acquired RKO's 2 studios, which, with its Cahuenga studio, gave it 3 bases—and considerable overhead. Merely possessing

physical facilities isn't enough, and because Desilu doesn't have enough series to take care of the overhead, it's been busily wooing other companies to rent its lots.

Revue, operating in reverse of this procedure, waited until it had sufficient series to warrant a studio, then acquired the Universal-International lot.

Four Star's alert Pres. Dick Powell, renting space at Republic, has been thinking of buying a studio, is waiting for a good buy. But last time he mentioned it to us, he remarked, "There's no good studio on the market now."

The matter of space is curious. Paramount Pictures, for example, has considerable, but, one of the last studios to get into TV-film production, it today has only one series. MGM, a huge lot, has only 2 series of its own. In these situations, the studios seek to compensate for lack of production by renting space to independents.

Bigness Kills Creativity?

Some contend that the trend to bigness has stifled creativity & cut the latitude of early TV-film days. While some large operations do resemble a factory assembly-line, it's doubtful that any intelligent studio executive would snuff out a creative spark.

The trend to the big did undoubtedly bring more competition, and that's all to the good. But although the on-screen results may evoke skepticism about this in the casual observer, mediocrity is not necessarily the result of the present physical setup in Hollywood. Current quality may be due to the shortage of good talent in Hollywood—a shortage no one denies. It may be the result of unrealistic ad-agency or sponsor restrictions in some instances. Or it could be budget.

In any event the industry pattern appears to be established—with the preponderance of production to be handled by a few large independents, a few major studios and the networks themselves.

More Network Feature Talks: Seven Arts Productions Ltd. is the latest distributor to join the act in discussing network-level deals for post-1948 Hollywood features. Although it is now launching syndication sales on a 40-title package culled from a 122-title group of post-1948 Warner Bros. features, network one-shot deals are definitely in the works. So we were told last week by 7 Arts Pres. David B. Stillman, who said that "at least one major color feature that will become available to us in Jan. 1961" is going to be put up for network grabs. No price was mentioned by Stillman, although another major post-1948 feature (MGM's "An American in Paris") is being offered to networks with a \$1 million tag (Vol. 16:37 p6).

Among other 7 Arts activities announced by Stillman at a Sept. 12 meeting in N.Y.:

(1) Assembly & distribution of telefilm program packages, starting early next year.

(2) Diversified financing deals in motion pictures for theatrical release ("The Misfits," "Two for the Seesaw," "West Side Story," etc.), Broadway production (\$1 million backing for a musical version of "Gone with the Wind"), land development, phono records, etc.

(3) Offices, largely to handle the station-level sales of the first Warner Bros. feature group, have been opened in N.Y., Chicago, Dallas and Los Angeles.

Seven Arts was until recently known as Creative Telefilm & Artists Ltd., and was organized by Stillman and financier Louis A. Chesler, ex-chmn. of AAP (now the feature-distributing subsidiary of United Artists, UAA). Chesler is chmn. of the parent Canadian firm. Eliot Hyman, who was pres. of AAP, is pres. of 7 Arts.

Television Digest

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Personals: Alfred R. Stern, NBC Enterprises vp, elected Cal. National Productions chmn., continuing as dir. of NBC international operations and chmn. of NBC International. He will also continue to supervise NBC's Enterprises div.

Campbell Arnoux, WTAR-TV & WTAR Norfolk, named chmn. of 8-member NAB TV Music Advisory Committee . . . Robert M. Purcell, head of Crowell-Collier's bestg. stations (radios KFVB Los Angeles, KDWB Minneapolis-St. Paul, KEWB San Francisco-Oakland), elected a vp of the parent company . . . Macey I. (Mike) Schaffer, ex-WAVY-TV & WAVY Norfolk, named ad & promotion dir., WFIL-TV & WFIL Philadelphia, succeeding Donn Winther, resigned . . . Omar F. Elder Jr., ABC-TV vp-gen. counsel, appointed chmn. of NAB Copyright Committee . . . Tom Carnegie named sports dir., WFBM-TV & WFBM Indianapolis . . . Edgar Holtz, FCC associate general counsel, resigns to enter private practice with Hogan & Hartson.

Warren P. Williamson III, ex-public relations dir., named gen. mgr. of WKBN-TV & WKBN Youngstown; Richard G. Newcomer promoted to public relations dir.; Jack Hartley, ex-WEWS Cleveland, named sales promotion mgr . . . Lorie M. Molnar, formerly with late Frieda Henock Simons, becomes an associate of Spear, Hill & Greeley, Washington TV-radio law firm . . . Henry Shur, ex-U.S. Patent Office examiner, joins Washington law firm of Dow, Lohnes & Albertson as patent, trademark & copyright counsel . . . Jack Van Volkenberg, son of former CBS-TV vp J. L. Van Volkenberg, named sales service mgr. of KNXT Los Angeles.

SMPTE's 1960 Journal Award was won by William F. Schreiber, Christopher F. Knapp & Norman D. Kay for a paper, "Synthetic Highs—an Experimental TV Bandwidth Reduction System," describing their work on this program at Technicolor Corp. (Vol. 15:14 p3).

Anti-payola consent decree, prohibiting payments to disc jockeys, has been signed with FTC by record distributor Mangold Distributing Co. & Marshall Enterprises Inc., 638 W. Baltimore St., Baltimore.

Obituary

J. Cheever Cowdin, 71, former Universal Pictures chmn. for 13 years until 1949, died Sept. 15 of a heart attack in his office at the Pension Corp. of America, N.Y., where he was a vp. Surviving are his wife and a sister.

Meetings this week: La. Assn. of Bestrs. convention (Sept. 18-20), Sheraton-Charles Hotel, New Orleans • Assn. Canadienne Radio TV Francaise annual meeting (18-21). Speakers include Dr. Andrew Stewart, Board of Best. Governors chmn.; Murray Brown, Canadian Assn. of Bestrs. pres.; Alpine Inn, Ste. Marguerite, Que. • IRE national symposium on space electronics & telemetry (19-21), Shoreham Hotel, Washington • Atlantic Assn. of Bestrs. annual meeting (20-21), Amherst, N.S., Canada • Ill. Bestrs. Assn. annual meeting (22-23), Urbana-Lincoln Hotel, Urbana, Ill. • Advertising Federation of America 10th district convention (22-24), Little Rock, Ark. • Mich. Assn. of Bestrs. fall convention (22-24), St. Clair Inn. St. Clair, Mich. • IRE Professional Group on Bestg. 10th annual bestg. symposium (23-24), Willard Hotel, Washington, D.C.

Meetings next week: Assn. of National Advertisers workshop on advertising management (Sept. 28), Ambassador Hotel, Chicago • ASCAP West Coast membership meeting (28), Beverly Hills Hotel, Beverly Hills, Cal. • CBS Radio Affiliates Assn. annual convention (28-29), Waldorf-Astoria Hotel, N.Y. • Ala. Bestrs. Assn. annual fall meeting (29-Oct. 1). Rep. Oren Harris (D.-Ark.) & FCC Commissioner Robert E. Lee will speak, Stafford Hotel and U. of Ala. campus, Tuscaloosa • Minn. Bestrs. Assn. annual convention (30), Leamington Hotel, Minneapolis.

Foreign

Castro completed seizure of all Cuban TV last week when his govt. officially took over the big 7-station CMQ-TV network along with its companion radio network, owned by Goar & Abel Mestre. The action was foreshadowed last spring when Castro froze the Mestres' personal bank accounts and seized the CMBF-TV network, which was 60% owned by CMQ (Vol. 16:15 p3). Goar Mestre recently has been headquartering in South America, where he has other TV interests. Official reason for Castro's long-delayed takeover of CMQ: The owners "abandoned" the plant and failed to keep it in proper working order.

VOA's new & powerful Liberian shortwave relay station near Monrovia will be designed by Page Communications Engineers under a contract awarded recently. The station will have six 250-kw and two 50-kw transmitters, and will relay programs to Africa, the Middle East & Central Europe. Power will be provided by two 1,750-kw diesel electric generators, and transmitter contracts are about to be let. Estimated cost of the entire project is \$12,627,000.

German commercial TV hikes up to a new top rate of \$4,500 per commercial minute next January. The new high will be collected by the Cologne station, a raise from its previous top of \$4,000 per minute. Other raises next year will be posted by the Stuttgart, Munich and Frankfurt stations.

British admen are protesting the recent rise in commercial TV rates. Justification by ITV interests for the rate increase is that the TV audience has grown and broadcasters are merely maintaining the original cost-per-1000. The hike in rate sends the present \$1,792 cost of the 15-sec. peak-time spot up to \$2,356. Spots of 30 secs. rise from \$2,576 to \$3,080.

Northernmost broadcasting station in North America will be CBC's CHAK, at Inuvik in the western Arctic. The 1-kw station will also be the first CBC station to broadcast regularly in the Eskimo language and CBC's first outlet inside the Arctic Circle.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

AD PRACTICES CODE FOR TV-RADIO-PHONO: Industry-wide crackdown on retailers who insist on making deceptive ad claims is in the works, under aegis of EIA.

It will be accomplished through an EIA-drafted advertising practices code for consumer electronics industry, patterned after code adopted last summer by the American Home Laundry Assn. Go-ahead signal was given at last week's EIA fall conference at French Lick, Ind., when consumer products div. exec. committee approved proposal by its chairman, Motorola exec. vp Edward R. Taylor.

Draft of proposed rules will be submitted to committee at EIA winter meeting beginning Nov. 30 in San Francisco. If they follow pattern set by AHLMA code for washer-dryer advertising, they'll deal with such practices as phony "list price" comparisons, "was-is" price advertising, use of the word "free," bait ads, product claims, warranties. Other areas presumably to be covered: screen sizes, stereo claims, etc.

Laundry equipment code gets its teeth through enforcement by manufacturers. It's too early to see how it's working, but member manufacturers have stated they'll withhold co-op ad funds from dealers who don't follow rules.

In another EIA consumer-product action, the division exec. committee revived idea for public relations campaign for "home-entertainment products"—replacing the individual TV & stereo campaigns which never got off ground this year. Special committee will draft plans and report at EIA winter meeting.

NEW JAPANESE ONSLAUGHT COMING? Don't be lulled by apparent leveling-off of electronics imports. Japanese can compete with U.S. manufacturers in virtually any electronics market they choose—and their next choice probably will be TV.

This sharp & grim warning was sounded to electronics manufacturers at the EIA fall conference last week by Mark Shepherd Jr., vp of transistor-making Texas Instruments, in behalf of EIA's electronics imports committee. Notes of optimism in his report were few.

Last year's transistor-radio flood was only "the initial onslaught on domestic markets which will be felt by every segment of the U.S. electronics industry," he said. "As I see it, the present period is nothing more or less than a short & shallow breathing-spell for the U.S. industry."

"I strongly believe that the Japanese electronics industry will reassert its production advantages again & again in U.S. markets of its own choosing," he added. Japanese-made TV sets—particularly portables and color sets—will be merchandised here "in the most aggressive manner," he predicted.

Simple economic fact of life is that Japan must export to live. Drive for new markets, Shepherd pointed out, is necessitated by near-saturation of Japanese home market for radios and high cost of TV sets which places them beyond reach of many Japanese wage-earners. Export of TV sets, he said, offers Japanese electronics manufacturers "their most immediate hope of escape" from domestic marketing problems.

Can Japanese achieve same success in other electronics exports as in transistor radios? Said Shepherd: "They have the capacity to envision, design & manufacture quality merchandise, and their capabilities in this respect are increasing with each passing month. [Their] production facilities are the counterpart of many modern U.S. plants."

In addition to TV, Japanese electronics industry is preparing for mass invasion of U.S. business in components and testing & measuring equipment, has already substantially increased its share of U.S. market for components and industrial & commercial electronic equipment, he said.

Little relief seems forthcoming from Washington. EIA's petition for investigation of possible injuries to defense readiness by imports of Japanese transistors is currently under OCDM investigation. Even main-

taining status quo in tariff field involves a fight—EIA is strongly opposing move to reduce U.S. electronic product tariffs in forthcoming GATT negotiations in Geneva.

Charge that Japanese manufacturers are "dumping" tubes in U.S. at lower than domestic Japanese prices was made by EIA last week in separate move which seeks to invoke protection of Anti-Dumping Act of 1921. EIA asked Treasury Dept. to investigate whether law is being violated, pointing out that average factory price of tubes in Japan reportedly was 60.6¢ in 1959, while average factory selling price of Japanese tubes to U.S. importers was 26.4¢ in 1959 and 28¢ during first half of 1960.

(For other highlights of EIA's fall meeting, see story below.)

TV-RADIO PRODUCTION: EIA statistics for the week ended Sept. 9 (36th week of 1960):

	Sept. 2-9	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	116,229	125,850	141,146	3,924,367	3,957,484
Total radio	293,802	314,846	313,098	11,054,831	9,627,704
auto radio	95,986	105,140	106,741	4,194,734	3,666,076

ELECTRONICS GROWTH SLOWDOWN: Military electronics manufacturers should expect to operate below capacity for the next 3-4 years. The "phenomenal yearly expansions" of this segment of the industry since the end of the Korean War are now over, and manufacturers should "adjust" to growth rates comparable with other parts of the industry.

So said RCA defense planning mgr. L. H. Orpin, chairman of EIA's military marketing data committee, in reporting to the EIA board on a survey of more than 50 military electronics marketing experts at the closing session of the manufacturer group's fall conference in French Lick, Ind.

Since the close of the Korean War, he said, demand for military electronic equipment has increased 15-25% a year. For the next 5-10 years, however, he said the increase will only be about 5-10%. Reasons: reduction in military aircraft, the nearly-complete status of air-defense systems, govt.'s concentration on relatively few electronic systems as it abandons practice of introducing many different types.

He cited these "promising areas" in which military electronics firms should concentrate during the relative lull: ballistic missile defense, development of "exotic weapons" ("death rays," etc.), new combat & military intelligence communications systems, electronics for civil defense (disaster control communications, radiation-detection instruments, civilian warning devices).

The military electronics industry, he said, may now have as much as 25% more capacity than it needs. For the current year, he stated, the electronics portion of the defense budget is about \$5 billion, of NASA's budget \$100 million, of FAA's budget \$700 million.

* * *

In other developments at EIA's fall meeting:

Dr. Philip Lewis, of the Chicago school system, urged manufacturers to sell schools complete systems, instead of just TV equipment. The author of EIA's forthcoming *Educational TV Guidebook* stated that manufacturers should develop specialized TV sets for schools, since home entertainment sets don't meet school-TV requirements.

As for the future, he saw an educational market for a complete audio-visual instruction center—a classroom TV receiver, film & slide projector all combined in a single unit. He predicted a "very real future" for electronic teaching machines and for TV systems which permit library research by remote control—even including book page-turning mechanisms.

Five new EIA directors were elected: Representing tube & semiconductor div., Parker Q. North (pres., Pacific Semiconductors), J. F. Battey (gen. mgr., Cleveite transistor div.), Marion E. Pettegrew (senior vp, Sylvania). Representing military products div., Dr. A. A. Farrar (asst. vp, Raytheon). Representing parts div., Edward Butler (sales mgr., Speer Carbon).

July radio retail sales, as given in our monthly table in last week's issue (Vol. 16:37 p16), were incorrect due to a transmission error. This is the radio production & sales table, Jan. through July, as corrected:

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January	1,355,788	1,124,737	632,461	420,052	808,388	700,490
February	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	1,667,550	1,347,554	633,761	511,219	664,441	515,563
April	1,230,323	1,040,183	399,963	422,346	547,839	388,863
May	1,277,040	1,039,562	463,165	476,222	548,322	400,882
June	1,551,451	1,430,165	596,870	637,806	702,889	678,195
July	890,359	829,035	328,009	254,725	573,363	526,827
TOTAL	9,414,879	7,936,621	3,651,101	3,154,921	4,451,721	3,685,708

President Eisenhower has signed into law, effective Jan. 1, 1961, the excise-clarification bill (HR-12536) which adjusts tax rates charged to manufacturers whose price structure is based partly on local advertising charges (Vol. 16:36 p14). The new law permits manufacturers to deduct for tax purposes portions of the sales price represented by contributions to co-op ad funds—not exceeding 5% of the price.

Madison Ave. showroom for Magnavox is scheduled to open Sept. 19 on the ground floor of the new Union Carbide Bldg. The no-retail-sales showcase will offer the public a look at the complete Magnavox line. Location of the center came after a 3-year study of "traffic patterns as related to potential Magnavox customers," Pres. Frank Freimann stated. Magnavox thus joins such other manufacturers as RCA, Zenith, Emerson-Du Mont and Grundig-Majestic with public showrooms in midtown Manhattan.

"Radios—U.S. Production & Foreign Trade, 1949-59" is a new statistical study by the electronics div. of Commerce Dept.'s Business & Defense Services Administration. It's available for 5¢ from U.S. Govt. Printing Office and Commerce Dept. field offices.

STEREO SALES GAINS CONTINUE: Retail phono sales continued to soar high above 1959 levels in July, EIA figures show. In number of units, July 1960's sales were 15% ahead of those of July 1959.

Unit sales tell only part of the story, though. For the 7-month period Jan.-July 1960, more than 76% of phonos sold at retail were stereo units, as opposed to 51% in the same 1959 period. So, while 7-month unit sales this year were 21% ahead of last year, the retail dollar volume is somewhere between 33 & 40% higher than last year, because of the higher average price of stereo units. Retail sales of stereo phonos for the 7 months were nearly 90% higher this year than last.

Factory sales increased over 1959 in about the same proportion as retail sales, the figures show. The EIA figures below supersede all previous tables published in TELEVISION DIGEST; they contain revisions made by EIA after receipt of retroactive data from contributing firms:

PHONO FACTORY SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	118,400	341,329	459,729	134,147	177,336	361,483
February	92,649	324,666	417,315	164,873	188,750	353,623
March	63,264	242,523	305,787	119,075	168,117	287,192
April	30,962	142,409	173,371	47,153	125,111	172,264
May	36,793	146,176	182,962	33,356	89,827	123,183
June	69,293	198,407	267,700	44,976	152,900	197,876
July	70,992	222,559	293,551	44,591	158,668	203,259
TOTAL	482,353	1,618,069	2,100,419	638,717	1,060,709	1,698,830

PHONO RETAIL SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	150,688	368,964	449,923	231,429	159,214	390,643
February	102,063	347,860	448,128	171,127	156,477	327,604
March	61,249	249,497	310,746	139,577	140,075	279,652
April	41,503	152,141	193,644	94,226	118,197	212,423
May	39,734	141,080	180,814	70,228	82,765	152,993
June	44,925	165,339	210,264	66,979	100,982	167,961
July	58,787	180,949	239,736	82,742	124,979	207,721
TOTAL	498,949	1,605,830	2,104,779	856,308	882,689	1,738,997

RCA stereo show for public in Cleveland last week attracted more than 2,000 to displays & demonstrations at the Pick-Carter Hotel, was hailed a success by RCA & distributor Main Line-Cleveland. The public demonstration followed by one day an identical showing for some 1,000 dealers. The event marked RCA's first joint dealer-public introduction of home instruments, was conceived by Main Line-Cleveland Pres. William Shipley, and may prove the forerunner of similar RCA-distributor showings throughout the country.

