

# WEEKLY **Television Digest**

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## SUMMARY-INDEX OF WEEK'S NEWS

NOV 7 1960

### **FCC**

**FCC STUDIES RESTRAINTS ON STATION SALES**, considering rule-making vs. transfers of facilities held less than 3 years (pp. 1 & 5). **KWK ST. LOUIS CHARGED** with contest "fraud" as FCC starts revocation proceeding, charging treasure-hunt trickery, misrepresentation of prizes, etc. (p. 2).

**FCC SEEKS STATIONS' FISCAL FINE PRINT**, proposing expansion of Form 324 to elicit greater detail as in pre-1952 practice (p. 3).

**FAA, FCC & TOWERS**—industry comments show TV-radio vs. aviation, as expected. Joint govt.-industry committee is recommended to set up equitable system (p. 4).

**WHITHER FCC PROGRAM HEARING?** FCC ponders whether to proceed with other phases of network program inquiry, pending 6-plus months of litigation with reluctant witnesses (p. 5).

### **Auxiliary Services**

**SO-SO REPORT ON TORONTO PAY-TV** by Canadian research firm says Telemeter shows may have slight popularity edge over free TV, but promoters are far in red (p. 2).

**NCTA GOES OUTSIDE INDUSTRY FOR LEADER**, picking William G. Dalton of Tyrex Industries as first paid pres. He takes over community antenna job Jan. 1 (p. 5). Dept. (p. 14).

### **Stations**

**POLITICIANS VS. BROADCASTERS** featured in campaign-windup Sec. 315 disputes. They run the TV & radio gamut from animated cartoons to ghosted voices (p. 3).

**PREDICTIONS BY HARRIS** underscore threats of action by Congress on "serious problems of public policy" in network regulation & license trafficking (p. 10).

### **Consumer Electronics**

**W. R. G. BAKER**—"Mr. Electronics"—leaves legacy which includes today's TV system among his important contributions (pp. 15 & 17).

**CHALLENGE TO ENGINEERS** to come up with new consumer-electronic products, increase reliability of present ones, is hurled by Motorola's Taylor at technical meet (p. 15).

**CONSUMER ELECTRONICS'** top topics at Radio Fall Meeting: Multi-function tubes, stereo TV & AM, transistor TV (p. 6).

**TV DOWN, RADIO UP** in retail sales for September; 9-month totals show 4.1 million TVs, 6.35 million home radios sold to consumers (p. 17).

**FM STEREO COMMENTS** filed by Crosby & EMI; former urges FCC to let broadcasters choose either stereo or SCA multiplexing (p. 18).

**3RD-QUARTER SAG** in TV-radio industry indicates 1960 may go into books as year in which sales rose & profits fell (p. 19).

### **Programming**

**ELECTION TO BE TV-REPORTED** by the networks with total staffs of nearly 3,000, aided by latest computers & reporting techniques. Local stations join in vast effort (p. 6).

### **Advertising**

**CONGRESS NOT THROUGH YET:** "Good sell & good sense" must be shown by broadcasters & advertisers says Hartenbower (p. 11).

### **Film & Tape**

**SAG-AFTRA MAY STRIKE** against commercials; DGA seeks new contract; AFM signs for wage hike with AMPP (p. 12).

### **Other Departments**

**NETWORKS** (p. 8). **FOREIGN** (p. 9). **PERSONALS** (p. 14). **EDUCATIONAL TV** (p. 14). **TECHNOLOGY** (p. 14).

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**FCC STUDIES RESTRAINTS ON STATION SALES:** Prodded by Congress & itself, FCC is considering sharp restraints on station sales, aiming to prohibit transfers of stations owned less than 3 years—with exceptions to be allowed for death of principals or other significant extenuating circumstances.

Some Commissioners have grouched about quick turnover from time to time, have never done anything about it. Now, however, there seems to be good chance Commission will start rule-making aimed at putting brakes on. House Commerce Committee has been particularly critical of Commission policy, and just last week, Chmn. Harris (D-Ark.) opined that "many radio & TV stations have become speculative properties in the market place, and capital gains rather than public service to the community has become the watchword for some speculators who are broadcasters in name only" (see p. 10). At this reading, at least several Commissioners, perhaps a majority, seem to agree.

If FCC proposes new rules, it's expected to permit sale of stations owned less than 3 years only if: (1) Key owners or managers die or are disabled. (2) Owners don't have enough operating capital. (3) Other significant developments persuade Commission that owners must sell.

FCC has analyzed sales in 1957-59 period, come up with statistics showing what it apparently considers to be too many ownership shifts (for details, see p. 5).

**LICENSE-REVOCAATION PROCEEDINGS AGAINST KWK:** Alleging treasure-hunt program "fraud" against radio KWK St. Louis, FCC started license-revocation proceedings in what could turn out to be a significant case—first important one worked up by its new Complaints & Compliance Div.

Commission said it will hold hearings in St. Louis, starting within 30 days unless good reason for delay is shown. FCC makes 3 charges:

(1) In 2 treasure-hunt contests—June 24-July 18 and July 25-Aug. 15, both this year—KWK didn't hide the prizes (\$1,000 & \$1,500) until late in the game.

(2) In "Bonus Club" contests, winners were to call special number within 60 seconds—but number was busy on regular station business half the time, so winner frequently failed to complete call.

(3) "Bonus Club" prizes—vacation trips & merchandise—weren't as represented.

All this appears to show, FCC said, that KWK was "perpetrating a fraud" on the public and that its license should be revoked.

Commission moved with unusual speed. On grounds that station was "willful" in its derelictions, FCC didn't first ask it to comment on charges or explain alleged "fraud." Also unusual is the setting of St. Louis as hearing locale, thus giving listeners easy opportunity to testify. An FCC examiner will preside.

Station is owned by Milwaukee Bcstg. Co., operator of radio WEMP Milwaukee. Major stockholders: Andrew M. Spheeris, pres., 650 out of 2,775 shares; Hugh K. Boice Jr., vp, 500 shares; John C. Gagliano, treas., 500 shares. Station mgr. is William Jones Jr.

Last revocation proceeding, against radio KIMN Denver (Vol. 16:26 p10) for alleged obscenity, vulgarity, etc., ended with FCC approval of a cease & desist order and no hearing. Chmn. Ford dissented, would have gone ahead with hearing. Speculation in Washington was that Commission decided against prosecuting KIMN because of concern that it would be charged with attempted "censorship" and because of difficulty in proving "obscenity." In St. Louis case, FCC seems to think facts are more nearly black & white—so far. After studying FCC charges, KWK denied wrongdoing, said that hearing would resolve allegations "to the satisfaction of the Commission."

**OUTSIDE REPORT ON TELEMETER: NOT WORKING:** Latest look by outside researchers at Telemeter's close-to-chest pay-TV gamble in Toronto suburb Etobicoke (Vol. 16:38 p4) reveals that coin-in-slot shows may be slightly more popular than free-TV entertainment, but promoters are far from break-even point so far.

Telemeter subscribers average 2.4 hours per night watching pay-TV programs—mostly movies—Toronto's market research firm Elliott-Haynes Ltd. reveals in independent report to be released this week. Strictly comparable estimates of free-TV viewing in other Toronto environs weren't made, but national 7-11 p.m. sets-in-use average in Canada works out to about 2 hours.

Pay-as-you see outlay averages only 80¢ per subscriber per week vs. \$7.50 per subscriber needed monthly by Telemeter to balance its Etobicoke books, Elliott-Haynes estimated. Subscribers who actually watched pay-TV shows in the week surveyed (Oct. 10-16) shelled out average of \$1.22—but more than 1/3 of all subscribers didn't switch to Telemeter at all during the week, thus taking the final average down to the lower 80¢ figure.

"On this basis, pay TV is uneconomical," Elliott-Haynes vp J. Myles Leckie told us. "Telemeter is losing money on this kind of operation." And up until now, he added, Telemeter hasn't come up with an easy, inexpensive, sure-fire method of making coin-box collections. "The collection business seems to be an impossible problem to solve," he said.

Advance copy of report was given to FCC by Toronto firm at request of Broadcast Bureau lawyer Louis Stephens, who wants to put it in record of Hartford Phonevision pay-TV test proceedings (Vol. 16:44 p1). Stephens will meet this week with opposing counsel at hearing—applicant RKO General's W. Theodore Pierson & movie exhibitors' Marcus Cohn—to try to get stipulations accepting it. Deadline for windup filings in Hartford case is Nov. 15.

Sampling of 300 Telemeter subscribers was conducted by Elliott-Haynes in survey of Etobicoke, where 6,000 homes in mile-square area are equipped for pay TV at \$5 installation charge. Incomplete answers to series of questions reduced final sampling to 286.



Researchers found 34.3% watched no pay-TV in week-long stretch, when 8 movies were offered. Among rest of sample, 41.4% caught one show, 10.1% took in 2, only 2.5% paid for as many as 3. And survey turned up one unenthusiastic subscriber who had seen only one pay-TV program since Telemeter box was installed in Feb. Ratings for specific movies in 3-day period included 23.8% for Edna Ferber's "Ice Palace," just 4.8% for Marilyn Monroe in "Let's Make Love."

Subscribers weren't asked if they also watched free TV during polling periods—question which Elliott-Haynes plans to explore in follow-up study. Firm has conducted surveys of Telemeter operations for such clients as CBC, commercial telecasters, advertisers, agencies—but it made Oct. study on own hook.

Note: Details of findings of new Etobicoke survey are covered in 4-page report in Oct. issue of Elliott-Haynes publication "Telerating," available this week for \$5 from firm at 515 Broadview Ave., Toronto 6, Ont.

**FCC SEEKS STATIONS' FISCAL FINE PRINT:** Going back to pre-1952 practice, FCC is proposing to ask stations for more extensive financial data in their annual Form 324s. In a notice of rule-making, FCC asked industry comment by Dec. 9 on proposals which would require:

- (1) More over-all financial information, including non-broadcast investments, income & income taxes.
- (2) Analysis of notes payable, particularly those to former owners.
- (3) A "total cost" estimate, differing from present "original cost" system—to reflect fact that when stations are sold, new owners may reevaluate tangible broadcast property.
- (4) Breakdown of commissions between those paid to agencies & those to reps, segregation of FM income in AM-FM operations, total income from political broadcasting.
- (5) Breakdown (TV) of time sales, according to program sponsorship, announcements, participations.
- (6) More breakdown of expenses. For example, technical expenses would require figures on tubes, power & light, repairs & maintenance. Program expenses would show costs of program rights, remotes, production. General & administrative expenses would include payments for professional services, pension & welfare benefits, rent, taxes, losses on notes & accounts receivable.
- (7) Breakdown of number of employes, by departments.
- (8) Specific payments to owners, officers & directors—and what services they were paid for.

According to Commission, data sought is less voluminous than that required up to 1952 when the current "short form" was adopted.

**POLITICIANS VS. BROADCASTERS:** Performance by TV & radio in 1960 election campaign is one political issue which won't be settled by Nov. 8 election, despite virtually unanimous votes of confidence & thanks to industry for providing unprecedented "Great Debate" by Presidential candidates.

Sticky questions of political fairness on air by stations this year under Communications Act's Sec. 315, from which "Great Debate" series was exempted, will be unfinished business at FCC and on Capitol Hill long after inaugural next January. And it's odds-on bet that, as one result, NAB won't come close to winning its perennial legislative goal—outright repeal of Sec. 315—in 87th Congress.

There've been few complaints from public about TV & radio behavior in campaign. But broadcasters learned once again that no matter what they do in handling touchy election issues & candidates, they can expect to wind up with squawks from politicians that bias is showing & Sec. 315 is violated.

It's taken overtime equal-time work by FCC staffers & Senate "watchdog" investigators (Vol. 16:44 p3) to try to keep up with last-minute beefs by candidates & election managers who say they've uncovered plots by broadcasters to favor other side.

FCC counted 129 separate Sec. 315 protests (most of them involving stations' fairness & treatment of issues) at last week's end, following slow election-year start in Complaints Dept. (Vol. 16:43 p3). Total was higher than in 1956 Presidential campaign.

Fast footwork at FCC seemed to settle most complaints there at staff level, but others will give Commission post-election hangovers. Pile of Sec. 315 reports from stations in offices of Chmn. Yarborough (D-Tex.)

of Senate Commerce Freedom of Communications Subcommittee grew with each mail as Election Day approached. Subcommittee counsel Creekmore Fath told us he had already helped settle "100 complaints more or less" by telephone calls to stations, but that he hadn't had time to count how many reports still were unprocessed.

Dossiers on station reports will spice "watchdog" unit's report, due by next Jan. 31. And Fath said Subcommittee may call hearings late this month or in Dec. for broadcasters involved in some of cases.

Issues raised by complaints included these:

When is a political speech non-political? White House tagged President Eisenhower's Commonwealth Club address in San Francisco Oct. 20 as "non-political." Cal. Democrats said it was blatantly political, demand equal-time on local stations to answer it. FCC ruled equal-time rules didn't apply since President wasn't running for office. But Commission also ruled (in decision which elated staffers because there was no party-line split) that stations must observe other Sec. 315 provisions "for the broadcast of opposing viewpoints of public importance."

Can stations get away with Presidential endorsement? Republicans protested long & loud when radio WMCA N.Y. came out editorially for Democrat John F. Kennedy (Vol. 16:44 p10). GOP National Chmn. Thruston B. Morton demanded equal time. In reply to query from FCC, WMCA said it had offered time to Republican ticket (but got no response), that other Republican spokesmen already had had political innings on station (see p. 7).

Should stations censor political commercials? Republicans called on TV & radio to cancel 5-min. TV film starring Kennedy & retired shipping clerk in discussion of medical aid for aged. "Worse than rigged TV shows," GOP said. Democrats protested Republican spots on West Coast featuring actor, represented as reporter, in discussion of Kennedy's defense-contract plans. "Detestable," Democrats said.

How far can political animated cartoons go? KPIX San Francisco turned down three 60-sec. Republican cartoons featuring Beatnik-type & bucktoothed characters represented as Kennedy enthusiasts. (see p. 11). Other Cal. stations accepted them. "Extremely low level [and] childish viciousness," Democrats cried.

Can unidentified broadcasters speak for candidates? Voice of gen. mgr. Thad Sandstrom of WIBW-TV Topeka was used in re-election commercials for Rep. Avery (R-Kan.), House Commerce Committee member. Avery's Democratic opponent Marshall G. Gardiner said this was "violation of the spirit of Sec. 315." Sandstrom retorted that Gardiner's spots employed voice of newscaster Don Harrison. Sandstrom also volunteered to be recorded voice for Gardiner.

When aren't news shows exempt from Sec. 315? N.J. Assembly Democratic candidate James N. Fazio demanded equal time on WNTA-TV Newark-N.Y. because Republican incumbent Joseph F. Carlino turned up on "Between the Lines" interview-type show. FCC ruled that Congress intended such programs to be free from equal-time requirements so long as they are regularly-scheduled & bona fide.

**FAA, FCC & TOWERS—INDUSTRY COMMENTS:** FAA's effort to take over FCC's tower approval-&-disapproval function (Vol. 16:43 p4) was greeted with the expected reaction as interested groups filed comments in FAA's rule-making proceeding.

Broadcasters were vigorously con, aircraft operators strongly pro—and there were some groups between, which asked for refinements or relaxation of some proposals.

Broadcast industry agreed that FAA doesn't have legal power to usurp FCC's role, that proposed restrictions are much too severe in any case, that present system works well for both TV-radio & aviation.

There was substantial objection from electric power companies, too. They foresaw problems getting approval of towers for high-voltage lines, smokestacks, heliports, etc. Some small airport operators were worried, fearing that tight rules would prohibit use of their facilities. Dept. of the Air Force "strongly endorsed" proposals, while Navy & Army had primarily technical comments.

Virtually all TV-radio groups plumped for a joint govt.-industry committee to work up satisfactory procedures under FCC's wing. Group would include representatives of FCC, FAA, TV-radio and aviation.



Broadcast interest filings included: Assn. of Federal Communications Consulting Engineers, ABC, NBC, WHAS-TV Louisville, MST, Federal Communications Bar Assn., AT&T, Storer, NAB, Special Industrial Radio Service Assn. Aviation groups included: National Aviation Trades Assn., Air Transport Assn., Air Line Pilots Assn., Aircraft Owners & Pilots Assn., National Business Aircraft Assn., Airport Operators Council.

FAA will now study comments—including FCC's opinion that it must retain authority—then come up with decision.

**NCTA GOES OUTSIDE INDUSTRY FOR LEADER:** First paid pres. of National Community TV Assn. (at salary said to run about \$50,000) will be man who has had no previous connection with broadcasting industry—but who's had long experience in trade organizations.

He's William G. Dalton, 51, pres. of N.Y.'s Tyrex Industries Inc. and National Rayon Institute, who'll come to Washington to take over new NCTA job Jan. 1. His selection from among dozen prospects (Vol. 16: 39 p1) was confirmed last week by NCTA sources.

Dalton is familiar with Washington scene from World War II days, when he worked there for National Assn. of Manufacturers. Prior to joining Tyrex in 1958, he was pres. of American Society of Assn. Executives. He also has been leader in National Association of Refrigerated Warehouses and American Warehousemen's Association.

## The FCC

### More about

**STATION SALES BRAKES:** Analyzing recent station sales trends (see p. 1), FCC came up with these figures:

- (1) Sales averaged 555 yearly during 1957-59.
- (2) In 1958, AMs constituted 83%, FMs 9%, TVs 8%. In one out of 10 cases, more than one station was involved.
- (3) In 47% of the time, the seller had owned his properties more than 3 years; in 35%, 1-to-3 years; in 11%, 6-to-12 months; in 7%, less than 6 months.
- (4) All-cash purchases were involved in 35% of the cases; no cash in 4%. In 42%, less than 30% of the price was in cash.
- (5) In the Jan. 1-Oct. 1, 1960 period, the FCC acted on sales of 287 AMs, 45 FMs, 23 TVs; 75 of these were all-cash, the balance involving installments. In 67 cases, station had been owned less than a year, 129 less than 3.

Parley on payola rules under the new Harris-Pastore Act was conducted Nov. 4 at FCC by Broadcast Bureau chief Harold G. Cowgill for representatives of NAB & networks, but they won no commitments on Commission interpretations of the law. FCC similarly gave no promises to TV film producers who discussed plugola problems at an earlier Commission-industry conference (Vol. 16:44 p8). NAB-network spokesmen threw out these suggestions for FCC to think about: (1) Payola-plugola bans shouldn't apply to material recorded prior to Sept. 13, effective date of the new law. (2) Pending Commission formulation of definitive rules, broadcasters shouldn't be in peril if they follow a 27-example list of prohibited & permissible practices prepared by the House Commerce Committee. (3) FCC should conduct general rule-making proceedings—and NAB & networks will be ready within 3 weeks to submit detailed recommendations for them. (4) In any event, FCC should get set to make expeditious rulings on payola questions as they arise—much as Commission does now in Sec. 315 equal-time cases.

CP's granted: Ch. 13, Twin Falls, Ida., to Sam H. Bennion • Ch. 27, Portsmouth, Va. to the Christian Bcstg. Network • Ch. 15, Poplar Bluff, Mo., to Turner-Farrar.

**WHITHER FCC PROGRAM HEARING?** It's expected FCC will back up its examiner James Cunningham in his ruling that MCA and the "plug merchants" should be forced to testify in its network program investigation. They had refused to take the stand in the recently completed Hollywood film hearings.

Thereafter, it can be anticipated the courts will get it—probably a federal district court in Los Angeles or Washington, then the Court of Appeals. And, if there's a Constitutional question, as MCA, *et al.* assert there is, the U.S. Supreme Court will be asked to look at it. So—windup of the phase will probably run 6 months or more.

Last week, an appeal from Cunningham's ruling, similar to that filed by MCA, was submitted to the Commission by Dick Fishell & Associates, through Beverly Hills attorney Oliver B. Schwab. They allege that: (1) They've been denied "effective representation of counsel." (2) The proceeding is outside the scope of the network study authorized by FCC. (3) They'd be required to divulge confidential business information which wouldn't be kept confidential. (4) The subpoenas were vague & ambiguous.

A big FCC problem is whether to go ahead with other phases of its network-programming inquiry, pending resolution of the reluctant-witness problem. Chances are that it will proceed—reluctantly. The major job ahead is to get testimony of network executives, receiving their explanations & comments on all aspects of the "program-selection process" now on the record. Another possible source of testimony is the advertisers themselves.

U.S.-Mexican TV allocations discussions in Mexico City (Vol. 16:43 p2) produced excellent results, with a "high degree of cooperation" from the Mexicans, according to FCC Comr. Rosel Hyde, who headed the U.S. contingent. He reports that approximately "3 dozen" more vhf assignments were agreed upon—about half for each nation—in the strip 250 miles on each side of the border. All of them comply with existing separation standards, he said, so no problems of final agreement are anticipated. FCC must approve the assignments, then the State Dept. will be asked to negotiate an exchange of notes ratifying the agreement.



FCC's Boston Ch. 5 *ex parte* decision against WHDH-TV (Vol. 16:29 p1) still stands, the Commission stated last week, in denying the station's petition for a rehearing. The Commission said that WHDH-TV's pleading offered nothing to change its "evaluation of the direct & circumstantial evidence" of wrongdoing on the part of WHDH-TV principals. FCC also said it found no merit in the petition's claims of improprieties by its opponents. Comr. Lee dissented, stating that the Commission should have waited for final clarification of the case by the Court of Appeals. The Court had set aside the FCC's decision, rebuking it for not maintaining the status quo ordered by the Court (Vol. 16:42 p13). One party is dropping out of the case: Du Mont Labs' parent Fairchild Camera & Instrument Corp. is informing the Commission that it's not interested in participating further. The Commission, in a footnote, rapped WHDH-TV for its tactics. "We are not impressed nor do we condone," it said, "that portion of the WHDH reply to oppositions which intimates that the Commission's general counsel suppressed evidence which would have cast discredit on Du Mont, Greater Boston & Massachusetts Bay. The pleading relies entirely on innuendo, and is devoid of specific allegations as to what facts were suppressed. We do not believe that the tactic of insinuation, without quite accusing opposing counsel of such unethical & improper conduct, is calculated to inspire confidence in the balance of petitioner's pleading."

New England uhf channel shifts have been finalized by FCC to permit the addition of commercial Ch. 26 in Hanover, N.H. The efforts of WATR-TV (Ch. 53) Waterbury, Conn. to shift to Ch. 20 must await the outcome of a show-cause order which would require ETV grantee WEDH (Ch. 24) Hartford to find a site at least 20 miles from WATR-TV's proposed site.

Uhf translators granted: Ch. 78, Santa Rosa, N.M., to Santa Rosa Chamber of Commerce • Ch. 77, Palm Springs, Cal., to Palm Springs Translator Station Inc. • Ch. 72, Trancas, Cal., to Translator Systems • Ch. 80, Pagosa Springs, Colo., to Pagosa Springs TV Assn.

Grant of KFDM-TV (Ch. 6) Beaumont, Tex. was reaffirmed by FCC in a "second supplemental decision" following a further hearing ordered by the Court of Appeals last year. The Enterprise Co. was denied. In last week's decision, Comrs. Ford, Cross & King didn't participate, and Bartley dissented.

License renewal of WXXE-TV (Ch. 8) Richmond-Petersburg has been contested by South Side Va. Telecasting Corp., which petitioned FCC for reopening of the station's hearing record. South Side said it wanted to show evidence of *ex parte* influence in the grant.

Miami Ch. 10 "influence" decision remained unchanged last week as FCC turned down a petition by North Dade Video Inc., which had asked for rehearing, reconsideration & oral argument. Comr. Lee dissented, while Comrs. Craven & King didn't participate.

Ch. 10 Albany should remain in the hands of WTEN, FCC indicated last week by instructing its staff to draft a decision denying the petition for reconsideration that had been filed by opponent Veterans Bcstg. Co.

Station sales approved by FCC: KPAR-TV (Ch. 12) Sweetwater, Tex., to Texas Key Bcstrs. Inc. for a 10-year lease at \$799,440 (Vol. 16:42 p11). KBLR-TV (Ch. 10) Goodland, Kan., to the Standard Electronics div. of Reeves Instrument which assumed some \$200,000 in liabilities.

## Programming

**THE ELECTION—BIGGER, EARLIER, FASTER:** That's the 3-network promise to viewers this year on what may well prove to be the season's biggest TV attraction. By several standards, election coverage will set records:

**Sales:** CBS and NBC have achieved a sell-out position on their election reporting. CBS's coverage has, for months, been sold to Westinghouse. NBC's coverage is multi-sponsored: Cowles magazines, Brown & Williamson, Field Enterprises, B. F. Goodrich, Thos. J. Lipton div. of Lever Bros., Sandura, and Remington-Rand shavers. ABC's coverage was, late last week, only partly-sold (to Continental Oil and Union Carbide for participations.) But, with a plethora of preemptions & stepped-up costs for fancy production, it was doubtful that election coverage would be an in-the-black operation for any network.

**Speedy predictions:** Networks will be making computer-derived guesses on the election outcome almost as soon as there's any kind of voting sample. ABC stated flatly last week that "the next President of the U.S. will be named" by John Daly, with a helping hand from Univac, in his 6-6:15 p.m. newscast. (In 1952, Univac called the turn for Eisenhower within 4 electoral votes 2 hours before the polls closed. ABC thought Univac had flipped its electronic lid, learned later it was right on target). CBS, which is using an IBM 7090, will probably launch a prediction into orbit as soon as 1% of the nation's total votes have registered—possibly between 6:30-7:30 p.m. NBC, using an RCA 501, expects to name the new chief executive when 5% of the vote from "any 10 states" has been fed to the computer.

**Manpower & facilities:** A record crop of commentators, technicians, tabulators, etc. will be assembled by the networks to work on the election shows. At latest count, the 3-network figure stands at nearly 3,000. Each network has set up elaborate studio preparations, prepared to dazzle viewers with everything from the latest in electronic computers (Vol. 16:43 p13) to giant state-by-state panoramic electronic boards. Each will use its biggest studio, with ABC utilizing its TV-1 at West 66th St. N.Y. hq, CBS using studio 65 on West 26th St., and NBC employing giant 8-H in the RCA Bldg.

**Export coverage:** With worldwide attention centered on the election, there'll be considerable cooperation between U.S. & foreign networks. Canada's CBC will have its own staff in NBC's 8-H studio, and will start its first transmissions at 9 p.m. BBC-TV plans to open its London transmitters at 6:30 a.m. Nov. 9 with a full report on the previous night's election. NBC will feed a 2-min. segment of newsfilm of the winning candidate to London via the trans-Atlantic cable system so that British viewers may have a look at the new U.S. President as they breakfast on their kippers & tea.

\* \* \*

Station-group election coverage will be provided to audiences of the 11 TV-radio outlets of Westinghouse Bcstg. Co. by means of an elaborate direct-line telephone system. Although WBC's 5 TV stations are all network affiliates (and will thus receive various network coverage service), WBC has moved its Washington news bureau temporarily to city-owned radio outlet WNYC N.Y. where bureau news chief James L. Snyder will coordinate reports of voting trends in N.Y. state. Other area reports will be bolstered by correspondents from non-WBC markets and "immediate international reactions" from WBC correspon-



dents in London, Paris, Rome, Stockholm and Bonn. WBC has even stationed a direct-wire correspondent at Kennedy hq in Hyannisport, Mass.

\* \* \*

Independent stations are planning, for the most part, to stick to their basic program patterns (syndicated telefilms, off-network reruns, movies, local shows) on election night, sandwiching election results in capsule form between entertainment segments. The plans of the 4 N.Y. non-network channels are typical: WNEW-TV will alternate 30-min. rerun episodes from the *Award Theater* package with 10-min. news segments reporting the national & state races, starting at 8 p.m. WNTA-TV plans a "double exposure" technique, whereby a minimum of 16 election capsules prepared by a news staff headed by Mike Wallace will be televised during program intermissions, and bulletins will be flashed on the lower third of TV screens during regular programs. WOR-TV will feature 1-min. election bulletins every half-hour, starting at 7:30 p.m. in its regular shows, with longer news segments after 10:30 p.m. and a midnight-2 a.m. complete analysis of the election. WPIX, which has sold its election package to Florsheim Shoe Co., will begin its coverage at 7:30 p.m. with a 5-min. summary fed from the editorial room of the *N.Y. Daily News*, and will have 5-min. roundups after each half-hour of regularly scheduled programs thereafter, with continuous coverage beginning at 11 p.m.

\* \* \*

Largest communications hookup in Election Day history will speed TV-radio-newspaper news & picture coverage. AT&T is providing 10,000 miles of additional TV cable—for a total of 94,500 miles to permit telecasts to 317 U.S. cities. AT&T also is furnishing 100,000 miles of additional teletype circuits to service the nation's 3,500 TV & radio stations and 1,750 newspapers.

\* \* \*

Stations will use computers to speed local-level election coverage. Examples: WOOD-TV Grand Rapids, Mich. has installed an IBM Rmac; state & local tallies will be aired at intervals during the evening. KING-TV Seattle, Wash. will also use a Rmac to supplement NBC-TV coverage, and 5-min. reports will be aired throughout the evening.

\* \* \*

Local electronic "brain" will be pressed into service by WISN-TV & WISN Milwaukee to give their audiences early predictions on the outcome of Wisconsin as well as national races. TV-radio teams will report direct from the computer lab of A-C Spark Plug's nearby Oak Creek plant. The computer has been fed with an estimated quarter-million bits of Wisconsin political data dating back to 1848.

\* \* \*

Sizable local task forces of newsmen will be used in a number of cases. WCCO-TV Minneapolis-St. Paul will have its own team of more than 150 reporters handling comments, predictions, victory statements and general information about local races. WGN-TV Chicago boasts a news force of more than 200, who will feed information from the City News Bureau, Republican & Democratic hqs and various election districts in the state.

\* \* \*

Voice of America will use 46 domestic & overseas transmitters—marshalling power equivalent to 60 top U.S. radio stations—to broadcast continuous coverage of election returns here around the globe.

**3 Surveys re the 4 Debates:** "It may be that the series of 4 televised debates has been a decisive factor in the 1960 campaign," said George Gallup last week in announcing that voter support for Kennedy & Nixon (50-50 in early October) had shifted to 53-47 since the debates. "Gallup Poll evidence," he added, "is that an estimated 85 million adults watched at least one of the 4 debates."

Two other survey houses had footnotes to add to the historic debates last week. A. C. Nielsen reported that a socio-economic breakdown of the audience for the initial (Sept. 26) Nixon-Kennedy debate showed "a larger proportion of smaller, older and higher-income families present than is typical." Details: 62% of the 1-or-2-member TV-owning families were tuned, as compared with 58% of families with 3-or-more members. Over 65% of the TV-owning families with a total income of \$8,000-and-over were present in the debate audience, and only 53% of the TV families earning less than \$5,000 were viewing.

And Sindlinger & Co. found that the percentage of home viewers increased markedly with each of the 4 debates—from 82.4% of total audience for debate No. 1 through 89.7% (2) & 96.5% (3) to 97% for No. 4. Conversely, out-of-home viewers declined from 17.6% to 3% over the span of 4 debates. Radio experienced a reverse trend: Its home audience declined from 50.6% of total listeners to 45% by debate No. 4. Home listeners were in the razor-thin majority for No. 1 (50.6%) & 2 (51.2%), in the minority for 3 (49.1%) & 4 (45%).

\* \* \*

"Great Debate" in 1964 will be welcomed by John F. Kennedy if he is President and runs for the office again, the Democratic candidate said last week. Kennedy told reporters in Philadelphia that a repeat of the 1960 series would be a good idea, and that, especially for a Democrat, the joint TV appearances are the best political format for getting ideas across to voters. Neither Kennedy nor Vice-President Richard M. Nixon responded directly to telegrams from the Radio-TV News Directors Assn. asking for advance commitments for 1964 debates, however.