"Stereo ousting TV in U.S. living rooms," reports London-published *Wireless & Electrical Trader*, adding: "There is in America a noticeable social trend in TV's location. It seems that the 'animated eye' is losing favor as a living-room unit and is being banished—or promoted; it depends on the life you lead—to recreation rooms, the den, the study or the bedroom. Its ubiquity is being reflected in the climbing sales of portable sets & the great attention being focused on the new 19-in. portables being introduced in the 1960-61 lines. Meanwhile, where once stood the 'telly' now stands the stereo. This has evolved into a definite living-room item, and this fact is reflected in the tremendous efforts being made to create sets which are fully furniture-styled to blend with room decor."

West German TV set production last year totaled 1,850,000 units, 20% higher than 1958. France's production was 500,000, up 33% from 1958.

3 More Add Reverb: Admiral, GE and Stromberg-Carlson made it virtually unanimous last week. This fall you'll be able to buy just about any make of stereo with reverb-eration. The 3 manufacturers all use different approaches: Admiral dropped in 2 top-of-the-line stereo consoles with reverb; GE added the device to its existing top-end units; Stromberg will offer reverb as an accessory for any of its stereo consoles.

Admiral's 2 reverb stereo consoles highlighted a drop-in line of 3 stereo units and one stereo theater TV-radio-phono. The reverb consoles, including FM-AM tuner, list at \$575 & \$625. The stereo theater, with 23-in. TV, is priced at \$625. The non-reverb stereo drop-in, with AM-FM, is \$219.95.

Reverb—or "Resonant Stereo" as GE tradenames it—is one of 2 new features being added to GE's stereo phonos. The reverb feature is now included in GE's Mt. Vernon & Canterbury series, which also have "VacuMagic" vacuum cleaning of records. Another new feature incorporated in all GE consoles and 2 portables is "Record Saver," a cushioned groove along the front end of the phono cabinet which holds the record while the album jacket is being removed, preventing dust-attracting fingerprints.

Stromberg-Carlson's reverb accessory will be available late this fall at a "competitive" price, the company announced. It also announced a million-dollar ad & promotion drive paced by ads in general & hobby magazines.

* * *

Zenith added 4 TVs to its line last week—19-in. "compact" consolettes which will retail at \$239.95-to-249.95. Sales Corp. Pres. L. C. Truesdell noted that the new "compacts" are styled for apartments & small homes and "occupy less space in the room arrangement than an arm-chair." The sets are 14-in. deep, use a 114° kinescope with safety glass.

Andrea's 1961 TV line will be backed by the company's heaviest ad campaign in its history, the N.Y. firm announced. Included will be full-page ads for 11 consecutive weeks in *New York Times* and *World Telegram* and 13 weeks participation on radio WOR's daily *Dorothy & Dick* breakfast program.

Realigning its field sales force, GE TV receiver dept. has doubled its national sales districts and will increase from 6 to 12 the number of district sales representatives serving its distributor organization. The sales team will be responsible for guidance of distributors in the presentation of a full-line concept—both TV and stereo console phonos—to dealers.

Emerson will market an air purifier under the Emerson Ionator trade name, later this month. Granco Products, whose merchandising activities are handled by Emerson, had previously announced its entry into the field. The Emerson appliance will be priced at less than \$100.

Standard Kollsman Industries has formed subsidiary Kollstan Semiconductor Elements to manufacture crystal element subassemblies for the semiconductor industry. Standard Kollsman Pres. James O. Burke emphasized that the subsidiary is not producing transistors or diodes, "the field being far too competitive at this time. Rather, we are producing basic material forms—active elements used in the manufacture of transistors, diodes, rectifiers and other semiconductor devices." Kollstan Semiconductor Elements has its hq & production plant at Golden, Colo. Norman J. Egli is gen. mgr., Lee Droege, works mgr.

Trade Personals: Julius D. Winer, Capehart vp & dir. and pres. of its Dynamic Electronics div. (military & industrial electronics), elected president of Capehart, succeeding his brother, Jack M. Winer, who died Aug. 30 (Vol. 16:36 p14) . . . Charles A. Gustafson appointed sales mgr., GE radio receiver dept., Utica, succeeding Norman Langenfeld, who has been named mktg. mgr. of the portable appliance dept., headquartering in Bridgeport; Gustafson was formerly GE radio field sales representative in San Francisco . . . C. Graydon Lloyd will head GE's new rectifier components dept., headquartering in Auburn, N.Y.

Walter H. Eichelberger named merchandise mgr., Philco radio & hi-fi dept. . . . Harold Dittenhoefer named gen. mgr., Symphonic Electronic Corp. contract div. . . . Andrew J. Chitica named asst. to Stromberg-Carlson vp-gen. mgr. Allan R. Shilts . . . Herbert Rosen, former asst. dir. of NASA for educational programs and onetime chief of *Electronic Week's* Washington bureau, appointed PR dir., Hoffman Electronics, succeeding Edward E. Ferrey, now mgr. of Western Electronic Mfrs. Assn. (WEMA).

Norman A. Adler appointed exec. vp, Columbia Records . . . M. E. Karns named RCA international div. license operations vp . . . Ted Westfall named to new post of area gen. mgr.—Latin America, and a vp, ITT; Ward B. Stevenson, ex-Benton & Bowles subsidiary General Public Relations, named PR vp, ITT . . . Patrick McFaul, ex-Nortronics div. of Northrop Corp., named National Co. vp-mktg. dir. . . . Dr. Zvi Prihar, ex-U. of Wichita professor of electrical engineering and 1948-51 dir. gen. & chief engineer for Israel, named Page Communications Engineers asst. dir. of telecommunications . . . Stanley S. Sievers named marketing vp of Pelco Sales Inc., Gardena, Cal., manufacturer and sales outlet for closed circuit TV accessories.

John Harlan Kerr will succeed Eben H. Jones on his retirement Nov. 1 as vp-gen. counsel, Thompson Ramo Wooldridge; Eugene E. Ford named asst. gen. counsel; Paul W. Schuette succeeds Kerr as secy.; George W. Fenimore, gen. mgr. of TRW international div., Warren B. Hayes, gen. mgr. of the electronic components group, and John H. Shaffer, Tapco group sales dir., all named vps. . . . John E. Johnson appointed commercial vp, Itek Corp. . . . Burl S. Bishop named mfg. vp, Transval Electronics . . . Arthur S. Kester named mfg. mgr., Rauland-Borg Corp. . . . Richard A. Stonesifer promoted from special sales rep for govt. sales to product sales mgr., Sylvania Electronic Tubes special tube operations . . . Harold M. Emlein named operations mgr. of RCA's new data processing div. plant being constructed in Palm Beach Gardens, Fla. . . . Trevor Clark, Westinghouse, named chmn., EIA military equipment panel; Dr. A. L. Floyd, Hoffman, named chmn., military components engineering coordination (M-1) committee; H. R. Dyson, RCA, appointed chmn., military equipment specifications (M-4) committee; David Flower Jr., Raytheon, named chmn., tax committee.

Three picture-tube rebuilders are targets of FTC complaints charging them with failing to make adequate disclosure of the fact that their tubes are reactivated, reconditioned or rebuilt: Wells Electronics Co. Inc. (Sam Bluman), 208 Rockaway Turnpike, Cedarhurst, Long Island, N.Y.; Ultravision Mfg. Corp. (Carmine Cifaldi), 185 Goffle Rd., Hawthorne, N.J.; American Standard TV Tube Corp. and its sales agent A.S.T. Sales Corp. (Jack Cherches & Alan H. Shindel), 94-50 158th St., Jamaica, N.Y.

Babcock Radio Engineering has changed its corporate name to Babcock Electronics Corp.

Finance

Ampex anticipates a sharp profit rise in fiscal 1961 (ending next April 30), stemming from improving military sales and "firming of major markets." Pres. George I. Long Jr. forecasts earnings of 62¢ a share, vs. 55¢ in fiscal 1960, on a sales rise to \$75 to 80 million from \$68.1 million. However, Ampex does not expect that its first-half earnings will equal the \$1.7 million on \$30-million sales posted in May-Oct. 1959. First-quarter profit also was down, despite a sales rise (Vol. 16:35 p16). The proposed merger of Ampex and Telemeter Magnetics (Vol. 16:35 p15) last week received the blessings of the boards of both concerns. Subject to stockholder approval, the amalgamation terms provide for surviving Ampex (7,270,000 common shares outstanding) to exchange 1 share for each 2 of Telemeter Magnetics (852,344 outstanding). Although the merger will involve the exchange of 426,172 Ampex shares, Long commented that he does not "anticipate a dilution in earnings." Paramount Pictures holds about 75% of Telemeter's outstanding common shares.

Automatic Radio Mfg. Co. seeks registration of 623,750 shares of common stock, filing a statement with the SEC (File 2-17020) noting that 150,000 of the shares would be sold by the company, the balance of 473,750 (now outstanding) to be sold by the holders. Paine, Webber, Jackson & Curtis is the principal underwriter. Price & terms are to be supplied by an amendment. The company plans to use \$1 million of the proceeds to buy tools & equipment, for working capital and possibly for the purchase of "other businesses compatible with its own." There are 1,860,015 common shares outstanding, of which Pres. David Housman owns 1,186,965 and proposes to sell 420,000.

Collins Radio earnings in fiscal 1961 (ending July 31) "should be as good as those of last year . . . may be as much as 10% better," finance exec. vp Robert S. Gates forecast last week before the N.Y. Society of Security Analysts. He predicted a sales rise to \$205 million from fiscal 1960's near-\$190-million volume, which produced profits of about \$6.5 million (Vol. 16:37 p19). Gains in sales of microwave and data-handling equipment, he said, "should mean an increase in the proportion of non-military business and should indicate an improvement in profits in those areas."

Daystrom has filed with SEC a proposed offering of \$10 million of sinking fund debentures due Oct. 1, 1980. Goldman, Sachs & Co. and R. W. Pressprich & Co. head a group of underwriters planning to offer the securities.

Gotham Bestg. Co. (KTVR Denver, KTVW Seattle-Tacoma, radio WINS N.Y., 50% of radio KELA Centralia, Wash.) has acquired Tarc Electronics, Westbury, N.Y. manufacturer of TV broadcast & test equipment. The acquisition terms were not disclosed.

Electronics Capital Corp. has purchased \$400,000 of 8% convertible debentures in Alloyd Electronics Corp., Cambridge, Mass., convertible into 45% of Alloyd's common stock. The 12th purchase by the small-business investment company, Alloyd makes electron beam equipment for use in welding & fabricating tiny electronic circuit elements and for other uses.

Reports & comments available: Magnavox, report, Parrish & Co., 40 Wall St., N.Y. 5 • Rollins Bestg., prospectus, F. Eberstadt & Co., 65 Broadway, N.Y. 6 • Decca and Crowell-Collier, comments, J. R. Williston & Beane, 2 Broadway, N.Y. 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
American Electronics	1960—6 mo. to June 30	\$13,416,022	—	\$264,991 ¹	\$0.30	877,708
	1959—6 mo. to June 30	8,672,693	—	226,406	.26	873,572
Famous Players Canadian	1960—6 mo. to July 2	—	—	914,764	.53	—
	1959—6 mo. to July 2	—	—	1,104,906	.63	—
Litton Industries	1960—year to July 31	185,000,000	—	7,450,000	1.75 ⁴	4,158,602
	1959—year to July 31	125,525,561	—	5,975,031 ⁹	1.62 ⁴	3,512,408 ¹⁰
Perkin-Elmer	1960—year to July 31	22,125,000	\$2,686,000	1,208,000	1.05	1,147,136
	1959—year to July 31	17,514,097	1,931,800	900,779	.80	1,130,920
Seeburg	1960—9 mo. to July 31	19,901,418 ²	—	1,675,434	1.31 ³	1,282,234
	1959—9 mo. to July 31	16,702,487	—	1,607,869	1.25 ³	1,179,946
Serval	1960—9 mo. to July 31	—	—	1,978,715	.96 ⁴	1,922,345
	1959—9 mo. to July 31	—	—	1,609,500 ⁵	.83 ⁴	1,766,345
Sprague Electric	1960—6 mo. to June 30	32,283,457	4,143,733	2,077,821	1.49	1,398,795
	1959—6 mo. to June 30	27,352,408	3,618,179	1,839,207	1.40	1,311,412
Times-Mirror	1960—28 wks. to July 10	57,471,652	—	2,578,666	.64	4,019,109
	1959—28 wks. to July 10	50,036,198	—	2,336,517	.65	3,593,940 ⁴
Transitron	1960—year to June 25	47,753,064	17,095,641	8,110,641	1.08 ⁷	7,502,500
	1959—year to June 25	30,913,376	13,901,138	6,456,138	.86 ⁷	7,502,500
United Artists	1960—6 mo. to July 2	51,426,000	—	1,678,000	1.01	1,664,218
	1959—6 mo. to July 2	44,844,000	—	1,597,000	.96	1,664,218
Universal Pictures	1960—39 wks. to July 30	—	10,484,224	5,204,224 ²	5.71 ⁴	889,390
	1959—39 wks. to July 30	—	554,647	104,647 ³	—	899,802
	1960—13 wks. to July 30	—	—	1,509,030	1.67	889,390
	1959—13 wks. to July 30	—	—	637,915	.65	899,802

Notes: ¹ Excludes non-recurring gain of about \$152,000 (18¢ a share) on sale of real estate. ² Record. ³ Based on 1,282,234 capital shares outstanding July 31, 1960. ⁴ After preferred dividends. ⁵ Excludes non-recurring income of \$692,436. ⁶ Adjusted for Jan.-1960 4% stock dividend and April-1960 3-for-1 split. ⁷ Based on 7,502,500 shares outstanding June 25, 1960. ⁸ Excludes gain of \$3,667,387 (\$4.04) on sale of studio. ⁹ Includes more than \$1 million in special income credits. ¹⁰ Adjusted for Dec.-1959 2-for-1 split.

Lab for Electronics stockholders have approved an increase in authorized common stock to 1,250,000 shares from 750,000 (Vol. 16:35 p15). Pres. Henry W. Harding indicated a probable need for additional shares to be issued in connection with further expansion. Questioned by stockholders about possible mergers, Harding said he would like to find companies producing civilian items, but "we don't want to dilute our stock by acquiring some company that's priced in never-never land. Somewhere along the line I am sure we will find the right companies for us." He predicted record sales & earnings for fiscal 1961, ending April 30.

Transitron has filed with SEC a secondary offering of 1,250,000 common shares for public sale through an underwriting group headed by Merrill Lynch, Pierce, Fenner & Smith. The selling stockholders: Pres. David Bakalar, who proposes to dispose of 625,000 of his 3,176,325 shares; Chmn. Leo Bakalar, 587,500 of 3,221,375; Leo Bakalar's trust for his children, 37,500 of 75,000.

Solitron Devices Inc., 67 S. Lexington Ave., White Plains, N.Y., has filed a statement with SEC (File 2-17-26) seeking registration of \$400,000 of 6% subordinated convertible debentures due 1967, to be offered publicly through Casper Rogers & Co. Solitron was organized in March 1959 for the development of solid state devices.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
GE	Q	\$0.50	Oct. 25	Sep. 16
ITT	Q	.25	Oct. 15	Sep. 23
MPO Videotronics "A"	—	.10	Oct. 14	Sep. 30
Howard W. Sams	Q	.15	Oct. 25	Oct. 11
Western Electric	Q	.90	Sep. 30	Sep. 20

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Sept. 15, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	25	28 1/4	Magnetics Inc.	9 1/2	11
Aerovox	9 1/2	10 1/2	Maxson (W.L.)	9 1/2	10 1/2
Allied Radio	22 1/2	24 1/2	Meredith Pub.	42	45 1/2
Astron Corp.	2 1/2	2 3/4	Metropolitan Bcstg.	18	19 1/2
Baird Atomic	30 1/2	32 1/2	Milgo Electronics	21 1/2	24 1/2
British Industries	19 1/2	21 1/2	MPO Videotronics	7 1/2	8 1/2
CGS Labs	9 1/2	11 1/2	Narda Microwave	5	6
Control Data Corp.	41	44	National Co.	30 1/2	33
Cook Elec.	15 1/2	16 1/2	Nuclear of Chicago	30	33
Craig Systems	16	17 1/2	Official Films	1-15/16	2 1/4
Dictaphone	43 1/2	43 3/4	Pacific Automation	7 1/4	8 1/2
Digitronics	22 1/4	24 1/2	Pacific Mercury	7 3/4	8 1/2
Eastern Ind.	13 1/4	14 1/2	Perkin-Elmer	43 1/4	46 1/2
Eitel-McCullough	24 1/2	28 1/2	Phillips Lamp	159	164 1/2
Elco Corp.	15 1/2	32 1/2	Pyramid Electric	3	3 1/2
Electro Instruments	32	35 1/2	Radiation Inc.	22 1/2	24 1/2
Electro Voice	12 1/4	13 1/2	Howard W. Sams	43 1/2	47 1/2
Erie Resistor	8 1/2	9 1/4	Sanders Associates	50	54 1/2
Executone	32	35 1/2	Silicon Transistor	6	7
Farrington Mfg.	38	40 1/2	Soroban Engineering	24	25 1/2
Fischer & Porter	20 1/2	22 1/2	Soundscribe	12 1/4	14 1/2
FXR	42	46 1/2	Speer Carbon	22 1/2	24 1/2
General Devices	12 1/2	14 1/2	Sprague Electric	22 1/2	24 1/2
G-L Electronics	10	11 1/4	Taft Bcstg.	12 1/2	13 1/2
Granco Products	4 1/2	5 1/2	Taylor Instrument	38	40 1/2
Gross Telecasting	18 1/2	20 1/2	Technology Inst.	11 1/2	12 1/2
Haydu	1/2	3/4	Tele-Broadcasters	1/2	1-1/16
Hewlett-Packard	26 1/2	28 1/4	Teledrome	12 1/2	13 1/2
High Voltage Eng.	145	157	Telecomputing	8	8 1/2
Infrared Industries	20 1/2	22 1/4	Telemeter	13 1/4	14 1/2
International Rectifier	22 1/4	24 1/2	Time Inc.	64	67 1/2
Interstate Engineering	24 1/2	26 1/2	Tracerlab	10 1/2	12
Itek	59	63 1/2	United Artists	7	7 1/2
Jerrold	9	9 1/2	United Control	22 1/2	24 1/2
Lab for Electronics	46	49 1/4	Universal Trans.	1 1/2	2 1/4
Lel Inc.	5 1/2	6 1/2	Vitro	12 1/4	13 1/2
LFB Inc.	11 1/2	12 1/2	Vocaline	3	3 1/2
Ling Altec Electr.	28 1/2	30 1/2	Wells-Gardner	10	11
Magna Theater	3 1/4	3 3/4			

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

Stations

GOV. COLLINS A TOP CANDIDATE for NAB pres., one of final 2 being interviewed by selection committee in Washington & N.Y. sessions (p. 1).

NEW TELEVISION FACTBOOK—containing industry's most-wanted 75 directories—published this week (p. 3).

NAB's ATLANTA AGENDA to stress "politics, people & profits" in Oct. 13-14 opening fall regional conference, first of 8 (p. 10).

WPST-TV MIAMI GETS BREATHER as FCC shifts its "go-dark" deadline to indefinite date: 15 days after Court of Appeals acts (p. 11).

FCC

FORD PRESSES FOR ALL-CHANNEL SETS as "key" to allocations problem, tells RTES 12 vhf channels aren't enough without "drastic" mileage cuts (p. 2).

PROBABLE SHAPE OF PAY-TV HEARING emerging after FCC defers final word for a week. Expected to explore free-TV "black out" charges, prices, effects on station competition (p. 2).

FCC CAUTIONS ON NEW LAW, notes anti-payola provisions now in effect. Will follow House Committee interpretations until it issues new rules (p. 4).

STORER PUSHES MILEAGE CUTS, as low as 115 miles, with DAs, to add 3rd or 4th vhf station to 25 of top 100 markets (p. 5).

Networks

END-OF-SUMMER HEADACHES for networks were plentiful last week, and of several varieties—political, diplomatic, labor and option-time (pp. 3 & 8).

Consumer Electronics

TV SALES DROP causes concern. Distributor sales down sharply in Aug. & Sept. as inventories mount. Aug. retail sales about 10% below 1959 (p. 14).

CUT OUTPUT, BOOST SALESMANSHIP. That's industry prescription to combat TV slump. Zenith's Truesdell urges cutbacks to prevent heavy dumping (p. 15).

PRESIDENTIAL ELECTION campaign doesn't necessarily boost TV set sales. Past figures show sales big in 1952, low in 1956 during campaign months (p. 16).

TV RECEIVER EXPORTS dropped in June, according to Census Bureau. Home electronics imports exceed exports in every end-equipment category (p. 17).

Film & Tape

FCC READIES HOLLYWOOD HEARING. Attorneys lining up witnesses, producer-network relationships to be examined (p. 6).

FCC-PRODUCER PAYOLA CONFAB works to come up with fair rules covering TV films. MPAA and ATFP meet with top commission staff members (p. 6).

Advertising

TV-&PRINT MEASUREMENT launched officially with announcement of Nielsen Media Service to check magazine & TV audiences in national panel (p. 12).

Other Departments

PROGRAMMING (p. 13). **PERSONALS** (p. 13). **FINANCE** (p. 18). **EDUCATIONAL TV** (p. 20). **AUXILIARY SERVICES** (p. 20) **FOREIGN** (p. 20). **TECHNOLOGY** (p. 20).

GOV. COLLINS A TOP CANDIDATE FOR NAB CHIEF: Florida's Democratic Gov. LeRoy Collins, who mightily enhanced his excellent reputation by his fair & skillful handling of Democratic National Convention as presiding officer, is understood to be one of 2 men from whom NAB's next president will be chosen.

We understand that NAB's selection committee (headed by C. Howard Lane, KOIN-TV Portland, Ore.), which met in Washington's Statler Hotel Sept. 22, discussed the position with Gov. Collins at some length, and that the group goes to N.Y. for Sept. 26 session with the other man. Though some industry factions have urged that selection be delayed until Presidential election, committee now hopes to pick its man within 2-to-3 weeks. We hear salary figures running up to \$100,000; late Pres. Harold Fellows received about \$75,000.

Collins was chosen to preside over Convention, you'll recall, because of his acceptability to virtually all mutually antagonistic factions within Democratic party. His performance not only satisfied Democrats but impressed Republicans as well.

Though Collins' success in Los Angeles, amplified many-fold by TV, is responsible to a substantial degree for his being sought for NAB job, he was actually under consideration before that, as we reported (Vol. 16:23 p6). He's 51, became governor of Fla. in 1955.

National Community TV Assn. is also seeking a paid pres., and its selection committee interviewed 11 prospects in Washington Sept. 15 & 16. Man hasn't been picked yet, but there's hope of making final choice at Oct. 20 board meeting in Denver. Salary is mentioned in \$30,000-\$50,000 range. Co-chairmen of committee are Bill Daniels, Denver, & Larry Boggs, Oklahoma City.

FORD PRESSES FOR ALL-CHANNEL SETS: FCC Chmn. Ford has constantly insisted, ever since he became chairman, that biggest job facing Commission is allocations—the key to TV expansion, competition & service. Now that payola & influence business is well in hand, and now that OCDM has said "no soap" on more vhf spectrum for TV, he's pushing mightily for solution.

In talk before Radio-TV Executives Society in N.Y. last week, he stepped up his efforts to get what he considers indispensable first major step: Production, henceforth, of nothing but all-channel sets that can get all vhf & uhf stations. "It's the key to any solution of the problem," he said. The 12 vhf channels aren't enough, he stated. Expansion can't be achieved with the 12 channels, he said, "unless mileage separation between stations is drastically cut which will result in station coverage of vhf below that presently achieved by uhf."

A bill to require that set makers produce nothing but all-channel receivers was introduced in last session of Congress at urging of Commission, but, Ford said last week: "I would much prefer no legislation of this type if the same result can be accomplished voluntarily, but as of this time there is no indication that this can or will be done. Therefore, if this industry is to grow & expand, narrow legislation of this type is essential." He thus acknowledges industry's steady opposition to the idea; manufacturers oppose the concept with the argument that public shouldn't be forced to pay extra for a device it won't necessarily use.

Ford said FCC "must now turn its attention intensively" to the allocation problem and he expressed hope it will be ready to give Congress its recommendations when it convenes in Jan.

Turning briefly to programming, Ford said: "The Commission & the industry have been beset on all sides for real & imaginary evils. Most of the real ones have been corrected and the imaginary ones dispelled, I hope . . . I was asked the other day if I believe that the TV industry could police itself, and I answered unequivocally & positively that it not only can, but will, and in fact, is making much progress in that area." He also noted hopefully that "it would appear from advance reports that there will be some lessening of crime & violence in the coming season."

Ford stressed all-channel idea later in week when attorneys for fallow uhf CP-holders argued that their grants shouldn't be canceled. Lawyers insisted that it's unfair to cancel grants, for failure to build, when Commission itself doesn't know what it's going to do about allocations. By their questions & comments, Commissioners ranged from sympathetic to cynical. Some seemed to appreciate time, money & effort that grantees put into acquiring CPs—but not as much as they appreciate losses of uhf operators who build, telecast & succumb. Several Commissioners asked point-blank whether the grantees wanted to hold their CPs as a "leg-up" on vhf drop-ins, when & if they come.

PROBABLE SHAPE OF PAY-TV HEARING: Reason FCC deferred action on its proposal to order a hearing on RKO-Zenith's Hartford toll-TV test (Vol. 16:38 p2), is that Chmn. Ford & Comr. Lee were absent when subject came up in Sept. 20 meeting, and colleagues decided to wait until they were present. Final word is expected this week.

Exact nature of hearing won't be known until Commission announces decision, but it's still expected to be much as indicated last week—5 days, before all Commissioners, limited cross-examination. Here are some of the issues Commission is expected to explore:

- (1) Would the test "black out" free TV in Hartford area?
- (2) Does RKO-Zenith application meet all conditions specified by FCC?
- (3) Would competition among stations be reduced?
- (4) Will viewers be charged fair prices?
- (5) Will station licensee retain full control of programming?

One thing certain at Commission is that it won't authorize even a test such as that proposed for Hartford if it becomes convinced that free TV will be killed or badly maimed.

Commission is still thinking about a "403 hearing"—i.e., the type authorized by Sec. 403 of Communications Act—rather than the adjudicatory hearing required by Sec. 309(b) of the Act. Former would not only be faster but would also permit FCC to use whole staff in reaching decision—including Offices of General Counsel, Broadcast Bureau & Chief Engineer—instead of only the Office of Opinions & Review.

Plans for hearing are said to include: One spokesman per party, if possible; filing of written statements by those who don't testify; considerable time allotted to main witnesses, but only 10 min. for minor spokesmen; cross-examination only by FCC & attorneys for major parties.

Commission intends to hold tight rein on proceeding—excluding or compressing testimony of those whom it believes have little to add.

4 HEADACHES FOR 3 NETWORKS: It was no fun being a network president last week. A quartet of delicate problems confronted all 3 networks, and although the problems were tackled, there was no fast, Fast, FAST relief! The lineup:

(1) Political headache: In wake of new-found freedom to seek major political candidates as TV network guests, ABC, CBS and NBC have all granted TV exposure with lavish hand. One result: Democratic & Republican ad strategists, taking realistic view of "why buy what you can get for free?" are now keeping paid-political network telecasts to bare minimum, and, in some cases, curtailing (see p. 8).

(2) Diplomatic headache: A mail-order catalog of unpopular international visitors, led by Russia's Khrushchev & Cuba's Castro, descended on N.Y. and the UN last week. Network newsmen, thanks to a basically unnecessary warning by State Dept., found themselves in the sticky position of constantly trying to guess where news coverage, as a public responsibility to viewers, left off and propaganda for Red visitors began. Everybody ad-libbed and hoped for the best.

(3) Labor headache: Contracts covering network technicians represented by IBEW & NABET are due to expire simultaneously at all 3 networks on Jan. 31. By all advance indications, there's going to be some hard bargaining and much soul-searching before new contracts are hammered out. Networks are using more film shows than ever, need fewer live-TV & tape technicians, and want to reduce labor overhead (CBS has already put a large group of N.Y. IBEW men on layoff). Unions are fighting to hold their ground. Last week IBEW & NABET held joint strategy meeting in N.Y. to "coordinate" contract-renewal aims, and all 3 networks dusted off blueprints for emergency operation of systems by non-union help. Network agreements with AFTRA are also expiring soon (Nov. 15), and the first round of network-AFTRA meetings concerning live-& tape talent is scheduled to start Sept. 28.

(4) Option-time headache: Ruling by FCC on option time (Vol. 16:38 p1) triggered a round of station-relations meetings at networks which produced a crop of "no comment" answers. Concensus of what could be gleaned privately from top network executives: FCC ruling wasn't a defeat, but it wasn't a victory, either. "Good programs will always act as their own best agents in clearing time on stations," station-relations vp Jules Barnathan of ABC told us. "Most of our network schedule would command lineups now achieved whether in or out of network option time. That isn't the point. Option time is a necessity for a network. Otherwise, how is a network going to commit for millions of dollars worth of programming—particularly of a cultural nature—and for millions in advertiser billings—if it can't deliver stations?" At week's end, nobody knew the answer, or just how the new FCC rules would be applied.

NEW FACTBOOK—75 DIRECTORIES IN ONE: The new fall-winter Television Factbook, updated & enlarged, is now in the mail to all full-service & full-TV-service subscribers as part of their regular subscriptions to Television Digest.

The standard reference volume of the TV industry, new 506-page Factbook—biggest ever—contains the 75 most-wanted directories & listings of TV data. It's 31st in our series of semi-annual books of up-to-date data of vital use to everyone in telecasting, advertising, film, consumer electronics and related industries.

Of special interest in new Factbook are expanded market-data and TV-set census sections—the latter directly comparing latest ARB & Nielsen county-by-county data for U.S., and BBM & Nielsen province, county & subdivision data for Canada.

Factbook's biggest section, 165-page Station Directory, lists personnel, rate digests, ownership & technical data of every TV station now on air as well as those slated to start this fall. In addition, there are direc-

ories of translator stations, foreign stations, TV station applications, communications attorneys & engineers, FCC, program suppliers, station equipment manufacturers.

Community-antenna system directory has been enlarged, now lists rates charged by most systems, group CATV ownership, stations whose programs are carried by CATV systems and estimated potential added viewers for each.

Consumer electronics features in book are directories of manufacturers of TV sets, radios, phonos, recorders, picture & receiving tubes, transistors, together with industry statistical tables on TV-radio-phonos sales, production, etc.

Included with each Factbook is new Map of TV Stations & Network Routes, 23 x 25 in., suitable for wall hanging or framing.

Not only is Factbook the only industry reference devoted exclusively to TV, it's only broadcasting data book which is revised & updated twice yearly to keep pace with fast-growing TV industry. Subscribers to our full services receive the 2 Factbooks yearly, plus weekly addenda to the Applications & Station Directory sections. For newsletter-only subscribers, Factbook is priced at \$5, or \$3.50 in quantities of 5 or more.

The FCC

FCC CAUTIONS ON NEW LAW: FCC directed the industry's attention to the fact that most sections of S-1898 became the law of the land on Sept. 13 and are now in effect. All existing Commission rules & interpretations inconsistent with the amended law are superseded, it said, even though new rules are still to be proposed & adopted to conform with the amendments.

Particular attention was drawn to the anti-payola law. Until new rules are issued, FCC said, it will interpret the law in light of the House Commerce Committee's report accompanying S-1898. In the report are 27 examples to illustrate when a station must announce that something has been given to it by outsiders. The Commission made a point of quoting Sec. 317(a) (1) of the Act, which, among other things, relieves broadcasters of their previous problems in the routine use of free records:

"Provided, that 'service or other valuable consideration' shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is to be 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."

Here are some examples from the House report:

"A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is required unless the supplier furnished more copies of a particular recording than are needed for broadcast purposes. Thus, should the record supplier furnish 50 or 100 copies of the same release, with an agreement by the station, express or implied, that the record will be used on a broadcast, an announcement would be required because consideration beyond the matter used on the broadcast was received."

*

"Free books or theater tickets are furnished to a book or dramatic critic of a station. The books or plays are reviewed on the air. No announcement is required. On the other hand, if 40 tickets are given to the station with the understanding, express or implied, that the play would be reviewed on the air, an announcement would be required because there has been a payment beyond the furnishing

of a property or service for use on or in connection with a broadcast."

*

"A refrigerator is furnished by X with the understanding that it will be used in a kitchen scene on a dramatic show and that the brand name will be mentioned. During the course of the program the actress says: 'Donald go get the meat from my new X refrigerator.' An announcement is required because the identification by brand name is not reasonably related to the particular use of such refrigerator in this dramatic program."

*

"(a) An airplane manufacturer furnishes free transportation to a cast on its new jet model, to a remote site, and the arrival of the cast at the site is shown as part of the program. The name of the manufacturer is identifiable on the fuselage of the plane in the shots taken. No announcement is required because in this instance such identification is reasonably related to the use of the service on the program."

"(b) Same situation as in (a), except that after the cameraman has made the foregoing shots, he takes an extra closeup of the identification insignia. An announcement is required because the closeup is not reasonably related to the use of the service on the program."

*

"A department store owner pays an employe of a producer to cause to be mentioned on a program the name of the department store. An announcement is required."

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"My first 30 days on the FCC" was the title of FCC Comr. Charles King's maiden speech as a Commissioner, speaking to the convention of the Mich. Assn. of Bcstrs. in St. Clair Sept. 22. His big problem, he said, is finding what the "public interest" is. He said he can't find a definition anywhere and that FCC interprets it "off the cuff." Sooner or later, he asserted, the phrase will have to be reduced from "something indefinite" to "a specific thing." Then, he indicated, the industry will know the score and will be able to comply. He stated that he doesn't believe that Commissioners' personal program preferences should influence decisions as to what's good for the public. FCC censors indirectly, he claimed, "because stations follow what they think the FCC wants."

FCC'S UHF ADVISORS: Anyone with a "legitimate interest" may serve on FCC's General Industry Advisory Committee for its N.Y. uhf project (Vol. 16:31 p3), the Commission says. And "other committees will be staffed with specialists who are experts in specific fields." The committees change constantly, project chief Arnold Skrivseth said, but here is the lineup compiled by the Commission as of Sept. 7:

General Industry Advisory Committee (GIAC): E. W. Allen, FCC, chmn.; Harold C. Anderson, Litton Industries, College Park, Md.; Stuart L. Bailey, consultant, Washington; John H. Battison, consultant, Washington; Joseph Baudino, Westinghouse Bcstg. Co., Washington; Richard K. Blackburn, Rochester, N.Y.; Isaac S. Blonder, Blonder-Tongue Labs, Newark, N.J.; Cyril M. Braum, JCET, Washington; Jules Cohen, consultant, Washington; Monte Cohen, General Instrument, Newark; John Creutz, consultant, Washington; A. Earl Cullum Jr., consultant, Dallas (alternate, Thomas A. Wright Jr.); L. B. Davis, EIA, Washington; Charles A. Dukés Jr., attorney, Washington; Joseph B. Epperson, WEWS Cleveland; Dorman D. Israel, Emerson Radio, Jersey City; F. R. Lack, EIA, Southport, Conn.; Harold Leach, Alford Mfg., Boston; Wm. B. Lodge, CBS, N.Y.; Edward F. Lorentz, consultant, Washington (alt., Everett L. Dillard); H. Moody McElveen Jr., WNOK-TV Columbia, S.C.; James C. McNary, consultant, Washington; Frank L. Marx, ABC, N.Y. (alt., Clure H. Owen); John A. Moffett, consultant, Washington; W. C. Morrison, RCA, Camden; Carl G. Nopper, WMAR-TV Baltimore; Jack Poppele, WAUB, Auburn, N.Y.; Carl E. Smith, Smith Electronics, Breckville, O.; Charles Tower, NAB, Washington; George Town, Iowa State U., Ames, Ia.; Orrin W. Towner, WHAS-TV Louisville; George R. Townsend, WWLP Springfield, Mass.; Glenn H. Vought, Lenkurt Electric, Washington; A. Prose Walker, NAB, Washington; W. T. Wintringham, Bell Labs, Murray Hill, N.J.; Frank Roberson, FCBA, Washington.