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**WMCA's Equal-Time Hassle:** A flurry of telegrams—from Republican leaders to FCC—and back to WMCA N.Y.—followed that station's official radio endorsement of Kennedy Oct. 26-27 (Vol. 16:44 p10):

Republican State Committee Chmn. Judson Morehouse & campaign mgr. Lyle W. Hornbeck to FCC: "We demand a statement on behalf of Nixon in reply to the partisan electioneering statement made by Nathan Straus under the guise of an editorial."

FCC to WMCA: "We would like your comments with respect to the complaints [as quoted in the FCC wire] by return telegram."

Sounding extremely puzzled, WMCA explained in a 4-page telegram that it had sent a letter to Nixon prior to the broadcast stating: "We would like to place the facilities of WMCA at your disposal at any time which would be convenient for you for commentary or reaction which you or Ambassador Lodge might have." Neither candidate "in any way, shape or form" responded to the invitation. WMCA also pointed out that Attorney-Gen. Louis Lefkowitz & Gov. Nelson Rockefeller were heard on the *Barry Gray Show* the night of the first editorial; "they had 90 minutes in which to respond to & comment upon our 10-min. endorsement. . . . We believe that we have gone to great lengths to provide fair & balanced treatment . . . We have exceeded all requirements in serving the public interest."



TV penetrates 73% of all farm homes, radio 98%, notes Oct. 31 *Sponsor* in its 9th annual farm report. Other findings: 165 TV stations & 1,472 radios broadcast farm news & information keyed specifically to the farmer • Gross income for farmers in 1959 totaled \$46.3 billion, the projected average for the next 5 years is \$50 billion annually • There are 4 million farms today vs. 6.5 million at the end of World War I. • Although the number of farms is dwindling, the increase in farm size & value has contributed to "a greater penetration of equipment ownership" and is attracting more advertisers for general products.

Evaluation of mass media is a proper responsibility of schools & teachers, to "help students to distinguish & discriminate among the aspects of our culture being created today" by TV, radio, motion pictures, newspapers and magazines, MPAA Pres. Eric Johnston told the Wis. Education Assn. last week. Describing mass media as an "inescapable & omnipresent" educational force, Johnston declared: "Let the student understand that there is educational value to be found in the mass media. Help him to find it. Help him to select it. Help him to distinguish it from what is meretricious & of little value. Help him to develop good standards of judgment & a keener sense of appreciation of quality."

"The Iceman Cometh," Eugene O'Neill's marathon-length, earthy drama, will make its appearance in NTA's *Play of the Week* series starting Nov. 14. Taped last summer, "Iceman" will be shown as two 120-min. segments, and will be seen at a later-than-usual time period (10:30 p.m. Mon.-Sat.; 10 p.m. Sun.) because of "the mature qualities of the production." The cast will be headed by Jason Robards Jr., whose handling of the show's lead in an off-Broadway production gained him stardom. NTA plans "eventually" to distribute a high-quality kinescope version of the show as a 4-hour art-theater feature film.

WBKB Chicago & BBC are jointly producing a filmed documentary on the Windy City which the ABC outlet & British network will premiere in early-1961 telecasts. Thereafter it will be distributed for exhibition via TV, theaters and schools in the U.S. & Europe. The 60-min. Chicago "portrait" will utilize the combined technical & staff resources of both WBKB & BBC, will be produced & directed by BBC's producer-dir. Denis Mitchell.

Documentary on migratory labor has been produced by Crown Stations (KING-TV Seattle, KGW-TV Portland, Ore., KREM-TV Spokane) as the 5th in a series of specials started in June 1959. Six months in the making, the 60-min. film, "Bitter Harvest," explores problems on migrant farm-labor families in the Pacific northwest. It has been previewed by govt. officials at a Washington showing under auspices of the President's Committee on Migratory Labor and by a San Francisco convention of state health officials.

The National Assn. of Social Workers has commended ABC-TV's daytime series portraying group psychotherapy, *Road to Reality* (Mon.-Fri. 2:30-3 p.m.), for helping the public to understand methods of healing the emotionally ill. The Assn. of Medical Group Psychoanalysts also endorsed the show.

TIO's newest full-page magazine ad features photos of Shakespeare, Alexandre Dumas and Winston Churchill under the headline of "Three Scriptwriters for November." The campaign—to acquaint intellectuals and community leaders with a side of TV they frequently seem ignorant of—is appearing in *Atlantic*, *Harper's*, *The Reporter*, *Saturday Review* and *Harvard Business Review*.

## Networks

**Guterma's Chickens:** Ex-MBS Pres. Alexander L. Guterma was sentenced to 8 months to 2 years in jail and fined \$10,000 last week, on charges that he failed to register as a foreign agent when he made a \$750,000 deal to use the radio network for Dominican propaganda. In Washington's U.S. District Court, Judge Joseph R. Jackson ordered him to serve the prison term after he completes the nearly-5-year term he is now serving in Atlanta Federal Penitentiary for conspiring to conceal SEC-required facts about F. L. Jacobs Co., which he also headed.

Guterma first pleaded no-defense to charges in the Dominican propaganda case, then tried to switch his plea to not guilty (Vol. 16:30 p9). His former MBS colleague Hal Roach Jr. was fined \$500 after he pleaded no-defense in the foreign-registration case (Vol. 16:26 p12).

Woes for Guterma piled up last week. He had no sooner been sentenced in Washington than a N.Y. federal grand jury returned a new indictment against him. Guterma & 5 other men were accused of using the mails for illegal sales of United Dye & Chemical Corp. stock.

Five major product categories increased network gross time billings in the first 8 months of 1960, against the like period a year ago, TvB reported last week. Marked increases were shown in the following: household furnishings increased 69.6% (\$3,942,596 vs. \$2,324,634) • apparel, footwear & accessories up 54.5% (\$5,061,612 vs. \$3,275,739) • insurance up 38.5% (\$9,139,035 vs. \$6,600,546) • beers & wines showed a 33% rise (\$5,294,125 vs. \$3,980,557) • candy & soft drinks up 31.3% (\$9,816,699 vs. \$7,476,990).

### NETWORK SALES ACTIVITY

#### ABC-TV

The Untouchables, Thu. 9:30-10:30 p.m., part. eff. Dec. *Elgin Watch* (J. Walter Thompson)

American Bandstand, Mon.-Fri. 4:30-5 p.m., part. eff. Jan. *Warner-Lambert* (Lambert & Feasley)

#### CBS-TV

Thanksgiving Parade Jubilee, Thu. Nov. 24, 10-11:30 A.M., full sponsorship.

*Campbell Soup* (Needham, Louis & Brorby)

New York Philharmonic West Berlin concert, Thu. Nov. 24, 5-6 p.m., full sponsorship.

*Ford* (Kenyon & Eckhardt)

New York Philharmonic specials, Sun. Jan. 22 & Feb. 26, 4-5:30 p.m., full sponsorship.

*Ford* (Kenyon & Eckhardt)

The Influential Americans, Sun. Nov. 13, 9-10 p.m., onetime special, full-sponsorship.

*General Electric* (Young & Rubicam)

What's My Line?, Sun. 10:30-11 p.m., alt. week sponsorship eff. Dec. 25.

*Allstate Insurance* (Leo Burnett)

#### NBC-TV

Election Night coverage, Tue. Nov. 8, 7:30 p.m.-end, part.

*Brown & Williamson Tobacco* (Ted Bates)

*Field Enterprises* (Keyes, Madden & Jones)

*B. F. Goodrich* (BBDO)

*Thomas J. Lipton* (SSC&B)

*Sandura* (Hicks & Greist)

*Remington Rand electric shaver* (Y&R)

The Deputy, Sat. 9-9:30 p.m., part. eff. Jan. 7.

*Bristol-Myers* (Young & Rubicam)



**BURGEONING BBC:** Britain's BBC-TV is now giving commercially-sponsored ITA a good run for the money, and currently attracts "about 40% of the regular audience as against 60% for ITA." So we are informed by Ronald Waldman, who heads BBC's international sales & program purchasing operations. In N.Y. last week, Waldman told us that what makes BBC particularly happy is that its scorecard looks even better after examination of the composition of its "peak time" (7-10:30 p.m. there) programming.

"Since 1955, BBC-TV has programmed exactly 33.4% of its peak time with what you'd consider public-affairs programming. This excludes all drama, even Shakespeare. By comparison, the ITA has programmed public-affairs shows in about 9% of its peak time," said Waldman. "We're making audiences look more & more to serious programming for their entertainment."

Waldman feels BBC's export-program position in the U.S. market will improve. For one thing, U.S. audiences, he believes, will become more conditioned to prime-time programming that deals with world problems (such as the *Winston Churchill Memoirs* series due on ABC-TV, which is now being filmed in an active co-production deal with BBC). For another, Waldman believes U.S. networks have created "an electronic program gap" by placing 80% of their nighttime programming this fall in the hands of outside film producers, and audiences will tire of such fare.

Waldman's biggest electronic gap-filler at the moment is the purely-entertainment *Maigret* series (Vol. 16:44 p13), a 60-min. adult-appeal detective show.

#### BBC's Technical Breakthroughs

BBC is quite aware that the basis of the international program market is film, partly because of its flexibility in production, but mostly because it has become standard throughout the world. To solve the problem of "producing electronically for a worldwide film market," BBC turned to what Waldman calls "our boffins" (i.e., scientific development team). Two major breakthroughs were achieved in a matter of months: (1) BBC can now shoot tapes on British standards (405 lines, 50 cycles) and tape-convert electronically to U.S. (525 lines, 60 cycles) and other TV standards. (2) High-quality 16-mm & 35-mm kinescopes that are "at least 30% better than the best we had before" can be produced by BBC from its own tapes. "Now," Waldman claimed, "we can service our programs to 100% of the world TV market."

In addition to co-production deals with NTA and NBC's CNP for 30-min. series, BBC is also mapping a 30-min. adventure series, *Zero One*, as an international co-productions with MGM (which owns a studio in Britain).

Waldman makes a strong point of the fact that BBC, although it does not accept commercial sponsorship and exists primarily on set-license revenues (over \$87 million annually), is not a broadcasting branch of the British govt. "If anything, we are a sort of pay-TV system. We are completely objective & extremely independent politically. Our revenues & profits are plowed back into operations & programming, and we are not dependent upon direct govt. support," Waldman said. "In our program export operations, we are out to be 'commercial' in the sense of making money, not out to propagandize. Our overseas TV program sales were up 120% in the first quarter of 1960 as compared with the same period the year before. We've sold this year about 550 program episodes in 28 countries. Next year we hope to do even better."

Networks may have to pay rent for parade-route stands used for TV coverage of the Presidential inaugural next Jan. 20. A local bipartisan pre-inaugural arrangements committee in Washington has recommended that CBS, NBC and ABC be assessed \$10,000 apiece for the special facilities, which will cost \$40,000 to construct. The money would be refunded if inauguration income from tickets, etc., should exceed expenses. But the networks are expected to protest the proposal, arguing that one news medium shouldn't be charged for facilities if others aren't. And CBS's Lewis W. Schollenberger, speaking for radio & TV correspondents' galleries at the Capitol, said that in 1957 TV crews in the stands took up less room than other newsmen, newsreel & still photographers and spectators. The extra revenue-raising gimmick was one of several suggested in the committee's report for the inaugural general chairman, who'll be named by the next President. In 1957 there was a \$166,372 inaugural deficit.

Texaco "custom-made network" of 108 radio outlets, including both network affiliates & independent stations, will carry the Metropolitan Opera live, starting Dec. 3. The series, with which Texaco has been identified for the past 20 years, will contain the usual intermission features, and will be narrated by Milton Cross. Explained G. H. Johnston, packager of the series: "The tendency on the part of many network-affiliated stations to broadcast the programs on a delayed basis, oftentimes inconvenient to listeners, gave rise to the formation of the new hookup."

Outside-U.S. network sale was scored by ABC-TV last week as the first major deal between a U.S. advertiser & the Central American TV network, which ABC represents and in which it has an interest. Sponsor: Nestlé ("Nido" powdered milk and "Maggi" dehydrated soups). Program: A Spanish-dubbed, 26-week cycle of *Panic*, first half of a 52-week order. CATVN includes outlets in Guatemala, El Salvador, Costa Rica, Honduras and Nicaragua.

## Foreign

Mexican commercial standards are enough to turn a U.S. adman's hair gray. Fuller & Smith & Ross vp Norval LaVene, back in his Los Angeles office last week after a series of conferences with FSR's Mexico City affiliate agencies, Sur Publicidad and Robert Otto Co., gave some details. In the interior of Mexico, he reported, radio stations sometimes run as many as 7 commercials back-to-back, and "it's perfectly all right for ads for 2 competitive soft drinks to run in sequence." In small villages, he also reported, 4 or 5 families band together to purchase a TV set, then charge admission to still more families to watch it. Viewers-per-set thus reach "startling" totals, he said.

Italian version of U.S. debates is making a hit with both viewers & politicians. In previous Italian elections, TV was denied to all parties as a campaign outlet. Inasmuch as the only TV network in Italy is govt. controlled and is considered partial to govt. statements, opposition politicians have claimed that the ban was unfair. The new 30-min. program, *Tribuna Elettorale*, is patterned after *Meet the Press* and offers the first equal-time opportunity for TV political debating in Italy's history.

Sweden will have a million TV sets by year's end, the Swedish-American News Exchange predicts. This compares with 100,000 at the beginning of 1958 and 864,000 at mid-year 1960. About one-third of sets sold in Sweden are domestically made, the majority of the remainder coming from Netherlands & West Germany.



## Stations

**Predictions by Harris:** Regulation of networks, and curbs on trafficking in TV & radio licenses will be top items on the investigative agenda of the upcoming 87th Congress, House Commerce Committee Chmn. Harris (D-Ark.) warned again last week.

Elaborating on broadcasting issues that he cited in a filmed talk to NAB's fall conferences (Vol. 16:42 p9)—and in an earlier speech to the Ark. Bcstrs. Assn. (Vol. 16:33 p3)—Harris said domination by networks of programming, and quick-profit station sales are "serious problems."

Harris stressed these points in a Nashville speech at the 9th annual country music festival celebrating the 35th anniversary of *Grand Old Opry*, which originates there at WSM-TV & WSM:

"Today, we are faced with the fact that when it comes to TV, network programming rather than local programming is the order of the day. In TV, network affiliation is the important thing which is prized highly and, if necessary, fought over in the courts . . .

"Further, we must face the fact that many radio & TV stations have become speculative properties in the market place, and capital gains rather than public service to the community has become the watchword for some speculators who are broadcasters in name only.

"Under these circumstances, Congress will have to re-examine some of the premises on which our American system of broadcasting is based.

"Congress must ask & answer such questions as: What happens to the opportunity for local self-expression on radio & TV stations? What happens to the need for developing & using local talent in radio & TV programming? What happens to programs designed to serve minority groups & special tastes?

"Congress will have to determine whether the networks shall be held accountable as co-trustees, together with individual broadcast licensees, in serving the public interest. Congress will further have to decide what limitations should be placed on the transferability of station licenses."

Harris had nothing but praise for *Grand Old Opry*, "one of the oldest—if not the oldest—uninterrupted commercial radio programs." He pointed out that the show "is one of the few regularly scheduled programs broadcast by a network [NBC], which does not originate either in N.Y. or Hollywood." He added that he was aware that "some broadcasters have been outstanding in rendering service to their communities, and I am happy that WSM is prominent among them."

Sale of KGUN-TV (Ch. 9) Tucson to owners of WEHT (Ch. 50) Evansville, Ind. for \$1.9 million by H. U. Garrett, Tom E. & Tolbert Foster and associates, has been confirmed by broker R. C. Crisler, who arranged the deal. Crisler also was broker when Cowles interests sold WHTN-TV (Ch. 13) Huntington, W.Va. for \$2 million to Reeves Bestg. & Development Corp. (Vol. 16:43 p11).

Sales of radio WBNX N.Y. and WFAB South Miami, Fla. to companies headed by Richard Eaton have been approved by FCC on the condition that he disposes of other radio properties to keep within the limit of 7. The price for WBNX was \$680,000 plus \$60,000 for not competing within 50 miles for 3 years; for WFAB, \$70,000.

Upcoming KIFI-TV (Ch. 8) Idaho Falls, Ida., with a January target, has signed for NBC-TV affiliation.

**Too Many Cookes at KRLA?** Canadian broadcaster Jack Cooke's involvement in KRLA Pasadena, which is owned by his brother, Don, was probed last week by FCC, at a Los Angeles hearing for renewal of license (Vol. 16:44 p11). While Jack Cooke conceded that Broadcast Equipment Corp., which he owns, loaned \$553,000 to his brother to help him buy the station (previously KXLA) for \$879,000, he pointed out that this arrangement had been approved by FCC when it approved the transfer of ownership to Don Cooke May 1, 1959.

The law forbids ownership or control of a U.S. station, by non-citizens. Jack Cooke, however, does own the physical assets of the station, for which he receives \$90,000 a year rent from his brother. This arrangement too, had been approved by FCC.

Under questioning, the Canadian admitted that when the station had financial troubles last year, he loaned his brother \$50,000; he has been involved in programming matters, serving for a time as program dir., and also as salesman. He has also helped Donald with budgetary matters, principally on balance sheets, he said.

Jack Cooke testified that a special bill, adopted at the last session of Congress, enabled him to file application for citizenship without the usual waiting period. The bill was introduced by Rep. Walter (D-Pa.) and signed by the President Sept. 14. He added that he was always looking for U.S. businesses, with a particular eye for electronic & plastics companies and publications. He estimated his net worth at between \$15 & 20 million. Owner of CKEY Toronto, several Canadian publications, a plastics company, Strand Records and an interest in the Continental Baseball League, he was an unsuccessful bidder for the Detroit Tigers, Philadelphia Athletics (before they moved to Kansas City), Bourne Music Publishing Co., newspapers in Elizabeth N.J. and Beaumont, Tex.

FCC also quizzed both brothers on whether there was intent to deceive the public in an on-the-air disc jockey contest, and on the accuracy of its logs for Oct. 18-24. Chief hearing examiner James D. Cunningham is presiding at the hearing, which continues this week.

TV families spend \$2.40 weekly—just to watch free TV in the fall-winter season. That's the figure we get when we measure the per-hour estimated operating costs of home receivers against the Nielsen-calculated amount of TV viewing done weekly by the average U.S. TV home. In a recent study for Kimble Glass Co., a subsidiary of Owens-Illinois (whose link to TV is through picture-tube envelopes), the operating costs of TV were figured thus: Based on average set-life, a TV receiver costs an average of \$29.89 per year. Repairs, figuring a high average, come to \$40.36 annually. Average TV electrical consumption is \$8.16 annually. As a portion of comprehensive home insurance, a TV set costs about 73¢ each year. House-to-house moving averages about \$2 a year. These expenses all add up to an annual cost of \$81.14, which, divided by the average number of annual hours of use, gives us a cost-per-hour of 6.2¢. This hourly cost, multiplied by A. C. Nielsen's in-season (fall-winter) level of 40 hours of household TV viewing weekly, provides a weekly cost to the set-owner of \$2.40.

FTC payola complaints against these record firms have been settled by agreements on cease-&-desist consent orders: Scepter Music Inc., 1650 Broadway, N.Y. • Old Town Record Corp., 1697 Broadway, N.Y. • B&H Distributing Co., 3959 Woodward Ave., Detroit.



A trio of Republican TV commercials, timed for the last week of the campaign, were rejected by KPIX San Francisco because of content. KRON-TV San Francisco gen. mgr. Harold See approved one of the 60-sec. messages, refused the other 2. The spots are showing in nearly 24 Northern Cal. outlets, from Fresno to Eureka, in a \$35,000 drive, handled by the Whitaker & Baxter agency. Democrats termed the spots (designed by Imagination Inc. of San Francisco) as "low-level campaigning." One featured a "Mr. Beatnik," who said in part: "Why man, I dig that cradle-to-the-grave security bit. Nothing to do but stay in your pad and listen to that ring-a-ding jazz all day while Uncle Whiskers pays for the rent & the wine." Another, called "Smilin' Jack," showed a bucktoothed character dragging in saddle bags of money, and saying, with a Back Bay inflection, that the New Frontier is "where none of you little people will have to worry about how to spend your money, 'cause the govt. will spend it for you . . . You've all been living too high off the hog . . . You've been starving your poor old government . . . It's time to tighten belts & pay higher taxes to us superior people who'll be running that New Frontier. After all, if there's one thing I know about, it's how to spend money."

**Upcoming facility changes:** WSPA-TV (Ch. 7) & WSPA Spartanburg, S.C. expect to move back into re-built hq at 123 N. Converse St., severely damaged by fire last May (16:21 p10) • KBAK-TV (Ch. 29) Bakersfield, Cal. plans to begin operating from new site on Breckenridge Mt. Dec. 1 and boost power to 120 kw • WTOG-TV (Ch. 11) Savannah, Ga. hopes to boost to 316 kw about Jan. 1 • KELP-TV (Ch. 13) El Paso, Tex. expects to start Dec. 1 from new site on Comanche Peak and will boost power to 209 kw • KROC-TV (Ch. 10) Rochester, Minn. has set Dec. 4 as target for move to a new site & boost to 316 kw.

Voice of America station at Greenville, N.C., planned as the most powerful broadcasting facility in the world, probably will be built by 2 Texas firms—Alpha of Texas Inc. and Continental Electronics Mfg. Co. They submitted a low bid of \$12,173,000 to the USIA for the project, which survived Congressional cuts in the VOA budget (Vol. 16:35 p6). The Greenville station, scheduled for completion by the end of 1962 at a total cost of \$25,345,850, will provide stronger signals for VOA radio programs beamed at Europe, Africa, the Middle East and South America.

**Gross Telecasting Inc.** (WJIM-TV & WJIM Lansing) has been ordered by NLRB to post studio notices promising that it won't discriminate against employees because of NABET membership activity. Backing up trial examiner Henry S. Sahm, who reported in May that the management of the stations had tried to intimidate union members (Vol. 16:22 p12), NLRB said the company must cease & desist from threatening them with economic reprisals.

**Latest price cut on TV tape** made by Minnesota Mining & Mfg. Co.—the 4th in the past 2 years—now brings the price of a 60-min. reel (in lots of 48 or more) to \$205.57, down from \$228.41. Since 1956, the total price reductions have amounted to nearly 33%.

**On a related front,** Eastman Kodak is increasing the price approximately 10%, eff. Nov. 29, for the 3 currently available 16 mm b-&-w Eastman reversal films (type 7504, tri-x type 7278, plus-x type 7276).

**KATV (Ch. 7) Little Rock** will have James C. Leake and John Griffin as co-owners (50% each) following FCC approval last week of their purchase of Bryan Mathes' 10% stock for \$45,000.

## Advertising

**Congress Not Through Yet:** Broadcasters & advertisers may look for more trouble from govt. agencies & Congressional critics in the next year, NAB TV Code Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) warned last week.

Calling on TV & radio and sponsors to get together for better implementation of NAB's rules of good conduct on the air, he told the 7th annual 4A-sponsored New Products Seminar in N.Y. that nobody should predict that "this unpleasantness will all blow away."

Hartenbower said both industries must aim at combining "enthusiasm with truth [and] good sell with good sense." NAB Code members have been called "prissy, picayune and mid-Victorian" in insisting on compliance with self-regulating restraints in commercials, but it's "easier to edit beforehand than to produce a \$20,000 commercial that disgusts the public," he added.

Echoing FTC Chmn. Earl W. Kintner's warning against use of science fiction in commercials (Vol. 16:44 p5), Hartenbower said FTC and network & station clearance editors have common responsibilities to see to it that: (1) A TV demonstration proves a claim in fact. (2) There is no deception of any kind in commercials.

"If 4 out of 5 N.Y. doctors are said to recommend a product, or if brand A works 3½ times as fast as brand Z, surely the broadcast licensee should have the assurance that there are reliable facts & figures to back these claims," the NAB Code spokesman told advertisers at the seminar.

Overall taste in TV commercials has improved during the past year, and "remarkable progress" has been made under the Code, but more needs to be done not only in the area of good taste, but in areas of accuracy, substantiation and derogation of competing products, Hartenbower said.

Hazel Bishop Inc., longtime TV advertiser, has been challenged by SEC to prove "the accuracy & adequacy" of a stock registration statement covering proposed public sale of 1,274,823 shares held by more than 110 persons & firms. Instituting stop-order proceedings against the N.Y. cosmetic products distributor, SEC said it "has reasonable grounds for believing that Hazel Bishop's prospectus is false & misleading." SEC's 8-point complaint against the company included questions about its advertising expenditures, earnings claims and "general development of the business during the past 5 years." Controlling interest in Hazel Bishop was held at one time by Matthew M. Fox's C&C Television Corp. (now Television Industries Inc.), which made a complex 1958 deal with the cosmetics firm involving use of TV spot time for which Fox had bartered his library of RKO feature films (Vol. 14:21 p8). A hearing for Hazel Bishop had been scheduled for Nov. 1 by SEC, but it was put off until Nov. 10 to give company lawyers time to negotiate stipulations of facts about the firm's operations.

Republican TV expenditures totaled \$1,100,942 for national time up to Oct. 27 in the 1960 campaign, the party's TV committee said in a report filed with the Clerk of the House. The report listed collections of \$996,917 during the same period, in which TV costs ran below those in the 1956 campaign, when there were no free-time "Great Debate" appearances by Presidential candidates. A spokesman for the Democrats' counterpart TV committee said their report wasn't ready, but it was expected to approximate the Republicans' outlay.



## Film & Tape

**SAG-AFTRA May Strike Commercials:** Strikes are looming against the networks, ad agencies and producers in the area of film & live commercials, following an impasse in the N.Y. negotiations between the networks and Screen Actors Guild and the American Federation of Television & Radio Artists.

In Hollywood, SAG announced it was polling its national membership to seek strike authority. AFTRA will hold membership meetings in N.Y. & Chicago Nov. 11, and Los Angeles Nov. 13 to discuss the critical situation.

SAG, in joint negotiations with AFTRA on the commercial contract, told its members that the employers "have refused to make any offer which we could in good conscience recommend to the membership . . . They have agreed to make pension & welfare payments, their only offer of substance," but "they refuse to correct injustices which exist in the Guild's present commercial contract, and, in fact, their wage offers are substantially below the existing rates for taped commercials."

Strike authorization by members does not, of course, guarantee a strike. When a block in negotiations is reached, it's customary to seek such authorization to enforce the Guild's bargaining position in the deadlock. However, none close to the picture cared to make any predictions about a strike, particularly because this has been a year of strikes in the entertainment field.

The possibility of union-sponsored political "blacklisting" of TV talent emerged meanwhile in N.Y. On the agenda of the Nov. 10 annual AFTRA meeting is a resolution to enforce provisions in the Union constitution which forbid Red-lining or Communist membership by Union members. The proposed measure also calls for expulsion of AFTRA members who invoke the 5th Amendment before a Congressional committee. Blacklisting isn't new (program executives still recall the *Red Channels* hassles of a few years ago), but this would be the first direct AFTRA attempt at self-regulation in the political area, if passed.

\* \* \*

Directors Guild of America, whose contract with the networks expires Dec. 31, is making the first moves toward hammering out a new contract. DGA believes that an early start in negotiations will avoid a stalemate at the last moment, and a set of DGA demands will be presented to network negotiators at a series of N.Y. meetings this week & next. Principally, DGA hopes to equalize directors' scales for live & film and to bring pension & credit provisions for live & tape directors up to film-contract levels.

\* \* \*

Three new members have been appointed to the TV-radio board of Writers Guild of America West, replacing 3 of the 6 ousted in the recent recall election (Vol. 16:44 p8). Named to the posts: Mary McCall Jr., Barry Trivers, Christopher Knopf. Fenton Earnshaw has been named pres. of the board. The board has also appointed a nominating committee to select a slate of writers from the other 3 vacancies on the board, and an election will then be held.

— ■ —

Selmur Productions, AB-PT's film-&-tape subsidiary, is preparing 2 new live shows. One, a 60-min. live-&-tape variety & interview show, would originate in Las Vegas, Nev., to be seen at 11 p.m., perhaps in the spring. The other, a live circus show, is planned for Sat. a.m., and may start early next year.

**Executive Merry-Go-Round:** Executive casualties are accumulating again at 3 major studios which have had more than their share of problems in TV film—Paramount, MGM and Twentieth Century-Fox.

MGM-TV vp George Shupert resigned last week in a policy clash—reportedly over a demand for more authority, which was denied by Metro Pres. Joseph R. Vogel. Shupert had virtually closed a deal to bring Roy Huggins in as production chief, supplanting Robert Weitman. But when he was unable to reach Vogel, then in Europe, for approval, Huggins accepted a similar job at 20th Century-Fox TV. Huggins, active in several successful series (77 *Sunset Strip*, *Maverick*, *Colt .45*) left Warner Bros. for a deal reported to include participation in film series. (John B. Burns, MGM-TV's dir. of national sales, was named to the new post of gen. sales mgr., after Shupert left.)

Producer Richard Bare (*The Islanders*) also left MGM-TV (replaced by Jaime del Valle) as did producer-creator Gene Wang.

George Gruskin has departed as production executive at Paramount Television, in the wake of a disastrous year during which the studio sold only one pilot. No successor has yet been named. Previously, production vp Bob Cinader had resigned at Paramount TV over policy differences. More recently producer Hal Hudson left Paramount for the same reason, after only 4 months. Hudson joined Ralph Edwards in a TV-film production venture.

The only top-echelon change at an independent studio has been the resignation of Desilu Productions exec. vp Martin Leeds, because of a policy clash with Desi Arnaz.

— ■ —

American Federation of Musicians and Assn. of Motion Picture Producers signed a new 3½-year contract last week, providing for a wage hike. Telefilms & movies produced by the major studios are covered by the contract, which provides that: (1) Any film produced in the U.S. or Canada will be scored in the U.S. or Canada. (2) No canned music (music not scored by those covered by agreement) will be used in telefilms going into production on or after June 1, 1961. (3) Rerun payments of 1% for movies going into production after Jan. 31, 1960, and which are released to free TV. (4) Pay rates to be increased 5% Oct. 1, 1961, an additional 7% Nov. 1, 1962. (5) Pension contributions of 3% begin at once in musicians' pension fund. (6) Standard AFM soundtrack regulations to be made applicable to all movies produced since 1958. There are no provisions for a musicians' cut of post-1948 movies sold to TV.

Sale of California Studio for approximately \$600,000 is being made to a syndicate headed by Los Angeles financier Fred Jordan and producer-writer Phil Rapp. California Studio Pres. Philip J. Krasne told us he expects contracts to be signed "in a week or two." The new owners, Producers Studio, are also signing a lease for the studio's land, owned by the Clune Memorial Trust. Krasne and Jack Gross bought the studio about 10 years ago from the estate of producer Harry Sherman for about \$250,000. Since then the studio has added 3 new stages and other expansion. Krasne bought out Gross's interest in July 1959. Rapp will be chmn. & creative head of the new setup. Krasne will produce TV & movies. "I'm a producer, not a landlord," he told us.

703 Ampex Videotape recorders were in use as of Oct. 1, Ampex has announced. Of these, U.S. broadcasters & production firms had 416; U.S. closed-circuit systems, 93; broadcasters & production firms outside the U.S., 194.



## HOLLYWOOD ROUNDUP

International Television Film Distributing Co. Inc. sold the Bing Crosby special (on ABC-TV Oct. 5) in the Philippines & Switzerland. It has also sold *You Asked For It* in Thailand, Australia and Hong Kong; *Don't You Believe It* in New Zealand; Western features in Nigeria; *Wonders of the World*, in Thailand, and *Clutch Cargo* cartoons in Australia . . . Belmont Television has been formed by Danny Kaye & his wife, Sylvia Fine, for production of TV films. Robert Forrester, ex-NBC-TV, is vp-&-exec. producer.

Major Programs Inc. (Hardie Frieberg, pres.) has been formed to distribute telefilms. Its first series will be 104 five-min. episodes of *Believe It or Not*, produced by Sceptre Productions, (Jack Rabin, pres.) . . . Six "Twilight Zone" episodes will be taped at CBS-TV Television City beginning Nov. 8 in a move aimed at shaving costs on the series, most of which is on film . . . Producer Jack Chertok is filming TV's first 5-parter, a *Lawless Years* story of Louy K, one-time syndicate chief.

Revue Studios is planning 2 pilots, *Mother Climbs a Tree*, starring Joan Fontaine, (Bill Frye producing) and an untitled series about the national park rangers, to star Jock Mahoney, Richard Irving supervising preparation. Revue has completed another pilot, *17 Battery Place*, starring Ron Randell. Also in preparation at the Universal City lot is *The Lawyer*, a Hubbell Robinson Jr. project.

Two 30-min. series and a 60-min. project are planned by producer Hal Hudson for next season, under the aegis of Ralph Edwards. Hudson recently left Paramount Television, dissatisfied with that company's TV policies. On his agenda: *The Weapon*, an anthology, which may be hosted by Burl Ives.

ZRB Productions has been formed by producers Byron Roberts and Al Zimbalist for TV & movie production. *Taffy* is the title of the TV project . . . MGM-TV and Norman Felton are planning a pilot, *Cafe Bravo*, about a private eye in Mexico.

Screen Gems plans to pilot a 60-min. action-adventure series, *Safari*, with African local. William Sackheim is producer . . . Allied Artists' Informational Films Div. plans production of a 90-min. TV special about D. W. Griffith.

New pilots include *Metropolitan Squad*, produced by Quinn Martin; *The Story of My Life*, Clarence Darrow's autobiography, MGM-TV and Arena Productions; *Come a-Running*, Harry Tatelman, producer for CBS-TV.

Hubbell Robinson Productions' *Thriller* has been renewed for 13 more weeks by NBC-TV.

People: Stephen McNally and Robert Harland signed to star in Four Star Television's *The Corruptors*. Harry Tatelman named producer of *Ichabod*, Revue Studio series planned for the 1961-62 season . . . James Moore, ex-Warner Bros., named exec. asst. to Roy Huggins, production chief for 20th Century-Fox TV . . . MCA vp Karl Kramer, active in its Revue Studios since its formation, has retired . . . Writer Mort Lewis named by Jerry Lewis Productions as creative asst. for TV . . . Irving Asher, ex-20th Century-Fox TV vp, plans a comedy series starring Herb Shriner . . . Joe Hoffman has left Four Star Television, where he produced *Michael Shayne*.

## NEW YORK ROUNDUP

Seven Arts won another legal duel last week. In N.Y. Supreme Court Nov. 2, Judge Owen McGivern denied a motion by Batjac Productions—actor-producer John Wayne's independent production firm—to enjoin 7 Arts and Warner Bros. from distributing several Batjac post-1948 films in TV syndication. Wayne had claimed that Warner Bros., which originally distributed the films theatrically, had no right to license them along with other post-1948 WB films to 7 Arts. Judge McGivern disagreed, stating that WB and 7 Arts were "acting within their rights." The Batjac pictures, 5 of which star Wayne, are: "Big Jim McLain," "Island in the Sky," "Hondo," "The High & the Mighty," "Blood Alley," "Plunder of the Sun," and "Track of the Cat."

Add syndication sales: Ziv-UA's first-run adventure series, *Miami Undercover*, has been sold in 21 markets to date. Major sales include: KABC-TV Los Angeles, KPRC-TV Houston, WLBW-TV Miami . . . UAA has scored more sales for its features & cartoon packages: 11 more stations bought the feature films; 7 stations were added to the *Popeye* & Warner Bros. cartoon package list.

Add syndication sales: Screen Gems' off-network re-run package, *Tightrope*, has been sold in 16 new markets, bringing total sales to 48 . . . UAA scored 9 new station sales for its feature films; 6 new stations bought the *Popeye* & Warner Bros. cartoon packages . . . ITC has sold former U.S. network show, *Halls of Ivy*, to the Canadian Bcstg. Corp. This marks CBC's 5th purchase from ITC in the last year.

Screen Gems has sold a third Hanna-Barbera animated series, *The Yogi Bear Show*, to Kellogg on a national spot basis. The series, featuring the comic star of *Huckleberry Hound*, is scheduled for 130 stations beginning in January. Other Kellogg-sponsored SG series: *Huckleberry Hound*, *Quick Draw McGraw*.

Merritt Enterprises was formed recently in N.Y. by E. Roger Muir, ex-NBC exec. producer of children's programs, who resigned from NBC after 15 years to become pres. of the new program production company. Nick Nicholson, TV producer with NBC for 8 years, also resigned to become Merritt Enterprises vp & treas.

ITC gained syndicated distribution rights to off-network *Broken Arrow* from 20th Century-Fox last week. The 72-episode, 30-min. adventure series, originally aired on ABC-TV, will be offered simultaneously to both U.S. & foreign markets when it goes into syndication next month.

Durham Telefilms, TV distributor & producer, has acquired exclusive domestic TV rights to 3 WPIX N.Y.-produced documentaries: "The Russian Revolution," "The Cold War," and "The Secret Life of Adolf Hitler."

Add syndication sales: MCA-TV has added 10 new stations for its 30-min. series for daytime stripping, *Dr. Hudson's Secret Journal*.

People: William E. Huston has been named Transfilm Caravel vp in charge of TV commercial sales . . . Peter G. Robinson and Leon I. Mirell have been appointed Selmur Productions program vp and business affairs vp respectively . . . Jack Heim has been named 7 Arts special feature sales dir.



## Television Digest

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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK,  
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PAUL STONE

JAMES B. DELEHANTY,  
*Asst. Business Mgr.*

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Washington 5, D.C.  
Sterling 3-1755

ALBERT WARREN, *Chief*  
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MARTIN CODEL  
*Associate Publisher*

### NEW YORK BUREAU

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New York 22, N.Y.  
Plaza 2-0195

CHARLES SINCLAIR, *Chief*

### WEST COAST BUREAU

6362 Hollywood Blvd.  
Hollywood 28, Cal.  
Hollywood 5-5210  
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**Personals:** Glen Akins named asst. mgr. of TV operations, ABC-TV engineering dept., Hollywood; Donald C. McCroskey replaces him as supervisor of TV engineering maintenance . . . Jerry M. Landay named to new post of WBC national news editor; he was radio WBZA Springfield news supervisor . . . Symon B. Cowles named ad dir. WNEW-TV N.Y. . . . Frederick G. Ramback, ex-Pacific Tel & Tel, named Ampex Professional Products national sales mgr., a new post . . . George Etkin named asst. gen. counsel, MBC . . . Edward K. Mills Jr., whose nomination to FCC was withdrawn (Vol. 16:42 p16), sworn in as FTC member by Supreme Court Justice William J. Brennan Jr.

Ed Bonham named local sales mgr., WAVY-TV Norfolk, Va. . . . John Tyler promoted from sales mgr. to gen. mgr., KFDA-TV Amarillo . . . Phil Lewis named news dir. KYW-TV Cleveland.

Meetings next week: Assn. of National Advertisers annual meeting (Nov. 13-16), The Homestead, Hot Springs, Va. • Bcstrs.' Promotion Assn. annual convention (14-16). NBC Chmn. Robert W. Sarnoff will speak, Sheraton Charles Hotel, New Orleans • RTES timebuying & selling luncheon-seminar (15), Hotel Lexington, N.Y. • TvB annual meeting (15-18), Waldorf-Astoria, N.Y. • RTES newsmaker luncheon (16), Roosevelt Hotel, N.Y. • Tenn. Assn. of Bcstrs. meeting (17-18), Peabody Hotel, Memphis • Freedom of Information conference (17-18), U. of Mo. School of Journalism, Columbia, Mo. • TvB membership luncheon (18). U.S. Steel Pres. Leslie B. Worthington will speak, Waldorf-Astoria, N.Y. • Ore. Assn. of Bcstrs. meeting (18-19), Salem, Ore.

### Obituary

The Rev. Dr. Percy Crawford, 57, pastor of radio's *Young People's Church of the Air* and founder of the TV gospel show, *Youth on the March*, died Oct. 31 of a heart attack in Trenton, N.J. He was pres. & owner of educational WPCA-TV Philadelphia (60% religious & educational bcstg.), and pres. & owner of FM stations WMUZ Detroit; WYCA Hammond, Ind.; WDAC Lancaster, Pa. He also had the first coast-to-coast religious radio program (1937). Surviving are his wife, 4 sons and a daughter.

Meetings this week: Maine Assn. of Bcstrs. annual meeting (Nov. 9). Paul O'Friel, radio WBZ (Boston) gen. mgr. will speak, Steckine's Restaurant, Lewiston • WSB Radio-TV News Bcstg. Conference (10), in association with U. of Ga. Henry W. Grady School of Journalism, WSB-TV & WSB Atlanta studios • N.D. Bcstrs. Assn. annual meeting (10-11), Gardner Hotel, Fargo. • Fla. Defense Network (9), DuPont Plaza Hotel, Miami.

## Educational Television

**More Ford Support for ETV:** \$686,518 in Ford Foundation grants were announced in October for expansion of science & engineering ETV programs in universities & secondary schools (Vol. 16:31 p6). Existing in-classroom teaching projects, under the Foundation's national program for use of TV in public schools, were granted a total of \$500,000. Major gifts to a group of 16 school systems: Fla. West Coast ETV Inc. (\$45,000), Ohio State U. Research Foundation (\$40,000), Anaheim City School District (\$40,000).

In addition, FF gave funds of \$136,518 for the activation of ETV channels at several large universities: Michigan State U. (\$27,188); Tennessee U. (\$25,000); Montana State U. (\$21,450). A grant of \$44,800 was given to the WGBH Educational Foundation for expansion of ETV facilities. Grants also went to Dade County (Fla.) board of public instruction (\$15,000) and to Western Michigan U. (\$35,000) to support the release of faculty members from regular duties to teach college-credit courses by TV.

Some 3 million college students will receive some portion of their education through closed-circuit TV by 1965—a 600% increase over today's estimated 500,000 students who are learning by TV in 130 colleges & institutions. That's the estimate of Ampex ETV specialist Robert Miner, who predicted educational institutions will turn increasingly to TV and video-tape recording to meet the challenge of a projected 50% enrollment increase in the next 5 years. He gave these views during a news conference at the recent NAEB convention in San Francisco.

## Technology

U.N. ownership & operation of all international space communications was urged last week by Philco Pres. James M. Skinner Jr. Addressing the Peninsula Mfrs. Assn. in Palo Alto, Cal., he said such international control would further peace & understanding and strengthen the U.N. Under his proposal, each nation would establish a central point from which international TV, voice, telegraph & telephone communications would be transmitted to U.N.-owned satellites for distribution to the local services of the receiving nation. AT&T has indicated its intention to own & operate satellite communications system (Vol. 16:43 p1).

Advances in the art of radio communications—both in space and over long distances—are expected to result from last week's launching of 90-lb. Explorer VII satellite. It is taking the most extensive direct measurements ever made of the ionosphere—from which is expected to come better understanding of how ionospheric changes occur.

## Auxiliary Services

Translator starts: K74BE Hood River, Ore. began Oct. 7 repeating KGW-TV Portland • K77AW Likely, Cal. has Nov. 15 target for start with KOLO-TV Reno.



# Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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**W. R. G. BAKER—'MR. ELECTRONICS':** The legacy of Dr. W. R. G. Baker, who died Oct. 30 at 67, could be said to include the technical system of American TV. The fact is, there is virtually no branch of electronics which doesn't owe something to his incisive mind and skilled leadership. He also found time to build the IRE into one of the world's strongest engineering associations, to found & direct the engineering activities of the EIA and to plan & operate GE's Electronics Park, among other accomplishments.

One of the industry's great men—the former GE electronics vp who had headed both IRE & EIA—his most important contribution undoubtedly was leadership. As chairman of the first National Television System Committee, he was able to draw together divergent industry views & proposals and come up with a single set of black-&-white TV standards. Heading the 2nd NTSC, he accomplished a similar task with color. These were just 2 of the many intra-industry task forces he led, welding together opposing engineering factions.

Nevertheless, "Doc" Baker wasn't a diplomat in the common sense of the word. He believed in the direct, plain-spoken approach—calling a spade a spade. He succeeded because he was a master at negotiating from fact. And because he was blunt, he made enemies—but even those enemies respected his sharp mind and the extreme power of his personality

A strong & single-minded man, he devoted his entire adult life to electronics, even to the exclusion of hobbies and other outside interests. It was a common sight to see him open his bulging briefcase on a train or a plane—or at any lull in the day's activities—and wedge in a few minutes of work. Until he suffered his first stroke in June 1957, it was his boast that he had never been sick a day in his life. He couldn't afford to be—there were too many important things to do.

For some of Dr. Baker's honors & accomplishments, see p. 17.

**THE CHALLENGE FROM THE SALES DEPT.:** Challenge to come up with "new ideas" in consumer electronics was thrown out to engineers last week by the consumer-products chief of one of the largest TV-radio-phono manufacturers. Braving the disdain of some engineers for advice from their non-technical brethren, Motorola consumer-products vp Edward R. Taylor (who also is EIA consumer-products div. chairman) listed to an engineering group the products he thinks he can sell to the public—and asked them to get to work.

Addressing EIA-IRE Radio Fall Meeting in Syracuse—attended by some 200 engineers, largely representing consumer-products & component development—the ebullient Taylor refused to concede that consumer electronics has "reached a plateau." For existing products, he forecast good prospects in the next 5 years: TV, from 6 million sets a year to 8 million in 1965; home radios rising from 3.5 to 4.8 million; clock radios, from 2.8 to 3.9 million; portables, from 4.6 to 6.5 million; stereo, from 3 to 5.5 million.

But that's not enough, he warned. "The worst thing we could do would be to accept the status quo." In present product categories, he urged engineers to give priority to increased reliability, looking toward an eventual 5-year service policy for TVs & radios. Miniaturization, too, he cited as important field for improvement: "The day of the Dick Tracy radio transmitter-receiver is going to come." As to TV, he asked them to "design an electronic system" to eliminate the "forests of unsightly outdoor antennas," to extend signals' range beyond line of sight and get rid of blind spots, eliminate flutter caused by aircraft. "Are you as proud as you should be of that picture?"

In other home electronics fields, he suggested: Kitchen computer, which cooks complete meal when punch-card recipe is inserted. Control panel, which "operates every gadget in the home" including laundry, furnace, range, etc. Closed-circuit TV to connect every room in the house. Home TV tape-recorders. Facsimile newspapers. Electronic fire & burglar alarms that work. Electronic ovens at competitive prices.



In the auto, he noted that Chrysler already is substituting electronic alternator for generator and made these added proposals: Devices to heat & cool car electronically. Combination electronic windshield defroster, dryer & wiper. Auto safety devices. "And how about a car clock that keeps time?"

For outdoor recreation: Devices to cut down hunting & swimming casualties. Solar-powered barbecues. Weather detectors for boating fans, etc.

Engineers aren't sitting on their hands, of course. It's good bet that many of these devices & ideas are now in research labs. Technical papers at Radio Fall Meeting sessions gave good idea of areas being explored now by engineers for more immediate improvements in consumer electronics: transistor TV, multi-element tubes, TV & AM, stereo, increased reliability, better TV pictures, citizen's band radio communications for consumers. For details, see story below.

### **TV-RADIO PRODUCTION:** EIA statistics for the week ended Oct. 28 (43rd week of 1960):

	Oct. 21-28	Preceding wk.	'59 wk.	'60 cumulative	'59 cumulative
TV .....	123,919	119,634	158,503	4,872,844	5,195,440
Total radio .....	445,175	407,078	456,028	14,121,091	12,722,970
auto radio .....	169,582	145,588	125,056	5,421,773	4,682,962

### **More about**

**CONSUMER ELECTRONICS FRONTIERS:** Near-future trends in consumer electronics were spotlighted last week in engineering papers at the EIA-IRE Radio Fall Meeting in Syracuse. The developments discussed were less dramatic—and far closer to reality—than those longer-term advances in the electronics art urged by Motorola consumer-products exec. vp Edward R. Taylor at the meeting's dinner session Nov. 1 (see p. 15). These were prominent topics among the engineering papers:

**Multi-function tubes:** The new trend toward putting more tube functions than ever in a single envelope—not glamorous, but a decided cost & space-saver—will be evident in a wide variety of consumer products next year. Different approaches were discussed by 3 manufacturers.

**GE's compactron**, the most widely publicized approach, provides both higher reliability & lower replacement cost than the tubes it replaces, according to GE's J. A. Davies & C. D. McCool. Although lower initial circuit cost is one advantage, the GE engineers reassured end-equipment manufacturers that compactrons won't leave consumers out on a high-repair-cost limb. They cited tests & calculations showing that failure rates of compactrons are "about 25-to-65% of the combined failure rates of their conventional prototypes." On the basis of tentative pricing information, they estimated the consumer should have to pay about 17% less for compactron replacement than for conventional tube replacement, due to higher reliability. (Note: It's understood that Sylvania, in addition to previously reported CBS Electronics & Tung-Sol, is due to join GE in production of compactrons.)

Two developmental multi-unit tubes designed for low-cost, compact auto radios, were described by RCA's N. C. Johnson & B. Lankford. They're in conventional 9-pin miniature envelopes and make possible a car radio with only 2 tubes & one transistor, reducing tube-heater-power requirements from 7.5 to 6.3 watts. The developmental tube types consist of a combined tetrode & heptode (RF amplifier & converter) and pentode, triode & 2 diodes (IF amplifier, diode detector first audio amplifier).

Sylvania's "Ten Pin" miniature tube—similar to the 9-pin base arrangement but with an extra pin in the center—was described by W. J. Sember & L. R. Maquire as providing substantial cost reductions by simplifying circuitry

& wiring. Tubes using the new design are a double tetrode (FM radio RF amplifier & oscillator-mixer), and a triple triode (RF amplifier, oscillator mixer, AFC control).

**TV & AM stereo systems:** Now that FCC's FM stereo deliberations are under way, thoughts are turning to other forms of stereo broadcasting. GE's Robert B. Dome described a compatible stereo TV sound system using the sum-&-difference method with an AM subcarrier. RCA's J. Avins described 4 different approaches to AM stereo, including its own proposed system, which uses an FM "difference" signal and an AM "sum" signal Vol. 15:46 p22).

**Transistor TV:** Design engineers' preoccupation with circuits for battery-operated TV sets continues. Philco's B. M. Soltoff & C. H. Tyson described a Philco-developed picture tube (lab version is 14-in.) which cuts battery drain by operating on a heater power of only 250 milliwatts. The paper treated power sources for low-heater-power tubes and concluded that the horizontal output transformer core appeared to be the most versatile choice. A paper on a phase-splitter amplifier for transistor TV was presented by Warwick's Z. Wiencek, and one on transistorized horizontal scan by Motorola's Douglas W. Taylor.

**Picture improvements:** The only paper at the meeting which could be described as "futuristic" was one by Sylvania's W. D. Schuster & Rola's C. E. Torsch on "Benefits of a New Aspect Ratio for TV." This was not an appeal—as might be surmised—for a Cinemascope-shaped TV picture, but, to the contrary, for a more nearly square one.

Torsch, who delivered the paper, pointed out that the official aspect ratio of the TV picture, as provided by FCC, is 3 to 2. Nevertheless, for purposes of more pleasing furniture design & other styling reasons, set manufacturers use a more nearly square 5-to-4 ratio. In short, the camera sees a 3-to-2 picture, but the set shows a 5-to-4 picture, resulting in the loss of about 12.5% of the picture on a 19-in. set. Because of "overscan," picture distortion results.

The authors proposed that aspect ratio of the transmitted picture be changed to 5-to-4 to match existing receivers. This, they said, could be done by modification of studio cameras. They listed these advantages: Increased camera resolution, better linearity, improved brightness & contrast due to elimination of overscan, potential savings in receiver manufacture. Sets now in use would require adjustment of horizontal sweep to get proper linearity with changed picture aspect transmission.



**TV SALES DOWN, RADIO UP:** As anticipated, Sept. retail sales this year were below those of Sept. 1959, but the dip wasn't as bad as in August (Vol. 16:42 p17). For the month, retail sales totaled 620,810—highest of any 1960 month, but still 9.4% below the 684,773 registered in Sept. 1959 (which followed a 13% August dip). Radio retail sales on the other hand, were up a surprising 17.7% from Sept. 1959, reaching 1,102,092 units, and bringing cumulative radio sales for the year well past the 6-million mark—20.1% ahead of last year.

Analyzing EIA's September figures, these impressions stand out: The industry cut TV production 19% below the Sept. 1959 figure, resulting in a year-to-date production total lower than 1959 for the first time this year. Cumulative 9-month TV retail sales still were 7.6% ahead of 1959 figures as the result of excellent sales during first half of 1960—but Sept. sales were at an annual rate of only about 5 million, based on seasonal adjustments.

(Scattered reports on October sales give little encouragement. From various industry sources, we hear no talk of any sharp pickup last month. Motorola consumer-products exec. vp Edward R. Taylor told us last week that he has revised his prediction of industry-wide TV sales for 1960 to 5.8 million, or about the same as last year.)

While total radio production for the year's first 9 months was 1.2 million units higher than last year, September production dropped below the corresponding 1959 figure for the first month this year—albeit only slightly. Apace with booming car sales, auto-radio production continued about 10% ahead of last year in September, marking the year's peak. FM radio output, too, zoomed to a monthly high of 111,745, excluding tuners & combinations). The EIA September production & retail sales figures:

#### TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1960	1959	1960	1959	1960	1959
January ....	526,494	437,026	50,119	35,841	590,867	501,704
February ....	503,453	459,492	43,637	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
August .....	462,286	547,445	26,829	32,847	429,346	492,449
September .....	678,937	808,337	46,161	51,555	620,810	684,773
<b>TOTAL .....</b>	<b>4,373,121</b>	<b>4,488,857</b>	<b>332,458</b>	<b>285,867</b>	<b>4,100,541</b>	<b>3,811,753</b>

#### RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January ....	1,355,788	1,124,737	632,461	420,052	803,388	700,490
February ....	1,442,368	1,125,385	596,372	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	702,859	678,195
July .....	890,359	829,035	328,009	254,725	573,363	526,827
August .....	1,048,406	1,009,423	340,860	279,424	794,608	671,713
September .....	1,945,092	1,981,208	788,961	717,501	1,102,092	928,457
<b>TOTAL .....</b>	<b>12,408,377</b>	<b>10,927,252</b>	<b>4,780,922</b>	<b>4,151,846</b>	<b>6,348,421</b>	<b>5,285,878</b>

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 56,515 (29,145), March 83,127 (32,994), April 68,196 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707 (24,553), Aug. 71,125 (42,866), Sept. 111,745 (76,942). Nine-month total: 677,410 (367,804).

Birmingham Sound Reproducers (BSR), the British firm; now "supplies 25% of the 3-million-unit annual U.S. market for record changers, 30% of world demand." So says Nov. 1 *Forbes* magazine in profile of BSR and its Chmn.-managing dir. Dr. Daniel McDonald. The firm's pre-tax profits jumped from \$86,000 in 1951 to \$3.9 million last year. Next step for BSR: the appliance field.

#### More about

**DR. W.R.G. BAKER:** Word of the death of Dr. Walter Ransom Gail Baker (see p. 15) came on the eve of last week's Radio Fall Meeting, the 32nd in a series of annual EIA-IRE engineering meetings which he helped to establish—and which presented him with its first annual award in 1921. His funeral services in Syracuse Nov. 1 were attended by many of the top electronics industry engineers & executives, who came from all parts of the country.

One of the great "doers" of American industry, on both the engineering & executive levels, at the time of his death at his home in Syracuse he was pres. of the Syracuse U. Research Corp. and Syracuse U. vp for research, a post to which he was named after his retirement as GE electronics vp in 1957. Even after he suffered his first stroke in 1957, he remained active in industry affairs, continuing to attend and participate in executive committee meetings of the IRE, of which he was treasurer. Late in 1958, he proposed & founded EIA's National Stereophonic Radio Committee, which recently filed its final field-test report with FCC (Vol. 16:44 p15).

Highlights of Dr. Baker's career:

He joined GE Research Labs in 1917, where he had an important role in development of wartime radio. He later was placed in charge of the new radio dept., with responsibility for radio transmitting & receiving products. He supervised construction of pioneer radio stations WGY Schenectady, KOA Denver & KGO Oakland. When GE, Westinghouse and AT&T formed RCA in 1929, Dr. Baker headed its radio engineering activities, later becoming vp-gen. mgr. in charge of radio production. After RCA was split from GE, he returned as managing engineer, becoming mgr. of the radio & TV dept. (now the electronics dept.) in 1939 and vp in 1941. GE's giant Electronics Park was his in both concept & execution.

In 1939, he founded GE's pioneer TV station which bears his initials—WRGB Schenectady.

For contributions to military electronics during World War II, he was honored by both the Army & Navy, receiving the Army Medal of Freedom in 1953.

He was chairman of the first & second NTSC, which established the standards for b&w and color TV, and is the only man to serve as president of both IRE (1947) and EIA (1956-58). He received IRE's Medal of Honor in 1952 and EIA's Medal of Honor in 1953. He served on EIA's board from 1934 until last year; he started the engineering dept. of the industry group (then Radio Manufacturers Assn.) in 1934, and headed it until his retirement; at the time of his death he was director emeritus of engineering. He was an IRE exec. committee member and treasurer at the time of his death; he is credited with organizing the "professional group" system within IRE which has contributed largely to the current breadth & scope of that engineering organization.

He had also served as chairman of the exec. committee of Gulton Industries (batteries & electronic equipment).

He is survived by his wife, Naomi.

More than 2,000 trade groups are listed in an updated Commerce Dept. publication, *Directory of National Associations of Businessmen: 1960*. Superseding a similar directory issued in 1956 which sold 25,000 copies, it is available for 50¢ per copy from the U.S. Govt. Printing Office, Washington 25, D.C.



**MORE FM STEREO COMMENTS:** Two more proponents of NSRC-tested FM stereo systems urged adoption of their own systems in comments received by the FCC last week (Vol. 16:44 p15). Pres. Murray G. Crosby of Crosby-Teletronics Corp., whose system is the only one tested which is not designed to accommodate any additional SCA multiplex channels (such as functional music, storecasting, etc.), urged the Commission to "choose the FM stereo system with a view toward providing the best broadcasting service without impairment due to the existence of an SCA channel."

Said Crosby: "The broadcaster [should] be given the right to choose between all-stereo operation of his station, or all-SCA operation for the multiplex channel." He stated that an SCA channel could be added with his system, "but we do not recommend it" due to impaired performance & possibility of cross-modulation. He also urged adoption of a system which permits inexpensive conversion to stereo "of the approximately 15 million FM receivers now in the hands of the public," adding that present sets cannot be easily adapted to the proposed AM-subcarrier systems.

Like most other system proponents, he explained that deficiencies which showed up in his system's parameters during tests were due to procedures & equipment used.

EMI Ltd. urged adoption of its system—also known as the Percival system—filing technical data to back up its plea. The British firm said it is prepared to grant non-exclusive licenses to other manufacturers "for a reasonable return on royalties."

Meanwhile, *Electronics* magazine, whose managing editor J. M. Carroll was secretary of NSRC's field-test panel, made this prediction in its Nov. 4 issue:

"Barring a real dark horse in the stereo race, the best guess seems to be that stereo standards will be promulgated in the first half of 1961, and that the final system standard will be a hybrid of the systems already studied, plus best features of any later proposals."

As deadline for comments passed, the only "later proposal" filed was RCA's "ideal" FM stereo system.

Japanese electronics output in 1964 will be 82% higher than actual production in 1959, according to the govt.'s Ministry of Trade & Industry (MITI). Revising a tentative estimate in May that output would increase 32% in the 5-year 1960-64 period, MITI economists figured that in 1964, production would be running at a rate of about \$1.8 billion. Upward estimates were made for industrial equipment, tape recorders, receiving tubes, transistors. The projected 5-year estimates show a sharp increase in color TV receivers and a decrease in b-&-w sets. Transistor radio exports will continue steady growth, the report said.

Another Japanese radio manufacturer has established its own import agency in the U.S. The new U.S. agent for Fujiya Electric Co. is Fujiya Corp. Ltd., headed by dir-gen. mgr. R. H. Scott. Offices & showroom are in the Chrysler Bldg., Lexington Ave. & 42nd St., N.Y. Added to Fujiya's line soon will be 2 battery-operated stereo phonos, 2 battery radio-stereo phonos, a monophonic phono with AM & SW radio, a battery tape recorder, 2 AC tape recorders, an AM-marine band radio, a transistorized telephone amplifier.

Los Angeles-made Admiral series of 6 "California Decorator" TV sets is now in production. Designed for the Western market, 2 remote models are priced at \$469.95, one at \$479.95; others \$359.95, \$369.95 & \$439.95—all 23-in.

**Trade Personals:** John B. Montgomery, vp-gen. mgr. of GE's flight propulsion div. and former Air Force major general, Dec. 15 becomes president of Daystrom Inc., succeeding Thomas Roy Jones, who was named chairman but continues as chief executive officer . . . Raymond W. Saxon promoted from RCA Sales Corp. sales vp to mktg. vp . . . Louis G. Pacent rejoins Emerson Radio & Phonograph as mfg. subsidiaries vp. He was engineering & mfg. vp prior to forming Pacent Engineering Co. in 1958 . . . Richard G. VanInwagen appointed engineering administration mgr., GE TV receiver dept., succeeding Morris E. Broyles, recently named components engineering mgr.

Theodore Rossman named to new post of Pentron Electronics chmn., succeeded as pres. by Irving Rossman, formerly exec. vp. Irving Rossman also continues as pres. of subsidiary Pentron sales Co. . . . William L. James, ex-Westinghouse, named Espey Mfg. & Electronics mktg. mgr. . . . Robert W. Jorgensen, ex-Booz, Allen & Hamilton, appointed mktg. development mgr., Hallicrafters . . . Paul L. Hotte elected pres., Mallory Metalurgical Co., a P. R. Mallory div. . . . Roy E. Woenne appointed vp-technical dir., Litton World Trade Corp., headquartered in Zurich.

Walter C. Byrne Jr., ex-Hallicrafters & Motorola, named microwave mktg. mgr., RCA communications & controls div.; Haddon S. Wilson appointed custom microwave project mgr.; Norman E. Edwards named microwave engineering mgr. . . . William R. Donigan, ex-Du Mont, named PR mgr., Adler Electronics . . . M. Binions appointed commercial sales mgr., Collins Radio Co. of Canada.

Harry F. Dart retires as patent engineer, Westinghouse electronic tube div., after a 38-year career with the company. He was instrumental in the development of electronic tube advances such as oxide coated cathodes and AC heater receiving tubes.

Harold R. Terhune, ITT Labs mgr. of standards, received 21st annual award of the EIA-IRE Radio Fall Meeting for "accomplishments in the field of electronic symbology & components."

Appliance pricing practices were criticized by FTC staffers and defended by dealers at a local trade "educational" conference in Washington. The attack on appliance advertising was led by dir. John R. Heim of FTC's Bureau of Consultation. He said it is misleading to cite a "manufacturer's list price" in "bargains" when the going price in an area is something else again. Many of the 40 dealers attending the FTC-called session defended use of the "list" rate, however, contending that customers need to know what it is in order to identify products & make price comparisons. Similar conferences have been held in N.Y., Cincinnati, Chicago, Los Angeles, San Francisco and Phoenix. FTC Chmn. Earl W. Kintner promised more.

Five new 27-in. sets have been added by Magnavox as a result of successful reaction to the comeback of the large-sized screen (Vol. 16:29 p15). The new 27-in. "spectacular" line, featuring short-short 90-degree tubes, is headed by a stereo theater at \$795, two basic consoles starting at \$359.50 & \$399.50, and 2 remote consoles starting at \$399.50 & \$449.50.