Transmitting Industry Advisory Committee (TIAC): Sydney R. Lines, FCC, chmn.; Frank J. Bias, GE, Syracuse; Richard K. Blackburn, Rochester, N.Y.; L. A. Bondon, Prodelin, Kearny, N.J.; Glenn G. Boundy, Storer Bcstg. Co., Miami Beach; Warren L. Braum, WWSA-TV Harrisonburg, Va.; J. S. Brown, Andrew Corp., Chicago; Kenneth R. Cooke, WDAU-TV Scranton; John A. Fergie, Northfield, Mass.; Ronnie Fisk, GE, Syracuse; Otis Freeman, WPLX N.Y.; Ralph N. Harmon, Westinghouse Bcstg. Co., N.Y.; Thomas E. Howard, WBTW Charlotte, N.C.; Frank Kear, consultant, Washington; Stephen W. Kershner, consultant, Washington; Phillip B. Laeser, WTMJ-TV Milwaukee; Harold Leach, Alford Mfg., Boston; R. Wayne Masters, Melpar; Falls Church, Va.; Robert Morris, ABC, N.Y.; James D. Parker, CBS, N.Y.; Roswell J. Parker, WNEP-TV Scranton; Charles Sakoski Sr., WBRE-TV Wilkes-Barre, Pa.; Wilson B. Scofield, Edwards & Hjorth, N.Y.; Robert M. Silliman, consultant, Washington; Carl E. Smith, Smith Electronics, Breckville, O.; David L. Steel Sr., consultant, Washington (alt., John Creutz); J. E. Young, RCA, Camden.

Receiving Industry Advisory Committee (RIAC): Jules Deitz, FCC, chmn.; John Achenbach, RCA, Cherry Hill, N.J.; Jack Beaver, Jerrold Electronics, Philadelphia (alt., Robert Vendeland); Harold C. Anderson, Litton Industries, College Park, Md.; Isaac S. Blonder, Blonder-Tongue Labs, Newark; J. E. Brown, Zenith, Chicago; Lewis B. Davis, GE, Owensboro, Ky.; Jack Greene, Airborne Instrument Labs, Melville, Long Island, N.Y.; Harry Greenberg, Channel Master, Ellenville, N.Y.; Garth Heisig, Motorola, Chicago; Fred J. Kitty, General Instrument, Chicopee, Mass.; Frank H. McIntosh, consultant, Bethesda, Md. (alt., Sidney A. Corderman); Charles G. McMullen, Bendix, Baltimore; Robert E. Moe, GE, Owensboro, Ky.; Joseph Senko, Hoffman Electronics, Washington; David Sillman, Westinghouse, Metuchen, N.J.; Daniel H. Smith, WTEN Albany, N.Y.; Wm. O. Swinyard, Hazeltine, Chicago; R. R. Thalner, Sylvania, Batavia, N.Y.; George R. Townsend, WWLP Springfield, Mass.; W. C. Trautman, Liberty Mfg., Youngstown; Glenn H. Vought, Lenkurt Electric, Washington; Harris O. Wood, Philco, Philadelphia.

Observations & Measurements Industry Advisory Committee (OMIAC): Daniel B. Hutton, FCC, chmn.; George Bartlett, NAB, Washington; Jack Beaver, Jerrold, Philadelphia; Cyril M. Braum, JCET, Washington; Wm. P. Duttera, NBC, N.Y.; Christian L. Engleman, Engleman & Co., Washington; R. J. Farber, Hazeltine, Little Neck, N.Y.; Clyde G. Haehnle, Crosley Bcstg., Cincinnati (alt., James Rockwell); Clifford V. Hall, Nems-Clarke, Co., Silver Spring, Md.; M. T. Harges, Empire Devices, Amsterdam, N.Y.; Howard T. Head, consultant, Washington; Wm. L. Hughes, Iowa State U.; Stanley Lapin, Adler Electronics, New Rochelle, N.Y.; Clure H. Owen, ABC, N.Y.; James D. Parker, CBS, N.Y.; Raymen E. Rohrer, consultant, Washington (alt., Robert M. Silliman); Joseph Senko, Hoffman Electronics, Washington; John A. Shay, WTVJ Miami; Carl E. Smith, Smith Electronics, Breckville, O.; Matthew Soja, Westinghouse, Metuchen, N.J.; David L. Steel Sr., consultant, Washington (alt., Carl T. Jones); George R. Townsend, WWLP Springfield; F. R. Weller, GE, Syracuse.

Analysis Industry Advisory Committee (ANIAC): George V. Waldo, FCC, chmn.; Harold C. Anderson, Litton Industries, College Park, Md.; Warren L. Braum, WWSA Harrisonburg, Va.; George C. Davis, consultant, Washington (alt., Ralph E. Dippell Jr.); A. James Ebel, KOLN-TV Lincoln, Neb.; R. J. Farber, Hazeltine, Little Neck, N.Y.; Paul F. Godley Jr., consultant, Upper Montclair, N.J. (alt., Paul F. Godley); Clyde M. Hunt, WTOP-TV Washington; Stanley Lapin, Adler Electronics, New Rochelle, N.Y.; Stanley Mazur, Westinghouse, Metuchen, N.J.; James D. Parker, CBS; D. W. Peterson, RCA Labs, Princeton, N.J.; Henry E. Rhea, WFIL-TV Philadelphia; Joseph Senko, Hoffman Electronics, Washington; George R. Townsend, WWLP Springfield, Mass.; A. Prose Walker, NAB, Washington; John T. Wilner, WBAL-TV Baltimore.

Allocations petitions: Texas-Longhorn Bcstg. Corp. of Houston is seeking assignment of Ch. 67 to Austin • Delta College and WSWM-FM of E. Lansing, Mich. want Ch. 19 assigned to Bay City.

Storer Pushes Mileage Cuts: Co-channel spacings as short as 115 miles, using directional antennas, to add a 3rd or 4th channel to 25 of the 100 top markets, are advocated by Storer Bcstg. Co. in comments filed with FCC in advance of the Sept. 30 deadline in the general allocations rule-making case (Vol. 16:2 p1).

Storer said the FCC should proceed on an overall basis rather than piecemeal, so that "nationwide priorities" can be achieved. Though FCC has proposed to allow adjacent-channel reductions from 60 to 40 miles, Storer urged that 60 miles be maintained.

Under Storer's proposal, the following markets would get 2 more assignments: Binghamton, Austin, Topeka, Macon. And the following would receive one: Hartford, Kalamazoo-Grand Rapids, Birmingham, Charlotte, Louisville, Dayton, Providence, Syracuse, Toledo, Rochester, Shreveport, Altoona-Johnstown, Baton Rouge, Jacksonville, Terre Haute, Jackson, Miss., Quincy-Hannibal, Sioux City, Springfield, Mo., Harlingen, Tex., Erie.

Tall Tower Tiff: Telecasting industry still doesn't know whether FAA is claiming final jurisdiction over tall towers, substituting itself for FCC. Broadcast attorneys, after reading FAA's reply comments last week in Doc. 13384, say that the aviation agency is as "coy" as it was in its proposed rule-making which seemed to assert it has the final word but wasn't definite (Vol. 16:38 p5). In its comments, FAA merely asked FCC to amend its rules to agree with its proposed rules.

The Air Transport Assn. remains the only organization flatly stating that FAA must take over under the Federal Aviation Act. It said FCC should change its rules to "make clear that the Commission will be bound" by the FAA tall tower determinations.

TV industry filings urged the Commission to keep jurisdiction. Some analyzed at length the provisions, legislative history & genesis of the Federal Aviation Act which established FAA, concluding that nothing can be found to justify taking the final say from FCC. On the contrary, they assert, the Communications Act gives FCC explicit authority to rule on towers. Among those filing were: NAB, AMST, NBC, Storer, WHAS-TV Louisville, consultants A. Earl Cullum Jr. & C. M. Daniell.

Renewal of radio WHRW Bowling Green, O., owned by Howard R. Ward, is being held up by FCC on 2 complaints: (1) Northern Ohio Telephone Co. stated it had cut off the station's phone service because of non-payment and the station had then broadcast an appeal urging listeners to make calls designed to overload the company's facilities—which they did. (2) The city's Chamber of Commerce charged that WHRW carried spots opposing a bond issue, labeling them "paid announcements," but refusing to identify the sponsor. The Commission informed Ward it appears that a hearing is necessary. Comr. King dissented.

Licenses with renewals due in 1961 were told by the FCC to use the program logs of the following days for compiling their "composite week" for the renewal forms: Sun. Aug. 30, 1959; Mon. Oct. 19, 1959; Tue. Dec. 1, 1959; Wed. Feb. 10, 1960 Thu. April 21, 1960; Fri. June 17, 1960; Sat. Sept. 10, 1960.

Federal Communications Bar Assn. annual outing—golf, FCC-FCBA baseball game, tennis, badminton, horse shoes, free beer, a chance to rub shoulders with FCC members & other govt. officials—is scheduled for Oct. 10 at the Manor Country Club near Washington.

Film & Tape

FCC READIES HOLLYWOOD HEARING: FCC's 2 top network study attorneys, Ashbrook Bryant & James Tierney, were scheduled to leave for the West Coast last weekend to prepare for the film-producer phase of their long investigation of network practices. The hearing is due to start Oct. 10, before Commission's chief examiner James Cunningham, in Los Angeles's U.S. District Court House. Purpose of the hearing is to examine producer-network relationships.

Bryant said the hearing would run a week or two. A witness list isn't available yet, he said, "but we will include large, medium & small organizations, just as we did in other phases of the study—such as the ad agency phase."

Meanwhile, in Hollywood, we learned that a number of TV-film executives last week had been requested by FCC to appear for its hearing.

Four Star Television Pres. Dick Powell meets with Bryant and Tierney this week (Sept. 28) in a pre-hearing session. He will also represent his company at the open hearing. Revue Studio Pres. Taft Schreiber will testify for his firm if he's in town. Rudy Petersdorf, attorney in charge of labor relations for Desilu Productions, will testify for that company. Exec. TV producer William T. Orr will most likely testify for Warner Bros. There will be others, for FCC is still lining up its "talent."

Hollywood executives told us FCC had not yet indicated in detail the nature of its quizzing. Said one who had not yet had word: "I hope I'm not called." His remark was echoed by a number of others. They said they thought it unfair to ask them to blow the whistle on the networks with whom they do business.

Is or Isn't There a Blacklist? Producer-writer Rod Serling last week proposed to the Academy of Television Arts & Sciences that it establish a committee to investigate blacklists in TV film. He said he was activated by ad-agency bans on actors he wanted for *Twilight Zone*.

Serling's accusation, made at an Academy meeting, brought prompt denials that any blacklist exists, from Y&R, McCann-Erickson, and FCB, the agencies connected with his show. Serling insists, however, that they do. "The blacklist situation has improved," he told us, "but they want to do it like desegregation—make it an evolutionary process."

No agency, sponsor or network executive has been known to admit the existence of the lists, but that they do exist seems to be no trade secret. Usually persons get on such lists because of suspected political leanings, but nobody ever advances the reasons.

At the same Academy meeting, Raymond (*Perry Mason*) Burr defended William Talman, who had been fired from the district attorney role in the series after being arrested in a police raid at an alleged narcotics party in Hollywood. Talman, released by CBS-TV, was later found innocent. Burr argued that 99% of the mail has favored Talman, and he pointed out he was exonerated in court. (After much trouble finding work as a result of the incident, Talman recently got a job in *2 Have Gun—Will Travel* segments.)

NBC-TV is negotiating for a 60-min. series, *K-9 Patrol*, produced by Sharpe-Lewis. SL made a 30-min. pilot last year in which CBS-TV was interested, then the network decided it did not want a crime or police show.

FCC-Producer Payola Confab: FCC & its staff frankly admit they have much to learn about film production, as they start writing anti-payola rules to conform with the new law. They made a start last week by conferring in Washington with a group of top industry men.

The Commission has discretion under the law, and it seeks to be fair & reasonable in applying new rules to producers whom it previously couldn't touch. The Commission staff was aware of some problems but it learned of many more—traditional film-industry practices technically outlawed by the new statute. FCC faces problems such as this: TV is using movies many years old. Plenty of producers received cars, or what have you, for using them in the pictures. The Commission is expected to kiss such things off.

No additional meetings are planned, but producers will supply the Commission with information from time to time, as requested.

Coordinator of the industry group was MPAA's TV chief, Edward Cooper. Attending for FCC: Harold Cowgill, broadcast bureau chief; Joseph Nelson, renewal & transfer div. chief; Louis Stephens & Robert Greenburg, rules & standards div. attorneys; Dee Pincock & Gerard Cahill, of the general counsel's office; H. H. Goldin, economics div. chief.

For the industry (MPAA group): Gordon Stulberg & Russell Karp, Screen Gems; Donn B. Tatum, Walt Disney; Saul Rittenberg, MGM; Bernard Donnenfeld, Paramount; Herbert Golden, United Artists; Harold J. Berkowitz, Warner Bros. Representing the Alliance of TV Film Producers: Richard Jencks, pres.; Harry Plotkin, counsel; Frank Reel, Ziv; Anthony Frederick, Revue Productions.

NTA's Bullish View: Now severing their financial link to National Theatres (Vol. 16:12 p23 et seq.), NTA executives admitted last week that things hadn't been going so well lately. The loss in the fiscal year ending Sept. 30, according to Pres. Oliver Unger will be over \$4 million, and in the first half of the fiscal year (ending March 29), NTA lost \$2.7 million (see financial table, p. 19). However, NTA expects to be in "profitable operation" in the coming fiscal year, said Unger. NTA's main troubles, he added, have come from a tight telefilm market, slow sales, high depreciation costs and interest rates on loans.

NTA's future hopes are based on a combination of belt-tightening (a refinancing program on money owed to National Theatres, cutbacks in NTA overhead, etc.) and a flock of new plans:

Syndication: Now that FCC has ordered a cutback in network option time (see p. 3), NTA visualizes a broader market for local-level sales of syndicated product. According to Unger, NTA intends to make a specialty of syndicating pre-taped shows (*Play of the Week*, etc.) and post-1948 movies, which would be released in new groups twice annually in distribution deals with 20th Century-Fox & independents.

Stations: WNTA-TV N.Y., which has had lots of press clippings but not much black ink on its books, will finally show a profit this season, NTA Chmn. Ely Landau revealed. He also stated that NTA had hoped to acquire other stations under its deal with National Theatres, but nothing had ever been resolved. Now, NTA will be back in the market actively scouting station properties, said Landau.

Advertising: A fall sales drive featuring "the largest advertising & promotion campaign in its history" is being launched by NTA, said Pres. Unger, using "virtually every publication in the advertising & broadcasting trade-press field." Moss Associates—in which Ely Landau once worked as TV-radio director—is the ad agency. The campaign calls for a total of 97 pages of ad space over a 2½ month period for its tape & film syndication properties, post-1948 and pre-1948 film packages, and NTA's tape commercials.

HOLLYWOOD ROUNDUP

California Studio for Sale: A syndicate of businessmen, headed by Los Angeles economist-financier Fred Jordan, is negotiating for acquisition of California Studios. With the group is producer-writer Phil Rapp, who told us that they plan to produce TV & theatrical films at California. Reported price: \$2 million.

Philip Krasne, pres. & sole owner of California, has confirmed the fact that discussions are taking place. He & Jack Gross bought California studios 9 years ago, but Krasne bought out Gross's interest in July 1959. Krasne is not currently producing, but rents space to Filmaster Productions, Stanley Kramer, Roland Reed and Jack Harris.

Petitions demanding recall election of the TV-radio board of Writers Guild of America West are to be presented to WGAW this week (Sept. 26). The Guild is then expected to hold a referendum and membership meeting on the recall. Petitioners have long been dissatisfied with the members of the TV-radio board on the grounds that they have consistently voted against the will of the membership. Latest example: The membership, at a meeting, overwhelmingly recommended that writer Sam Newman be made the Guild's fulltime, paid representative on the industry fact-finding committee to establish a royalty plan. The TV-radio board, which had opposed this, passed the issue to the council, which voted for a fulltime, paid member to the committee, but specifically ruled out any writer, thus eliminating Newman. The Guild council has not yet named a committee to pick its representative on the industry committee.

Protest against cutting of movies to fit TV time slots was lodged last week by Directors Guild of America with Assn. of Motion Picture Producers Pres. Eric Johnston. Making specific reference to the post-1948 movies now headed for TV from the major studios, DGA charged that such editing would yield "tortured facsimiles" of the films, thus "defrauding" the public. Having lost out on the economic level, said DGA, it didn't want to lose on the artistic level.

Hollywood movie tycoon Jack L. Warner said last week that TV is now an equal partner within the motion picture industry. This remark would have been considered rank heresy a few years ago, coming from such a cinema pillar as Warner. "The period of pioneering & uneasy adjustment is over," commented the president of Warner Bros., which now has 7 TV series.

Desilu Productions exec. vp Martin Leeds' contract with the company is near settlement. He reportedly will receive approximately \$650,000 for his contract and his 35,000 shares of Desilu stock. Leeds and Desilu Pres. Desi Arnaz had decided to part because of increasing policy differences (Vol. 16:38 p13).

Revue Studios will complete its 2 new stages about Dec. 1, for a total of 26. When MCA acquired the studio from Universal-International nearly 2 years ago, U-I had 19 stages, but Revue has been expanding since.

Screen Gems plans production of a pilot, *Riviera*, in October, with Mike Connors in the lead. Producers are Clarence Greene & Russell Rouse.

20th Century-Fox is filming *3 Wishes*, a March of Dimes TV show starring Debbie Reynolds & Stubby Kaye.