Reverberation has been added to Packard Bell's stereo line in a new AM-FM-phono combination with 3 amplifiers and "variable Reverba-Sound control" at \$439.95.

Sylvania's share of industry TV sales was up 18.9% over 1959 during 1960's first 9 months, according to the company's trade advertisements, which also claim its radio share-of-industry was up 26.4%, stereo up 23.2%.



**Finance**

**SET-MAKERS' 3RD-QUARTER SAG:** Although the TV-radio industry still has a busy 4th quarter to go, its 1960 financial picture is becoming apparent: This may well go into the books as the year sales rose & profits fell. With few exceptions recent reports from set makers conform to the up & down pattern. Ever soaring Zenith reported lower 3- to 9-month profits, though its 9-month sales set a new record (p. 20).

Further evidence is supplied by Nov. 2 *Wall St. Journal* in a study of 3rd-quarter corporate profits. Its picture shows that 410 industrials produced an 8.4% profit gain over 1959's 3rd quarter. But the 10 TV-radio companies included in the survey did not contribute to the gain. Instead, their combined profit dropped 18.8% to \$12,870,000 from \$15,857,000 in July-Sept. 1959.

The TV industry's 3rd-quarter profit setback is typified by Hoffman's performance. Despite record sales for 1960's first 9 months & a near-record volume in the September quarter, Hoffman profits, compared with a year ago, were down sharply in both periods. A good measure of the slump came in the consumer products div. Explained Pres. H. Leslie Hoffman: Our "new line of TV, stereo and radios introduced in June was met with enthusiasm. However, the industry's general chaotic marketing & inventory conditions, typified by sharply reduced sales, price cuts and dumping of TV receivers, affected adversely the division's sales & profit position. Subsequently, production has been set at a prudent level to accommodate the existing situation and to reflect the company's estimate of the future."

Muntz TV reports its highest profit since fiscal 1952 for the year ended Aug. 31 (see financial table). Its sales increased 46% (to \$8,833,829), its net profit 104% (to \$860,754) from fiscal 1959. Net profit represents 8.75% of sales, the highest ratio in the company's history. Chmn. Floyd G. Dana & Pres. Wallace A. Keil attribute the good results to "efficient production, proper utilization of skilled labor, proper cost & expense control, efficient sales methods, proper correlation of production to inventory & sales" in addition to a policy against "overpricing merchandise."

Muntz breaks down its net sales by category thus (fiscal-1959 figures in parentheses): TV sets, \$9,454,855 (\$6,191,452); radios & phonos, \$290,127 (\$445,674); service parts, \$88,847 (\$90,113); miscellaneous income, \$6,288 (\$1,666). Expenses are divided thus: Engineering & research, \$114,671 (\$96,821); selling & advertising, \$256,174

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

Thursday, Nov. 3, 1960

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	21 1/4	23 1/4	Magna Theater	2 3/4	2 3/4
Aerovox	6 3/4	7 3/4	Magnetics Inc.	8	9 1/4
Allied Radio	21 1/4	23	Maxxon (W.L.)	7 1/2	8 3/4
Astron Corp.	1 3/4	1 7/8	Meredith Pub.	39	43
Baird Atomic	23 1/2	25 3/8	Metropolitan Bcstg.	16	17 1/4
British Industries	12 3/4	14 1/4	Milgo Electronics	15 3/4	17 3/4
CGS Labs	8 3/4	10 1/4	Narda Microwave	4 1/2	5 1/4
Cetron	3 7/8	4 1/2	Nuclear of Chicago	33 1/2	36 3/4
Control Data Corp.	40 1/2	43 1/2	Official Films	17 1/2	2 1/2
Cook Elec.	12 1/2	14	Pacific Automation	4 1/4	5
Craig Systems	13 1/4	14 3/4	Pacific Mercury	6 1/2	7 1/4
Dictaphone	33	35 3/4	Perkin-Elmer	37 1/4	40 1/4
Digitronics	17 1/2	19 3/4	Philips Lamp	161	166 3/4
Eastern Ind.	10 1/2	11 1/2	Pyramid Electric	2 3/4	2-15/16
Eitel-McCullough	18 1/4	19 3/4	Radiation Inc.	19	21
Elco Corp.	14 1/2	16 1/4	Howard W. Sams	33	36 1/4
Electro Instruments	19 1/2	22	Sanders Associates	27	29 3/4
Electro Voice	8 1/2	10	Silicon Transistor	4 3/4	5 1/4
Electronic Associates	24	26 1/4	Soroban Engineering	33 1/2	37 1/4
Erie Resistor	9 1/4	10 1/4	Soundscribe	10 1/4	11 3/4
Executone	22	25 1/2	Speer Carbon	19	21
Farrington Mfg.	28 1/4	30 3/8	Sprague Electric	43	46 3/8
Fischer & Porter	15 1/2	17	Taft Bcstg.	11	12 3/4
FXR	36	39 3/4	Taylor Instrument	33 1/4	35 3/4
General Devices	9 3/4	10 3/4	Technology Inst.	7	8 3/4
G-L Electronics	7 1/4	8 3/4	Tele-Broadcasters	5 1/2	1-1/16
Granco Products	3 1/4	4	Telechrome	11	12 1/4
Gross Telecasting	19	21	Telecomputing	6 1/2	6 7/8
Haydu	1/16	1/4	Telemeter	10 1/4	11 1/2
Hewlett-Packard	21 3/4	23 3/8	Time Inc.	61	64 1/2
High Voltage Eng.	130	140	Tracerlab	9 1/4	10 1/2
Infrared Industries	16	18 1/8	United Artists	6 5/8	7 3/4
International Rectifier	19 1/2	21 1/4	United Control	19 1/4	21 1/4
Interstate Engineering	18 3/4	20 1/4	Universal Trans.	3 1/4	1 3/8
Itek	44 1/2	48 3/4	Vitro	10 3/8	11 3/8
Jerrold	6 3/8	7 3/8	Vocaline	2 1/4	2 3/4
Lab for Electronics	37	39 3/4	Wells-Gardner	14 3/4	16
Lel Inc.	4 1/2	5 1/4	Wometco Ent.	12	13 1/4

(\$130,692); administrative & general, \$205,365 (\$175,726); miscellaneous, \$9,124 (\$36,422).

The company's balance sheet shows total current assets as of Aug. 31, 1960 at \$2,007,479, vs. \$1,431,013 on the same 1959 date. Total current liabilities dropped to \$642,940 vs. \$951,928. Operating under the Bankruptcy Act, the company reduced its retained-earnings deficit to \$3,810,554 at the end of the fiscal year, from \$4,671,005 one year earlier and \$5,091,900 two years earlier.

Wells-Gardner reports a 10% decline in sales and an 8% profit drop for the first 9 months of this year as compared with the same 1959 period (see financial table). Pres. Robert Alexander says the decline "is a reflection of reduced activity in the 3rd quarter this year as compared with the record 3rd-quarter sales of the preceding year." He adds that the final quarter probably will be an improvement over last year. The company's Sept. 30 backlog of orders totaled \$8.4 million vs. \$6.9 million a year earlier. He expects 1960 results about the same as 1959.

**Financial Reports of TV-Electronics Companies**

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
American Bosch Arma	1960—9 mo. to Sep. 30	\$ 93,289,510	—	\$ 981,976	\$0.49 <sup>1</sup>	1,885,254
	1959—9 mo. to Sep. 30	90,140,002	—	3,019,437	1.57 <sup>1</sup>	1,882,714
American TV & Radio	1960—year to June 30	1,094,360	—	14,206	—	—
	1959—year to June 30	1,109,493	—	19,263	—	—
Borg-Warner	1960—9 mo. to Sep. 30	451,458,928	\$ 37,956,097	17,839,366	1.96 <sup>1</sup>	8,936,994
	1959—9 mo. to Sep. 30	484,194,024	54,597,422	25,566,788	2.83 <sup>1</sup>	8,907,681
	1960—qtr. to Sep. 30	128,390,277	5,532,534	2,600,291	.28 <sup>1</sup>	8,936,994
	1959 qtr. to Sep. 30	156,390,427	15,481,729	7,276,412	.79 <sup>1</sup>	8,907,681

<sup>1</sup> After preferred dividends.

(Continued on next page)



FINANCIAL REPORTS—Continued		Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Company	Period					
Clevite	1960—9 mo. to Sep. 30	73,097,662	10,430,985	5,109,985	2.65 <sup>1</sup>	1,877,643
	1959—9 mo. to Sep. 30	62,448,415	9,833,654	4,811,654	2.51 <sup>1</sup>	1,854,152
	1960—qtr. to Sep. 30	21,687,997	2,510,000	1,180,000	.60 <sup>1</sup>	1,877,643
	1959—qtr. to Sep. 30	19,651,000	2,714,000	1,414,000	.73 <sup>1</sup>	1,854,152
Corning Glass	1960—40 wks. to Oct. 9	165,481,036	32,491,333	17,580,333 <sup>2</sup>	2.58 <sup>1</sup>	6,754,600
	1959—40 wks. to Oct. 9	147,717,908	34,460,084	17,944,084	2.63 <sup>1</sup>	6,722,052
Espey Mfg. & Electronics	1960—year to June 30	3,696,853	—	167,680	1.07	155,721 <sup>1</sup>
	1959—year to June 30	3,016,418	—	162,833	1.04	155,721 <sup>1</sup>
Ferrodynamics	1960—9 mo. to Sep. 30	753,000 <sup>2</sup>	38,865	24,765 <sup>2</sup>	.08	—
	1959—9 mo. to Sep. 30	598,000	(12,300)	—	—	—
Gabriel	1960—9 mo. to Sep. 30	24,587,295	(66,738) <sup>2</sup>	(28,774)	—	675,838
	1959—9 mo. to Sep. 30	21,760,115	1,205,910	578,837	.84 <sup>1</sup>	675,838
	1960—qtr. to Sep. 30	7,697,464	197,430	98,027	.14 <sup>1</sup>	675,838
	1959—qtr. to Sep. 30	7,206,659	220,880	160,022	.15 <sup>1</sup>	675,838
General Bronze	1960—9 mo. to Sep. 30	22,935,168	555,452	292,452	.76	384,137
	1959—9 mo. to Sep. 30	27,254,584	1,283,254	655,253	1.71	383,937
Globe-Union	1960—9 mo. to Sep. 30	43,927,515	—	1,168,784	1.38	—
	1959—9 mo. to Sep. 30	46,117,251	—	1,414,597	1.67	—
Hallicrafters	1960—year to Aug. 31	29,374,490	—	907,777	.90	—
	1959—year to Aug. 31	25,417,364	—	689,037	.69	—
Hoffman Story on p. 19	1960—9 mo. to Sep. 30	38,659,460	529,431	252,431	.17	1,524,421
	1959—9 mo. to Sep. 30	34,261,157	3,291,366	1,565,366	1.04	1,506,322
	1960—qtr. to Sep. 30	14,723,910	276,377	129,377	.09	1,524,421
	1959—qtr. to Sep. 30	11,915,968	951,661	543,661	.30	1,506,322
Indiana General	1960—9 mo. to Sep. 30	14,948,502	2,089,126	1,027,196	.91	1,124,522
	1959—9 mo. to Sep. 30 <sup>1</sup>	14,762,855	2,154,535	1,135,775	1.01	1,124,522
International Resistance	1960—42 wks. to Oct. 23	17,150,228 <sup>2</sup>	—	1,705,942 <sup>2</sup>	1.23	1,385,798
	1959—42 wks. to Oct. 23	15,676,568	—	1,493,370	1.08	1,378,988
	1960—17 wks. to Oct. 23	6,796,051	—	659,970	.48	1,385,798
	1959—17 wks. to Oct. 23	6,267,440	—	656,769	.41	1,378,988
Meredith Publishing	1960—qtr. to Sep. 30	14,003,053	744,192	381,192	.29	1,332,186
	1959—qtr. to Sep. 30	14,167,884	2,379,106	1,264,106 <sup>2</sup>	.97	1,299,421
Minnesota Mining & Mfg.	1960—9 mo. to Sep. 30 <sup>11</sup>	403,146,898	98,134,365	50,134,365	.98	51,316,762
	1959—9 mo. to Sep. 30	363,332,469	90,098,317	45,698,317	.89 <sup>9</sup>	51,087,270 <sup>10</sup>
	1960—qtr. to Sep. 30 <sup>11</sup>	140,133,725	33,768,363	17,768,363	.35	51,316,762
	1959—qtr. to Sep. 30	125,973,824	31,901,243	16,101,243	.32 <sup>8</sup>	51,087,270 <sup>10</sup>
Muntz TV Story on p. 19	1960—year to Aug. 31	9,833,829	— <sup>12</sup>	860,541	.74	1,165,376
	1959—year to Aug. 31	6,728,906	— <sup>12</sup>	420,894	.36	1,165,376
MCA	1960—9 mo. to Sep. 30	—	9,251,346	4,484,073 <sup>2</sup>	1.11 <sup>1</sup>	3,995,735 <sup>11</sup>
	1959—9 mo. to Sep. 30	—	7,212,033	3,496,333	.86 <sup>1</sup>	3,995,735 <sup>10</sup>
	1960—qtr. to Sep. 30	—	2,735,799	1,354,626	.33 <sup>1</sup>	3,995,735 <sup>11</sup>
	1959—qtr. to Sep. 30	—	2,230,059	1,039,025	.25 <sup>1</sup>	3,995,735 <sup>11</sup>
NAFI Corp.	1960—8 mo. to Aug. 31	35,840,736	2,288,482	1,313,482	1.07	1,230,755
	1959—8 mo. to Aug. 31	15,558,748	883,138	711,138	.72	987,655
Oak Mfg.	1960—9 mo. to Sep. 30	13,487,660	889,913	432,913	.66	—
	1959—9 mo. to Sep. 30	13,458,098	1,510,106	733,106	1.12	—
	1960—qtr. to Sep. 30	3,840,847	61,345	31,345	.05	—
	1959—qtr. to Sep. 30	4,308,182	473,502	233,502	.36	—
Pacific Mercury Electronics	1960—year to June 30	21,512,931	—	196,855	.28	—
	1959—year to June 30	20,154,604	—	352,198	.50	—
Polarad Electronics	1960—qtr. to Sep. 30	2,649,585	—	47,255	.03 <sup>1</sup>	1,316,525
	1959—qtr. to Sep. 30	2,911,786	—	142,818	.11 <sup>1</sup>	1,299,992
Sperry Rand	1960—6 mo. to Sep. 30	561,352,778	19,374,666	11,774,666 <sup>12</sup>	.41 <sup>1</sup>	28,294,991
	1959—6 mo. to Sep. 30	553,761,569	33,430,064	19,030,064	.66 <sup>1</sup>	28,279,511
Texas Instruments	1960—9 mo. to Sep. 30	170,147,000	23,485,000	11,517,000	2.91 <sup>1</sup>	3,924,613
	1959—9 mo. to Sep. 30	140,899,000	21,132,000	9,877,000	2.50 <sup>1</sup>	3,914,630
	1960—qtr. to Sep. 30	54,096,000	7,133,000	3,596,000	.91 <sup>1</sup>	3,924,613
	1959—qtr. to Sep. 30	46,700,000	7,578,000	3,572,000	.89 <sup>1</sup>	3,914,630
Wells-Gardner Story on p. 19	1960—9 mo. to Sep. 30	16,122,424	993,812	482,812	1.14	—
	1959—9 mo. to Sep. 30	17,986,967	1,082,485	525,485	1.25	—
	1960—qtr. to Sep. 30	6,827,336	556,428	267,428	.63	—
	1959—qtr. to Sep. 30	8,927,139	773,463	371,463	.88	—
Zenith	1960—9 mo. to Sep. 30	183,952,012 <sup>2</sup>	—	8,577,752	2.88	—
	1959—9 mo. to Sep. 30	175,990,037	—	9,319,921	3.15	—
	1960—qtr. to Sep. 30	65,688,191	—	3,268,287	1.10	—
	1959—qtr. to Sep. 30	69,127,237	—	4,418,200	1.49	—

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>Record. <sup>3</sup>Excludes non-recurring loss of \$1,868,418 from sale of investments. <sup>4</sup>Outstanding June 30, 1960. <sup>5</sup>Before \$37,964 tax credit. <sup>6</sup>Includes results, on a pooling of interest basis, of Indiana Steel Products and General Ceramics, merged Nov. 1959 (Vol. 15:40 p18). <sup>7</sup>Includes \$165,713 capital gains. <sup>8</sup>Adjusted for May-1960 3-for-1 split. <sup>9</sup>No federal income taxes apply because of tax loss carry-forward, which, at end of fiscal 1960, still amounted to about \$1.5 million. <sup>10</sup>Outstanding Sept. 30, 1960. <sup>11</sup>Includes operations of Mutual Bestg. System from April 1, 1960. <sup>12</sup>Includes about \$1.2-million gain from June-1960 sale of photocopy plants & assets.



NOV 14 1960

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## SUMMARY-INDEX OF WEEK'S NEWS

### The Election

**PORTENTS FROM KENNEDY CAMP:** Bartley probable FCC chief, though he favors "rotation." Switches in top commission staff expected. An "unknown" likely to head FTC (p. 1).

**ELECTION COVERAGE ANOTHER VICTORY FOR TV.** At its peak, 3-network coverage drew all-time record of 83 million viewers in 33 million homes. NBC had audience edge (pp. 3 & 5).

**ORIGINAL OVERSIGHTER PERILED** in House election, Rep. Moulder (D-Mo.) facing defeat by Baptist minister. He launched initial probes of TV grants (p. 5).

### Programming

**AFTRA-SAG BLACKOUT LOOMS** over live and film commercials, live and/or tape programming—unless demands are met (pp. 3 & 6).

### FCC

**FCC WEIGHS PROGRAMMING QUIZ;** considers new application form requiring stations to seek out community needs and describe plans to meet them (pp. 4 & 7).

**FCC'S RESTRAINED "POLICE FORCE"**—Complaints & Compliance Div.—moving cautiously under Chief Harrington, has 10-to-12 substantial cases in works (pp. 4 & 7).

**FCC HEARING FOR KRLA** license renewal ends in Los Angeles; will reconvene in Washington (p. 8).

**FCC'S N.Y. UHF PROJECT** negotiates for tower & office space with Empire State Bldg., contracts for antenna-model testing (p. 8).

### Technology

**PROF. HUGHES'S COLOR CAMERA** to be demonstrated Dec. 6-to-8 with claim of great cost reductions (p. 8).

### Consumer Electronics

**TV-RADIO-PHONO** sales for 1960 appraised by industry leaders. Could be better—or far worse. Year's TV sales to be about same as 1959, phono sales near 5 million, radio around 10 million. October distributor TV sales down 27% from 1959 (p. 15).

**ELECTRONICS PROFITS** down 11% in 3rd quarter, 29-company sample shows. Consumer electronics drop 23%, large companies 11%, components profits unchanged (p. 16).

### Stations

**TERMS OF U.S.-MEXICAN BORDER AGREEMENT** show U.S. getting 14 new vhf assignments, Mexico 23 (p. 4).

**NEW STATIONS IN YOUNGSTOWN, O.** and Vancouver, B.C. raise on-air totals to 576 (U.S.) and 75 (Canada). Reports on other upcoming stations (p. 10).

**FLA. DEFENSE NETWORK LAUDED** by FCC in official commendations for "outstanding meritorious" work in broadcasting 24-hour Hurricane Donna warnings (p. 11).

### Film & Tape

**NEW HOUR SERIES ARE FAILING** to achieve impressive ratings despite success of previous 60-min. series (p. 9).

### Finance

**TV'S 3RD-QUARTER SLUMP;** Admiral & Motorola are latest TV set makers to report profit sags despite strong sales. Zenith hits dumping by competitors as factor in its profit decline (p. 19).

### Other Departments

**FOREIGN** (p. 6). **AUXILIARY SERVICES** (p. 11). **NETWORKS** (p. 12). **ADVERTISING** (p. 13). **PERSONALS** (p. 14). **EDUCATIONAL TELEVISION** (p. 14).

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**PORTENTS FROM KENNEDY CAMP:** You may be sure of one thing about this new administration: It has a far greater appreciation of the power of TV & broadcasting than any in history. It follows, therefore, that it will keep an extremely sharp eye on regulatory end of the business. Four words from President-elect Kennedy made that certain last week. Asked at his first news conference whether he could have won without the 4 "Great Debates," he said: "I don't think so." (See also p. 5.)

With no significant changes in Congress produced by elections (see p. 5), interest concentrates on regulatory agencies.

FCC will get new chairman and a new member. It's long been assumed chairmanship will be offered to Comr. Robert T. Bartley, Democrat who has served since March 1952 and whose term expires June 1965. It's still assumed—not only because he's House Speaker Sam Rayburn's nephew, but because of his long experience with broadcasting in industry, FCC and on Capitol Hill. Here's what Bartley said after election:

"I am not seeking the chairmanship. No one is urging me to take it. The only reason I am unwilling to give you a 'Sherman-type' statement is that I have for a long time favored rotation of the chairmanship. I think that each Commissioner should be willing to serve his trick in turn."

Asked to elaborate, to tell us whether he'd take or refuse the job if it were offered, he said he couldn't answer "iffy" questions. In any event, he said: "I want to be free to fight for rotation on the Hill." We think he'll take job if it's offered.



Chmn. Ford is expected to step down from chairmanship gracefully. He has always left us with impression he has no desire to enter private industry. His term expires in 1964 and he has had 21 years of govt. service. Republican Comr. King will be replaced by a Democrat as soon as Kennedy gets around to nominating one.

Top FCC staff positions will shift from Republican to Democratic hands. Hope at Commission, naturally, is that replacements will come from within staff—and this is likely if Bartley is chairman.

Bartley certainly doesn't believe in a "soft" FCC. Many times, he has asserted that Commission suffers too much interference from White House, courts & Congress. He regards the agency as an "arm of Congress" but believes that Congress restricts its own arm movements. He's strong for local station ownership, diversification of mass-media ownership, close scrutiny of station sales—particularly to multiple owners. He almost always votes to get more information on important sales, believes Commission is too much of a rubber stamp. In programming, he's a bug on "fairness" & discussion of public issues—emphatically believes FCC should be no mere technical "traffic cop." He's very fond of quoting Thomas Jefferson's: "But for God's sake, let us freely hear both sides!"

Expect no radical anti-industry action from Bartley. He's not so inclined in the first place. It's one thing to be a vigorous dissenter, another to be a leader of 6 other Commissioners.

Somebody from Kennedy's own consumer-championing brain trust may replace FTC Chmn. Earl W. Kintner, but it's unlikely that President-elect has anybody set for job yet. That's best guess at FTC, at least.

Democratic FTC Comr. Robert T. Secret would be in line for job if promotion is made from within agency. That's considered improbable, however. Secret has seniority over Comr. William C. Kern, the other Democrat on the 5-member FTC. Secret also has good party credentials as former House member from Ohio. Moreover, he was on Commerce Committee. But like other present FTC members, Secret is an Eisenhower appointee, and it's not in the political cards for the new administration to tap an Eisenhower holdover for the top job.

It's paradoxical that political axe must fall on Republican Kintner. He's been the most aggressive FTC chief in the memory of staff veterans, beating any New Dealer in his attacks on business frauds & monopoly. It would be good public relations, at least, for Kennedy to ask Kintner to carry on as FTC member. He could be dropped into minority FTC spot held now by lame duck Edward K. Mills Jr., who was given recess appointment (replacing GOP Comr. Edward T. Tait) as consolation prize after he backed out of FCC appointment. But Kintner probably wouldn't take demotion, preferring private practice (at much more than the \$20,500 he gets now) to playing secondary role on FTC after the splash he's made, particularly in TV advertising & payola cases.



In any event, Kennedy administration can be expected to move for more—not fewer—Kintner-type anti-fraud & anti-monopoly doses from FTC.

Other important top Washington positions will change hands. There will be a new Attorney General in place of William Rogers, and a substitute for his anti-trust assistant Robert Bicks. Actually, the business community may welcome this—for they've been tough. Other changes in cabinet will have important but less direct effect on TV & radio.

Kennedy spoke during campaign about "influence" on regulatory agencies, said even Congress should keep hands off.

A study of agencies is planned, at any rate, and Kennedy said he had asked James M. Landis to report by Dec. 15 on what can be done to improve "the effective dispatch" of agency business. Landis was the New Deal Jack-of-all-agencies, having been an FTC member & SEC Chmn., then Harvard Law School dean. As counsel for Skiatron Electronics & TV, he was strong pay-TV proponent. Recently, he represented Skiatron before SEC in stock-registration case (Vol. 16:3 p19 et seq.). He conceded at outset that the company made "obvious errors" in stock deals, pleaded only that no bad faith had been shown.

One piece of legislation with much improved chances is Sen. Magnuson's (D-Wash.) \$51-million ETV bill. Senate passed it in last Congress; House Commerce Committee approved another version—but Eisenhower was opposed and Rules Committee killed it. Both Kennedy & Nixon went on record favoring it.

**ELECTION ANOTHER VICTORY FOR TV:** Television scored a massive audience success on election night as networks fulfilled their promises of fanciest-ever reportage. Viewer interest mounted as Presidential race see-sawed during evening. Peak audience for 3 networks came at 10-to-10:30 p.m., reported Arbitron, with 33 million homes (nearly 3 out of every 4 TV households) tuned and 83 million viewers watching. Election peak thus surpassed biggest debate audience by 8 million viewers and left the all-time TV audience record difficult to top in future.

Division of audience among networks was a continuation of the trend that began with the convention coverage and which continued through campaign specials & TV debates. NBC walked off with largest election audience, despite CBS efforts to throw its biggest news names (except for Edward R. Murrow, ill with "a touch of pneumonia") and slickest gimmicks against NBC's Huntley-Brinkley duo. During the long hours of coverage, there was undoubtedly considerable channel-hopping by millions of viewers. But Arbitron figured the final 7:30-to-11 p.m. split, in terms of "total home hours of viewing for each network," as 51% for NBC, 38% for CBS, and 11% for ABC (see p. 5).

Close contest provided a surprise bonanza to sponsors. Networks had figured the big race would be decided before midnight. As the morning hours rolled by, participation sponsors on NBC and ABC, and Westinghouse on CBS, got a substantial fringe-time bonus with their duration-of-show commercials. Overtime coverage also boosted out-of-pocket contribution this season by networks to U.S. politicking. By network estimates, the extra unpaid tab for program costs totaled nearly \$600,000. To this must be added theoretical value of extra post-midnight time and Nov. 9 daytime pre-emptions, representing possibly \$750,000. This would reach the grand total (adding to Sponsor's Nov. 7 estimate) of a \$21,350,000 cost to the TV broadcast industry in the performance of discharging its 1960 political responsibility.

**AFTRA-SAG BLACKOUT:** Threat of major talent strike hangs over network & spot TV this week. Green light was given to AFTRA officials by union members (via meetings in N.Y., Chicago and Los Angeles) to call a midnight Nov. 15 walkout unless network & union find area of agreement on new union demands. SAG is seeking similar mandate from its members via mail balloting, expects to have results Nov. 1.

Biggest hassle involves commercials of all kinds, both live and/or tape or film, network or spot. At network level, both unions want moderate increases. In spot, they are seeking a new "unit system" payment scale that will operate something like syndicated film marketing in which price is determined by market size. (For union demands, see p. 6.)

There's also a quarrel in program-talent prices, but it wouldn't cause as many headaches as commercials problem. In programs, AFTRA wants approximately 10% increase in live and/or tape minimum talent scales, bigger residuals, and retention of present payment scale for overseas showings of tapes or kinescopes of live shows. Film programs (which represent about 80% of regular nighttime network fare) aren't affected, since SAG made peace earlier with telefilm producers and AFTRA has no jurisdiction in film.

Backlogging has been circumvented by unions in both commercials and program areas—a factor which may cause havoc with many Christmas-season commercials and special programs. Preparing for possible strike, unions have required producers & talent to work with clear understanding that affected commercials & programs produced since Sept. 14 will not be televised after Nov. 15 in event of walkout. This may force networks & advertisers to use former winter-season commercials and last year's taped Christmas shows. AFTRA strike would affect live & tape shows and commercials; SAG's would hit film commercial production. Even if SAG votes Nov. 21 to strike, as expected, producers will still have time to grind out some film commercials after Nov. 15 start of any AFTRA walkout.

Strong hint that technical unions might join walkout has been made in N.Y. by AFTRA & SAG. Contracts for key unions, NABET & IBEW, expire with networks within next 2 months, and joint strategy sessions have been held by the technical & talent unions concerning mutual aid. Networks, so far, have been adamant in refusing to meet AFTRA-SAG demands, and have received tacit backing of advertisers, agencies & their respective trade groups.

Agreement with unions will undoubtedly raise cost of TV advertising. Just how much, nobody knows yet. Network-level demands would raise program-&-commercials cost of live and/or tape shows somewhat. Talent costs in commercials for spot would jump sharply, but talent has always been a small fraction of spot's total cost as compared with network's.



**FCC WEIGHS PROGRAMMING QUIZ:** FCC's long-planned effort to upgrade programming by requiring stations to seek out community needs and tell Commission what they intend to do to meet them comes up for discussion this week (Monday Nov. 14) in a special meeting. Undoubtedly, it will be first of several meetings, and initial proposals will be modified—but it's understood that the new ideas up for Commission consideration would require stations to:

- (1) Give narrative description of service area.
- (2) Tell needs of population served and what station plans to do about them.
- (3) Supply detailed information on broadcasts of editorials & public issues.
- (4) Discontinue supplying Commission with percentage breakdown of program types.
- (5) Eliminate practice of showing amount of sustaining time.
- (6) Revise definitions of "spot announcements" and "commercial programs." (For details, see p. 7.)

**FCC'S RESTRAINED 'POLICE FORCE':** "I hope to work myself out of a job in a couple of years." That's the philosophy of FCC's top "sleuth"—Complaints & Compliance Div. chief John C. Harrington—as expressed in his first interview last week.

Commission has kept Division's work quiet, giving it time to get organized, feel its way—and to keep "raw" unsifted material from seeping out & producing unnecessary harm.

There's nothing of the wild zealot or gumshoe about Harrington or his mode of operation. He's quiet, affable attorney who intends to lean over backwards to keep Commission clear of charges of "censorship."

Staff has made 10-to-12 field investigations of important charges so far. Only one has received FCC action to date—"contest fraud" charges against radio KWK St. Louis (Vol. 16:45 p2). Harrington hopes for action on several more before Christmas. Most of these involve serious payola cases, in which licensee himself seems to be in on an illegal "take."

Commission gets 40-to-45 complaints daily. Harrington said most can be answered with letter saying in effect: "FCC can't tell stations how to program. If you don't like the material broadcast, tell the station, not us." Complaints include such things as: "Why did CBS cut soap operas?" "Too many commercials." "Too much sex & violence."

Basic difference between Commission's present & previous operation in complaints area, Harrington said, is that there is now manpower to go into matters more thoroughly and to look at a station's whole record. Division has 19 people—12 professionals, mostly attorneys, and 6 clerical. (For more details on Division's work, see p. 7).

**TERMS OF U.S.-MEXICAN BORDER AGREEMENT:** U.S. will get 14 new vhf assignments, Mexico 23, under terms of new U.S.-Mexican border agreement negotiated recently (Vol. 16:45 p5). Little difficulty in securing formal ratification is anticipated.

New U.S. assignments, we've learned, are as follows: Ariz.—Nogales, Ch. 11; Prescott, Ch. 7. Cal.—El Centro, Ch. 7 & 9; Bakersfield, Santa Barbara, Santa Maria, Lompoc, Ch. 12. N.M.—Silver City-Truth or Consequences, Ch. 6. Tex.—Del Rio, Ch. 10; San Angelo, Ch. 6; Marfa, Ch. 3; Ft. Stockton, Ch. 5; Presidio, Ch. 7; Sonora, Ch. 11; Brady, Ch. 13; Bouquillas, Ch. 8.