People: Warner Bros. has assigned Mack David to produce 2 of its *The Roaring 20s* . . . Franklin Rohner of CBS-TV's talent & contract properties dept. in Hollywood has shifted to program-development staff as program associate . . . Warner Bros. is lending Efrem (77 *Sunset Strip*) Zimbalist Jr. to United Artists to star with Lana Turner in the movie "By Love Possessed." . . . Dick Brill, ex-CBS-TV producer, has been signed by ABC-TV's Selmur Productions as staff producer, and he will develop film & tape shows. His first assignment is as associate producer on the new daytime show, *Morning Court* . . . 20th Century-Fox renewed the contract of Gardner (*Adventures in Paradise*) McKay . . . Valentine Davies, first vp of the Academy of Motion Picture Arts & Sciences, became pres. of the Academy following the death of its pres., B. B. Kahane (see below). Second vp Wendell Corey became first vp.

NEW YORK ROUNDUP

Cal. National Productions' new adventure-drama series, *The Blue Angels*, sold in 104 markets, may also reach the network level in 1961. A CNP promotion effort is under way for a 60-min. taped *Blue Angels* episode starring Ernest Borgnine, who will introduce actual Blue Angel skippers in a capsule history. NBC is considering it as a salute to U.S. naval aviation on its 50th anniversary.

ABC Films will distribute its complete films-for-TV catalog in major European markets through Robin International Films, Ltd. of London. The latter firm will maintain a sales force in the United Kingdom, France, Belgium, Germany, Italy, Spain and the Scandinavian countries. Series will be dubbed into German, French, Spanish, Italian.

Official Films has sold first-run "Greatest Headlines of the Century" to the Armed Forces TV Service for distribution to 25 overseas bases . . . Screen Gems has sold *Two Faces West* to debut in October in 146 markets, and *Manhunt* in 160 markets for its second year of first-run.

Audio Techniques Inc., a film & tape sound recording service has been formed in N.Y. (247 W. 46th St.) by John H. Beaumont, formerly with Ampex Audio's United Stereo Tapes div., Lawrence J. Kreeger, ex-Transfilm-Caravel, and Howard M. Lawrence, ex-Robert Lawrence Productions.

Freddie Fields Associates, newly formed talent agency & production company (Vol. 16:38 p13), has signed Phil Silvers. It will also handle Tranen Corp., Patrick Productions and Silvers Enterprises for Silvers and his associates.

People: William Andrews has been named ITC gen. sales mgr. . . . Carl H. Goldstein has been appointed Screen Gems sales rep in San Juan, P.R. . . . Oliver Unger, NTA pres., has left for Europe to survey the TV market.

Obituary

B. B. Kahane, 68, Columbia Pictures vp and pres. of the Academy of Motion Picture Arts & Sciences, died Sept. 18 in Las Vegas, Nev., of a heart attack. Before joining Columbia in 1936, he had been pres. of RKO Studios and RKO Pathe, and for a time was also production head of RKO. In recent years he had been one of the movie industry's principal labor negotiators, and played an active role in the critical talent-guild negotiations last spring. He is survived by his widow, a daughter, a son and 2 brothers.

Networks

More about

SEC. 315 EXIT PROVES COSTLY: Lifting of Sec. 315 by Congress was a tactical victory for network management & publicists, but lately it's been causing little joy in network sales offices. Never have political candidates had so much free time—and never have there been so few orders in the house for paid network political telecasts (see p. 3).

Most networks had counted on election-year political revenues, and time periods for political telecasts were to be sold at rates allowing less discount than that given regular advertisers. Both Democrats & Republicans, at network urging, had begun making reservations as far back as January. Networks warned sponsors that there would be political pre-emptions in the fall, for which advertisers would not be reimbursed, and most sales contracts were thus worded.

But with Sec. 315 suspension has come a bumper crop of for-free political TV exposures: The 4 upcoming debate shows on all 3 networks, the multi-program *Presidential Countdown* series on CBS-TV, the 60-min. *The Candidates & the Campaign* series on NBC-TV, plus Kennedy-Nixon appearances on Walter Winchell's new ABC-TV show, *Person-to-Person*, and *Face the Nation*. ("Don't be surprised if they pop up as 'mystery guests' on *What's My Line*," cracked a CBS executive last week.) Nobody can guess how many millions in free TV time will be given to the major parties before the election—although, of course, many of the shows featuring the candidates have sponsors.

Here's the lineup, as reported to us last week by network officials in charge of political time sales:

ABC-TV: The Democrats used a paid-for 30-min. segment on ABC Sept. 20, and still have a half-dozen 5-min. segments, ordered months ago, and a regional N.Y. state one-shot. The Republicans have a sprinkling of 5-min. ABC orders, but no major time orders. And that's it.

CBS-TV: Both parties have reserved 60-min. segments between 10 p.m. & midnight on election eve, and also have 30-min. segments scheduled for Oct. 3 (Republicans) and Oct. 5 (Democrats), plus a few 5-min., within-program segments. Admitted William J. Fagan, mgr. network sales: "It's all very vague this year. In 1956, we were buttoned up tight on political sales right after the conventions, and the 2 parties had 14 major program segments between them. This year, they've got 4, and we're not sure about *them*."

NBC-TV: The Democrats have already canceled two 30-min. segments ordered on NBC (one of which was for Sept. 29), are holding orders for "several" 5-min. periods, but have no other pre-election commitments for major time periods. The Republicans are following a similar course, holding onto some short time periods but avoiding any firm NBC deals for longer-length segments. "The Republicans may order some after their Sept. 29 fund-raising dinners in major cities, but we don't expect them to buy too much," said vp William Hedges.

All 3 networks agreed on these points: If the political parties feel that the "publicity exposure" is enough, even though they do not control program formats, the situation won't change much before election. But if political strategists decide that the controlled, do-it-yourself atmosphere of paid telecasts is necessary to get special points across to the electorate, there may be a last-minute rush to buy network time. Meanwhile, the political parties are having an unprecedented free ride.

More about

DEBATE ON TV DEBATES: An attempt by Kennedy's press secretary, Pierre Salinger, to make last-minute changes in ground rules for the forthcoming Nixon-Kennedy TV debates drew a sharp, joint reply from the networks. News chiefs (John Daly, ABC; Sig Mickelson, CBS; Joseph Keating, MBS; William McAndrew, NBC) were obviously annoyed that Salinger wanted to revamp the Nixon-Kennedy panel shows, particularly since the candidates' representatives had originally insisted on modifying the original network concept of face-to-face argument to one of panels.

On Sept. 19, Salinger phoned CBS News Pres. Mickelson to demand print-media representation on each Nixon-Kennedy show, and to say that the lineup of correspondent-panelists named by the networks for the first show was "unsatisfactory." Then he released the contents of a follow-up telegram which said essentially the same thing.

Replied the network news chiefs in their joint statement: "It is the opinion of the networks that the composition of the panels participating in the 4 programs does not fall within the jurisdiction or purview of the candidates or their representatives." Since the first air date of the debates was to come up this week (Sept. 26), this was no time to start monkeying with basic formats & personnel, the TV newsmen indicated. Said they: "The networks must ask immediate confirmation by telegram that the programs will be presented on the basis of the discussions held in Washington . . . in view of the urgent demands of time . . ."

On Sept. 21, Salinger changed his mind—at least for the moment. He informed the networks that the Sept. 26 show would go on as planned, but asked for a meeting to discuss possible changes in later shows.

When we asked ABC-TV news & public affairs vp John Daly whether he felt any changes would be made, he replied: "Not if we can help it. As far as we're concerned it's a closed issue." As things stand now, the opening show & the 4th show in the debate series will feature network newsmen as panelists. The 2nd & 3rd shows will have a combination of network & print newsmen.

For the opening debate, the panel selection decided last week was: Sander Vanocur, NBC; Robert Fleming, chief of ABC's Washington bureau; Stuart Novins, CBS News, who also serves as moderator of *Face the Nation*; and Charles Warren, head of MBS's Washington bureau. Final details were worked out simultaneously in Washington, N.Y. and Chicago by a committee representing the networks & the candidates.

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On related debate fronts, 2 other events were scheduled meanwhile. In Hopewell, N.J., pollster George Gallup had set up a 60-person test panel to provide a minute-by-minute viewing reaction to the Nixon-Kennedy clash as part of his continuing poll of pre-election public attitudes. In Washington, the White House announced that President Eisenhower would make his first political speech of the 1960 campaign at a Sept. 29 fund-raising dinner to be closed-circuited to 36 cities by TNT.

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More than 100 news & public-affairs specials will be seen on NBC-TV in the 1960-61 season. The new schedule is an increase of 35% over last season and 100% more than in 1958-59. It is under the supervision of News vp William R. McAndrew, dir. news & public affairs Julian Goodman and exec. producer Irving Gitlin.

NBC-TV Buying 20th-Fox Movies: A network feature deal—the first to promise post-1948 Hollywood-made features to network audiences—is in the final stages between NBC-TV & 20th Century-Fox (Vol. 16:37 p6). As blue-printed between NBC programs & talent vp David Levy and his onetime Young & Rubicam boss, TCF-TV Pres. Peter Levathes, the plan calls for the use of major features on NBC Sat. 9:30-11 p.m., starting in Jan.

To complete the circle, Y&R itself is said to be first in line to buy the series on behalf of several agency clients. There are no details yet on titles, but the pictures will be late-post-1948s (*circa* 1955 or newer). The deal is not in conflict with release of postwar 20th-Fox features via NTA. The group of features recently assigned to NTA are all from the early-post-1948 period.

CBS-TV public-affairs & news specials have been bought by the Australian Bcstg. Commission for 1961 telecasting. The sale, through CBS Films, included: *CBS Reports*; *Eyewitness to History*; *20th Century*; *Tomorrow*.

NETWORK SALES ACTIVITY

ABC-TV

- Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. Sept.
Peter Paul (Dancer-Fitzgerald-Sample)
Amer. Chicle (Dancer-Fitzgerald-Sample)
- Sugarfoot-Bronco, Tue. 7:30-8:30 p.m., part. eff. Sept.
Peter Paul (Dancer-Fitzgerald-Sample)
American Chicle (D-F-S)
- American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. Sept.
Beech-Nut Life Savers (Young & Rubicam)
- Action cartoon series, Mon., Tue., Thu. 5:30-6 p.m., participations eff. Sept.
Sweets Co. of America (Henry Eisen)
- Daytime programming, Mon.-Fri., part. eff. fall 1960.
General Foods (Young & Rubicam)
Cracker Jack (Leo Burnett)
Noxema Chemical (Sullivan, Stauffer, Colwell & Bayles)
Pan-American Coffee Bureau (BBDO)

CBS-TV

- Christmas Startime, Dec. 25, 5-6 p.m., full sponsorship one-time special.
Ford Motor Co. (J. Walter Thompson)
- Sunday Sports Spectacular, 13 Sun. afts., co-sponsorship eff. Jan. 8.
Joseph Schlitz Brewing (J. W. Thompson)
- Rawhide, Fri. 7:30-8:30 p.m., participations eff. Oct.
Colgate-Palmolive (Lennen & Newell)
- My Sister Eileen, Wed. 9-9:30 p.m., co-sponsorship eff. Oct.
Pillsbury Mills (Campbell-Mithun)
- Daytime programming, Mon.-Fri. participations eff. Oct.
Remington Rand (Young & Rubicam)
Quaker Oats (J. Walter Thompson)
American Home Products (Ted Bates)

NBC-TV

- Riverboat, Mon. 7:30-8:30 p.m.; Outlaws, 7:30-8:30 p.m.;
Dan Raven, Fri. 7:30-8:30 p.m.; Westerner,
Fri. 8:30-9 p.m.; Daytime programming,
Mon.-Fri. participations all eff. fall 1960.
Mogen David Wine (Edward H. Weiss)
- The Lone Ranger, Sat. 11:30 a.m.-12 noon, GM co-sponsorship eff. Oct. 1; BNLS eff. Jan. 1961.
General Mills (D-F-S).
Beach-Nut Life Savers (Y&R)

Licensing of networks will be considered seriously by the next Congress, Rep. Mack (D-Ill.) told the fall meeting of Ill. Bcstrs. Assn. in Urbana last week. Said he: "The present over-indulgence in escapist programming, of which Westerns, whodunits & rock-&-roll are all too familiar examples, does not meet the broad range of listener demands. Many members of Congress, including myself, are convinced that the Communications Act, in focusing exclusively on the station licensees, does not subject to regulation those organizations which are responsible for the bulk of programs seen & heard by the American public." He also said he favored giving FCC authority to suspend licenses, stating that "responsible broadcasters have nothing to fear" from it. In the last session of Congress, the House passed a bill including suspension authority, but the Senate rejected the provision, and it was excluded from final law.

ABC's latest South American deal is between the network's international div. and Primera Television Ecuatoriana, S.A. of Guayaquil, Ecuador. Joint announcement of a working agreement was to be made Sept. 26 by PTE gen. mgr. Jose Rosebaum and AB-PT international div. vp Donald W. Coyle. ABC will furnish the Ecuadorian station, a vhf outlet (Ch. 4) located in the country's largest city & leading seaport, with "engineering, technical, programming and sales assistance, as well as financial aid." ABC, which has been active on the international scene in recent months, also has overseas agreements with the 5-country Central American TV network, and with broadcasting concerns in Caracas, Venezuela and Beirut, Lebanon. ABC also holds a minority interest in the News Ltd. of Australia. PTE's initial schedule, due to start in a few weeks, calls for 20 hrs. weekly of programming, of which 75% will be film.

Profit for NBC Radio in the first quarter of 1961 is now assured by "net sales of over \$1,250,000 during the last 3 weeks," said William E. McDaniel, NBC Radio network vp, last week. "This," he added, "assures NBC Radio affiliates of substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year." Currently, NBC Radio is in the black for "the first full year since the early fifties," he pointed out, giving credit to NBC's revamped (news, commentary, music, no entertainment frills, no soapers) network format and the cooperation of "our full 200-station affiliate body." By coincidence, in N.Y. CBS Radio was making plans last week for a Sept. 28 press conference at which time an NBC-type revision of CBS Radio programming (10-min. news on the hour, 5-min. news on the half-hour, no soap operas, etc.) was to be announced. Affiliate compensation will be curtailed.

N.Y.-to-London newsfilm feed was achieved Sept. 21 by NBC, marking the first time that the BBC-TV's Transatlantic cablefilm process had been sent directly from N.Y. The feed was a 30-sec. clip of film showing Soviet Premier Khrushchev at the UN looking at a magazine caricature of himself. It was originally recorded on tape by NBC, then kinescoped & fed into the cablefilm equipment. On Sept. 22, NBC repeated the experiment, feeding a 1-min. clip of President Eisenhower's address at the UN for same-day telecasting in Britain & Western Europe. The latter transmission—for the first time—was also relayed in Europe by Intervision, which reaches Warsaw, Prague, Belgrade and other cities behind the Iron Curtain. Running time on the cable for the Eisenhower footage was 100 mins. The equipment used was built by BBC, but is owned by NBC and installed in its N.Y. studios. The system has been used for London-Montreal-N.Y. transmissions, with BBC originating the feeds (Vol. 15:6 p5 *et seq.*).

Stations

NEW & UPCOMING STATIONS: CFCN-TV (Ch. 4) Calgary, Alta. moved up its target and began regular programming Sept. 10, using a temporary 100-ft. tower & temporary studio-transmitter building. It plans to be in operation with full 55-kw ERP and permanent facilities by next March 1. It has a 5-kw Canadian GE transmitter. Wind Turbine Co., which installed the 100-ft. tower, will replace it in November with a 344-ft. structure, topped by 8-slot directional antenna. Construction on permanent studio-transmitter housing began Sept. 1. Ownership interlocks with radio CFCN. CFCN-TV officers are H. Gordon Love, chmn.; James A. Love, pres.; Gordon L. Carter, exec. vp; and Robert W. Lamb, vp, engineering. Key personnel include Hugh Edmunds, ex-CFQC-TV Saskatoon, program mgr.; William N. Love, news dir.; Mrs. Jean Bown, ex-radio CFCN, traffic mgr. Base hour is \$240. Reps are Young Canadian and Television Representatives Ltd. CFCN-TV is Canada's 71st TV outlet.

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

KEZI-TV (Ch. 9) Eugene, Ore. has a 35-kw GE transmitter due Oct. 15 and plans to start with ABC-TV between Nov. 10 & 15, writes mgr. Marvin A. Krenk, ex-KVAL-TV Eugene, Ore. Walls are up for studios at 2225 Coburg Rd. Foundation is in for transmitter house in Coburg Hills. It will use 200-ft. tower furnished by Tower Sales Erecting Co. Leo Reetz, ex-KOAC-TV Corvallis, Ore. will be chief engineer. Base hour will be \$395. Rep will be Meeker.

CBUAT (Ch. 11) Trail, B.C. planned by CBC to be satellite of CBUT (Ch. 2) Vancouver, plans to begin programming Nov. 1, following Oct. 15 tests. Canadian GE 150-watt transmitter is on hand. It will be automatic unattended repeater unit, included as bonus to CBUT, which has \$680 hourly rate.

CBUAT-1 (Ch. 9) Nelson, B.C., also planned by CBC to be satellite of CBUT Vancouver, has Dec. 1 target. It will use 150-watt Canadian GE transmitter, will have antenna on existing 67-ft. telephone company tower. It also will be automatic unattended repeater, as bonus to CBUT.

CBC's Sturgeon Falls, Ont. Ch. 7 French-language outlet has a Jan. 1961 target. Tenders are out for equipment & for building construction. Call letters not chosen.

RCA shipped a 2-kw transmitter Aug. 25 to upcoming KCND-TV (Ch. 12) Pembina, N.D., due this fall. TV tape recorders shipped in the week of Sept. 5: Single monochrome units to KHQ-TV Spokane, Wash.; U. of Indiana, Bloomington; and TV Tapatia, Monterey, Mexico. Also a color unit to WBRE-TV Wilkes-Barre, Pa. TV tape recorders shipped in the week of Sept. 12: Single monochrome units to WTVD Durham-Raleigh, WTEN Albany, N.Y., and WAFB-TV Baton Rouge. Also a color unit to Walter Reed Hospital, Washington, D.C. Week of Sept. 19: 50-kw transmitter to WLBW-TV (Ch. 10) Miami and monochrome TV tape recorder to Brigham Young U., Provo.

New promotion stunt is planned by WNTA-TV New York on behalf of its 20th Century-Fox post-1948 package. A movie quiz on Mondays 6:30-7:30 p.m. will show selected trailers from new features, followed by random phone calls from the station asking viewers to identify the films from their trailers. The prize for a correct identification is \$13.

NAB's Atlanta Agenda: "People & Profits" and "Broadcasters & Politics" will be the themes of the 2 joint TV-radio sessions during the first day of NAB's first fall conference—in Atlanta's Biltmore Hotel Oct. 13-14. The 2nd day will be split into simultaneous TV-only & radio-only meetings.

"Politics," said acting administrator & secy.-treas. Everett E. Revercomb, "is the most important problem facing broadcasters today and will be the subject of a study in depth in all its phases."

First-day luncheon speaker, Policy Committee member G. Richard Shafto, WIS-TV Columbia, S.C., will cover Committee's handling of NAB affairs since Pres. Harold Fellows' death. Oct. 14 speaker will be Noah Langdale Jr., pres. of Georgia State College of Business Administration.

The 2 open-day topics will be covered through speeches, discussion and round tables. The morning session will be led by Howard H. Bell, industry affairs vp; the afternoon by govt. affairs vp Vincent T. Wasilewski.

On the 2nd day, TV vp Charles H. Tower will preside over a session including presentations by spokesmen for TvB, Code Review Board, Ft. Wayne department-store study & TIO. Tower will discuss pay TV & allocations, among other topics.

Radio vp John F. Meagher will lead the radio session covering Radio Code, engineering, stereo, public relations. Included is a speech by C. L. (Chet) Thomas, KXOK St. Louis, who will draw on his 32 years in the industry in "observations of a practitioner."

The remaining conferences: Dallas Oct. 18-19, San Francisco Oct. 20-21, Denver Oct. 24-25, Omaha Oct. 27-28, Washington Nov. 14-15, Chicago Nov. 21-22, New York Nov. 28-29.

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NAB Convention Committee met in Washington last week, began discussion of the program for its 1961 convention in Washington May 7-11, and reaffirmed its registration & exhibition policies. Registration is open to all NAB members & those ineligible for membership, but attendance at some management-ownership conferences is limited to active members. Only manufacturers of technical equipment may exhibit, but all registrants may maintain hospitality suites. Co-chmn. of the committee are Merrill Lindsay, radio WSOY Decatur, Ill. and Dwight W. Martin, WAFB-TV Baton Rouge.

Reception of KING-TV (Ch. 5) Seattle programs in lower B.C. & Vancouver Island has been disrupted by boost to 100 kw by CHEK-TV (Ch. 6) Victoria, B.C. and was the subject of a special hearing held this month in Vancouver by BBG. Ruling is expected early in October on whether or not to cut back CHEK-TV power to allow U.S. reception.

New facilities: KFDM-TV Beaumont, Tex. has a Jan. 1 target for its move to the new 16,000-sq.-ft. building now under construction at 2955 Freeway West • WTIC-TV Hartford, Conn. has completed the basement and begun work above ground on its \$2-million, 4-story Broadcast House in the city's new Constitution Plaza. It's due for completion in spring 1961.

"Radio Station Management," by J. Leonard Reinsch & Elmo I. Ellis, will be published Sept. 28 by Harper & Bros., 49 E. 33rd St., N.Y. Reinsch, exec. dir. of WSB-TV & WSB Atlanta, is Sen. Kennedy's communications consultant, was exec. dir. of the last 2 Democratic national conventions. Ellis, mgr. of WSB programming, production & news depts., assisted Reinsch at the conventions.

WPST-TV Miami Gets Breather: Sept. 30 "execution date" for WPST-TV (Ch. 10) Miami—the date FCC ordered it to quit in the celebrated "influence" case (Vol. 16:29 p1)—was postponed by the Commission last week.

FCC took the action after WPST-TV complained bitterly to the Court of Appeals that the Commission was ordering it off the air without giving the Court a chance to consider WPST-TV's challenge of the decision (Vol. 16:33 p5). FCC thought this over, told the station it could keep going until 15 days after the Court acts. The Court can act on the basis of the papers before it or it can order an argument. There's no telling when it will decide.

WPST-TV's latest filing asserted that if it went dark Sept. 30 and the Court later reversed the Commission, both it & the public would suffer irreparable injury.

Elzey Roberts' efforts to get a crack at Ch. 10 (Vol. 16:34 p9) is due to be rejected, FCC said, reporting that it had instructed its staff to draft a decision to that effect.

NBC & KTVU San Francisco wound up a round last week in the San Francisco U.S. District Court when Judge Harris granted their request for a stay in the anti-trust suit filed by KRON-TV San Francisco. The Judge said the suit would stand still until FCC ruled on NBC's purchase of KTVU. He added, however, that any time KRON-TV thought it was about to be hurt—i.e., lose its NBC-TV affiliation—it was always free to request an injunction against NBC. KRON-TV's NBC affiliation expires June 30, 1961. If the contract is standard, and there's no reason to believe it isn't, the affiliation is cancellable by either party on 6 months' notice. Therefore, if NBC intends to pull out, it would have to notify KRON-TV by Jan. 1.

Sale of WBIR-TV (Ch. 10) Knoxville & WBIR for \$3.25 million to the owners of WFBC-TV (Ch. 4) Greenville, S.C. (WMRC Inc.) by Taft Bestg. Co. has been negotiated. The buyer is controlled by the *Greenville News-Piedmont*, which also publishes the *Asheville Citizen-Times* and owns radio WWNC Asheville. WMRC Inc. also owns radio WORD Spartanburg, S.C.

Sale of WKST-TV (Ch. 33) Youngstown, O. & radio WKST for \$1.4 million by Samuel Townsend to Ted Estabrook & John T. Valdes, owners of WCUE Akron, has been announced. The purchasers are buying 81.2% of the station for \$975,000. They hold option on the remaining 18.8%, for which they will pay \$225,000. The deal also includes a \$200,000 consulting agreement with Townsend.

KBLR-TV (Ch. 10) Goodland, Kan. has been sold to Standard Electronics div. of Reeves Instrument Corp. through bankruptcy proceedings, for assumption of approximately \$200,000 in liabilities. Radio KBLR has also been sold—to the owners of KAYS-TV (Ch. 7) Hays, Kan. for \$50,000.

Storer's radio WWVA Wheeling, W.Va. has been sold for \$1.3 million cash to a group headed by Ira Herbert in a transaction negotiated by broker Edwin Tornberg & Co. The buying group includes admen Emil Mogul & Milton Biow. The deal is contingent on FCC approval of Storer's purchase of WINS N.Y. for \$10 million (Vol. 16:31 p9).

WMGM N.Y. isn't for sale, said Loew's Theatres Chmn. Lawrence A. Tisch last week. He stated he wished to put an end to rumors that the independent radio outlet was on the block, and said the theater chain (which took the station over in 1959 from movie-making MGM) had "no intention of disposing of WMGM at any price . . . It is an extremely important asset to the company."

Injunction prohibiting payola was issued in Philadelphia last week against 11 record distributors & 28 disc jockeys after the distributors and 14 of the disc jockeys had signed consent decrees, with District Attorney Victor H. Blanc, which gives them immunity from prosecution for payola activities before March 1, 1960. The injunction was issued by Common Pleas Court Judge David L. Ullman. The djs who haven't signed consent decrees, many of them out of town, have until Oct. 10 to sign. Blanc said he was unable to proceed against the parties with criminal indictments because they refused to testify. In N.Y., he noted, the district attorney can issue subpoenas to the parties, grant immunity to the distributors and thus develop a criminal case. Under Pennsylvania law, district attorneys have neither subpoena nor immunity-granting power. Blanc therefore took action in a civil proceeding. The distributors involved are: Universal Record Distributing Corp., Jamie Record Co., Sparks Music Distributors, Edward S. Barsky Inc., Marnel Distributor Corp., Main Line Distributors Inc., David Rosen Inc., Lesco Distributors, Bernard Lowe Enterprises, Chips Distributing Co., Raymond Rosen & Co., Inc.

Two anti-payola consent decrees were approved by FTC last week, signed by Pacific Record Distributors, 2663 W. Pico Blvd., Los Angeles, and Fiesta Record Co., 1619 Broadway, N.Y.

Triangle stations last week obtained a temporary stay by agreement of defendant in N.Y. Supreme Court to restrain Seven Arts Associated Corp. from selling the post-1949 Warner Bros. pictures in Triangle's markets (WFIL-TV Philadelphia; WNBC-TV Binghamton, N.Y.; WLYH-TV Lebanon, Pa.; WFBG-TV Altoona-Johnstown, Pa.; WNHC-TV New Haven, and KFRE-TV Fresno). Triangle charges that its purchase of 750 Warner Bros. movies in 1957 from Associated Artists Productions included an option for exclusive market rights to all post-1949 Warner pictures at \$4,000 a feature, subject to escalation. The suit seeks to restrain AAP, and its successor P.R.M.—and 7 Arts. Triangle claims that the last named company (which is presently marketing the films at \$15,000 per feature plus 15% more for color) was organized to avoid the Triangle option and that the principal in both firms is Eliot Hyman.

N.Y. Daily News (owner of WPIX, N.Y.) has bought an interest in WNCN N.Y., FM outlet of the Concert Network. The newspaper & the network will be partners in the ownership & management of the station. The management of WPIX will represent the *News* in the operation of WNCN, with H. Stilwell Brown as gen. mgr. WNCN operates on 104.3 megacycles, transmitter on Hotel Pierre.

Sale of radio KFOX Long Beach, Cal. for \$850,000 by Kenyon Brown, Bing Crosby & Kevin Sweeney to Washington businessman Robert Symonds and TV-radio performer Max Resnick has been negotiated. Resnick also owns WYOU Norfolk, Va. Broker was Blackburn & Co. The Brown group bought KFOX 2 years ago for \$750,000.

KHJ-TV Los Angeles promoted its newly acquired feature movies to Eastern advertisers & agencies last week aboard a small yacht, sailing twice daily out of the N.Y. Yacht Basin. More than 200 people were entertained at a shipboard luncheon or cocktail party, saw a montage of the movies before sailing.

WOW-TV Omaha is using a "Canadian Mountie" to promote its syndicated series *R.C.M.P.* The costumed horse-man patrols the co-sponsoring grocery chain's parking lots, passing out descriptive leaflets on the program.

Advertising

TV & Print To Be Measured: To aid advertiser selection of national TV-print combinations, A. C. Nielsen Co. will soon—through Nielsen Media Service—furnish admen with data on 12 major consumer magazines & all sponsored network TV programming, by measuring audiences in the same national panel. The magazines (including 3 supplements) are: *Life*, *Look*, *McCall's*, *Reader's Digest*, *SatEve-Post*, *American Weekly*, *Better Homes & Gardens*, *Good Housekeeping*, *Ladies Home Journal*, *Parade*, *This Week and True Story*—and more may be added later.

NMS clients (*Life*, Chrysler, J. Walter Thompson, Westinghouse Electric and Maxon Agency to date) will receive (beginning in February) 3 categories of information: (1) A yearly report on total audiences of 12 magazines. (2) Complete Nielsen TV index data. (3) Special reports on audience reached by magazine & TV combos.

The new Nielsen project aims to save the adman the task of guessing at the comparative sizes of magazine & TV program audiences. Instead, he may compare similar data on "issue" audiences & program audiences. "This is vital to national advertisers, since broadcast & print are so often combined in schedules," said project consultant Dr. Darrell B. Lucas last week.

Magazine & TV tests will be conducted, in part, in the same homes. Samples will be chosen by age, sex, income-level, education, size of family, geographic location.

Ted Bates invades Canada with its latest international tieup. It has signed a merger agreement with Spitzer & Mills, a major Canadian agency. The new agency (Spitzer, Mills & Bates), operating in Toronto & Montreal, "will maintain full autonomy" and "Canadians will continue to run the business." Bates, which made a tieup last year with Britain's Hobson Agency (now Hobson, Bates & Partners), currently claims to be the 5th largest agency in the world. Combined billings for its New York, Hollywood, London, Toronto & Montreal operations are now above \$150 million annually, and personnel exceeds 1,100. Current billings for Spitzer & Mills in Canada, for more than 30 clients, is nearly \$7 million. TV-oriented Bates is expected to exchange teams of creative personnel in the near future with its new Canadian partner.

Crest retail sales rose 60% during August over July, reports Sindlinger & Co. The P&G toothpaste which won ADA endorsement last month (Vol. 16:32 p6) increased its share of the market from 12.2% in July to 19.2% in August—a 39% increase. According to Sindlinger's survey, 66% of Crest's August purchasers were former Crest users; 34% were brand switchers—13% from Gleem (P&G's own competing brand), 6% from Pepsodent, 5% from Ipana, 10% from all others.

Advertising Federation of America moved hq Sept. 20 to 655 Madison Ave., New York 21, and changed telephone to Templeton 8-0325.

Ad People: David C. Stewart promoted from exec. vp to pres. Kenyon & Eckhart; William B. Lewis elected chmn.; Edwin Cox named exec. committee chmn. . . . Gertrude Brooks, Paul Gioni, Otis Winegar, Stanley Baum elected vps, Dancer-Fitzgerald-Sample . . . Eleanor Accles, ex-Adams & Keyes, named Cunningham & Walsh media-services supervisor.

Gas, Tobacco, Beer Up In Billings: Gross time billings for gasoline, tobacco and beer accounts in national spot & network TV for 1960's first half showed "a marked increase" compared to the like period in 1959, reports TvB.

Gasoline companies expanded their TV ad dollars to \$21.3 million, a 45% increase over the \$14.7 million last year. Spot TV got the bulk of the increase, according to TvB, because of its "regional flexibility." Top advertisers (with total billings): Texaco, \$6,393,830; Esso Standard Oil, \$1,508,100; Mobil Oil, \$1,439,000.

Tobacco advertising on network & spot TV was TvB-measured for an 11.5% increase over the first half of 1959. Billings this year: \$58.9 million, against \$52.8 million a year ago. Network TV got the bigger share. Leading advertisers and their billings: R. J. Reynolds, \$10,446,396; Brown & Williamson, \$9,090,871; P. Lorillard, \$8,616,457; American Tobacco, \$8,610,591.

Brewing companies boosted their TV ad billings from \$24.5 million in 1959 to \$26.3 million for the first half of this year. Of the total, \$22.9 million was for spot TV, TvB reported, with only \$3.4 million going for network. The leading brewery TV advertiser was Anheuser-Busch with \$2,334,241. Other major spenders: Schlitz, \$2,220,906; Falstaff, \$1,794,476; Carling, \$1,770,910.

Alfred Hitchcock's gentle gibes at his TV sponsors' commercials will be continued this fall, even though his new sponsor is Lincoln-Mercury div. of Ford, and auto firms are notoriously humorless about having their ad copy teased. That was the word from the rotund host-producer of *Alfred Hitchcock Presents* (now switched from CBS-TV to NBC-TV) as he tackled a Hitchcock-scaled supper (goulash, roast ham, veal pie, French pastry) at Luchow's. He won't give Ford the treatment all at once, however. "We will start off by being benevolent in our approach to their motor-car commercials," he told us, adding, "but it won't last." Hitchcock can afford an independent attitude—his no-salary, share-of-the-gross cinema deal on "Psycho" will bring him (before taxes) about \$5 million

Roman-numeral TV channels caused a minor crisis at WNTA-TV N.Y. last week. As a promotion stunt for its *Play of The Week* opener, Shakespeare's "Henry IV," the station had planned the logo of its tune-in ads to read "Channel XIII." Then came the uncertainty: Do New Yorkers dig Roman numerals? Outcome: WNTA decided that the *N.Y. Times* and *Herald-Tribune* would carry the Roman-numeral designation as planned. But ads appearing in the *News* and other papers (whose readers, presumably, don't know that II and II make IV) were scheduled to carry the good old fashioned "Channel 13."

No anti-liquor complaints have been received by WPIX N.Y. concerning the station's schedule of 150 spot announcements currently running for Holland House. The firm manufactures a line of "cocktail mixes" which require addition of hard liquor. The spots, which demonstrate the mixing of drinks and use the word "liquor" several times, are being tested in the N.Y. market by Erwin, Wasey, Ruthrauff & Ryan, and will be expanded to other areas "if no further problems arise," said the agency.

Automobiles, food and gasoline are among major products making "successful use of both in & out-of-home radio," stated a Sept. 16 *Sales Management* article. The feature, discussing several multi-product advertisers who are buying spot radio for heavy-frequency, around-the-clock airing, reported marked sales boosts for Mennen, John Morrell & Co. (Red Heart dog food) and several cars.

Programming

Equal play to national & regional-local news is given by most stations in TV-radio newscasts, said the Associated Press last week. Its survey showed that 65% of stations said they balanced news equally between national & non-national news, and 31% said they put greater emphasis on regional & local items. Only 4% said they gave primary emphasis to national news. The survey was conducted by an AP TV-Radio Assn. subcommittee headed by WBBM-TV Chicago news dir. William G. Garry. A total of 823 radio and 85 TV stations were checked. Details of the study are scheduled to be given to the annual meeting of the APRTA board this week (Sept. 26) in N.Y.

Add public-service ideas: N.Y. stations WOR-TV and WNTA-TV will launch educational series for the coming season. Documentary programs on the history of dentistry will be produced by WOR-TV in cooperation with N.Y.U. College of Dentistry for presentation on a closed-circuit TV system. The system was a gift to the college by RKO General and WOR-TV and programs will be made available to commercial & ETV stations as a public service. WNTA-TV will introduce a series of weekly seminars, *New Nations*, starting Sept. 24. Produced by Fairleigh Dickinson U., they'll feature guest representatives from new countries throughout the world.

"Silents Please," which has been something of a surprise hit as a Thu.-night sustainer on ABC-TV, may be continued in the fall. The show, produced by Paul Killiam & Saul Turrell and featuring 30-min. condensations of such quiet oldies as "Son of the Sheik," is being considered by ABC for slotting in the Sun. 11:15-11:45 p.m. period, following Walter Winchell's 15 min. An ABC-TV vp told us last week: "*Silents Please* pulled more press comment & more unsolicited mail than any other show we had on this summer."

Red Skelton will salute the UN's 15th anniversary with his first fall telecast on CBS-TV this week (Sept. 27). Skelton has been invited by the U.S. Committee for the UN to do the kickoff special ("Laughter—The Universal Language") live from N.Y. The show, Skelton's first Eastern effort in many years, will include 4 pantomime skits. The UN delegates are expected to attend as guests of honor. Whether Russia's Khrushchev, Cuba's Castro, Yugoslavia's Tito, *et al.* would attend wasn't known.