In Mexico, following are added: Baja California—Mexicali, Ch. 5; Santo Tomas, Ch. 2; Santa Catarina, Ch. 12; Rosario, Ch. 8. Chihuahua—Hidalgo Del Parral, Ch. 12; Nuevo Casas Grandes, Ch. 8; Ciudad Cuauhtemoc, Ch. 9; Ciudad Delicias, Ch. 13; Madera, Ch. 13; Ciudad Camargo, Ch. 10; Ciudad Jimenez, Ch. 8; San Buenaventura, Ch. 10; Ojinaga, Ch. 6. Coahuila—Saltillo, Ch. 7; Nueva Rosita, Ch. 4; Monclova, Ch. 9; San Vicente, Ch. 2. Nuevo Leon—Monterrey, Ch. 12. Tamaulipas—Matamoros, Ch. 2; La Rosita, Ch. 8; Ciudad Victoria, Ch. 11 & 13; Ciudad Mante, Ch. 5; Soto la Marina, Ch. 3. San Luis Potosi—Matehuala, Ch. 9. In addition, Ch. 11 is deleted from Nogales, Sonora, Ch. 12 from Reynosa, Tamaulipas.

Agreement also provides: (1) Maximum powers will be 100 kw for Ch. 2-6, 325 kw for Ch. 7-13. (2) Future changes in assignments will be accomplished by a simple notification procedure if minimum separations are complied with; other changes will be effected through negotiation. (3) Co-channel minimum separations are specified—220 mi. within a specified zone, 190 mi. outside; adjacent-channel minimum is 60 mi.

## The Election

### More about

**TV & THE ELECTION:** Computers figured prominently in the efforts of the networks (see p. 3) to outdo each other in their coverage of the climactic event. Said the *N.Y. Times'* Jack Gould: "The overly touted superduper electronic computers in the main were immensely reassuring. Their systematic prevarication was positively human."

But the computer battle probably bewildered audiences as much as it informed them in early reportage. Eager to score a first, ABC sprang an early Univac prediction (10-to-1 odds for Nixon) soon after 7 p.m. Armed with an IBM 7090, CBS predicted for Nixon (with over 450 electoral votes) at 7:27 p.m. NBC wisely played a waiting game until 8:22 p.m., when its RCA 501 had a bigger sample to analyze, called the shot for Kennedy (6.3-to-1 odds). Computer odds shot up & down on all 3 networks all night, seldom agreeing at any moment, but running steadily in Kennedy's favor after 9 p.m.

IBM took full-page newspaper ads Nov. 9 in N.Y. and other key cities to ask: "Who won the computer battle last night?" IBM's answer: "You did . . . You saw the fastest, most complete coverage in history. All 3 systems helped the networks do a better reporting job . . . The real significance of what you saw lies in the computer methods that were demonstrated." But NBC, in its own ad, pointed out: "The RCA 501 was the only computer used by the networks that did not project a Nixon victory." The computer, however, was clearly here to stay as a standard prop in network election coverage.

The rapidity of the vote count was a credit to TV—something that was clearly demonstrated in cut-aways to Democratic & Republican hqs where old-fashioned chalkboard scores (fed, usually, from wire services) were noticeably lagging behind the TV-reported figures. All 3 networks did a good statistical job, although NBC's speed got the real accolade when David Brinkley mentioned that a wire service had asked that network to hold the figures on the screen long enough to be jotted down.

\* \* \*

Did the TV debates turn the tide for Kennedy? Last week there were many indications that, in one of the nation's closest races, they did. Stated National Democratic Chmn. Henry Jackson: "The biggest single factor was Mr. Nixon's getting into the TV-radio debate with Mr. Kennedy." Said campaign mgr. Robert Kennedy: "I don't think that it would have been close without the debates." (Underlining this opinion, Kennedy also added that his brother probably wouldn't agree to a debate series in 1964 if he chose to run again.) Robert G. Spivack, *N.Y. Post* correspondent, stated that President Eisenhower had told intimates during his trip to Pittsburgh and Cleveland that "many of Nixon's troubles could be attributed to the 'mistake' of agreeing to the TV debates." Similar opinion was voiced by sources ranging from the *Wall St. Journal* to UPI columnist Lyle C. Wilson who called the agreement to debate "a ghastly mistake" by the Nixon forces. A curious footnote was also provided by Motivation Research Associates Pres. Emanuel Demby, who stated that Kennedy really won because he projected a "balanced masculinity."

\* \* \*

By-product of debate & election TV has been another round of sales of prime-time network public-affairs shows.

Continuing a trend noted here earlier (Vol. 16:3 p14 et seq.), the newest advertisers are signing up in anticipation of large audiences that buy regular consumer products, not mere minorities to which advertisers can perhaps promote a corporate image. At CBS-TV, Philip Morris—which has already sponsored 2 *CBS Reports* specials—signed last week for 3 more 60-min. shows, which will carry the series to the end of 1960. At NBC-TV, Gulf Oil has allocated \$1.2 million to pay the time charges for a series called *NBC Special News Reports* which the network plans to do for 1960-61. Because all the shows will be of a current news nature, NBC is assuming production costs, on the theory that the network would be bound to air several news specials anyway. Thought-provoking sidelight: In both cases, sponsors will have no control whatever over the shows' production & planning, although they'll be advised of subject matter.

\* \* \*

WMCA-TV granted equal time to Henry Cabot Lodge for a Nov. 7 pro-Nixon rebuttal to the radio station's pre-election endorsement of Kennedy. The Republican Vice-Presidential candidate responded at virtually the 11th hour to WMCA's Oct. 25 invitation.

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**Original Oversight Periled:** The first chmn. of the House Commerce Legislative Oversight Subcommittee—Rep. Moulder (D-Mo.)—may be missing from the ranks when the 87th Congress convenes in Jan.

A 6-term veteran, Moulder apparently was defeated for re-election by Republican Robert A. Bartel, a Baptist minister. When the polls in the 11th Mo. district closed Nov. 8, Moulder trailed Bartel by 164 votes. He was reported picking up some votes in a Nov. 11 count of absentee ballots, but the final outcome of the contest may depend on a GOP challenge of their validity. GOP state chmn. H. Kenneth Wangelin said "a great many complaints" about election frauds in Missouri, which went narrowly for John F. Kennedy, "involved the handling of absentee ballots."

Moulder organized the initial Oversight Subcommittee staff with Bernard Schwartz as chief counsel. Together, they started the investigating unit on its sensation-packed probes of hanky-panky in FCC's TV grants. Following Schwartz's dismissal early in 1958 in a dispute with Commerce Chmn. Harris over hearing tactics, Moulder quit the chairmanship, which was taken over by Harris himself.

Subsequently, Moulder withdrew in obvious pique from the Subcommittee. He was most recently in the news nationally when he was identified in newspaper-magazine exposes as a junketing member of Congress who had run up bills in the Persian Room of N.Y.'s Plaza Hotel on a govt. expense account (Vol. 16:23 p10 et seq.).

Definitely missing from the House Commerce Committee next session will be its next-to-last ranking Democrat—Rep. Brock (Neb.). Brock was defeated for re-election by Republican Ralph F. Beerman. All other committee members—Democrats & Republicans alike—were re-elected.

Only 4 members of the counterpart Senate Commerce Committee—Democrats Thurmond (S.C.) & Bartlett (Alaska) and Republicans Schoepfel (Kan.) & Case (N.J.)—were up for re-election. All won.

Of the new members of Congress, at least one comes directly out of the broadcasting business. He is Republican Donald C. Bruce, business mgr. of radio WIRE Indianapolis, who took a House seat away from Democratic Rep. Barr. Bruce joined WIRE in 1948 as a news commentator, became program dir. in 1957 and business mgr. last year.



## Programming

### More about

**AFTRA-SAG STRIKE THREAT:** A complex new scale for both live & film talent appearing in TV commercials is being sought by AFTRA and SAG (see p. 3).

Present talent scales for spot-used commercials, unlike the payment scales to syndicators for spot-used film programs, don't consider the size of the TV market in which spot commercials are televised—with minor exceptions. Commercials (60-sec., station-break, station ID, participations) telecast in N.Y., Los Angeles and Chicago mean a small premium payment to actors & announcers (but not big enough, according to AFTRA). Other cities, Detroit and Sacramento, for example, are considered as having equal weight, despite obvious difference in size.

Under present AFTRA scales, a 60-sec. live and/or tape commercial featuring 2 on-camera performers used (via duplicate tapes & film transfers) on a spot basis in 155 markets involves a minimum talent cost of about \$520 for each 13-week run. Under AFTRA's new unit system, the talent costs would be approximately tripled. Similar increases would result for SAG talent in film commercials.

#### "Unit" Blends Price & Population

The unit system works on 2 levels: Population of market and price-per-unit. Basically, a "unit" equals about 500,000 population (Thus, the N.Y. TV area would be 21 units, Chicago 12, Detroit 7, etc.). Each unit would equal \$15 to talent for the first 10 units, then \$7 for the next 30 units and \$1 per unit thereafter. Networks & advertisers don't really object to the unit concept; it's the price-asked-per-unit that's been the stumbling block.

AFTRA, however, calculates that even its full unit-concept package would represent only a 3% increase in the total annual time-&-talent costs of nationally-placed spot TV. Although SAG hasn't officially announced its spot TV demands, it is understood in Hollywood that the Guild's proposed talent increases for commercials parallel AFTRA's closely, and are based on a similar unit system.

Other AFTRA-SAG demands: For live or taped network commercials, AFTRA wants a slight increase in minimum fees (from \$93 to \$95 per session) plus 100% repayment to talent on the first commercial rerun; SAG wants an upgrading to equal AFTRA payments. AFTRA also wants an increase in talent scales for rerun tape programs. Currently, AFTRA talent gets 75% of minimum on the first rerun, lesser amounts on other reruns, nothing after the 8th replay; AFTRA now seeks 100% on the first rerun, more on the others, and 5% on every rerun after the 8th replay. AFTRA wants to retain its present deal for overseas reruns, whereby talent gets 45% of minimum for worldwide outside-U.S. program exposure; SAG, which has no overseas film residuals for actors, wants a deal that approximates the AFTRA arrangement. In radio, AFTRA wants a sizable increase (approximately double present rates) for sportscasters handling championship sporting events aired on radio networks; SAG is not involved.

NBC will again produce "Peter Pan" as a one-shot special with Mary Martin Dec. 8—but it will be the last live production of the play for awhile. Although a recording of the show was made of its last (1956) telecast, NBC does not consider it "suitable" for airing. This time, the 2-hour show will be color-taped, with NBC retaining rights to repeat it 4 on 5 times in future.

"Positive" public influence on TV programming & commercials is necessary to help broadcasters assure high TV standards, TIO's dir. Louis Hausman told the Baltimore Rotary Club last week. Gist of his proposals: "Students should become literate in TV as well as print to develop better critical standards . . . We need more sponsorship support for public-affairs programs . . . Businessmen with a part in approving commercials should employ the very taste & restraint that they would like to see exercised in the programming itself . . . The public has more sense & judgment than the critics give it credit for, but viewers must continue to exercise rigorous discrimination by rejecting the less imaginative . . . programs & commercials."

Late-night 60-min. film reruns of shows in the Warner Bros. backlog are planned by ABC-TV as an 11:15 p.m.-12:15 a.m. rating rival for NBC-TV's *Jack Paar Show* early in 1961—as we predicted last season. Since the idea first hatched, ABC has been quietly sounding-out affiliate reaction to a late-night Mon.-to-Fri. series, and even cautioned affiliates against stocking up on high-priced feature films for use after 11 p.m. An informed source outside ABC told us that ABC's offer to Warner Bros. for reruns of *Alaskans*, *77 Sunset Strip*, *Bourbon St. Beat*, etc. is about \$25,000 per negative, for the first replay. The ABC plan calls for 60-sec. sponsor participations on the network as well as breaks in the shows for local ABC stations.

Union dues were spent to produce TV films & radio tapes for Democratic candidates in the election, according to a complaint filed with the Justice Dept., where it was reported "under study." Source of the protest wasn't disclosed, but a Justice Dept. spokesman said it involved reports that the Washington office of the AFL-CIO's United Automobile Workers provided the TV & radio material for favored candidates, paying for it out of dues. Such contributions by corporations & labor unions are illegal.

Another M.I.T.-produced series will be aired. (The first this season was CBS-TV's *Tomorrow* specials which debuted Oct. 26.) This time, it's local-level and will be seen on WNEW-TV N.Y., having begun Nov. 13. The 39-week series, *Science Reporter*, will emphasize "new developments in all areas of science," and will be drawn from current work going on at M.I.T. & Harvard.

## Foreign

Australian commercial TV licenses were granted by the Bcstg. Control Board last week for 13 "country areas," ending contests by 45 applicants. The biggest plum was the capital city of Canberra (pop. 45,000) for which 5 companies applied. Licenses granted (ownership of licensee corporations not yet announced): Capital Territory—for Canberra, to Canberra TV Ltd. • New South Wales—for Newcastle-Hunter River, to Newcastle Bcstg. & TV Corp.; for Illawarra, to TV Wollongong Transmissions Ltd.; for Richmond-Tweed Heads, to Richmond Tweed TV Ltd.; for Central Tablelands, to Country TV Services Ltd. • Victoria—for Ballarat, to Ballarat & Eastern Victoria TV; for Bendigo, to Bendigo & Central Victoria Telecasters; for Latrobe Valley, to Eastern Victoria TV; for Goulburn Valley, to Goulburn-Murray TV. • Queensland—for Darling Downs, to Darling Downs TV; for Rockhampton, to Rockhampton TV; for Townsville, to Telecasters (North Queensland) Ltd. • Tasmania—for Notheastern Tasmania, to Northern TV Ltd. Australia currently has 1.25 million TV sets served by 18 stations, of which 10 are commercial, 6 run by Australian Bcstg. Commission.



## The FCC

### More about

**FCC's INVESTIGATIVE ARM:** About 1/3 of all U.S. stations have never had a single complaint of any kind against them, as far as FCC files show. So Says John C. Harrington, chief of the Commission's new Complaints & Compliance Division. He added, in an interview last week (see p. 4), that the fact that a station does have complaints on file doesn't necessarily mean anything.

Harrington divides station operators into "broadcasters" and "licensees." The former try to do a job, he said, and the latter want only the quick buck. Happily, he noted, only about 100 operators can be called "mere licensees."

The Division really didn't get going until Sept., and Harrington believes it's now working reasonably well. The 12 professionals on the staff have substantial experience, and are well-paid by government standards—getting \$9,000-to-\$10,000 or slightly more.

First important task was disc-jockey payola. Some 600 license renewals had been held up pending investigation, but most were cleared quickly, Harrington said, when it was determined transgressions were minor & had stopped.

The more serious cases under investigation now include fraudulent contests, such as those charged against radio KWK St. Louis (Vol. 16:45 p2), and licensee payola.

### Dry-Run Monitoring Begun

Monitoring-in-depth—the full-time observation of a city's stations—hasn't started yet, and Harrington said that there are no immediate plans to begin: "It takes an awful lot of time." However, 3 stations have been monitored to some extent—in W. Va., N.C. & Fla.—just to give investigators a "check list," to learn what to look for. Among things his staff watches, Harrington said, are stations which fail to identify themselves properly. "For example," he said, "a suburban station may never really identify itself, leading the listener to believe it is assigned to the major city."

The Commission has hired no outside organizations to monitor. "It's hard enough to keep FCC work confidential."

The Division deals only with stations, not sponsors, Harrington said. Although, he added, people who complain about programming are urged to write to sponsors & networks as well as to stations.

There are some complaints from station competitors, but not a lot, Harrington reported. He indicated that competitors believe such action may invite a Commission examination of their own operations. "We get some anonymous complaints," he said, "that we know are from competitors. We also get reports from disgruntled employes."

A liaison with FTC is maintained, Harrington said, and the 2 agencies exchange complaints about fraudulent ads—particularly when there are repeated charges. If FTC issues a cease-&-desist order against an advertiser, FCC notifies any stations it knows to be carrying the offending commercials. "Stations are generally pretty careful," he said. "Most do make a try to pick their clients."

Harrington has not yet established a liaison with NAB, though "we've talked about it."

The Commission doesn't send copies of complaints to the stations involved. "This might be interpreted as 'hinting' or 'censorship,'" he said.

Charges of vulgarity, obscenity, etc., "aren't as prevalent as you might think," Harrington reported.

### More about

**FCC & STATION PROGRAMMING:** FCC's first formal discussion of an intra-Commission draft of the proposed changes in the application forms dealing with program plans (see p. 4)—called a "Statement of Program Service"—includes the following suggested requirements of stations:

(1) Description of service area, including population, foreign language & minority groups, agricultural groups, educational & religious institutions, cultural & recreational facilities, number of TV & radio stations, number of newspapers, principal industries.

(2) Report on results of a recent survey of community needs & interests.

(3) Report on results of discussions with area leaders—including public officials, clergymen, educators, spokesmen for business, labor, professions, agriculture, *et al.*

(4) Description of steps taken to produce a program schedule making use of foregoing surveys & discussions.

(5) Description of how complaints have been & will be handled.

(6) Report on the handling of editorials & controversial issues, including procedures followed to guarantee fair presentations—plus a full description of a few specific broadcasts on local public issues.

(7) Description of methods used to promote local expression & develop local talent.

(8) Statement as to whether station has a specialty.

(9) A breakdown of programming—in terms of hours, past & proposed—of recorded, live or network, counting only programs that run 4½ minutes or longer. A further breakdown would describe the programs as religious, instructive, public affairs, agricultural, news, sports, entertainment, etc.

(10) Total of spots per week, with separate totals for those 60 sec. or less and those more than 60 sec., with breakdown by major time periods (6 a.m.-6 p.m., 6 p.m.-11 p.m., other).

(11) Description of policy regarding number of spots per 15-min. segment and the maximum commercial time permitted for programs of various lengths.

(12) Copy of the log for the composite week.

(13) Description of programs devoted to promoting businesses in which applicant's principals have financial interests.

(14) Statement on plans for staffing each department, including names & residences of managers & dept. heads.

Precedent was set in Boston's U.S. District Court Nov. 7 when Judge Francis Ford held that FCC has primary jurisdiction in equal-time disputes. Write-in Congressional candidate David Franklin had demanded equal time on WGBH-TV's *Ask the Candidate* program and was rejected on the grounds that the show was a bona fide news series and therefore exempt. Franklin went to the Court for an injunction, the first time anyone has gone to a court before appealing to the FCC. WGBH-TV counsel Ernest Jennes urged immediate dismissal on the "FCC-has-primary-jurisdiction" grounds; Judge Ford agreed, ruled from the bench immediately.

CPs granted: Ch. 43, Visalia, Cal., to Sierra Bestg. Inc. • Ch. 8, educational, Phoenix, to Board of Regents of the Universities & State College of Arizona • Ch. 77 & Ch. 80 translators, Mason, Tex., to Ft. Mason Translator System.



**KRLA Probe Moves to Washington:** FCC's hearing on license renewal of KRLA Pasadena (Vol. 16:45 p10), adjourned last week in Los Angeles, to resume in Washington on a date to be announced soon.

Focal points: Does nominal owner Donald Cooke or his brother, Canadian broadcaster Jack Cooke, actually own & control the station? Was there intent to deceive in a disc-jockey contest? Were station logs for Oct. 18-24 accurate?

Donald Cooke introduced 200 pages of memoranda & instructions as evidence that he was the one who issued instructions to personnel at KRLA. The brothers have never denied Jack Cooke's active help, financially and in other ways, but insist that it was on a brotherly basis, with Donald retaining control.

Ex-KRLA auditor Vern Dobson testified he could not recall receiving any instructions on fiscal operation of the station until Jack Cooke discussed them with him. Counsel for Donald Cooke then introduced a memo sent to ex-gen. mgr. Loyal King, with a carbon to Dobson, telling them in detail how the station should be operated. On cross-examination, Dobson said he recalled the memo. Both Cookes had previously testified that Donald had trouble conveying instructions to Dobson, so Jack had told Dobson in detail how balance sheets should be handled.

Boston Ch. 5 "influence" case should be turned back to FCC by the Court of Appeals, Commission said last week. Filing a court memorandum reviewing its actions & recommendations in the case against WHDH-TV (Vol. 16:45 p6), FCC urged that "the entire matter" be remanded for further proceedings looking toward a new grant. The memorandum said the Commission wanted to make "early disposition of all questions as to the validity of the original grant to WHDH and of the necessity for further comparative evaluation of the applicants." These were among FCC findings reported to the court: (1) No FCC member should have disqualified himself in the Ch. 5 case. (2) "There were attempts to influence members of the Commission, but no actual influence occurred." (3) No applicant was disqualified, but "the grant to WHDH is voidable and . . . action should be taken to set it aside." (4) Conduct of WHDH-TV & applicant Mass. Bay Telecasters was "such as to reflect adversely" on them.

Amendments to Communications Act remain high-priority items at FCC. It's understood that the Commission has decided to recommend a change in Sec. 5(c) to allow more use of its Office of Opinions & Review (Vol. 16:43 p5). Its staff has recommended that the Commission be permitted to consult with its chief engineer & its gen. counsel in adjudicatory proceedings. Another staff suggestion is that panels of one or more Commissioners be delegated the authority to hear & decide adjudicatory matters. The Opinions & Review and Broadcast Bureau staffs dissent on that one, arguing that processes would be slowed. A 3rd staff recommendation is that hearing examiners be permitted to consult with each other on questions of law.

Ready to take over Ch. 10 Miami any time the courts say so, L. B. Wilson's WLBW-TV filed with FCC last week a request to start. The station reports it has spent \$770,648, completing construction Nov. 4. FCC had ruled that Wilson should take over from National Airlines' WPST-TV, but latter's court appeal is still pending.

Proposed restrictions on station sales (Vol. 16:45 p1) are scheduled for FCC consideration Nov. 22. The Commission meeting that week will be held on Tuesday.

**FCC's N.Y. Uhf Moves:** FCC has begun to spend some of the \$2 million Congress gave it to conduct the N.Y. uhf experiment. It is now in the process of negotiating an agreement with the management of the Empire State Bldg., for tower-mounting rights, office space and electric power.

The Commission wants to rent offices on the 80th floor, is being asked \$14,000 a year. The tower rights would run \$80,000 annually. In addition, if more power must be constructed to handle the extra load, the Commission will be required to pay up to \$25,000 for it.

A contract of \$8,000 for the testing of an antenna model has been awarded to Melpar, and the job is to be completed in 6 weeks. In addition, the design for a "very promising" antenna has been submitted by Smith Electronics, Brecksville, O., and it has been told to go ahead although contract hasn't been signed yet. The price is about \$12,000 and the tests would take 6 weeks.

One job has been completed—the study of tuner design by Airborne Instruments Lab—at a cost of about \$9,000.

Lots of trouble faces Gila Bcstg. Co., operator of Ariz. Radio Stations KCKY Coolidge, KCLF Clifton, KGLU Saford, KVNC Winslow & KZOW Globe. All its renewals are in hearing status, with the FCC exploring whether principals have been involved in illegal relinquishment of control, illegal transfers, misrepresentations to the Commission, etc. Recently, Gila asked permission to take all the stations off the air for 90 days, on the grounds that it couldn't afford to operate them. The Commission denied the request last week, wiring: "No financial statement or other information offered to support allegations [of] financial distress or [to] show money not available [to] meet current operating expenses. Absence of other broadcast service raises serious question whether cessation would serve public interest . . . Failure [to] maintain service will be considered in connection with pending & future applications." Comrs. Hyde & King dissented.

## Technology

**Prof. Hughes's Color Camera:** Solution to problem of small-station color economics is in sight, according to Prof. William Hughes, Iowa State U., Ames. He plans to demonstrate a live color camera at Ames Dec. 6-8—with the claim that it can be built to sell for half the price of current cameras and that b&w cameras can be converted to color for about \$10,000.

Hughes has for years been describing his unusual color-film system. It puts color information on b&w film which can then be run through a film chain and produce color. The forthcoming demonstration will be his first with a live camera.

B&w tape recorders can also handle color with his system, Hughes says, eliminating the need for a \$20,000 color attachment. He isn't prepared to demonstrate this now, he says, but "it's perfectly feasible." It's "okay for thermoplastic recording, too," he adds.

The system has "automatic color balance," he reports, "reducing color-drift correction from 3 adjustments to one, thus making the entire color system much more stable than now." A key factor to the whole system, he states, is a data-storage feature.

Representatives of networks, manufacturers, stations, etc. are being invited to the demonstrations.

Hughes leaves for Stillwater, Okla. shortly, taking over Jan. 1 as electrical engineering school head, Okla. State.



## Film & Tape

**New Hour Series Sag:** This season's new 60-min. entries have thus far failed to impress either rating statisticians or critics. Not that viewers don't like hour shows—the ratings are still big on such holdovers as *Wagon Train*, *The Untouchables* and *77 Sunset Strip*.

Hollywood observers speculate that the new entries haven't made the grade because on the whole they are imitations. This appears to be substantiated by the fact that the only new 60-min. series to have drawn critical hurrahs, if not good ratings, is live & different *The Witness*, on CBS-TV. *Surfside 6*, however, labeled by some as a floating version of *77 Sunset Strip*, is rating well, and Hubbell Robinson Jr.'s *Thriller* has won 13-week renewal.

Screen Gems' *Dan Raven* and Revue Studio's holdover *Riverboat*, both 60-min. series, have been the first casualties of the season. And, on the whole, there is uneasiness about such 60-min. shows as *The Islanders*, *Hong Kong*, *Michael Shayne*, *Stagecoach West*, *The Aquanauts* and *The Roaring 20s*.

CBS-TV slotted *Aquanauts* and ABC-TV put *Hong Kong* in the 7:30 Wed. slot opposite powerful *Wagon Train*, in an apparent bid to capture some of NBC-TV's audience. Thus far these attempts have failed.

No replacement for Ward Bond, *Wagon Train* star who died Nov. 5, is planned by Revue Studios. Explained Producer Howard Christie: "I don't think he could be replaced as Major Seth Adams. We'll see what happens." Bond's stockpile of films not yet seen insures that his last appearance will not occur until sometime in February. There is thus ample time to discuss what course to take. Christie indicated to us that Revue is considering introducing a new character to co-star with Bob Horton, rather than seeking another actor for the Adams role. Among those who have tendered aid is John Wayne, pal of Bond's, who offered to guest in 2 or 3 shows. It's an unprecedented situation; never before has the star of a series died when it was at the height of its popularity (Nielsen-ranked 2nd nationally in average audience in the 2 weeks ending Oct. 16). Bond, 57, died of a heart attack in Dallas, Tex., while on a personal-appearance tour. A veteran movie character actor before he rose to stardom in TV, he had originally shunned the medium. He is survived by his wife, mother and sister.

Filmways, N.Y., film-commercial firm, now grossing \$6 million annually, is again mapping an expansion into film-program production. Independent TV consultant Rod Erickson, onetime TV-radio vp of Young & Rubicam and later Warner Bros.' N.Y. sales vp, has been named Filmways pres., with Pres. Martin Ransohoff moving up to chmn. Filmways has so far been represented in network programming with *21 Beacon St.*, a private-eye series starring Dennis Morgan on ABC-TV. Al Simon will continue to head Filmways' Hollywood production unit. Among Erickson's plans are the production of telefilm series in Canada to qualify under that country's forthcoming film-quota system.

Writers Guild of America West TV-radio branch nominating committee has named 6 nominees to fill 3 of the vacancies caused by the recall of 6 Guild officers (Vol. 16:45 p12). The 3 other posts were filled by appointment. Doris Gilbert, Jerry Gottler, Ellis Marcus, Maurice Tombragel, Martin Wark and Howard Harris will contest for the jobs at a special election Dec. 7.

## HOLLYWOOD ROUNDUP

Warner Bros. and James Garner are quietly involved in negotiations to bring the ex-*Maverick* star back into the fold. Garner left WB last spring (Vol. 16:14 p14), charging that the studio had violated his contract when it took him off the payroll. WB said it was exercising the *force majeure* clause of Garner's contract because the writers' strike had paralyzed production. The present negotiations aim to end the stalemate before Garner's breach-of-contract action and Warners' countersuit are heard in Los Angeles Superior Court Nov. 25.

Davana Productions is continuing to film *Oh, Those Bells!* starring the Wiere Bros., although CBS-TV has postponed the starting date, which was to have been Nov. 13. CBS-TV may start it in mid-season, if there are cancellations. Originally slated for 6 p.m. Sunday, the series was removed from the schedule because not enough stations could be cleared. Moreover it has too high a budget for anything but prime time. Producer is Ben Brady.

Academy of Motion Picture Arts & Sciences' annual Oscar Awards will be moved from Hollywood to the Santa Monica Civic Auditorium next April, for improved seating capacity, press, parking and stage facilities.

Merit Productions has been formed by movie producers Bill Thomas and Sam White to package & produce TV. Pilots are planned on *Ski Patrol* and *Man From the Police Gazette*, also a 90-min. special, *Barnum & Tom Thumb*.

MGM-TV producer Jaime del Valle (*The Islanders*) is planning 2 action pilots. One is tentatively titled *Bush Pilot*. They'll most likely be MGM-TV co-production deals.

Cooga Mooga Productions, owned by Pat Boone, plans 3 pilots: *Barnum the Great*, *So Help Me*, *Hannah* and *The Minister*. Mort Abrahams, ex-NTA, is CM's exec. producer.

Four Star Television plans record production within the next 2 weeks, filming 16 half-hour and five 60-min. segments for 13 series.

"One Step Beyond" has been renewed for another 13 weeks by Alcoa, and producer Collier Young plans to film the episodes abroad.

Roncom Productions has moved from Fox Western studios to Desilu.

Directors Guild of America, for the first time, will present a TV critics' award at its annual dinner Feb. 4.

Screen Gems and Freddie Fields Associates will co-produce a 60-min. pilot, *Grand Deception*.

American Federation of Musicians membership in Hollywood ratified the new major-studio contract 179-52.

Las Palmas Inc. has been formed by George Burns & Gracie Allen for the production of TV films.

Producer Harry Tatelman is planning a 60-min. dramatic series, *Course of Action*, for next season.

KHJ-TV Los Angeles has bought 40 movies, including 26 post-1950 United Artists releases, for about \$300,000.

People: Fletcher Markle, ex-*Thriller* producer, has joined 20th Century-Fox TV as alternate producer on *Hong Kong . . . Dixon Q. Dern* is named asst. secy. for Desilu Productions . . . Antony Ellis named producer of Four Star Television's *Michael Shayne*.



## NEW YORK ROUNDUP

Add syndication sales: Ziv-UA's 2 low-priced, former-network packages, *Men Into Space* and *Man and the Challenge*, have made a total of 52 station sales to date through Ziv-UA's Economee TV. Major sales include KRON-TV San Francisco, WJW-TV Cleveland, WHDH-TV Boston, CKLW-TV Windsor-Detroit. *I Led Three Lives*, another Ziv-UA oldie, has been sold in 103 markets, including WCBS-TV N.Y., WNBQ Chicago, WHBQ-TV Memphis, WISN-TV Milwaukee.

Cal. National Productions raised the total market list of *The Jim Backus Show* to 120 last week with the addition of WRCV-TV Philadelphia. The buy, made through Kenyon & Eckhardt on behalf of Lincoln-Mercury Dealers Assn., is the second with the agency. K&E purchased the series earlier for Hood Dairies in a regional spread including 6 New England states.

William Morris has closed a N.Y. deal in which General Foods has signed for a Four Star-produced situation comedy series, *Mother Was a Freshman*, for the 1961-62 season. The series stars Gertrude Berg. GF intends to keep the show on the shelf as a reserve series for any current GF network series cancelled at mid-season.

Interstate TV Corp. will launch 2 new animated series into syndication this month: *Snip Snap* and *Foo Foo*. The TV offshoot of Allied Artists gained distribution of the 30-min. cartoon packages in September (Vol. 16:37 p4). Both were created by the Halas-Batchelor team, which did the full-length theatrical cartoon film of George Orwell's *Animal Farm*.

ITC has acquired Heritage Productions, a company which specializes in production & distribution of sports-personality series such as *Campy's Corner*. Heritage Pres. Arthur Steloff will join ITC as gen. mgr. of a new ITC div. which will distribute current Heritage programs and originate features "in other specialized areas."

Peter M. Robeck & Co., newly formed TV syndication firm (Vol. 16:41 p11), released 52 additional 30-min. episodes of re-run series, *The Pioneers*, bringing total episodes in distribution to 104. The package is now sold in 65 markets, with several stations contracted for multiple runs.

Official Films has launched 3 short-segment program series for network sale: *Profile*, a 5-min. series on the lives of great people; *Do You Remember?*, a 1-min. short featuring newsreel footage on past events; *Animal Land*, a 5-min. children's show. The packages will go into syndication "if a network sale doesn't materialize," said Official's national sales dir. Grace V. Sullivan.

Ziv-UA is now making more syndication sales to sponsors than to stations. A study of Ziv-UA's present syndication line-up reveals that 53% of its recent sales on first-run offerings were to national, regional & local sponsors signed through the film firm's sales force, compared with 47% direct-station purchases.

NTA scored its first station-group sale of its 20th Century-Fox post-1948 package to CBS o&o's WBBM-TV Chicago and KNXT L.A. This brings the market total to 41.

ITV, a tape company which serves as a European production base for U.S. networks, plans to package shows.

People: Milton R. Dubin named Filmways senior vp.

## Stations

**NEW & UPCOMING STATIONS:** This week's report on stations starting to program is comprised of one U.S. & one Canadian outlet: WXTV (Ch. 45) Youngstown, O. begins Nov. 15 as an independent and CHAN-TV (Ch. 8) Vancouver, B.C. began Oct. 31, giving first competition to CBC's CBUT (Ch. 2) there.

Two U.S. stations which hold program test authorization are KVOG-TV (Ch. 9) Ogden-Salt Lake City, which plans Nov. 23 start as an independent outlet, and KCND (Ch. 12) Pembina, N.D., which isn't expected to start with ABC-TV until about Dec. 1.

Canadian stations due on the air by Dec. 1 or before are CJAY-TV (Ch. 7) Winnipeg, Man. and CBUAT-1 (Ch. 9) Nelson, B.C., latter to be CBC satellite of CBUT Vancouver.

The new starter will change the U.S. operating total to 576 (91 uhf). The Canadian on-air total now stands at 75.

WXTV has a 1-kw RCA transmitter and a 300-ft. self-supporting Ideco tower. Owners are Sanford A. Schafitz with 70.5%, and Guy W. Gully, 29.5%. Schafitz also owns radios WFAR Farrell-Sharon, Pa. and WWIZ Lorain, O. Joe Leonard, ex-WWIZ, is WXTV mgr., with Edward Lazor, ex-WFAR, chief engineer. Base hour, \$300; rep unreported.

CHAN-TV has an 11-kw RCA transmitter and a 300-ft. Western Bridge tower with an 81-ft. antenna on Burnaby Mt. Studios are on Lougheed Hwy., Burnaby, B.C. Art Jones, pres. & gen. mgr., is principal owner. E. G. Eakins is vp & asst. gen. mgr.; J. R. Peters, ex-CHCH-TV Hamilton, Ont., station mgr.; Ken Bray, ex-CBUT Vancouver, operations mgr.; Mervin Stone, program mgr.; Blair Patterson, promotion mgr.; Roy Jacques, ex-radio CKWS Vancouver, news dir.; Ernie Rose, ex-CBUT, chief engineer. Base hour is \$550. Repts are Weed and All-Canada.

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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 changed target for programming with ABC-TV to Dec. 1, reports gen. mgr. Marvin A. Krenk. GE 10-kw driver is being installed and a 35-kw amplifier, due to arrive Nov. 16, is scheduled to be ready for use by Nov. 25. Interior of studios at 2225 Coburn Rd. is nearly finished. GE antenna is scheduled for installation Nov. 15 on a 200-ft. tower purchased from Tower Sales Erecting Co. Base hour will be \$396. Rep.: Meeker.

KCDA (Ch. 3) Douglas, Ariz. has a 500-watt Electron transmitter scheduled for December shipment and plans to be on the air "before the end of 1960," reports Mort Zimmerman, pres. of owner Electron Corp. It will be "the first completely Electron-equipped vhf low-band" outlet, he says, and "will adequately serve Cochise County." A Jampro antenna is scheduled to arrive this month for the 100-ft. Rohn tower being installed on the roof of the Gadsden Hotel. William B. Miller, from Tucson, will be gen. mgr. Network affiliation not signed, base hourly rate not set, rep not chosen.

KCSD-TV (Ch. 19, educational) Kansas City, Mo. now has a January 15 target, writes J. Glenn Travis, admin. asst. to the school supt., reporting for grantee Kansas City School Dist. GE 1-kw transmitter is to be installed in City Hall on Jan. 1. It already has an antenna in place on a stub tower on the City Hall roof. Studios in the Board of Education Bldg. also are scheduled for completion by Jan. 1.



**Fla. Defense Network Lauded:** Emergency work of FM stations in carrying warnings about Hurricane Donna in Fla. Sept. 8-12 was commended officially by FCC last week at a critique meeting of the Fla. Defense Network in Miami.

Established in 1958 under auspices of the Fla. Assn. of Bcstrs. as an emergency communications setup for Conelrad and other public services, FDN did an "outstanding meritorious" job during the big storm, the Commission said. Similar systems have been organized in about 30 states.

Formal citations, signed by FCC's Defense Comr. Lee, who attended the Miami meeting, were awarded to stations participating in the 24-hour daily hurricane alert.

Lee announced in Miami that AP & UPI will be brought into the Conelrad system Nov. 21, when the Air Force signs a contract with the wire services providing for an open attack-warning line from North American Air Defense Command (NORAD) hq at Colorado Springs. "In the event of any enemy attack," Lee said, "the alert would be triggered by one man at NORAD. This line would be used only once—in fact, we hope it would never be used."

The citations, including one given individually to former Chmn. James L. Howe (WIRA Fort Pierce) of the Fla. State Industry Advisory Committee, said: "The selfless & dedicated owners & operating personnel who courageously braved the dangers of the storm to serve the residents in their communities & their country, without regard for their own personal safety & their loved ones, are a credit to themselves, their communities and the radio broadcast industry."

Sharing in the commendations were WVCG-FM Coral Gables, WCKR-FM Miami, WFLM Fort Lauderdale, WQXT-FM Palm Beach, WHOO-FM Orlando, WNDB-FM Daytona Beach, WJAX-FM Jacksonville, WFLA-FM Tampa, WRUF-FM Gainesville.

Copies of FCC's detailed report on operations of FDN during the hurricane emergency will be sent to all FM, AM and TV stations. These comments are included in it:

"One of the finest examples of modern pioneering is the development & implementation of the Fla. Defense Network."—Comr. Lee.

"The performance of the Fla. Defense Network (FM) during Hurricane Donna was indeed a gratifying achievement on the part of the radio broadcast industry."—alternate FCC Defense Comr. Bartley.

"We congratulate those responsible."—Deputy U.S. Weather Bureau chief J. W. Osmun.

"A living example of what can be accomplished through a cooperative program among members of the radio industry devoted to defense against attacks & national disaster."—FCC chief engineer E. W. Allen.

"Indeed worthy of high praise."—Capt. E. P. Aurand, Naval aide to President Eisenhower & chmn. of the National Security Council's special committee on attack warning channels.

NAB conference headliners in Washington this week at the 6th of 8 regional meetings (Vol. 16:44 p10) will be NAB Policy Committee Chmn. Clair R. McCollough & FCC Chmn. Ford. McCollough will address a Nov. 14 luncheon session in the Statler Hilton Hotel, where NAB TV Board member Campbell Arnoux (WTAR-TV Norfolk) will preside. Ford will be the principal speaker at a Nov. 15 luncheon presided over by NAB Radio Board member Jack S. Younts (WEEB Southern Pines, N.C.). Concluding fall conferences will be conducted Nov. 21-22 in the Edgewater Beach Hotel, Chicago, and Nov. 28-29 in the Biltmore, N.Y.

TV station wages have risen 10% since 1958 while radio station pay went up 6%, according to national averages computed by NAB broadcast & personnel mgr. James H. Hulbert. Cautioning that broadcasting wages vary by market sizes & geographic locations and that overall figures shouldn't be used to measure individual rates, Hulbert said samplings of half the TV stations and 40% of all radio stations showed these weekly job averages: TV—sales mgr., \$254; chief engineer, \$184; program dir., \$179; salesman, \$172; news dir., \$150; staff announcer, \$136; producer-dir., \$128; technician, \$116; film dept. head, \$108; traffic mgr., \$85; continuity writer, \$79; floorman, \$67. Radio—sales mgr., \$170; salesman, \$125; program dir., \$117; chief engineer, \$113; news dir., \$106; staff announcer, \$95; technician, \$93; traffic mgr., \$67; continuity writer, \$66. Included in the computations were all overtime, fees and commissions paid to employees.

TV-radio employment survey undertaken by NAB and the Assn. for Professional Broadcasting Education has produced answers to 2,200 detailed questionnaires sent to station employes across the country. Replies will be noted on cards & fed into computers to supply answers to such questions as: Where should management look for broadcasting recruits? What sort of education is needed for TV & radio careers? What type of employe is most likely to succeed? Are employes paid adequately now? Are stations (in employes' opinions) operated efficiently & effectively? "This is the most comprehensive survey, both in magnitude & depth, that has ever been undertaken in the broadcasting industry," said NAB broadcast personnel & economics mgr. James H. Hulbert.

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## Auxiliary Services

TV property-rights suit, brought by Salt Lake City stations against Twin Falls (Ida.) CATV operator Cable Vision Inc. (Vol. 15:33 p9), finally reached a court argument phase last week. Sitting in San Francisco, specially-appointed Judge Charles Sweigart of the U.S. District Court for Southern Idaho listened for 5 hours to debate on a motion by the stations for summary judgment against Cable Vision, said he would decide within 60 days whether the case should go to trial. General Counsel E. Stratford Smith of the National Community TV Assn. said the issues of broadcasters' commercial rights to program signals are too complex to be resolved without a trial. Harold Cohen of the Washington firm of Pierson, Ball & Dowd, representing the stations, said they needed quick relief from "unfair competition" by CATV pick-ups of their shows. NAB's chief counsel Douglas A. Anello was an observer there.

Policy of no late seating, used in theatrical showings of Alfred Hitchcock's "Psycho," has been adopted in Telemeter's pay-TV showings of the same feature in Toronto. Viewers who deposit coins (admission: \$1) after the start of the film must wait for the next showing. There's no cheating; the "door" will be closed electronically to the audience. First aired Nov. 9 by Telemeter, "Psycho" will be telecast 4 times daily through Nov. 14. Telemeter also announced last week that it had acquired TV rights to the 35 away-from-home games to be played this fall & winter by the Toronto Maple Leafs. The first road game, to be piped via closed-circuit lines from Boston, was scheduled to be televised Nov. 13.

Texas microwave for closed-circuit network to link 11 colleges and U.'s in central Texas (Vol. 16:1 p24) has been approved by FCC.



2nd annual TV-radio news-broadcasting conference for high school students at WSB-TV Atlanta last week was sparked by the remote "guest participation" of 9 NBC news personalities. The conference was held in association with the U. of Ga.'s Henry W. Grady School of Journalism, and will award a year's scholarship to the student who writes the best news account of the event. Highlights: TV news clinic conducted by Ray Scherer from Washington via closed-circuit TV; video-taped address on careers in journalism by Chet Huntley; taped messages from NBC radio correspondents in London, Paris, Rome, Moscow, Berlin, Tokyo. The conference's keynote address was delivered by Grady's Dean John E. Drewry. TV-radio news clinics were conducted by 10 WSB-TV & WSB staffers.

FM patterns, as described in the results of a survey by the 61 affiliates of FM Bestg. System Inc. (WFMQ Chicago): 63% of stations reported 31-to-50% of homes in their areas were FM-equipped; only 18% reported less than 20% saturation. Highest FM penetration was reported in New York, with 60%, or 2.5 million FM households. Other FM household figures: Los Angeles, 1,066,753; Chicago, 900,000; Philadelphia, 800,000; Baltimore, 650,000; San Francisco, 404,000; Boston, 367,000; Houston, 163,310; San Diego, 137,560; Kansas City, 136,000. Tune-in time averages 6-to-7 hours per day.

Hearst has sold the Detroit Times (evening) for approximately \$10 million to its competitor the evening *News* (Warren S. Booth, pres.-publisher). This leaves that city with 2 newspapers, the Knight group's morning *Detroit Free Press* and the *News*, which also operates WWJ-TV & WWJ. Hearst broadcasting properties are WBAL-TV & WBAL Baltimore, WISN-TV & WISN Milwaukee and Pittsburgh radio WCAE (owned by Hearst Consolidated Publications), which owns 50% of WTAE (TV) there.

NBC Chmn. Robert W. Sarnoff is scheduled to address the opening luncheon of the Broadcast Promotion Assn. convention in New Orleans this week (Nov. 14). His subject: "Broadcasting: A Year to Remember." The meeting, BPA's 5th annual, will continue through Nov. 16.

Radio-Television Training School Inc., 5100 S. Vermont Ave., Los Angeles, is forbidden to misrepresent its correspondence courses under terms of a consent order approved by FTC. The school had been charged with "using numerous grossly exaggerated or false claims" to sell the courses.

Voice of America contracts for \$12-million construction of its powerful new Greenville, N.C. transmitter have been awarded to 2 Texas firms—Alpha of Texas Inc., Richardson, and Continental Electronics Mfg. Co., Dallas. They were low bidders on the radio project (Vol. 16:45 p11).

The 1,856-ft. tower proposed by WHAS-TV Louisville (Vol. 16:34 p9) wouldn't be a menace to air navigation, according to FCC's Broadcast Bureau, which filed exceptions to examiner Charles J. Frederick's contrary findings. However, the Bureau still said that the tower should be prohibited because of prospective economic injury to Lexington's 2 uhf stations. WHAS-TV, in its exceptions, insisted that Frederick is wrong in all major conclusions.

Grant of Ch. 8, Christiansted, St. Croix, Virgin Islands, to Supreme Bestg. Co. has been recommended in an initial decision by FCC examiner Basil P. Cooper. Supreme & competitor Radio American West Indies Inc. have agreed to merge, latter to get 40% after dismissing its application.

Purchase of radio KXOK St. Louis by Storz Bestg. Co. for \$1.5 million has been approved by FCC, Comrs. Hyde & Bartley dissenting.

TvB's annual meeting will be held in N.Y. Nov. 15 through 18. Highlights of the 4-day session include the Nov. 18 reports of Chmn. Otto Brändt & Pres. Norman E. Cash, and showing of a new TvB presentation, "The Progress of Discontent." TvB's board will meet Nov. 15; the sales advisory committee, Nov. 16. The Nov. 17 membership meeting, at the Waldorf-Astoria Hotel, will feature discussions of sales problems with representatives of major agencies & advertisers.

Newspaper payola, reportedly paid to sports writers by boxing promoters, is being investigated by the Senate Judiciary Anti-Trust & Monopoly Subcommittee headed by Sen. Kefauver (D-Tenn.). A Subcommittee spokesman confirmed that its probes of fixed fights & underworld influences in boxing have been broadened to include rumors that newspapermen have been on promoters' payrolls.

Federal conciliators met last week with representatives of KXTV Sacramento and NABET in an attempt to reach a settlement of the strike against the Corinthian station which began Sept. 26 (Vol. 16:44 p10). NABET has withdrawn its unfair labor-practice charge against the station, and it was dismissed by NLRB "without prejudice." In addition to 32 NABET members, 10 AFTRA members are striking against the station.

## Networks

CBS Inc. was cleared of monopoly charges last week in Washington by a Court of Appeals decision rejecting a \$4-million-plus anti-trust damage suit by Lou Poller, who claimed the network put his WCAN-TV (Ch. 25) Milwaukee out of uhf business in 1955. In a majority opinion written by Chief Judge Wilbur K. Miller, Judge George T. Washington dissenting, the Court turned down Poller's appeal from a 1959 district court ruling against him in the case (Vol. 15:24 p7). Poller's triple-damage suit stemmed from CBS Inc.'s 1955 purchase of WXIX (Ch. 19) Milwaukee and cancellation of the network's affiliation with WCAN-TV. Four years later WXIX itself shut up shop. Judge Miller wrote that the majority found "no monopoly or attempt [by CBS] to monopolize, but instead an unsuccessful attempt to compete with other Milwaukee stations." As for Poller's claim that he was hurt by CBS, Judge Miller said any injury he did suffer "was caused by his improvidence in contracting for elaborate equipment to meet the requirements of a firm [CBS] affiliation he knew he did not have." In his dissent, Judge Washington said "proof of Poller's claims will not be easy" but that Poller at least "is entitled to go on trial."

### NETWORK SALES ACTIVITY

#### ABC-TV

Walt Disney Presents, Sun. 6:30-7:30 p.m., parts. eff. Dec.  
*Columbia Pictures* (Donahue & Coe)

#### CBS-TV

CBS Reports, Nov. 25, Dec. 10 & 29, full sponsorship.  
*Philip Morris* (Leo Burnett)

#### NBC-TV

Inauguration Day package, Jan. 20, 11 a.m.-noon, aft.  
parade, 11:30 p.m.-midnight, full spon.  
*Purex* (Edward H. Weiss)

25 Years of "Life," Thu. Mar. 2, 9:30-11 p.m., full spon.  
*Life Magazine* (Young & Rubicam)



## Advertising

FTC was rebuffed by the Supreme Court in its attempts to get access to confidential business reports supplied to the Census Bureau by corporations. The Supreme Court refused to review a lower-court decision barring FTC from seeing secret data prepared by Chicago's Beatrice Foods Co. for the Census Bureau, which had demanded the information for a business survey. FTC, joined by the Justice Dept., insisted that it was entitled to the report for use in anti-merger cases. But the lower court held that the Census Bureau, which can compel companies to furnish such data, had promised to keep the report confidential. "The U.S. has given its word & should be permitted to keep it," the lower court said in its decision, which in effect was upheld by the Supreme Court.

Mennen Co. skindiver commercials for shaving cream have been cited by FTC in a formal complaint accusing the company of using deceptive artifices on TV. Pointing to TV sequences which show a bearded diver demonstrating Mennen Sof' Stroke cream under water, FTC charged that: (1) The purported shaving preparation actually has toothpaste mixed with it. (2) In showing how other creams dissolve in the water before they can be applied, "the diver cupped his hand to a lesser degree in discharging the competing brand." (3) "This demonstration is not a valid portrayal of the superiority of Mennen Sof' Stroke." (4) It "falsely disparages these competitive products."

TV network & spot gross time billings for first-half 1960 rose 59% for confectioners and 153% for household wax manufacturers, compared with the like period in 1958, reports TvB. Candy companies went to \$15,593,038 from \$9,819,000. Leading spender was Wm. Wrigley Jr. Co. with first half billings of \$4,130,653. Second & 3rd place spenders were up sharply over the previous year: Sweets Co. of America, 153%; American Chicle Co., 96%. Approximately 60% of all confectioners' ad spending is now in TV. Wax firm spendings rose from \$4,049,000 to \$10,406,922 for first-half 1960 vs. first-half 1958. S. C. Johnson & Son, leader, showed \$4,715,055 in gross-time. Other top spenders: Simoniz Co., \$2,710,759; American Home Prod. \$952,797.

New TvB sales presentation, "The Progress of Discontent," will be unveiled to 2,000 admen, advertisers and special guests at the 6th annual TvB meeting in N.Y. this week (Nov. 17-18). Election of new TvB directors & officers will also take place. Featured speakers: TvB Pres. Norman E. Cash, U.S. Steel Pres. Leslie B. Worthington, Leo Burnett vp Thomas A. Wright Jr., Grey vp Eugene Accas, TV ad consultant Harry McMahan.

Major retail centers outside central business districts in 109 bigger cities are described for the first time by the Census Bureau in a new series of market-data publications, *1958 Census of Business, Central Business District Reports*. Copies of reports on single cities are available for 25 cents each from Commerce Dept. field offices. Complete sets may be obtained for \$20.

Mogul, Williams & Saylor has pledged \$3,000 to establish the annual \$500 Myron A. Mahler scholarship to go to an N.Y.U. student of "outstanding promise in the area of creative writing for radio & television." The agency will also contribute \$100 a year for non-tuition costs. On another scholastic front, AFA's Bureau of Education & Research has released a list of scholarships available to students of advertising, marketing & related fields. The list will be revised periodically.

New "local-special" concepts are being tried in spot TV by a pair of medium-sized TV advertisers. Shulton Inc., having been successful early this year with a 60-min. spot-placed documentary, "The Race for Space," has built a pre-Christmas campaign around a group of 5 unsold 30-min. pilots which it acquired from various producers & sales agents (*The Wonderful World of Little Julius*, starring Eddie Hodges; *Underwater Agent*, starring Reed Hadley, etc). Shulton has cleared prime-time for the shows in 97 markets. It will provide full sponsorship in every case, with the total campaign costing nearly \$750,000. In a somewhat similar move, General Toy Corp. has purchased 3 MCA-distributed Paramount features ("Tom Sawyer," "Huckleberry Finn" and "Alice in Wonderland"), all pre-1948, and is spotting them as sponsored local specials between Thanksgiving & Christmas.

Ad budgets will "hold steady" or even rise in a few cases during 1961. That was the opinion of *The Wall Street Journal* in a recent page-one story based on interviews with 75 corporate ad directors and an opinion-sampling among top ad-agency executives. Sample comments to *WSJ*: "We're assuming we'll have about a 5% increase in ad spending next year," although ad spending for major items (appliances, autos, etc.) may be down "by 2% or 3%."—Marion Harper Jr., McCann-Erickson chmn. "There will be no pulling back from our traditionally aggressive marketing program."—an official of Bell & Howell, which expects a 10% budget hike next year with "the greatest part" earmarked for TV.

Longest agency name in history was narrowly averted last week when the Kastor, Hilton, Chesley, Clifford & Atherton firm merged with Heineman, Kleinfeld, Shaw & Joseph. Realizing that the initials would simply never do at the switchboard ("Good morning, this is K-H-C-C-A-H-K-S-&J") the Kastor agency has decided to let it stand at just KHCC&A. Currently it is billing about \$20 million annually, HKS&J about \$2 million. Accounts of the combined agency include Cort cosmetics, Franklin Frocks, Daggett & Ramsdell, Admiration Cigars, Lanvin and Roosevelt Raceway.

SEC hearing for Hazel Bishop Inc., on charges that a stock registration statement contained misleading statements about advertising expenditures and other transactions (Vol. 16:45 p11), has been postponed to Nov. 15. The proceedings had been set for Nov. 10, but company counsel asked for more time for negotiations on stipulations.

Canada's Bureau of Broadcast Measurement has added 17 new members, including CFCN-TV Calgary, Alta.; CHAN-TV Vancouver, B.C.; CKBL-TV Matane, Que.; CHSA-TV Lloydminster, Alta.; CKAM-TV Campbellton, N.B.; 4 radio stations; 4 ad agencies, and 4 advertisers. It also reports the 1960 fall survey will be made Nov. 14-20.

New reps: KNBS Walla Walla, Wash., to Venard, Rintoul & McConnell from Weed. • KSL-TV Salt Lake to Blair Television Associates from CBS-TV Spot Sales. • WICD Danville, Ill., formerly WDAN-TV, to Young Oct. 2 from Everett-McKinney.

**Ad People:** E. Dean Landis elected a senior vp, Compton Advertising . . . John B. Lyman named bcst. services dir., Foote, Cone & Belding, Hollywood, succeeding the late Edmund L. Cashman . . . Edwin F. Wilson, McCann-Erickson vp & vice chmn. of its media planning unit, retires after 40 years with the agency . . . Jerome Cowle, creative dir., Keyon & Eckhardt Chicago office, elected a vp.



## Television Digest

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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK,  
*Business Manager*

MERRILL PANITT, *Editorial Director*  
HAROLD B. CLEMENKO, *Managing Editor*

JAMES B. DELEHANTY,  
*Asst. Business Mgr.*

DAVID LACHENBRUCH, *Associate Editor*  
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PAUL STONE

### WASHINGTON BUREAU

Wyatt Building  
Washington 5, D.C.  
Sterling 3-1755

ALBERT WARREN, *Chief*  
WILBUR H. BALDINGER  
WM. J. McMAHON Jr.

MARTIN CODEL  
*Associate Publisher*

### NEW YORK BUREAU

625 Madison Ave.,  
New York 22, N.Y.  
Plaza 2-0195

CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU  
6362 Hollywood Blvd.  
Hollywood 28, Cal.  
Hollywood 5-5210  
DAVID KAUFMAN

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**Personals:** William H. Trevarthen promoted from TV network operations dir., NBC-TV to TV network operations vp . . . Alan D. Courtney, ex-NBC-TV, program administration vp, named national sales vp, MCA TV.

Robert Wilson, ex-KHOU-TV Houston, named vp-gen. mgr. of Corinthian's KXTV Sacramento, succeeding Richard P. Hogue, resigned . . . Don Balsamo named sales mgr., KHJ-TV Los Angeles; A. J. (Tony) La Frano appointed dir. of news & special events, KHJ-TV & KHJ . . . Rolf Brent named pres. of World Wide Bestg. Co., new international div. of Metropolitan Bestg. . . Jere Witter named public affairs dir., Deacon Anderson news dir., KPIX San Francisco . . . Michael Blow, ex-American Heritage Publishing Co., named editorial dir., CBS corporate information staff.

Jack Yeager appointed gen. sales mgr., KHOL-TV Kearney, Neb., and KHPL-TV Hayes Center, Neb. . . . Ray Danish named asst. dir., TIO . . . William B. Colvin, ex-WBZ-TV Boston, named to new post of TvB member services dir.; Martin L. Nierman, Edward Petry & Co., elected a TvB dir. . . . Raymond C. Sinns named sales promotion dir., H-R Television and H-R Representatives.

Harold Cranton, ex-Metropolitan Bestg. Corp., named ad & promotion dir., NTA o&o's and spot sales . . . Vic Ludington, ex-WLYH-TV Lebanon, Pa., appointed local & regional sales mgr., WSPA-TV Spartanburg, S.C. . . . Lila Lambert named to new post of Taft Bestg. Co. promotion & publicity mgr.

Carl E. Kleimo named treas., Reeves Bestg. & Development Corp. (WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Cal.; is buying WHTN-TV Huntington, W. Va.) . . . Ward L. Quaal of WGN-TV Chicago renamed chmn. of NAB's 15-member Labor Relations Advisory Committee for 1960-61 term . . . David L. Doughty, NAB attorney, named asst. to best. personnel & economics mgr. James Hulbert.

### Obituary

Mack Sennett, 80, pioneer movie producer, died Nov. 7 in Hollywood, following surgery for a kidney ailment. Known chiefly for slapstick comedy and the "Keystone Kops," Sennett had been trying for several years to get into TV with a series, and this year had finally made a deal with producer Harry Tatelman for a series to be called *Mack Sennett's Comedy Theater*, based on the Sennett comedies of yesteryear. Sennett leaves no survivors.

George V. Allen, USIA dir. since Oct. 1957, resigned Nov. 11 to become pres. of The Tobacco Institute Inc., which he will join Dec. 1. He said "it was a difficult decision to leave the govt.," in which he started as a foreign service officer in 1930, but that work with tobacco manufacturers would be "most interesting & challenging." Allen's USIA term, marked by budget battles with Congressional critics of the agency, was capped by Democratic campaign charges that he had suppressed an overseas poll indicating declines in U.S. prestige. No successor was appointed immediately by President Eisenhower.

## Educational Television

Future of ETV in Hagerstown, Md., where the Ford Foundation has financed a closely-watched 5-year closed-circuit school experiment, may be decided by a poll of Washington County teachers & parents. Facing loss of foundation funds when the test project ends next year, county commissioners ordered the advisory poll to help them fix the school budget for 1961. All teachers and members of PTAs & other parents will be asked to mark secret ballots indicating whether they want closed-circuit instruction continued with local funds. The commissioners didn't decide whether a raise in the school tax rate would be necessary if the educational TV program is extended. Proponents of the system have argued that it can be operated more economically than conventional classes through savings in extra teachers' salaries, textbook purchases, lab equipment, etc.

San Antonio's ETV sparkplug—Pres. Sidney Greenburg of Incarnate Word College—is described as "an intellectual earthquake" in the education section of the Nov. 14 *Time*. The lay head of the Catholic school campaigns with "force, passion, glee and anger" for pet projects on his weekly Sun. morning program on commercial WOAI-TV, *Time* says. One result: Financing of the Southwest Texas Educational TV Council, which won the Ch. 9 grant from FCC in Oct. (Vol. 16:40 p12). Needing \$400,000 for an ETV station—"the most important tool ever put in the hands of the educational world"—Greenburg asked listeners for contributions, raised \$150,000 from WOAI-TV & other San Antonio commercial outlets, obtained \$25,000 from Mrs. Lyndon Johnson's KTBC-TV Austin, wangled \$40,000 from the Ford Foundation, finally reached the goal.

New RCA TV tape facilities at Utah State U. will enable the university's TV studio to furnish Salt Lake City commercial & ETV outlets more rapidly with educational material. The studios will be used to make daily tape-recorded lessons using an RCA recorder, studio cameras, switcher, projectors and multiplexer. "A major benefit of on-campus tape operations will be to eliminate long trips made in the past by faculty members to TV transmitters 80 miles away," said University Pres. Daryl Chase. The university also has obtained special FCC authorization to test low-power uhf transmissions on Ch. 71 & 74 for campus distribution. University TV-radio services dir. Dr. Keith M. Engar says that low-power telecasting may open the way to extensive ETV service at a fraction of present costs.

California's 1961 legislature will be asked to allow school districts to set up their own ETV system, Dr. Roy E. Simpson, state supt. of public instruction, said recently. Added he: "What I have seen of TV used in classrooms has been impressive. I believe a high degree of coordination & effectiveness might be achieved through open-circuit systems run by groups of districts."



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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**TV-RADIO-PHONO MARKET—WHAT'S HAPPENING?** Industry leaders aren't crying the blues about 1960 sales. It's obviously not the boom year it started out to be, but it's well ahead of recession-ridden 1958—and there may be a sharp post-election & pre-Christmas pickup in the works.

Here's our guesstimate of how 1960 will stack up in consumer-electronics sales: TV—distributor sales to dealers between 5.5 & 5.8 million, probably around 5.6 million, compared with last year's 6 million. Retail sales in same ballpark as the 5.75 million of 1959, but sharply higher than 1958's 5.14 million. Phonos—retail sales near 5 million units vs. last year's 4.4 million, with considerably higher dollar volume. Radio—Retail sales of about 10 million, well up from last year's 8.9 million.

October TV sales were disappointing in that the anticipated pickup apparently failed to materialize. Distributor sales to dealers were down 27% from Oct. 1959, bringing year-to-date sales 5.8% below last year. Phono sales were about same as last October. Big surprise came in figures on distributor radio sales for October: up 26% from Oct. 1959; year-to-date increase is 11%.

Against this background, how do industry leaders appraise consumer-electronics market? All in all, they feel that business hasn't been too bad, that price structure is still holding up (although there are some dissenters on this point), that a TV upsurge may be on the way. Magnavox Pres. Frank Freimann, very close to dealers because of his company's direct-to-retailer setup, told us a poll of dealers showed that a very listless week before Election Day was followed by "exceptionally good business last week," which started Monday, the day before election.