National defense is subject of a new NBC-TV public affairs series, *Victory*, now in production for fall 1961 under NBC news & public affairs exec. producer Irving Gitlin. *Victory* will be filmed with cooperation of the U.S. Dept. of Defense, announced Gitlin last week. The series is among several new Gitlin undertakings since he joined the network; others include this season's *White Papers*, NBC women's specials and *The Nation's Future*.

Fla. Assn. of Bcstrs. is urging its members to editorialize regularly, Pres. Lee Ruwitch (WTVJ Miami) announced following the Assn.'s recent meeting. A kit including TV-radio editorial samples is going to members.

KDKA-TV Pittsburgh is syndicating to WSAZ-TV Huntington-Charleston, W. Va. a daily physical-exercise program conducted by its health dir. John Mills. This is the 2nd KDKA-TV show to go into syndication this year.

Public service: KPHO-TV (Ch. 5) Phoenix, Ariz., is telecasting a daily 30-min. high-school credit course. Required viewing for all American govt. classes at Phoenix Union High Schools, the course is viewed in the classrooms.

Television Digest

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Personals: James T. Aubrey Jr., CBS-TV pres., named Brand Names Week planning committee chmn. . . . Thomas Chauncey, pres. of KOOL-TV Phoenix, named a member of President Eisenhower's delegation, headed by N.Y. Gov. Rockefeller, attending Nigerian independence celebration ceremonies this week . . . Pieter E. van Beek elected pres. of Teco Inc., company formed by Zenith to operate Phonevision pay TV, succeeding S. I. Marks, who continues as treas. Van Beek also continues as Zenith asst. to pres.

Earle B. Harris named production mgr., International Telemeter (Paramount Pictures). . . . Everett L. Dillard, WASH Washington, designated chmn. of NAB FM Radio Committee . . . Mrs. Frederick A. Kugel succeeds her late husband (Vol. 16:37 p13) as pres. of Frederick Kugel Co., *Television* magazine publisher; John A. Thayer Jr. elected publisher; Kenneth Schwartz named editor.

P. A. Newton named A. C. Nielsen vp and mgr. of new Tokyo branch . . . Dr. Arthur D. Kirsch named to new post of research mgr., ARB . . . Orion Samuelson, ex-WBAY-TV & WBAY Green Bay, Wis., named farm service dir., WGN-TV & WGN Chicago.

Max D. Price promoted to sales vp of Fred A. Niles productions, succeeding Fred Foster . . . George L. Pierce named sales service mgr. of KABC-TV Los Angeles.

Newly-named Fellows of the SMPTE: Robert C. Rheineck, chief engineer, CBS News film production dept., N.Y.; Sigmund J. Jacobs, Naval Ordnance Lab; Edward P. Ancona Jr., color coordinator, color TV films, NBC-TV, Burbank, Cal.; George C. Higgins, assoc. head of physics dept., Eastman Kodak; Fred J. Scobey, technical dir., General Film Labs, Hollywood; Eldon Moyer, retired senior development engineer, Eastman Kodak; Morton Sultanoff, Aberdeen Proving Ground, Md.; John R. Turner, color technology div., Eastman Kodak; Richard S. O'Brien, dir., audio & video engineering, CBS-TV, N.Y.; Neal G. Keehn, vp, General Film Labs, Kansas City; Hubert Schardin, dir., German-French Research Institute, France; Jerome C. Diebold, exec. producer, Wilding Inc., Chicago; Richard E. Putman, mgr., studio & industrial TV engineering, GE, Syracuse; Charles W. Wyckoff, research engineer, Edgerton, Germeshausen & Grier Inc., Needham, Mass.

Meetings next week: Radio-TV News Directors Assn. convention (5-8), Queen Elizabeth, Montreal • NAB Bcst. Engineering Conference Committee mtg. (6), Washington.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV SALES DROP—DISASTER OR READJUSTMENT? Storm clouds were first observed last May—a slight softening of the TV market (Vol. 16:28 p15). The thunderhead broke wide open in August.

Here's the picture in statistics: Distributor sales of TV sets to dealers in Aug. down 26% from Aug. 1959; Sept. sales to date even more dismal—more than a 30% drop from 1959, dissipating all of this year's increase over last. Retail sales in Aug. down nearly 10% from year ago, according to preliminary estimates—the first 1960 month they were lower than the corresponding 1959 month. End-of-Aug. inventories dangerously high in relation to sales pace and loaded with "obsolete" 17- & 21-in. sets.

What are the causes & what does it portend? From our conversations with industry leaders (some of whose most forthright views are quoted in story on p. 15), here are the plain facts:

Momentum of sales to dealers has been broken. Distributor sales this year probably will be slightly below last year's 6-million mark. Retail sales may total 6-6.2 million. Production schedules have been trimmed—but not fast enough to prevent excessive inventory build-up.

Industry production planning had been based on hot first half year when retail sales were 17% above 1959, running at 6.5-million pace. When market began softening, production brakes weren't applied fast enough or hard enough.

Industry changeover to 19- & 23-in. screens found distribution channels still glutted with 17- & 21-in. models, and many manufacturers still producing old sizes to use up parts ordered ahead. At factory & distributor levels right now there are enough 21-in. consoles to take care of entire console market for rest of year at present sales rate—a 20-week supply.

Inventories of consoles stood this way at end of July: Factory & distributor levels, 23-in. sets outnumbered 21-in. only 3-to-2; retail level, 21-in. outnumbered 23-in. by 3-to-1. In tables & portables, factories had slightly more 19s than 17s, but at distributor level, 17-in. inventories were 3-to-1 over 19-in. sets, and at dealers' the ratio was even higher.

On paper, total inventories hadn't risen phenomenally—numerically. But in proportion to sales rate, and in "mix," they caused some industry leaders to fear far worse dumps & liquidations than those already in progress if buildup continues. Factory & distributor inventories totaled 1,375,000 at end of Aug., nearly 100,000 over year-ago figure.

During year's first 7 months, dealers were loaded with 17- & 21-in. sets via dumps & package deals, and are now trying to digest these deals. Since retail sales slowed down, digestive process took longer than expected. Hence, dealers just stopped buying in Aug. & Sept. Already loaded with slow-moving appliances, many dealers are especially fearful of getting over their heads in TV inventories. And some are still holding out for real distress prices in TV.

Indicative of dealer buying strike is fact that retail inventories actually dropped 20,000 from end of July to end of Aug. despite retail sales slowdown, at a time of year when they normally would be increasing.



Why the slowdown at retail? All sorts of reasons are given—all of them probably valid: (1) Public uncertainty about state of economy, largely as result of economic "gloom" talk. (2) Wait-till-election attitude of some buyers. (3) Late introduction of new models this year, and lack of real promotion of advantages of 19- & 23-in. sets to date. (4) Dealers' concentration of selling efforts on unloading air conditioners—particularly during Aug., which was only warm period this summer in many areas.

Radio situation is essentially similar to TV. Unlike TV, sales to dealers are still ahead of last year—but recently they've been down noticeably. Inventories are double those of last year at this time.

In face of all these facts, there's feeling of what might be called grim optimism pervading industry. Here are the arguments & forecasts: (1) Aug. retail sales still represented annual rate of about 6 million sets—better than last year's total 5.75 million and 1958's 5.14 million. Aug. 1959, used as comparison, was exceptional month, with sales at 6.7-million rate. (2) Personal incomes are at all-time high and recent surveys show slightly more disposition to buy consumer products in coming months. (3) Big ad-promotion campaigns for new screen sizes are just about to begin. (4) Fragmentary reports from field indicate good retail movement for Sept. in many areas. (5) Color set sales are up sharply.

Stereo sales are bright spot in picture. They haven't followed TV's recent pattern at all. Every manufacturer with whom we talked characterized movement of console & portable phonos as excellent. This is taken, too, as evidence that public can be made to buy—and to buy expensive products. Most forecasts for Oct.-Nov.-Dec. still envision return to better TV sales picture.

Rx—CUT PRODUCTION, BOOST SALES EFFORT: "The industry had better wake up and take action now instead of November. If manufacturers don't watch their production schedules, we could see some of the worst dumps & liquidations in the history of our industry."

That was the mince-no-words warning of Zenith Sales Corp. Pres. Leonard C. Truesdell, one of industry's most astute & respected merchandising experts. The always-forthright Truesdell, speaking from his vantage-point as consumer-products chief of TV's sales leader, was the most outspoken of the industry chiefs we asked for comment on the current TV sales picture (see story above).

TV market is "in state of collapse" as distributor level, he said—pointing to Aug. & Sept. sales to dealers—as result of topheavy inventories, particularly of 17- & 21-in. sets. He sternly cautioned against "wait & see" policies, urging far sharper production cutbacks to match sales. Recent drops in set output, he stated, haven't been enough. Pointing out that some 21-in. consoles are already being unloaded for the price of 19-in. table models, he said situation could become far worse by Jan.

"Manufacturers are just not using judgment in controlling inventory," said Truesdell. "This is further proof that our industry is loaded with people who are making sales far in excess of what they can realistically hope to sell. Dealers are loaded with junk already. It's no time to try for sales records just for the sake of setting records."

More-than-seasonal improvement in set movement was forecast by Truesdell for last 3 months of 1960. "I don't think Aug. & Sept. will set the pattern," he said.

As for Zenith, Sept. sales to dealers are running slightly ahead of last year—"but not the increase we had expected." Nevertheless, he predicted, Zenith again will sell more than a million sets this year, increasing its share of total industry sales. He added: "Our inventory position & production are in good shape and we're watching it like a hawk."

• • • •

"We have to put on our track shoes & start running. This is a selling academy." More aggressive selling—that's prescription of Westinghouse TV-radio's dynamic young TV-radio div. mktg. mgr. C. J. Urban.

Conceding that TV sales situation is "very alarming," he said he's still optimistic about rest of year at retail. "I'm certain we can get it straight—it's just that the job's a little tougher than we anticipated."

"The industry was spoiled by that good first half. We got complacent. The transition from the 21-in. to the 23 has the public & the dealers puzzled. We obsoleted ourselves, and we haven't yet fully exposed our new product & its advantages."

"Anyone who ignores the situation is making a mistake," said Urban. Without real attention to selling and control over production, inventories could be tremendous next year, he added.

"The public has a record income, but there's only so much to go around," he said. "We're competing with all sorts of other products for the consumer's dollar." The big ad push for 19- & 23-in. sets is just beginning, he added. He said he expects retailers to cooperate. To some of them, it's question of sink or swim. Appliance & air-conditioner business has been so poor this year that "some dealers will have to close their doors unless they push the electronics business."

Initial reports from dealers show good TV sales in Sept., he said, predicting 1960 retail sales of a little more than 6 million. "Westinghouse will express its confidence by adding new 19- & 23-in. models—not replacements—to our line Oct. 17."

Promotion of new screen sizes should end doldrums, in opinion of RCA Sales Corp. sales vp R. W. Saxon. "While there has been a general softening of the TV market in the past few weeks," he said, "sales of RCA Victor merchandise are continuing to run ahead of last year." July-Aug. color set sales, he said, were more than double in the same 1959 months.

"We confidently expect the sales rate to improve even further as dealer advertising & promotion of the new merchandise is stepped up when the new TV season gets under way later this month," Saxon added. "We expect this to be a factor especially in color TV, with the big increase in scheduled colorcasts."

"We don't intend to get worried or excited unless this condition carries over until the end of Sept.," added another RCA spokesman.

An Admiral spokesman said his company had anticipated inventory buildup & market softness, particularly "in light of the appliance drop-offs & the general business situation." He said Admiral's distributor-to-dealer sales are still higher than last year and expressed optimism over the balance of the year.

"In Philco's case," said consumer products mktg. mgr. Robert G. Urban, "the number of week's supply of TV sets in distributors' hands is below last year's inventory level, which indicates Philco TV is realizing good movement from factory to consumer."

PRESIDENTIAL ELECTIONS & TV SALES: Despite all the hoopla about TV's influence on elections, it is difficult to determine just how much influence Presidential campaigns have on TV-set sales. In TV's short history, one Presidential campaign period showed higher-than-normal TV sales; the other, lower-than-normal.

Historically, there's no pattern at all. There have been 2 Presidential elections (1952 & 1956) since EIA started collecting monthly retail-sales statistics. Normally, sales for Sept. & Oct. total 22.6% of full year's sales (Sept. 12.4%, Oct. 10.2%). In 1952, Sept.-Oct. set sales were 27.8% of the year's total (Sept. 14%, Oct. 13.8%). The next Presidential year, 1956, saw sales sag during campaign months—to a lower-than-normal 21.3% (Sept. 11.3%, Oct. 10%).

There's no doubt that election campaign stimulated set buying in 1952, when many purchasers were buying their first TV sets. How much the campaign, in itself, stimulates replacement purchases is open to doubt. There is no doubt, however, that excitement about upcoming Nixon-Kennedy TV debates and election telecasts can provide another reason to buy now instead of later—given proper promotion. But there's no reason to believe that campaign & election telecasts will be anything more than a small plus this fall.

TV-RADIO PRODUCTION: EIA statistics for the week ended Sept. 16 (37th week of 1960):

	Sept. 9-16	Preceding wk.	1959 week	'60 cumulative	'59 cumulative
TV	138,092	116,229	166,118	4,062,459	4,120,768
Total radio	385,823	293,802	421,143	11,440,654	10,048,526
auto radio	147,804	95,986	155,338	4,342,538	3,821,349

Admiral will appeal the federal court ruling that it infringed Zenith patents on TV remote-control and "Fringelock" circuits & designs (Vol. 16:36 p12). Admiral filed notice of appeal in Oklahoma City U.S. District Court, which stayed the injunction against it pending a ruling on the appeal in U.S. Appeals Court, Denver.

Philco International Corp., Philco subsidiary, reported a 34% increase in unit exports during first-half 1959. Increases in sales were reported in Belgium, Portugal, Sweden, Iran, Lebanon, Hong Kong, Pakistan, French West Africa, Bermuda, Jamaica, Costa Rica & Panama.

Pilot production of transistors has begun at RCA's new Mountaintop, Pa. plant. The facility is "being geared for full-scale operation," RCA announced.

First Capehart TV portables are due to be delivered to dealers next month. The 2 models, both with 19-in. 114-degree tubes, are 12-in. deep with front speaker & telescoping antenna. List prices are \$119.50 (no carrying handle) & \$209.50 (different finishes, handle).

"Electronic voice" for the voiceless will be sold on a non-profit basis (\$45) by the Bell Telephone companies to those without power of speech due to paralysis or surgical removal of the larynx. Resembling an electric shaver, the electronic larynx is held against the outside of the throat and transmits sound waves into the throat cavity. Unlike previous similar devices, the Bell larynx has a finger control, enabling the user to vary the pitch of his voice over a half-octave range for more natural inflections. Male & female models are offered—differing in pitch. The device is transistorized, uses mercury radio batteries.

Entry into the home intercom business was formally announced last week by the Bell Telephone System. Beginning next year, the phone company will offer nationally an intercom system for room-to-room, front-door-to-phone and baby-sitting uses. Telephones with separate loudspeakers will be used.

German kinescope manufacturer. Blaupunkt has started production of 23-in. picture tubes.

TV-RADIO EXPORTS & IMPORTS: Exports of U.S. TV sets dropped in June to 6,653 units (from May's 10,526), while shipments of TV chassis rose sharply to 7,634 (from 577), according to latest Census figures.

The dollar volume of June TV set exports totaled \$918,171, TV chassis shipments \$291,195. As usual, Latin America was the biggest market for complete TV sets. Peru received 1,450, Venezuela 1,216, Costa Rica 933. Other relatively large-volume customers: Canada 790, Panama 587.

TV chassis shipments went to 4 countries: Italy 3,550, Argentina 2,000, Canada 1,482, Mexico 600.

Other TV-electronics exports in June:

Home radios, 6,376 at \$202,514. Italy was biggest purchaser, receiving 1,209 sets at \$22,077, although dollar volume from Venezuela (\$51,286) was greater for 910 sets. Of 1,306 radio chassis shipped (\$89,449), Mexico got 1,000.

Auto radios, 3,596 at \$99,261, only volume market being Canada (2,471).

Radio-phono combinations, 229 at \$27,768. Receiving tubes, 1,290,405 at \$1,048,200, with Canada, Italy and Latin American countries taking the heavy share. TV picture tubes, 72,575 at \$1,504,058, Argentina taking 30,312, and West Germany, Sweden, Denmark, Italy, Belgium, Switzerland & France the next best markets, in that order.

* * *

Imports exceeded exports in every home-electronics end-equipment category except TV. Here are the Census highlights for June:

Transistor radios, 518,696 at \$4,828,582, of which 510,732 were from Japan and 6,489 from West Germany. Other portable radios, 40,935 at \$212,625, of which 39,922 were from Japan. Other radios, 56,007 at \$655,040, with 40,492 from Japan, 8,687 from West Germany, 3,432 from Netherlands, 2,337 from Italy.

Radio-phono combinations, 4,175 at \$343,359, West Germany supplying 2,959 (\$273,848) and Japan 2,143 (\$61,255). Phonos, 2,366 at \$53,553, Japan supplying 1,056, U.K. 800, West Germany 467.

Tubes, 1,589,334 at \$718,673, Japan ranking 3rd in number of units (following U.K. & Netherlands) and 4th in dollar volume (West Germany being 3rd).

Retailers expect all-time sales record this year—but lower profits than in 1959. That's the consensus of 367 heads of dept., specialty & general merchandise stores surveyed by National Retail Merchants Assn. Some 46% predicted a profit gain for 2nd half 1960 over 1959, and only 42% saw gain in profit for full year. Very few stores mentioned TV, appliances or stereo as holding hope for high volume improvement this fall.

Factory sales of transistors dropped in July to the lowest monthly figure so far this year—slightly over 7 million units at about \$18 million. However, the July sales still exceeded July 1959's sales by a million units and nearly \$3.5 million. The EIA's monthly figures on factory sales of transistors:

	1960		1959	
	Units	Dollars	Units	Dollars
January	9,606,630	\$24,714,580	5,195,317	\$13,243,224
February	9,527,662	24,831,570	5,393,377	14,550,056
March	12,021,506	28,700,129	6,310,286	18,117,560
April	9,891,236	23,198,576	5,906,736	16,864,049
May	9,046,237	24,714,580	6,358,097	19,007,293
June	10,392,412	27,341,733	6,934,213	18,031,593
July	7,070,884	18,083,802	6,030,265	15,618,315
TOTAL	67,556,567	\$171,017,763	42,128,291	\$115,432,090

Trade Personals: Larry L. Malin promoted from field merchandising mgr. to commercial electronics div. vp, Admiral Sales Corp.; Bruno Beale named technical operations mgr.