Other leaders expressed varying degrees of bullishness for remainder of year & for next year—although actual predictions of 1961's outlook are still being processed by market researchers. It may not be typical of entire industry, but manufacturers we talked to last week all said their console & combination sales are quite good. Most of them saw current phono sales at about last year's level or slightly below. Here's distillation of comments by industry topkicks who were willing to be quoted:

Magnavox Pres. Frank Freimann: "I'm bullish about the balance of the year, and I have no reason to be bearish about the first quarter." Magnavox's October consumer products sales were "marginally ahead of Oct. 1959," although the company's total October business was 30% higher than 1959 (the difference accounted for by non-consumer items). Post-election pick-up has started, indicating that "people had been holding back, everybody was in a waiting mood."

Movement of high-end products is "encouraging," says Freimann. "People are developing appreciation for better things." Sales prospects signing on the dotted line at Magnavox's new N.Y. showroom are going in heavily for higher-priced instruments, he said, proving that "if the dealers make the effort, the public can be sold" on high-end sets. Magnavox's sales of TV combinations are at least as good as last year, despite vastly increased competition in this field. As to the newly revived 27-in. set (Vol. 16:45 p18), it has "taken off like a jet." In the 2-to-4 weeks it has been in retail stores, movement has been "excellent," he said. (But we can find no other major manufacturer sharing his enthusiasm for the 27-in. and no others who say they plan to join Magnavox in going to this size—although all are obviously interested in how it's moving.)

To capitalize on the cascading radio business, Magnavox plans to bring out an extensive line of small table radios next year, Freimann says. This will include FM sets and both U.S. & foreign-made models (Magnavox currently sells Japanese-made transistor radios).

Motorola consumer-products exec. vp Edward R. Taylor: Although October industry figures are disappointing, "I can't help but feel we're going to come out of it by the end of the year." He pointed to record consumer incomes and high level of auto sales. "If they can sell cars, we can sell TV & stereo." He also noted



that Motorola is selling "a higher percentage of upper-end merchandise than last year." As to portents for immediate post-election future, he noted last week's stock market rally and asked: "Is it a sigh of relief or the return of confidence?"

Zenith Sales Corp. Pres. Leonard C. Truesdell: "If our business doesn't get any worse, I'm happy." He said Zenith's sales last month were "slightly ahead" of Oct. 1959 and reiterated that his company "will have a higher share of industry than ever—but we had to fight every inch of the way." Zenith's console business is about the same as last year, he stated, while industry-wide console sales are off much more than total sales.

Olympic Pres.-gen. mgr. Morris Sobin: Olympic's July-Sept. business was only 3% below last year's all-time record, and first real fall-off was felt last month. But while unit volume dropped, the decline in business wasn't "very significant in terms of dollars."

"I'm worried mostly about the pressures on our competitors," Sobin told us. Over-all inventories are still too high for the current sales rate. A little decline won't hurt us as long as it's orderly. The effects won't be serious if manufacturers make an effort to gear production to sales, keeping profit levels." High-end goods are moving well. Combinations are "ahead of last year every month right up to the present minute." The high dollar volume in combinations is "taking up the slack" of a drop-off in unit sales. In stereo, "we're holding our own," but radio business is down somewhat.

Westinghouse TV-radio mktg. mgr. C. J. Urban: Westinghouse's sales are "holding up fairly well." Home-electronics industry's biggest problem now, in his view, is "consumer boredom." The consumer has money to spend, but his purchases of TV are slackening. "What are we doing to get more of this business, to direct more of this discretionary income to our products?" Urban's formula:

"'Excitement' is the key word. Let's excite people, give them a reason to buy." He pointed to auto industry's use of automobile shows, displays of laboratory "cars of the future," etc. "Let's lick this boredom. Let's show something new, exciting, from the labs . . . Let's do something big enough to create real excitement. Talk about 2nd—and even 3rd—TV sets." Possibly an all-industry effort through EIA is the answer. Consumer dollars are being drained off by other industries. Buying conditions are right—but we're losing the market. Selling TV to 45 million households was a major job. We need to show some more of that merchandising genius now."

**3rd-QUARTER ELECTRONICS PROFITS DOWN 11%:** Net profits of electronics firms continued to drop in 3rd quarter, although sales were off only slightly from the same 1959 period. The profit drop was greatest among consumer-electronics companies. Components manufacturers, in the aggregate, bucked the trend, showing higher profits this year than last.

These were outstanding trends in our survey of 3rd-quarter reports of 29 "weathervane" firms in the electronics field. In the aggregate, they showed an 11.1% dip in profits from 3rd quarter 1959—apparently opposing the general pattern for industries, inasmuch as Wall Street Journal recently reported an 8.4% profit increase from 3rd-quarter 1959 for 410 industrial firms.

While 3rd-quarter profits of the 29 firms declined 11.1%, sales dropped only 2.5% from the same 1959 period. The 8 firms primarily known as consumer-electronics producers showed a 22.8% decline in net profit for the quarter on a 2.9% dip in sales. The 13 large diversified electronics firms (all of them among the top 20 electronics producers) reported profits down 10.9%, sales off 2.6%. Components makers (10 companies) chalked up profits about equal to last year's period, sales 3.8% higher.

Results for first 3 quarters of year, buoyed by a relatively good first half, present a better picture. For all 29 companies: net down 2.1%, sales up 4.3%. Consumer group: net down 16.2%, sales up 4.2%. Diversified group: net down 1.5%, sales up 4.3%. Components group: net up 9.1%, sales up 8.2%.

In consumer group, only one listed company (Magnavox) showed a profit increase for 3rd quarter over last year, 3 of the 8 reporting increased sales during the period. For first 9 months, 2 reported more profits than last year, 4 more sales. Among the diversified firms, 4 of 13 reported increases in 3rd-quarter net, 8 had greater sales. For 9 months, in this group 7 had profit increases, 11 sales hikes. Among the 10 components makers, 4 showed 3rd-quarter profit increases, 5 sales increases. The 9-month figures show 4 component makers with increased profits, 5 with higher sales.



Explanations for profit drop vary, but these—as given by 3 important electronics manufacturers last week (see p. 19)—are typical: Increased cost of consumer business due to more competitive conditions; military hardware cutbacks; intensified new-product engineering & research to compensate for loss of other markets; consumer-product liquidations, price cuts & "unrealistic pricing;" declines in non-electronic goods (such as appliances) manufactured by companies in the tabulation.

The companies used in our "weathervane" calculations:

Consumer group: Admiral, Arvin, Hoffman, Magnavox, Motorola, Siegler, Wells-Gardner, Zenith. Large diversified group: Borroughs, GE, GT&E, IBM, Minneapolis-Honeywell, Motorola, Raytheon, RCA, Sperry Rand, Texas Instruments, Westinghouse, Zenith. Components group: Amphenol-Borg, Erie Resistor, General Instrument, Globe-Union, International Rectifier, International Resistance, P. R. Mallory, Muter, Oak, Standard Kollsman. Two firms are in 2 groups (Motorola & Zenith, both among electronics' top 20 and also mainly identified with consumer goods), but their results weren't duplicated in the tally totals.

At-a-glance summary of performance of the "weathervane" companies in terms of percentage increase or decrease compared with 1959:

Group	3rd Quarter 1960			9 Months 1960		
	No. of Firms*	Sales	Net	No. of Firms*	Sales	Net
Consumer electronics .....	8	-2.9%	-22.8%	7	+4.2%	-16.2%
Components & parts .....	9	+3.8%	unchanged	8	+8.2%	+ 9.1%
Diversified .....	13	-2.6%	-10.9%	13	+4.3%	- 1.5%
AGGREGATE .....	28	-2.5%	-11.1%	26	+4.3%	- 2.1%

\*Note: Numbers of firms differ between 3rd-quarter and 9-month reports, because some report on a fiscal-year basis and therefore have not reported 9-month results. In one case, a 3-month report was unavailable from a firm issuing a 9-month statement. "No. of Firms" columns do not add up due to elimination of duplication in aggregate total.

Few stereo reply comments had been filed with FCC last week. Commission files showed only these: (1) Crosby-Teletronics insisted that its system is best, that comments of some parties in the proceeding (Vol. 16:44 p15) are "out & out falsehoods," that NSRC Panel 5 field tests were poorly executed. (2) KPEN(FM) San Francisco urged that class A FM stations not be granted within 1 millivolt contours of Class B because they cause greater-than-expected interference, particularly to stereo & SCA operations. The station urged the Commission to start a formal inquiry into interference problems, stating that the rules & standards are in need of revision. (3) Hal Davison, a Washington engineer & stereo enthusiast, filed a highly technical analysis of NBC's and other's comments, said he found a lot of "lies" in them.

Muntz TV was declared solvent last week by Chicago Federal Judge Michael J. Igoe, ending nearly 7 years of bankruptcy operation. The company entered involuntary bankruptcy under Chapter X in 1954 and has been operated under the supervision of the Chicago U.S. District Court. The final decree calls for 100% payment of debts. The company has reduced its indebtedness from approximately \$12 million to \$3.1 million, according to Floyd G. Dana, Muntz chmn. & former trustee. The present debt includes \$2.37 million of notes to be retired over a 5-year period, and some \$700,000 in preferred stock.

Benjamin Electronic Sound Corp. has been formed in Corona, N.Y. (97-03 43rd Ave.) to import, manufacture and distribute sound products. The new firm was organized by Joseph N. Benjamin, ex-Pilot Radio and Bogen Presto, and Gershan T. Thalberg, ex-Audiogersh. First import product lines handled by the firm are the Miracord record changer and Stereotwin cartridge made in Kiel by the West German Electroacustic GMBH.

"Was \$149.50, now \$99.50" may be a good come-on sales message to the public from a dealer, but it's a good idea for the retailer to have something in his files to prove the first figure, according to FTC Chmn. Earl W. Kintner. He told the Ft. Worth Better Business Bureau and Ad Club at a joint meeting that such an advertisement clearly indicates that the dealer involved recently sold the merchandise at the higher price. "When that ad is made up, it is relatively simple to prepare a certification regarding such sales," Kintner said. "This certification can be signed by the buyers or the employe . . . responsible for the representation." Otherwise, the dealer may find himself charged by FTC with misrepresentation, Kintner warned. (For more about Kintner, see p. 1.)

"Some firms will be out of business within the next 12 months unless restrictions are placed on the current free flow of low-cost Japanese finished products & components." Admiral PR dir. Martin Sheridan made that statement last week to the electronics-electrical commodities group of the Purchasing Agents Assn. of Chicago. By Christmas, he said, Japanese TV sets will be on sale in many U.S. markets. He believed that the American people should be made aware that Japanese and other imported TVs & cord radios don't bear Underwriters Lab seal. He scored the "laxity of local laws" which permit sales of foreign electrical equipment, which doesn't "meet U.S. safety standards."

Revised "Class B Product List & Product Assignment Directory"—for use in determining priorities under the Defense Materials System—has been published by the Commerce Dept.'s Business & Defense Services Administration. The major change is a substantial revision of code numbers to conform with the latest edition of the Budget Bureau's *Standard Industrial Classification Manual*. The new list is available for 70¢ from U.S. Govt. Printing Office.



Factory sales of TV receiving & picture tubes declined in volume in September from the preceding & year-ago months. The September sales of 913,496 picture tubes slipped almost unnoticeably from Sept.-1959's 913,697, although dollar value budged up to \$18,345,103 from \$18,066,647. The decline in receiving tubes was more pronounced: 34,612,000 units at \$28,007,000 from 41,989,000 at \$34,810,000 in the year-ago month. Here is EIA's itemization of 1960 picture & receiving tube sales:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January .....	795,250	\$15,891,430	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
August .....	928,164	18,843,067	38,540,000	31,702,000
September .....	913,496	18,345,103	34,612,000	28,007,000
Jan.-Sept. 1960 .....	6,978,241	\$139,685,905	302,459,000	\$254,916,000
Jan.-Sept. 1959 .....	6,857,682	132,465,278	315,797,000	269,344,000

**New plants & expansions:** International Rectifier has teamed with Italy's Piemontese Sviluppo Industriale S.P.A. to establish a semiconductor operation in Borgaro, Italy, near Turin. Construction of a 16,000-sq.-ft. Borgaro production plant is scheduled to start next month. • Micro State Electronics has been established as a subsidiary by Pittsburgh steel fabricator Apollo Industries to produce microwave & solid-state components & devices. Micro State will operate out of New Providence, N.J., is slated to commence production by year's end. • Collins Radio has formed a communications & data processing div. to provide on-line, real-time computer service for commercial customers. Communications links with Collins's data-processing center at Cedar Rapids are being made to subscriber stations in Los Angeles, Dallas, Washington, N.Y. and Kansas City.

Emerson has leased a 115,000-sq.-ft. single-story plant at Woodbridge, N.J. for the engineering & production of its air-conditioner line. The newly constructed plant, on a 9-acre tract, is expected to be in operation in the next several months. Pres. Benjamin Abrams said the "new home for our air-conditioner operations will free a considerable area in our Jersey City plant, which is needed to provide additional facilities for the expanding demands of our technical products & consumer-products divs."

That 16-in. square-cornered tube (Vol. 16:43 p15) apparently is doomed to failure. Even before sampling of the glass bulbs by Corning, set manufacturers seem to agree the size will die a-borning. A spot check of 4 large manufacturers brought the unanimous response that the tube has no reason to exist in view of the fact that it would cost more than a 19-in. tube.

Mercury Tube Corp., 173 Newark St., Newark, has been charged in an FTC complaint with failure to disclose that TV picture tubes it manufactures & distributes are rebuilt and contain used parts.

Complaint that TV cabinets are too boxy may have some substance, in view of the election returns from Fiedale, Va. A lady voter dropped her ballot in the vent of a wooden-cabinet TV set (whose screen had been turned toward the wall) at the firehouse there, mistaking it for the ballot box.

New line of 9-pin receiving tubes with all-glass bases was announced recently by RCA. Developmental samples of the "Novar" tubes, priced lower than their present octal-based counterparts, are being offered to equipment makers.

**Trade Personals:** Robert L. Shaw, former pres. of Sylvania Home Electronics Corp., joins Emerson marketing subsidiary Du Mont Emerson Corp. in new post of exec. vp in charge of sales, merchandising & advertising . . . Clarence H. Hopper, new pres. of CBS Electronics (Vol. 16:43 p18), elected to CBS Inc. board.

Sydney W. Natkin, ex-RCA, promoted to vp-sales mgr., National Co. . . Wesley E. Wood rejoins Du Mont Labs as electronic tube div. distributor sales mgr.; Richard J. Sparnon also rejoins Du Mont (from Sylvania) as ad & sales promotion mgr. for the tube div.; Robert Bruce Jr. promoted to gen. mgr. of Fairchild Camera & Instrument defense products div., succeeded as div. mktg. mgr. by John S. Auld, onetime asst. mgr. of Fairchild's Du Mont military electronics dept.

Charles F. Thomas, ex-Lockheed, named to new post of mktg. & planning mgr., RCA major defense systems . . . John L. Herre, ex-Raytheon, named General Instrument Corp. semiconductor div. govt. sales mgr. . . H. Malcolm Wilkinson, ex-Avco Corp., named mgr., Stromberg-Carlson electronics div. data acquisition & logging section; Joseph P. Vang named asst. mgr. of field sales, same div.; Paul E. Brandt appointed mgr., S-C Red Bank, N.J., district office.

Steven Berck named mktg. services mgr., Motorola semiconductor products div. . . Niles P. Gowell promoted from receiving tube operation chief engineer to engineering mgr., Raytheon industrial components div. . . Howard A. Bond, ex-Stromberg-Carlson, appointed to new post of systems & development vp, Dresser Industries.

Warren H. Dunning named ad & PR mgr., ITT Industrial products div.; Dorsey Roe appointed sales mgr. of power conversion equipment, same div. . . Peter deRougemont named Columbia Records vp for Latin & South American operations . . . John A. Doremus promoted from engineering vp to pres., Barker & Williamson (electronic communications equipment & components) . . . Lee J. Goodman and Herbert R. Baker named vps, Newark Electronics Corp.

September TV inventory of Canadian set makers & distributors dropped 56.8% below the Sept. 1959 level, setting a new low for that date since 1954. EIA of Canada reports that September TV sales to dealers set a 1960 high with 46,944 sets—61.4% ahead of August (Vol. 16:42 p20). The September TV surge pushed year-to-date business to 231,099 TVs vs. 271,222 for Jan.-Sept. 1959. Radio sales in September rose 24.3% to 56,270 from 42,554 units in August. Jan.-Sept. radio sales totaled 361,740 vs. 413,496 in the year-earlier period.

Chicago Spring Conference on Broadcast & TV Receivers, sponsored by IRE's Chicago Professional Group on Broadcast & TV Receivers, will be held June 15-16 at O'Hare Inn, in Chicago suburb Des Plaines, Ill. Potential authors are asked to submit papers to Neil Frihart, Motorola. A session will be devoted to "new type" broadcasting activities, including stereo. Stratovision, commercial satellite broadcasting and pay TV.

One-year warranty for labor as well as parts has been introduced by Penton for its new Astra-Sonic II tape recorder (\$189.95, monophonic; \$219.95, stereophonic). "We are not just making conversation about reliability & performance in our new recorder," said Penton Pres. Irving Rossman. "This is the first & only tape recorder, to my knowledge, with a full one-year warranty."

"Zenith & Pay TV" will be featured in the December issue of *Fortune*.



**3RD-QUARTER PROFIT SLUMP (Cont.):** The "3rd-quarter sag" which already has spread its symptoms of strong sales & weak profits among most TV set makers (Vol. 16:45 p19)—last week hit 2 others: Admiral & Motorola. Their financial reports represent fresh evidence that 1960 likely will win distinction as the year volume rose but income fell for many firms (see p. 16).

A 3rd manufacturer, Zenith, which previously reported lower 3-&9-month profits despite record Jan.-Sept. sales (Vol. 16:45 p20), furnished some of the reasons. Among them: the company's first strike in 41 years, dumping by competitors. Admiral attributed its profit drop to a decline in appliance sales. Motorola blamed increasing costs as a major factor, as well as less-than-expected sales.

Admiral profit plunged about 80% in 1960's first 9 months on a slight sales slip to \$145 million from \$145.8 million in Jan.-Sept. 1959 (see financial table). For the September quarter, Admiral suffered an indicated deficit of \$81,000 as sales fell about 9%. Pres. Ross Siragusa said the drop in earnings was caused entirely by the drop in appliance sales: "Sales & profits from TV & radio receivers were higher during the first 3 quarters but appliance sales slipped sharply during the period."

\* \* \*

Motorola's 3rd-quarter performance conformed with the typical industry pattern: sales up, profits down. For the September quarter, sales inched ahead to \$77.2 million from \$77.1 million a year ago, but profit declined 9% (see financial table). "Our volume was held down by recent reduced demand for TV receivers & certain other consumer products, as well as a lesser volume in our military div. than last year," explained Pres. Robert W. Galvin. "Our earnings were less than anticipated because of increased costs to achieve the available consumer-products business, temporary start-up costs of certain newer transistors, and the decision on the part of Motorola to continue its expanded new-product investigations & engineering work with an eye on the long-range profit opportunities of these in contrast to their immediate effect on costs." As a result of performance to date, Motorola still expects record sales for the year, but now believes its earlier forecast was optimistic, has revised it downward to 1959's \$14-million level.

\* \* \*

Zenith sales rose 4½% to a record \$184 million in Jan.-Sept., "but profits in the period were affected by a continuation of unrealistic pricing & liquidations on the part of several principal competitors, which placed continued pressure on the company's prices," explained Chmn. Hugh Robertson & Pres. Joseph S. Wright in a joint report. The 4-day strike at 4 Chicago plants (Vol. 16:34 p15) "had a substantial effect on sales & profits in the 3rd quarter," they said, and "profits were also affected by the high starting costs & delays in the company's Rauland tube plant in connection with starting production of several new types of cathode-ray tubes." Factory shipments of Zenith TVs during Jan.-Sept. increased to a record level—6% ahead of a year ago (vs. industry's 2½% decrease). "As a result of the substantial increase in TV receiver sales in the 9-month period as compared to an industry decline," Robertson & Wright pointed out, Zenith "obtained a larger share of the total TV industry volume than it had in the same period the year before, and further strengthened its hold on first position in TV-receiver industry." The executives reported a 13% Jan.-Sept. rise in sales of TVs with Zenith's remote control and a "substantial" gain in radio shipments.

Trading in Television Industries stock was suspended by the American Stock Exchange for one day on Nov. 10. The suspension resulted from confusion over a highly favorable financial report on the TV-film distribution company headed by Matthew Fox. The ASE said that publication of the report produced a heavy influx of buy orders for Television's common, which raised the price to 4% by 2:10 p.m. from the opening 2%. Trading was halted after company officials advised that the published report was inaccurate, and ASE Chmn. Joseph F. Reilly said "the issue will not be traded until the situation has been clarified to the satisfaction of the exchange." The confusion developed with the publication of a profit report of \$1,144,000 (\$1.40 a share) on revenues of \$5,377,000 for the 9 months to Sept. 30 (vs. total 1959 earnings of only \$111,362 or 14¢ a share). A later clarifying statement reduced the \$1,144,000 profit to "\$313,000 after minority interests," reported Nov. 11 *Wall St. Journal*, adding: Treas. Martin Schildkraut said, however, "that because Television Industries had a deficit in its surplus account in the balance sheet at the end of 1959, any surplus earnings before minority interests available out of this year's operations will be applied to reduction of that deficit. The deficit was reported at \$2,496,180 at the end of 1959."

F. L. Jacobs Co. trustees have been authorized by the U.S. District Court in Detroit to accept a \$1,029,000 federal income tax refund in settlement of tax claims by the company or govt. through 1958. Now undergoing reorganization under bankruptcy laws, Jacobs once was headed by ex-MBS Pres. Alexander L. Guterman, whose financial & broadcasting operations led him into prison (Vol. 16:45 p8).

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, November 10, 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	20	22½	Magnetics Inc.	8½	9½
Aerovox	6¾	7½	Maxson (W.L.)	7½	8½
Allied Radio	22½	24¾	Meredith Pub.	39	42½
Astron Corp.	1¾	1½	Metropolitan Bcstg.	16½	17½
Baird Atomic	24¼	26¼	Milgo Electronics	15½	17½
British Industries	13¾	15½	Narda Microwave	4¼	5
CGS Labs	7¾	9¼	Official Films	1¾	2½
Cetron	3¾	4½	Pacific Automation	4	4¾
Control Data Corp.	44	47¼	Pacific Mercury	5¾	6½
Cook Elec.	12¾	13¾	Perkin-Elmer	40	43
Craig Systems	13	14¾	Phillips Lamp	166	171¾
Dictaphone	37½	36½	Pyramid Electric	2¾	2¾
Digitronics	21¾	23½	Radiation Inc.	19	21
Eastern Ind.	11¾	12¾	Howard W. Sams	34	37½
Eitel-McCollough	13½	15¼	Sanders Associates	29½	32
Elco Corp.	14½	16¼	Silicon Transistor	5½	6¾
Electronic Associates	24½	26¾	Soroban Engineering	33	36¾
Electro Voice	8¾	10	Soundscribe	9	10½
Electronic Associates	24½	26¾	Speer Carbon	19¼	21¼
Erle Resistor	8¾	9¾	Sprague Electric	43½	46¾
Executone	20	23	Sterling	1¾	1¾
Farrington Mfg.	30½	33	Taft Bcstg.	11¾	13¾
Fischer & Porter	16	17½	Taylor Instrument	33	35¾
FXR	34	37¾	Technology Inst.	7¾	9
General Devices	9¾	10¾	Tele-Broadcasters	5¼	1-1/16
G-L Electronics	7¼	8¾	Teletelcom	10¾	12
Granco Products	3¼	3¾	Telecomputing	6¾	7¾
Gross Telecasting	19½	22½	Telemeter	9½	10¾
Haydu	1/16	¼	Time Inc.	60½	64
Hewlett-Packard	22¾	24	Tracerlab	9¼	10½
High Voltage Eng.	136	147	United Artists	6¾	7¼
Infrared Industries	16¾	18¾	United Control	18½	20½
International Rectifier	19	20¾	Universal Trans.	¾	1¾
Interstate Engineering	19¾	21¼	Vitro	10	11
Itek	45½	49¾	Vocaline	2¾	3-3/16
Jerrold	7¼	8¾	Wells-Cardner	14½	15¾
Lab for Electronics	44½	47¾	WJR Goodwill Station	8½	9¾
Lel Inc.	4½	5¼	Wometco Ent.	12¾	13¼
Magna Theater	2¼	2¾			



## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Admiral Story on p. 19.	1960—9 mo. to Sep. 30	\$ 144,976,988	\$ 1,207,764	\$ 497,072	\$0.21	2,407,136
	1959—9 mo. to Sep. 30	145,849,148	4,906,253	2,371,376	.99	2,390,196
Allied Artists	1960—qtr. to Oct. 1	4,244,000	—	277,380	.30	899,240
	1959—qtr. to Oct. 1	5,200,000	—	652,600	.72	888,555
CBS Inc.	1960—39 wks. to Oct. 1	336,582,220	35,401,313	15,496,313	1.85	—
	1959—39 wks. to Oct. 3	318,291,438	38,857,934	17,496,934	2.09 <sup>1</sup>	—
Decca Records	1960—9 mo. to Sep. 30	—	—	4,159,772 <sup>2</sup>	3.24	1,285,701
	1959—9 mo. to Sep. 30	—	—	911,260 <sup>2</sup>	.60	1,527,401
Electronic Research Associates	1960—qtr. to Aug. 31	568,023	—	43,600	.23	189,879
	1959—qtr. to Aug. 31	424,839	—	19,800	.16	120,340
General Dynamics	1960—9 mo. to Sep. 31	1,422,771,395	—	(25,084,568)	—	—
	1959—9 mo. to Sep. 30	1,269,888,520	—	24,541,951	2.47	—
General Precision Equipment	1960—9 mo. to Sep. 30	176,554,550	7,982,412	3,622,512	2.28 <sup>3</sup>	1,127,194
	1959—9 mo. to Sep. 30	156,420,305	6,513,228	3,043,628	1.91 <sup>3</sup>	1,125,819
	1960—qtr. to Sep. 30	55,831,746	2,612,176	1,155,376	.71 <sup>3</sup>	1,127,194
	1959—qtr. to Sep. 30	54,118,366	2,173,534	980,587	.57 <sup>3</sup>	1,125,819
Motorola Story on p. 19.	1960—9 mo. to Sep. 30	220,702,933	20,578,076	9,782,851	2.43	4,028,652
	1959—9 mo. to Sep. 30	206,012,733	19,983,637	9,485,024	2.45 <sup>3</sup>	3,870,262 <sup>3</sup>
	1960—qtr. to Sep. 30	77,201,664	7,025,114	3,276,633	.81	4,028,652
	1959—qtr. to Sep. 30	77,145,487	7,879,433	3,598,653	.93 <sup>3</sup>	3,870,262 <sup>3</sup>
Newark Electronics	1960—year to Aug. 31	7,850,000	—	166,000	.55	—
	1959 <sup>4</sup>	—	—	—	—	—
Pacific Industries	1960—year to Aug. 31	20,528,552	—	(68,864) <sup>5</sup>	—	1,415,354
	1959—year to Aug. 31	15,949,850	—	600,541	.52	1,145,354
Paramount Pictures	1960—9 mo. to Oct. 1	—	—	6,137,000 <sup>10</sup>	1.87 <sup>9</sup>	1,673,231
	1959—9 mo. to Oct. 1	—	—	6,609,000 <sup>11</sup>	2.14 <sup>9</sup>	1,703,927
	1960—qtr. to Oct. 1	—	—	2,405,000 <sup>12</sup>	.80 <sup>9</sup>	1,673,231
	1959—qtr. to Oct. 1	—	—	1,349,000 <sup>13</sup>	.68 <sup>9</sup>	1,703,927
Specialty Electronics Development	1960—year to July 31	3,908,177 <sup>6</sup>	—	174,944 <sup>6</sup>	.15	—
	1959—year to July 31	1,566,723	—	101,908	.09	—
Transitron	1960—qtr. to Sep. 24	11,767,511	—	1,825,804	.24	7,502,500 <sup>7</sup>
	1959—qtr. to Sep. 24	10,155,584	—	1,777,049	.24	7,502,500 <sup>7</sup>

Notes: <sup>1</sup> Adjusted for Dec.-1959 3% stock dividends. <sup>2</sup> Includes results of subsidiary Universal Pictures. <sup>3</sup> Adjusted to reflect July-1960 2-for-1 split. <sup>4</sup> Year-ago comparisons unavailable because of change to fiscal from calendar accounting. <sup>5</sup> After non-recurring loss of \$469,892. <sup>6</sup> Record. <sup>7</sup> Outstanding Sept. 24, 1960. <sup>8</sup> After preferred dividends. <sup>9</sup> On profit from operations. <sup>10</sup> Includes special income of \$3,018,000 (\$1.80 a share) from installments on sale of pre-1948 films. <sup>11</sup> Includes special film-sale income of \$2,965,000 (\$1.74). <sup>12</sup> Includes special film-sale income of \$1,063,000 (64¢). <sup>13</sup> Includes special film-sale income of \$198,000 (11¢).

Electronics, Missiles and Communications Inc. has been established at 262 E. 3rd St., Mount Vernon, N.Y. to produce translators and microwave relay equipment for TV applications. Founder & pres. is Dr. B. W. St. Clair, formerly research development dir. at Adler Electronics. Vps of the new concern, also ex-Adler: Henry Shapiro & Robert F. Romero.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Axe Science & Electron	—	\$0.26	Jan. 6	Nov. 18
CBS Inc. ....	Q	.35	Dec. 9	Nov. 25
CBS Inc. ....	Stk.	3%	Dec. 19	Nov. 25
Electronic Research "A"	Stk.	3%	Dec. 30	Nov. 30
Eric Resistor .....	Stk.	4%	Dec. 15	Nov. 18
GT&E .....	Q	.19	Dec. 31	Nov. 22
General Tire & Rubber	Q	.25	Nov. 30	Nov. 14
Minneapolis-Honeywell	Q	.50	Dec. 10	Nov. 18
Newark Electronics "A"	—	.16¼	Dec. 30	Dec. 15
Paramount Pictures ...	Q	.50	Dec. 16	Dec. 1
Siegler .....	Q	.10	Dec. 1	Nov. 15
TV-Electronics Fund ..	Q	.05	Nov. 30	Nov. 3
TV-Electronics Fund ..	Ex.	.32	Nov. 30	Nov. 3
Trans-Lux .....	Q	.30	Dec. 16	Nov. 21
Trans-Lux .....	Stk.	5%	Jan. 17	Dec. 16
WJR, Goodwill Station.	—	.15	Dec. 8	Nov. 23

Progress Electronics Corp., Van Nuys, Cal. company organized in May for manufacture & sale of "various" electronic products, has been accused by SEC of making "false & misleading" statements in a circular promoting proposed public sale of stock. Ordering temporary suspension of Progress Electronic's exemption from stock registration requirements of the 1933 Securities Act, SEC charged that the offering (200,000 common shares at \$1.50 per share) violated anti-fraud provisions of the law. For one thing, SEC said, the company failed to disclose that principal Progress Electronics stockholder Dr. P. Marie d'Aigle was the wife of vp Napoleon J. Daigle of a firm listed as the underwriter.

Reports & comments available: Amphenol-Borg Electronics, study, Hornblower & Weeks, 40 Wall St., N.Y. 5 • Movielab Film Labs, discussion, Granbery, Marache & Co., 67 Wall St., N.Y. 5 • Newark Electronics and Advance Ross Electronics, reviews, H. M. Byllesby & Co., 135 S. LaSalle St., Chicago 3 • Del Electronics, prospectus, Standard Securities Corp., 25 Broad St., N.Y. 4 • Paramount Pictures, report (T-4) on pay & color TV, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • United Electrodynamics, prospectus, William R. Staats & Co., 640 S. Spring St., Los Angeles 14.