Leonard Gross, ex-Philco radio & hi-fi merchandise mgr., named to new post of vending sales vp, Seeburg Corp. . . . Richard J. Hall named mgr. of RCA's consumer semiconductor plant in Findlay, Ohio, succeeding John M. Spooner, who is joining RCA International, headquartering in Rome . . . Lloyd R. Day promoted from planning mgr. to new post of new business development mgr., RCA Electron Tube div. . . Robert G. Lynch named equipment sales mgr., Sylvania Electronic Tubes . . . Cornelius Keating and Albert Simonson named Columbia Record vps . . . David R. Hull, Hoffman exec. vp and ex-pres. of EIA, named chmn. of EIA legislative policy committee, succeeding Max F. Balcom, Sylvania . . . Dr. Donald G. Wilson named research vp, P. R. Mallory . . . R. F. Meinicke promoted from sales mgr. to sales vp, Amphenol Distributor div. . . Arthur L. Adamson named chmn. & chief financial officer, Electronics Associates, succeeding Lloyd E. Christianson as chmn. Christianson continues as pres. & chief exec. officer.

Suit against Webcor Chmn.-Pres. Titus Haffa and the company's other officers & directors has been filed in Chicago U.S. District Court by stockholders James J. Duane Jr. & Margaret W. Duane, charging that the Haffa group drained assets of Webcor to other Haffa-controlled companies through sales at inadequate prices and purchases at excessive prices. Haffa and his family own about 20% of Webcor's stock. Among Duane's charges: (1) That Webcor sold a 45-acre tract 15 miles from Chicago in 1955 to Haffa's sisters, who transferred it to Dormeyer Corp. (controlled by Haffa and his family), which sold it back to Webcor in 1958 for \$725,000, when "the fair market value . . . did not exceed \$180,000." (2) That from 1956 through 1959, Webcor purchased materials, services & equipment totaling \$3,678,000 "at excessive prices [from] corporations owned & controlled by the Haffa family." (3) That during the same period, "Webcor sold to Dormeyer and other corporations owned & controlled by Haffa and his family" materials & equipment totaling \$1,885,000 "at inadequate prices." The suit asks that the defendants be required to account to Webcor "for their profits and its damages" and that Webcor's purchase of the Illinois property be rescinded.

N.Y. state picture-tube law, which takes effect Oct. 1, requires the marking of tubes & tube cartons to indicate whether they contain used parts. A tube cannot be labeled "new" unless it is built from all new parts, including bulb.

New York 'Consumer Electronics' Office

To provide added coverage of the electronics field, an editorial specialist in consumer electronics will be assigned to our New York office beginning Oct. 3. Associate Editor David Lachenbruch, in charge of the Consumer Electronics department of TELEVISION DIGEST, will make his headquarters at our New York bureau, 625 Madison Ave. (Plaza 2-0195), for the major part of each week, while the remainder of the Consumer Electronics staff will continue to headquarter at our main editorial office in Radnor, Pa. Communications for the Consumer Electronics department should still be addressed to the Radnor headquarters—but for prompt attention, we'd appreciate duplicate copies of all form letters, press releases, etc., at the New York office.

Finance

Move into international electronics investment field has been undertaken by the group headed by San Diego's Charles E. Salik, who pioneered in the domestic field. The latest venture, authorized last week by SEC, is Electronics International Capital Ltd., Hamilton, Bermuda, formed for the purpose of investing in securities of foreign electronics companies. It is permitted to offer 2.5 million shares at \$10 per share, through underwriters headed by Bear, Stearns & Co., who will receive \$1 per share commission. The company will invest in firms whose stocks are traded on exchanges in Toronto, Montreal, London, Amsterdam, Frankfurt, Paris, Johannesburg and other cities. Salik is pres. & chmn. He's also chmn. & 81% stockholder of the company's advisor, Electronics International Management Ltd. He's pres. & chmn. of Electronic Investment Corp., the open-end mutual fund which has assets of more than \$37 million, and of Electronics Capital Corp., the \$16.5 million small-business investment firm.

Ling-Temco Electronics expects 1960 sales & earnings to be at least as good as last year's combined results of Ling-Altec Electronics and Temco Aircraft Corp. Pres. James J. Ling of the recently merged firms told a group of security analysts in Dallas last week that total sales this year will be \$145-\$155 million, and earnings after taxes will probably be 3.5-4.5% of sales. Last year's combined earnings of the 2 companies totaled \$2,968,000 (\$1.22 a share) on sales of \$148,724,000. He predicted sales of \$190-\$200 million in 1961 and \$350-\$400 million a year "in the next 3 or 4 years."

Merger of British Industries Inc. into Avnet Electronics has been approved by the directors of both companies and will be submitted to stockholders at separate meetings in November. British Industries, marketer of imported hi-fi components (Garrard changers, Wharfedale speakers, etc.), would be operated as a subsidiary of Avnet, which distributes a wide variety of components, resistors, special tubes, semiconductors—and assembles electrical connectors. For each share of British Industries stock, holders would receive one Avnet share and a 90-day warrant to purchase an additional 2 Avnet shares for each 5 British Industries shares. In other merger news last week, General Tire's Aerojet-General Corp. purchased controlling interest in Space Electronics Corp., Glendale, Cal., for an undisclosed amount. Space Electronics is partially owned by Pacific Automation Products Inc.

Muter Co. earnings will drop sharply to 10-12¢ a share for the first 9 months of 1960 from 30¢ in the same 1959 period, according to Pres. Leslie F. Muter. However, in the 4th quarter, the firm should do as well as last year's 19¢ "and could do substantially better," he said. Sales for the year are expected to approximate last year's \$13.8 million. He said Muter is discussing 2 possible mergers, including one which would involve the sale of the company for stock of a larger firm.

Space Electronics Systems Inc., 1200 First St., Alexandria, Va., is a new firm started by pres. A. C. Angelos & exec. vp H. S. Shaw, both ex-Melpar. It plans to handle both military & commercial manufacturing contracts, expects to develop its own line of electronic & automation devices. Greater Washington Industrial Investments Inc. will supply initial working capital of \$175,000 in the form of a 5-year 8% loan secured by a first deed on SES's plant. GWII also obtains a 5-year option to buy up to 12% of SES's stock "at a favorable price."

International Resistance will set sales & earning records this year, Pres. Walter W. Slocum told the N.Y. Society of Security Analysts last week. Net sales should be more than \$22 million, with earnings \$1.40-\$1.50 a share, he predicted. This compares with 1959's previous records of \$19.8 million sales & \$1.29 per share earnings. He forecast a sales increase of more than 250% within the next 5 years, "predicated largely on conservative market evaluations of our new-product programs."

Reeves Bcstg. & Development Co. stock was traded on the American Stock Exchange for the first time Wed. Sept. 14. Symbol: RBT.

Reports & comments available: CBS, review, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Lafayette Radio Electronics, analysis, Reimer & Co., 52 Wall St., N.Y. 5 • Terminal Electronics, prospectus, J. A. Winston & Co., 11 Broadway, N.Y. 4 • Lab for Electronics, review, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • Western Union, review, Sartorius & Co., 39 Broadway, N.Y. 6 • Paramount Pictures, comments, H. Hentz & Co., 72 Wall St., N.Y. 5.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, Sept. 22, 1960

Electronics TV-Radios-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	23	25½	Magna Theater	3¼	3¾
Aerovox	9½	10½	Magnetics Inc.	8¾	10
Allied Radio	21½	23	Maxson (W.L.)	9	9¾
Astron Corp.	2½	2¾	Meredith Pub.	42	45½
Baird Atomic	39½	32¾	Metropolitan Bcstg.	16¼	17½
British Industries	17¾	19¾	Milgo Electronics	21	23¾
CGS Labs	8½	10½	MPO Videotronics	7½	7¾
Control Data Corp.	40¼	43	Narda Microwave	5	6
Cook Elec.	15	16¼	National Co.	29¾	32
Craig Systems	15	16¼	Nuclear of Chicago	30	32¼
Dictaphone	38	41¾	Official Films	2	2-5/16
Digitronics	19¾	22	Pacific Automation	7¼	8
Eastern Ind.	13½	14½	Pacific Mercury	7	7¾
Eitel-McCullough	23	24¾	Perkin-Elmer	39	41¾
Elco Corp.	15½	17¼	Phillips Lamp	161¼	167
Electro Instruments	31	34½	Pyramid Electric	27½	3½
Electro Voice	11½	12¾	Radiation Inc.	20½	22½
Electronic Associates	29¼	31¾	Howard W. Sams	41½	45¾
Erie Resistor	8	8¾	Sanders Associates	54	58½
Executone	31	34¾	Silicon Transistor	5¾	6¾
Farrington Mfg.	36	38¾	Soroban Engineering	24	26½
Fischer & Porter	18	19¾	Soundsciber	12	13¾
FXR	42	46¼	Speer Carbon	24	25¾
General Devices	12¼	13¾	Sprague Electric	46¼	49¾
G-L Electronics	9½	11	Taft Bcstg.	12½	14¼
Granco Products	4½	4¾	Taylor Instrument	36	38¾
Gross Telecasting	18¼	20¾	Techology Inst.	10¼	11¾
Haydu	½	5/16	Telechrome	11½	12¾
Hewlett-Packard	25	26¾	Telecomputing	7¼	8¼
High Voltage Eng.	136	146	Telemeter	12¼	14¼
Infrared Industries	19½	21¼	Time, Inc.	63½	67
International Rectifier	21	22¾	Tracerlab	10	11¼
Interstate Engineering	24	25¾	United Artists	7	7¾
Itek	55½	60	United Control	21¾	237½
Jerrold	8¾	9¾	Universal Trans.	1½	2½
Lab for Electronics	41	44	Vitro	11¾	13
Lel Inc.	5¼	6¼	Vocaline	2¾	3¾
LFE Inc.	13	—	Wells-Gardner	15½	16¾
Ling-Temco	27	28¾			

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Canadian Westinghouse.	Q	\$0.25	Oct. 1	Sept. 26
Daystrom Inc.	Q	.30	Nov. 15	Oct. 27
EMI Ltd.	Final	12½¢	—	—
General Dynamics	Q	.25	Nov. 10	Oct. 7
Sanders Associates ...	Ann.	.04	Oct. 19	Sept. 29
Sanders Associates ...	Stk.	100%	Oct. 19	Sept. 29

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
Acme Electric Corp.	1960—year to June 30	\$11,261,815	\$1,041,539	\$505,867	\$1.91	260,000
	1959—year to June 30	9,381,755	793,479	386,356	1.45	260,000
National Theatres & TV ¹ <small>Story on p. 6</small>	1960—39 wks. to June 28	34,392,901	—	428,726 ²	.15	2,816,247
	1959—39 wks. to June 28	39,648,287	—	1,431,060	.53	2,700,283
National Video Corp.	1960—qtr. to Aug. 31	5,529,743	—	408,327	.66	—
	1959—qtr. to Aug. 31	3,737,215	—	180,967	.29	—
Western Union ³	1960—7 mo. to July 31	157,901,392	—	6,016,485	.94	6,394,616
	1959—7 mo. to July 31	160,509,964	—	8,589,189	1.35	6,352,693

Notes: ¹ Excludes operations of NTA. ² Excludes loss of \$3.5 million on investment in NTA; also excludes approximately \$3 million profit from sale of WDAF-TV & WDAF Kansas City, which will be included in current-quarter earnings. ³ From report to FCC.

Rollins Bestg. Co., owner & operator of 2 TV & 6 radio stations, is currently offering the public 10,500 shares of its common stock (at \$8 each) through F. Eberstadt & Co. and associates. The underwriters also offered 24,500 shares put up for sale by stockholder John Rollins, who reduced his common stock holdings to 23.2% of the total by selling 9,000 shares privately to F. Eberstadt and 1,500 shares to an officer of Rollins Bestg. at the offering price. Pres. O. Wayne Rollins holds 64.9% of the company's 110,000 shares of common and 815,000 shares of Class B common. Rollins Bestg.'s stations: WEAR-TV Pensacola and WPTZ Plattsburgh, N.Y.; radios WAMS, Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk; WNJR Newark; WBEE Harvey, Ill.; WGEE Indianapolis.

Gremer Mfg. Co., 7 North Ave., Wakefield, Mass., maker of RF cable connectors & fittings, has filed a statement with SEC (File 2-17-70) proposing to make a public offering of 100,000 shares through underwriters headed by Milton D. Blauner & Co. and M. L. Lee & Co. Of net proceeds, \$153,700 is to go for payment of a note to former Pres. Lawrence Stone in connection with purchase of his 50% stock interest, \$50,000 for equipment, \$50,000 to reduce bank loans, \$40,000 for raw materials. Of 325,000 shares outstanding, Pres. Carlton G. Marie owns 317,500.

General Instrument, which recently acquired General Transistor (Vol. 16:36 p15), expects its profit for the year ending next Feb. 28 to be about 20% higher than the total \$1.23 a share earned by both the merged firms. Pres. Moses Shapiro said earnings should also increase 20% to around \$80 million from \$66 million. He said the firm expects to maintain a conservative dividend policy in order to save capital for growth. Semiconductors will account for about 35% of the company's volume this fiscal year, he stated.

Dorsett Electronics Labs, Box 862, Norman, Okla. (data-handling equipment, etc.), proposes to offer 50,000 common shares to the public, according to a statement filed with SEC (File 2-17048). Price, terms & underwriters will be specified by an amendment. Proceeds will be used for working capital & reduction of debt. Chmn.-Pres. Loyd G. Dorsett owns 26.3% of the 292,946 shares outstanding.

Texas Instruments sales will set a record this year, according to a company estimate, but the predicted volume has been cut to between \$235 & \$240 million from the earlier prediction of \$240-\$250 million. Last year's volume was \$193.2 million.

Robosonics Inc., 22 W. 48th St., N.Y. has filed with the SEC (File-17046) for the registration of 180,000 common shares to be offered publicly at \$5 a share through Mandell & Kahn Inc. The firm is developing devices in the fields of automatic telephone answering, magnetic & video-tape recording. There are 311,614 shares outstanding, of which Pres. Sidney Ostrager holds 131,500 (42.1%).

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Educational Television

Operation Airborne, the educational stratovision project which is due to get off the ground during mid-winter (Vol. 15:42 p3 et seq.), will have some of its programs provided by educational WCET (Ch. 48) Cincinnati. The station has been contracted by the Midwest Council on Airborne TV Instruction (MCATI) to produce 256 twenty-min. creative art & mathematics lessons on tape and 85 half-hour tapes on biology.

First Armed Forces Educational TV Conference, being held this week, Sept. 26-30 at the Pentagon, makes heavy use of video tape to show how the military uses TV for training. More than 200 representatives of military & civilian ETV organizations were scheduled to attend the conference, sponsored by the chief signal officer and presided over by Dr. Joseph H. Kanner, chief of the Audio-Visual Applications Office.

Technology

Underground TV is used by Washington Gas Light Co. crews to guard against gas leaks in mains under the route of the inaugural parade to the White House next Jan. A TV camera is pulled through the 24-in. mains on a cable to spot cracks which are noted by crewmen watching a screen aboveground. Sealing liquid is then used to plug leaks.

Auxiliary Services

Protest by a CATV system against a uhf translator operator was granted by FCC last week—an unusual twist. Rhinelander TV Cable Co., Rhinelander, Wis., had objected to the grant of 2 new translators to J. R. Karban, who already operates 2 serving the community. The dispute was set for hearing, but the new grants were not rescinded.

Protest against CATV microwave to serve systems in Ft. Pierce, Fla. & other communities has been granted by FCC against Southern Transmission Corp. The protest had been filed by uhf grantee WTVI (Ch. 19) Ft. Pierce. Construction of the microwave will be held up pending a hearing. Comrs. Cross & King dissented.

Citizens of Little Price, Utah are certainly going to be well served with TV: (1) Vetere Motor & TV Inc. has had a CATV system there since 1953. (2) Three unauthorized vhf boosters have been operating for some time; they recently filed applications with FCC under its new rules. (3) Vetere on Aug. 27 filed for 3 uhf translators.

First 29 vhf translator grants were authorized by the FCC last week, as applications filed accelerated. All existing operators are required to ask for STAs by Oct. 31. For new applications, see TV addenda 31-D herewith.

Translator starts: K79AM Manson, Wash. began Aug. 11 repeating KHQ-TV Spokane • K78AQ Seaside, Ore. began in September with KPTV Portland, Ore. • K76BC Walker, Minn. began tests Sept. 8, repeating WDSM-TV Duluth via pickup from K82AF Cass Lake, Minn.

Foreign

British commercial TV audience now numbers slightly more than 10 million homes, a 50-fold increase over the level with which the ITV channels began in the fall of 1955, Britain's TV Audience Measurement Ltd. reported in London. In terms of people, maximum potential audience for commercial British TV shows is 23,700,000. Latest estimate for total annual TV commercial ad spending in Britain: \$224 million annually, up about 30% from 1959.

Britain's first battery portable TV, introduced by Pye, is a transistorized 14-in. model with a price tag of approximately \$280, reports *Wireless and Electrical Trader*. It weighs about 38 pounds, has 26 transistors, 11 germanium diodes, 3 silicon diodes and a thermionic diode. It has a built-in rechargeable "non-acid" battery, also operates on AC and/or 12-volt auto or boat batteries.

European uhf TV allocation table, companion to its vhf, may come out of the next European Broadcasting Region conference in Stockholm in May 1961. The goal of many in Europe is to use uhf & color as an umbrella to bring the jumble of incompatible systems under a new single set of technical standards.

Recife, Brazil, TV station on Ch. 2 has increased its ERP to 110 kw, installing about \$700,000 worth of Marconi equipment. Owned by Empresa Jornal do Comercio S.A., it has a new 18-kw transmitter, seven 4½-in. image-orthicon cameras and a 3-camera remote truck with microwave.

Telecentro de Guadalajara has been opened in Mexico's 2nd biggest city by Telesistema Mexicano. Although Telesistema currently has only one channel in Guadalajara, its studios are big enough to accommodate future stations.

West Germany's licensed TVs had increased to 4,075,536 by the end of first-half 1960; radios, 15,706,000.

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