# 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

### **FCC**

**HARRIS-PASTORE ACT IMPLEMENTED** by FCC in new rules eliminating McFarland letters, setting up pre-grant protest procedure, requiring local application notices (p. 1).

**FORD NOTES INDUSTRY & FCC "MATURITY,"** gives progress report on major problems (p. 4).

**KTTV IS LONE OPTION-TIME APPELANT,** asking court to reverse FCC on anti-trust grounds (p. 5).

### **Programming**

**TALENT TALKS SUSPENDED** between AFTRA-SAG and 3 networks. Although strike wasn't called, unions don't like the network offer and are gathering their strength for a flight (pp. 2 & 6).

**PROGRESS REPORT ON VIOLENCE:** Producers, reversing themselves, are toning down sex & violence, our survey discloses (p. 5).

### **Film & Tape**

**FCC EASES FILM SEC. 317 BURDEN,** waiving payola-announcement requirements until new rules can be written, granting ATFP petition (p. 2). Dept. (p. 13).

### **Auxiliary Services**

**BIG-BUSINESS CATV SALES:** H&B's \$5-million buy of Jerrold group completed; Hotel Operating Co. buys Myers properties for \$1.15 million; another \$5-million sale in works (p. 2).

### **Stations**

**McCOLLOUGH URGES "OFFENSIVE"** by broadcasters at NAB conference to beat down remaining freedom-of-the-air barriers in Communications Act's equal-time Sec. 315 (p. 11).

**TWO NEW OUTLETS IN WINNIPEG AREA:** KCND-TV Pembina, N.D. & CJAY-TV Winnipeg boost area service to 4 outlets; KVOG-TV Ogden-Salt Lake City starts Nov. 23 (p. 11).

### **Consumer Electronics**

**MYLAR "WRAPAROUND" SHIELD** for picture tubes developed by du Pont and tube makers; may make possible lighter, lower-cost portable sets (p. 16).

**HOTEL TV BUSINESS** reaching plateau, with about 1.75 million sets in field. TV firms expand services to include other electronic equipment, go after hospital market (p. 16).

**RCA'S COLORFUL WEEKEND,** Nov. 11-12, produced retail sales of 5,731 color TVs, other results (p. 18).

**SEPT. PHONO SALES** dropped 3% below 1959 at retail level. Stereo sales ran slightly ahead of last year for month (p. 19).

**CONSUMER BUYING PLANS** seen turning upwards by prognosticators & surveyors; there's feeling turning point is here (p. 20).

### **Networks**

**NETWORK RIVALRY NARROWS** at night as ABC closes gap behind NBC, and NBC moves to a hairbreadth behind CBS (p. 3).

**DALY OUT, HAGERTY IN** at ABC. Reasons why the network's news vp became disgruntled (pp. 3 & 7).

**NETWORKS' GROSS TIME BILLINGS** gained 9.6% during 1960's last 9 months. TvB reports business increased to \$494.4 million from \$451.3 million in 1959's first 3 quarters (p. 8).

### **Advertising**

**SHELL TOSSES OUT COMMISSION** tradition; in future, its agency, Ogilvy, Benson & Mather, will work on cost-plus-25% fee (p. 9).

**TVB'S N.Y. MEETING** hears president of department store which became a TV success story (p. 9).

### **Other Departments**

**CONGRESS** (p. 6). **EDUCATIONAL TV** (p. 8). **PERSONALS** (p. 15). **FINANCE** (p. 21). **FOREIGN** (p. 24).

**HARRIS-PASTORE ACT IMPLEMENTED BY FCC:** New rules, carrying out the provisions of the omnibus broadcasting-reform law enacted in September (Vol. 16:44 p12), were adopted last week by FCC. At the same time, the Commission abandoned the McFarland-letter procedure and set up local-notice requirements for license applications.

The "McFarland-letter procedure" in brief: FCC tells an applicant: "It looks as if we can't grant your application without a hearing. Here are the reasons. Tell us your version. If you convince us we're wrong, you'll get a grant without a hearing. If you can't convince us we're wrong, you will have to go through a hearing to try to prove your case."

New pre-grant protest rules effective Dec. 12 under Harris-Pastore Act provide for: (1) Elimination of McFarland letters. (2) Permitting "parties of interest" to file objections to applications which aren't designated for hearings. (3) Closing books on such applications in 30 days. (4) Denying protests after grants. (5) Accepting petitions for reconsideration only if they "show good cause why the matters could not have been raised prior to the grants."

New local-notice rules effective at same time require: (1) Two-week, twice-weekly announcements in local newspapers immediately following filing of applications for new stations or for major changes in existing facilities, indicating "if & when such applications are designated for hearing." (2) Notices broadcast by operating stations when applications are filed for modification, assignment, transfer or license renewal.

Exempted from new law are "minor" application amendments & facility changes, however. Com-



mission said "it is not possible to categorize every change & amendment" in advance. So rules provide 15-day periods in which FCC may send notifications when proposed amendments or changes are "major" and therefore subject to new regulations.

**TALENT TALKS SUSPENDED:** The AFTRA-SAG strike situation (Vol. 16:46 p3) was still unresolved late last week, with the talent unions breaking off their negotiations with the networks at 3:30 a.m. Nov. 16. A strike against live & tape network programs, and against all types of TV commercials, wasn't on—but it wasn't off, either. If anything, the impasse resembled a Western movie being run through a faulty projector which has managed to get stuck on the frame where the marshal and the heavy both reach for their shootin' irons in front of the Last Chance saloon. As hours ran into days, and network service continued normally, the TV industry sat around waiting for the "bang" of a strike call. The labor-management protagonists, however, were just standing there, frozen in aggressive-but-unresolved images (see p. 6).

**FCC EASES FILM SEC. 317 BURDEN:** Film producers got the break they were seeking last week when FCC granted their petition and waived the payola-announcement requirements of Communications Act's amended Sec. 317 until new Commission rules can be promulgated.

Alliance of TV Film Producers had called FCC's attention to great difficulties they would have in attempting to ferret out "payola" in old film. It had asked that the old no-announcement rules be applied to film made before Sept. 13, the effective date of Sec. 317 amendments, and for a waiver to cover post-Sept. 13 production until next January. FCC granted waiver "irrespective of the production date" of film.

Commission made it clear, however, that waiver doesn't apply to the 27 sacred payola examples included in House Commerce Committee's report (Vol. 16:39 p4) or to sponsorship-identification requirements of rules governing broadcast of controversial issues. It added this cautionary note:

"It is not the purpose of this waiver to permit general disregard of the obligations of broadcast licensees to make sponsorship identification announcements. Rather, it is intended to provide a measure of relief in those cases where a licensee in good faith is unable to ascertain with certainty his obligation under Sec. 317 as amended."

**MORE BIG-BUSINESS CATV SALES:** Even as Jerrold's \$5-million sale of its 9 CATV systems to H&B American Corp. was being completed last week, other big-money community antenna transfers were being consummated or in the works.

Biggest CATV operator—in terms of number of systems owned—is now Hotel Operating Co., operator of Jack Tar hotel chain, solely owned by Texan Charles Sammons, also an insurance & real estate tycoon. Hotel Operating, through its subsidiary PenNy Corp. (owner of CATVs in Pa. & N.Y.), last week purchased the 5 systems owned by Stuart J. Myers & Robert E. Dunham (in Athol & Pittsfield, Mass.; Warren Pa.; Claremont, N.H.; Bellows Falls, Vt.), with total of 10,000 subscribers. Hotel Operating also owns Trans Video, which operates CATVs in Pennsylvania.

With purchase of Myers-Dunham properties for an estimated \$1.15 million, Hotel Operating now owns 14 CATV systems with estimated total of 36,500 subscribers.

An even bigger deal, understood to be in works—equalling record Jerrold sale—involves negotiation for sale of largest block of CATV systems in Pacific Northwest under single ownership. Harbor Group, headed by Homer Bergren of Seattle, is said to be close to \$5-million deal with undisclosed purchasers.

Also shopping actively for CATV systems last week was Bartel Family Radio Group (TV outlets in Netherlands Antilles, 6 U.S. AMs), which reportedly has options on several major CATV properties.

H&B American Corp.'s takeover of Jerrold's 9 systems with 33,000 subscribers (Vol. 16:33 p8) also involved microwave systems serving CATV systems in 5 states. H&B subsidiary Transcontinent Communications Systems, established to operate CATV properties, was negotiating last week to buy more.

Moving over from Jerrold as exec. vp of Transcontinent is Leon N. Papernow, former mgr. of Jerrold's CATV operating division and ex-California broadcaster (KFSD-TV & KFSD San Diego). Already announced as president of Transcontinent is ex-CBS-TV vp. Charles L. Glett. Parent H&B American is headed by David E. Bright, Los Angeles industrialist & art patron, 55% owner of KFBB-TV Great Falls, Mont. H&B recently sold off less profitable subsidiaries to establish Transcontinent, is owner of Big Boy Mfg. Co., Los Angeles, and part owner of Quickway Truck Shovel Co., Denver. Traded on American Stock Exchange, it becomes first firm listed on a major exchange to invest in CATV industry.



Meanwhile, Jerrold last week filed appeal from last summer's anti-trust decision which bars the equipment maker from acquiring CATV systems before April 1962, among other terms (Vol. 16:31 p8).

In another significant CATV development last week, FCC Chmn. Ford indicated that an end was in sight to infighting between small-town TV stations & CATV systems. For details, see p. 8.

**NETWORK RIVALRY NARROWS:** Real three-network competition is finally here, and difference between over-all 1st and 3rd place at night is less than 2 average-audience rating points. Although strong individual shows on all 3 networks swing the balance back & forth between ABC-TV, CBS-TV & NBC-TV on different nights of the week, the over-all pattern is practically a 3-way split this season.

This wasn't true in 1959 by any means. The 2nd of Nielsen's Oct. reports last year showed definite 1st, 2nd & 3rd places for evening prime time (7-11 p.m. Sun., 7:30-11 p.m. Mon.-Sat.). This was the situation then: CBS led the pack with 21.1 AA average. NBC trailed noticeably with 17.8 and ABC with 15.4.

NBC has bounced back with a vengeance in 1960. In 1959, CBS's AA average was 16% ahead of NBC on above yardstick, and NBC was 16% ahead of ABC, which seemed to be gaining rapidly on NBC. Then NBC finally got the ball and ran with it.

ABC has gained on NBC, as NBC has gained on CBS in the 3-network nighttime audience race. This season, 2nd Nielsen Oct. report showed CBS still ahead with 18.7, NBC hard on its heels with 18.0, and ABC crowding right behind with 17.2. ABC is only 5% behind NBC's AA level, and NBC is only 4% behind CBS. And, while both ABC and NBC audience levels are higher, CBS's has dropped.

NBC's stronger position is due to several factors. Among them: The 1960 convention-campaign-election rating successes of NBC's Huntley-Brinkley news team; the strong (except for Mon. & Fri.) audience-share levels of 60-min. film shows slotted by NBC in the 7:30-8:30 p.m. periods; the acquisition of such strong 30-min. film properties as Alfred Hitchcock Presents (which has boosted ratings for a 2½-hour block of mysteries on Tuesday); critical acclaim for informational shows produced by Irving Gitlin & Julian Goodman; and a more "qualitative" approach to TV entertainment specials.

Mood at NBC is one of optimism, for a change, these days. One NBC source, summing it up, told us last week: "Last year, we were wondering what we would do when we were the 3rd network. This year, we're thinking in terms of being Number One."

On less-than-national yardstick ABC is ahead in 24 Nielsen-measured cities where there's simultaneous network rivalry on full nighttime schedules of all 3 networks. For week ended Nov. 6, audience-share averages in prime time (7:30-11 p.m., Mon.-Sat.; 6:30-11 p.m. Sun.) in 24 key cities were: ABC—38.8% CBS—32.4%; NBC—28.3%.

Researchers point out, however, 4 major qualifications: (1) ABC's U.S. coverage is still below that of NBC & CBS, and ABC lineups are generally shorter. (2) ABC still has lots of delayed telecasts in smaller markets which tend to lower ratings. (3) Even if ABC's clearances fully matched rival networks, ABC's action-adventure, private-eye and comedy shows are seldom as popular in many small towns as they are in the few major metropolitan markets. (4) ABC's big score was made in pre-election week, when NBC & CBS were loaded with paid political telecasts and ABC hewed more closely to its regular program fare.

**DALY OUT, HAGERTY IN:** Jim Hagerty is principal offstage reason for resignation of ABC vp for news & public affairs John Daly last week. Hagerty, Eisenhower press secy., is taking over Daly's administrative title & job (but not Daly's performing chores) when Kennedy moves into the White House. Rumors that Hagerty would take a top news spot at ABC have been heard in the industry for weeks. (Vol. 16:42 p. 11).

The "6-figure salary" mentioned by the N.Y. Times for Hagerty seemed obviously exaggerated when compared with known salaries of higher echelon officers at ABC-TV. TV editor Jack Gould's front-page Nov. 18 story was officially ignored by ABC's top officials, but was privately admitted to be substantially "accurate."

Hagerty entrance alone didn't trigger Daly's move. There's been growing rift between Daly and AB-PT Pres. Leonard H. Goldenson over several items:

(1) Daly says ABC has "sold out" the firm (so far) ruling of all 3 networks against accepting news-area shows from outside packagers or allowing advertisers a say in content. Daly's prize beef is a deal whereby Time Inc. will co-produce a quartet of documentaries with ABC for Bell & Howell public-affairs series.



(2) Daly was annoyed on election night when ABC-TV broke the sequence of its election reportage to run, 7:30-8:30 p.m., regular episodes of Bugs Bunny and The Rifleman. Once you start something like election coverage, Daly said you shouldn't stop it for routine fare.

(3) Thomas Velotta, who will sub pro-tem for Daly, has held a post (vp for special programs in news area) which has paralleled Daly's, to Daly's annoyance. Also, Daly has been reporting to program vp Tom Moore, rather than to Pres. Ollie Treyz. (Details of Daly's resignation on p. 7.)

**FORD NOTES INDUSTRY & FCC 'MATURITY':** In a sort of valedictory as FCC chairman before he steps back into the Commissioner ranks, Frederick Ford struck a distinct note of gratification in his luncheon address at NAB's fall conference in Washington last week.

Ford congratulated both industry & FCC for having achieved "a maturity of attitude." He cited particularly the passage of S. 1898—the bill that changes many Commission procedures—as "a landmark of cooperation" for Congress, FCC & industry. He then ran through important problems, topic-by-topic:

(1) TV allocations. Legislation requiring the manufacture of only all-channel sets is "indispensable." "Most of the nation could be converted in a few years"—less than the 7-to-9 years it takes for sets to become obsolete. If such legislation isn't forthcoming, he said, "I'm afraid we'll have to solve the problem on an administrative basis." This, he added, wouldn't be "as satisfactory" as the all-channel-set method.

(2) Network regulation. FCC still opposes licensing, believes only that it should be given power to regulate networks directly instead of indirectly, as it does now.

(3) Programming. "Nobody can do anything about programming but the people who watch & listen. It's up to the licensee to know the community. It's up to the FCC to see that he goes out & talks to people and sees what they need." Commission is studying revision of renewal form, he said (for details, see Vol. 16:46 pp4 & 7), but it will take time because there are "many differences of opinion" when it comes to implementing Commission's basic policy conclusion (Vol. 16:31 p1).

(4) Amendments of Sec. 317 (payola) & Sec. 315 (equal time) of Communications Act. "These are greatly to the advantage of the industry." Payola & fixed quizzes "are a thing of the past . . . a history we can all forget."

(5) Political broadcasting. FCC is collecting station reports on their campaign activities. "When the returns are all in, even the industry will be surprised by its own performance. The time devoted to the campaign was quite exceptional and far more gratifying collectively than were effects individually."

(6) Complaints & Compliance Div. "It's amazing how many investigations were completed without requiring FCC action." Now, he said, FCC is compiling a record on complaints so that no one can say that the Commission had no knowledge or took no action on charges of violations.

(7) Uhf translators. They're still growing nicely despite fact that vhf boosters have been legalized.

(8) AM clear channels. FCC is still working on solution—hopefully.

(9) Community antennas. "The problem can be solved—may be solved already" (see story on p. 8).

Introduced by NAB Policy Committee Chmn. Clair McCollough, who called him "fair & firm" chairman, Ford got off best quip of his career. He noted that at NAB's convention (Vol. 16:15 p1), McCollough had introduced him—to make his first speech as FCC chmn.—with the slogan: "There's a Ford in your future." He was surprised therefore, on this occasion, that McCollough now did not say: "Watch the Fords go by."

Ford's witty special assistant, James Sheridan, later noting our recent report that Ford was expected to step down "gracefully" (Vol. 16:46 p2), said: "I guess you didn't know Ford has had trouble with his knee."

**TALK-TALK ABOUT NEW FCC CHAIRMAN:** You can have your pick of speculation about FCC's composition under President Kennedy, but don't count on anything yet. Comr. Bartley is still considered likely to be designated chairman—but such things are never certain until they happen.

Some industry people want no part of Bartley, consider him too "regulation-minded." Others pooh-pooh this, say he'll be a much more "understanding" chairman than member.

There's talk in some quarters of urging appointment of Democratic Comr. Craven as temporary "caretaker" chmn. until right man can be found. Then there's rumor that Sen. Magnuson (D-Wash.), chmn. of



Commerce Committee, has been assured voice in selection of chmn. and that he'd favor Kenneth Cox for job. Cox is Seattle attorney whom Magnuson has often called to Washington to handle major TV hearings. Cox would take position if it's tendered—but it hasn't been. Some people are booming Edgar Shelton, ABC Washington vp & campaigner for Sen. Johnson. Many believe that J. Leonard Reinsch would be shoo-in if he wanted job. He's the Cox Stations exec. dir. who held vital position of TV consultant to Kennedy. But he wants to go back to broadcasting.

Most outlandish speculation is that Kennedy might keep Republican Ford as chmn.—a really precedent-setting action. If there's real support for that idea, we haven't been able to find it.

**KTTV LONE OPTION-TIME APPELLANT:** The major foe of option time, KTTV Los Angeles, turned up last week as the sole challenger of FCC's new rules—which reduce optioned periods from 3 to 2½ hours for each of the day's 4 segments (Vol. 16:38 p1). Filed with U.S. Court of Appeals, KTTV's appeal is based almost entirely on Justice Dept.'s opinion that option time violates the anti-trust laws. Justice Dept. itself hasn't appealed. However, law requires it & FCC to represent govt. in the appeal—and it's assumed that the 2 agencies will stick to their positions and present divergent views to court.

KTTV made point of fact that FCC's 4-3 vote was very close, and it asked court to remand the case to Commission with the obvious hope that Comr. King, who broke the tie, might switch his vote or that a replacement for King might vote other way. It requested that court send case back with instructions that Commission toss option time out by simply accepting Justice Dept.'s opinion. At least, station asserted, FCC should be forced to give some weight to Justice's views. And finally, it stated, the court should hold "the Commission's ultimate finding—that the option time practice is 'reasonably necessary' for the preservation of networking—to be arbitrary, capricious, and contrary to the evidence."

Networks & affiliates were silent as deadline for appeal passed, prepared to live with the new rules.

## Programming

**PROGRESS REPORT ON VIOLENCE:** Most telefilm producers have reversed themselves (Vol. 16:30 p6); they are cutting down on sex & violence. This we learn in a new check of Hollywood's blue-pencil squad. It would be Utopian to expect the complete elimination of violence, but there will be a considerable de-emphasis.

There are several factors motivating the new producer attitude: (1) Principally, there appears to be a greater awareness of criticism. For, although the FCC hearings in Washington hadn't made much impact on Hollywood, when the Commission moved West for its industry investigation, the subject was brought home forcibly to the film industry. (2) Profit. Producers want to sell their product.

But trouble spots remain. New-to-TV producers, unaware of industry problems, are still using too much violence & sex. And writers, not yet aware of the new trend, still inject blood-and-thunder to sell their scripts. Both these areas are being watched by network blue-pencillers.

William Tankersley, dir. of program practices for CBS-TV in Hollywood, told us that his network, in a recent survey, found 54% fewer acts of violence in its shows in Oct. 1960 than in Oct. 1959. The network, with a third fewer series of violence, has had an upsurge of situation comedy. Tankersley told us candidly: "At first the producers tried to get more violence into their shows, but they weren't successful. Now that they realize we are serious, their attitude is better; the overall situation is improved."

Dorothy Brown, dir. of network continuity acceptance, Western div., ABC-TV, said: "I have found that producers understand the current feeling against violence. They are cooperating and bringing shows into line. Some formats intrinsically include strife & violence, but even producers of these series are attempting to modify these elements.

The greatest indication of the new attitude will be on shows seen after Jan. 1. Many of the earlier stories were purchased before the full impact of anti-violence sentiment had become apparent. Many of the new producers have no concept of the new 'don'ts,' and writers are describing action with much violence. But clients are reading scripts with apprehension. Sponsors & agencies, much concerned, are asking for scripts to be read as early as possible."

Robert Wood, West Coast mgr., continuity acceptance, NBC-TV, told us: "Producers are increasingly aware of the problem. For example, if a borderline case of violence gets through, and a lot of complaints come in, there is always the question of rerun. Such a film means \$45-to-50,000 down the drain if it can't be sold in rerun. We now have a different approach to violence. Where we formerly allowed a character to down another with 4 or 5 slugs, we now limit him to one shot, as a rule. We avoid the sadistic."

Frank Morris, asst. dir. of NAB's TV Code affairs office in Hollywood, echoed the remarks of the others about producer cooperation. He attributed the improvement to the fact that "we have done a lot of education. Producers appear much more receptive to our comments, and more knowledgeable." Morris thought that the FCC hearing in Los Angeles had brought home to producers "what we have been telling them," with the result that there is a "greater awareness, increased cooperation and enlightened self-interest." Added he: "It takes time, but we're heading in the right direction. The public clamor has been all to the good. It would be educational if the public could see how much care & restraint is exercised by producers."

Virtually all those we checked said the problem had been aggravated by the late production start last summer, resulting from the prolonged writer strike. Because they'd been behind schedule, many producers bought scripts on a panic basis, and these early buys reflected more violence than would normally be allowed.



## More about

**AFTRA-SAG'S THREATENED STRIKE:** The situation obviously can't continue indefinitely, and industry sources privately expect AFTRA and SAG to make their big play early this week, possibly Nov. 22. Chances are slim that the unions will decide against a nation-wide, network-level strike. Working closely with the ANA and 4A, the networks made a Nov. 16 offer to the talent unions which the labor groups feel is far short of what they want. This, in essence, was the network package:

1. A slight increase in talent fees for the first-run use of network live or film commercials (\$95 minimum, up from \$93), but lower than present rates for subsequent runs.

2. A flat "no" to AFTRA-SAG's proposals for a down-the-line "unit" system of talent payment for commercials used in national spot-TV campaigns. Instead, the networks (acting on behalf of clients & agencies, and in the act only because of spot commercials carried on network o&o's) offered to raise the rates in N.Y., Chicago and Los Angeles.

3. A flat "no" to a 10% talent-fee increase for live or taped network shows.

4. A concession to AFTRA-SAG to raise radio sports-caster rates on a limited number of championship sports events.

As far as the unions are concerned, the package was strictly "no sale."

In the meantime, AFTRA and SAG have been building up their strike arsenal. AFTRA expects to have a final green light for a strike from the national boards of AFTRA's Eastern, Central and Western regions before Nov. 22. SAG expects a similar green light from its membership by the same date, and was scheduled to hold a Hollywood meeting Nov. 21. (SAG, incidentally, is said to be "deeply disappointed" by the network offer.) NABET (which represents the engineers & technicians at NBC) was watching the strike situation closely, and continued to indicate strongly that it might honor AFTRA-SAG picket lines.

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Unanimous authorization to strike the networks, independent TV stations, ad agencies and producers was voted last week by the Hollywood membership of AFTRA. By its action, Hollywood thus joined AFTRA branches in N.Y. & Chicago. AFTRA's coast exec. secy. Claude McCue told members that the union and employers are in disagreement on at least 50 major contractual items.

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Dual role in live TV will be tackled—via video tape—by the Jan. 18 *Du Pont Show of the Month* with a 90-min. adaptation of "The Prisoner of Zenda." The story, involving the twin-brother resemblance of the King of Ruritania and a visiting British Officer, has long been a movie natural because of film's production flexibility (3 Hollywood productions have starred, variously, Ramon Novarro, Ronald Colman, and Stewart Granger). Now, with Alex Segal directing & David Susskind producing from a script by Sumner Locke Elliott, the story will provide a brisk work-out for CBS's tape editors. Christopher Plummer is in the dual starring role. One "Zenda" version, incidentally (the Colman 1937 cinema), is currently in TV circulation as a featured item in NTA's newest movie package.

"The Iceman Cometh," despite WNTA-TV's fears about the play's salty language, brought in no more than 3 negative phone calls from its N.Y. viewers. And, just to prove that you can't win, WNTA-TV—which had scheduled the taped *Play of the Week* from 10:30 p.m. to 12:30 a.m. to preclude moppet viewers—got 68 phone calls from viewers protesting the late starting hour. Arbitron reported that 300,000 homes were tuned in to the Nov. 14 premiere, and at its peak, 500,000 homes were tuned in to this first of two 120-min. installments. Raved non-raving critic Jack Gould of the *N.Y. Times*: "To television has come a moment of enrichment & excitement unequaled in the medium's 13 years: the production of Eugene O'Neill's stark & searing tragedy."

Chief effect of TV debates was to increase "the instability of the electorate," charged political analyst Samuel Lubell at a Nov. 16 RTES newsmaker luncheon in N.Y. Unable to cope with the complex issues discussed, people judged "the candidates' personalities rather than their arguments," he stated, adding that govt. spending & medical care for the aged were the only concrete issues sharpened by the debates. Lubell also attacked those political polls and election-night computers that make the "false claim" of mathematical & scientific precision. "They can't deliver that precision and should make clear their limitations. We do no service to the people by trying to predict an election," he concluded.

Iron Curtain showings are in the works for Red Skelton's Sept. 27 one-man pantomime show saluting the U.N. Skelton and CBS-TV have given permission to the U.S. Information Agency to send kinescopes through U.S. embassies to TV outlets in Russia, Hungary, Poland, Bulgaria and Czechoslovakia as an example of "outstanding American entertainment with international appeal."

Rare interview with Chou En-lai, a 27-min. filmed session between the Red China premier & correspondent Felix Greene, will be televised in this country via affiliated stations of National Educational Television, which has purchased U.S. TV rights to the film. The interview will be the basis of a 90-min. special slated for Nov. 22 by educational KNME-TV Albuquerque.

## Congress

Hot election contest between Rep. Moulder (D-Mo.), original chmn. of the House Commerce Legislative Oversight Subcommittee, and Republican Robert A. Bartel, a Baptist minister (Vol. 16:46 p5), was unofficially won by Moulder. Absentee ballots totted up in the last of 17 counties in Moulder's 11th Mo. district gave him a 408-vote margin over Bartel Nov. 15, following a week in which the count teetered back & forth. Before the tally of absentee votes started, Moulder trailed Bartel by 164. However, the question of who won wasn't yet settled finally & officially. Many of the ballots were challenged by both Democrats & Republicans, at least one Republican election judge was replaced, and the FBI was reported investigating charges of irregularities in the district. Meanwhile the 2nd ranking Democrat on the House Commerce Committee—Rep. Williams (Miss.)—was threatened with trouble from his own party. An outspoken segregationist, Williams won reelection without trouble. But he also campaigned against election of Sen. Kennedy & the Democratic platform. As a result, House leaders may try to purge him from his influential committee post.



## Networks

### More about

**DALY'S EXIT:** In a no-turning-back letter to AB-PT Pres. Leonard H. Goldenson last week, ABC-TV vp John Daly stated he had differed with the network on methods of handling Presidential campaigns, election reports and the Bell & Howell series (see p. 3). He asked to be released from all administrative news duties (but said he'd continue as network newscaster until a separate talent contract expired).

ABC's answer is that no control has been abdicated, and that the network retains "complete creative & editorial control over production" of the B&H series, despite the Time Inc. partnership. The idea for the first co-production show in the series ("Yanki, No!" scheduled for Dec. 7, 10-11 p.m.) was "entirely ABC's," was in fact "suggested" by Goldenson, and was an "assignment under complete ABC supervision" to Time Inc. staff producer Robert Drew. Control of the project, ABC maintains, was exercised in script, shooting and editing stages, with Goldenson acting as sort of a super executive producer.

This wasn't good enough for Daly, apparently. Asked last week for details of his role in the Time Inc. project, Daly intimated that the first real chance he, as news vp, had had to review the project came "when it arrived as a completed can of film." Earlier this year, Daly had voted against the Shulton-sponsored 60-min. "Race for Space" documentary produced by David Wolper on the grounds that the film, however entertaining & informative, was not an ABC production. No network carried the show; it was eventually placed locally.

Public affairs has been an expensive venture for ABC, even though the total amount of such programming has been less than either NBC or CBS has put on in the past year. Most long ABC documentaries (such as "The Dark & the Light") have been given to stations on a co-op basis for lack of national sponsorship. ABC was only partially-sponsored on conventions & elections, (despite the fact that by Election night NBC and CBS were both sold out). And after months of sales effort, ABC-TV has yet to hang out the S.R.O. sign for its Winston Churchill series.

**Single Canadian Net Applicant:** Canada's competition for a privately operated commercial TV network apparently narrowed down to a single applicant last week—Toronto film distributor S. W. (Spence) Caldwell. The Board of Broadcast Governors said applications had been obtained by 4 groups, but Caldwell's was the only one completed as the deadline passed. Caldwell's proposals will be heard by BBG in Ottawa Nov. 29.

Caldwell proposed a coast-to-coast network tying in the newly authorized private stations in 8 Canadian cities. Details of his plan were not available at press time. He previously had stated that his network would be an interconnected one, as opposed to the film-tape net proposed by a cooperative station-owned group (Vol. 16:37 p8), which apparently has now dropped out of the running.

BBG also announced a revised definition of a TV network affiliation agreement as "an agreement between any person and a station that includes a provision for reserved time"—deleting previous reference to number of hours covered. BBG said that public hearings will be required for all proposed network operations, except occasional station hook-ups (special events, etc.).

**HARD WORDS FROM NBC TO ABC:** A surprise item on the menu of the luncheon climaxing NBC's 1960 N.Y. meeting of its TV-radio affiliates Nov. 16-17 was the hide of one of the network's chief rivals—ABC-TV. And, as station executives applauded loudly, NBC Chmn. Robert W. Sarnoff served them with slices of ABC's network philosophy that were NBC-roasted anywhere from medium-rare to well-done.

Networks, said Sarnoff, should provide broad-appeal shows, a top-notch news & public-affairs service, and "keep moving ahead" in TV technical developments such as color. NBC and CBS "pursue these objectives," he said. Then, he turned up the broiler under ABC.

"The 3rd network has a different philosophy & a different set of objectives, and has been successful within its own terms," Sarnoff stated. "But this success, and its claim to leadership, has to be judged within the narrow limits of its terms & objectives. The true responsibility of a network is not met by concentrating on a few popular categories of programming to attract the largest audience per program. Nor is it fulfilled by spotty efforts at an occasional documentary or news special. This is not only incomplete broadcasting . . . it is also an inadequate base for the broad range of advertising needs."

Admitting that "we at NBC naturally want massive audiences for entertainment programs," Sarnoff sharply attacked ABC for playing "the numbers game" with rating results (see p. 3). "We would not be content to rest our whole position on mid-evening ratings, because NBC is a round-the-clock network, not a 7:30-10:30 p.m. network; a truly national service, not a 24-market Nielsen multi-network operation. We want to sell out our schedule, but not on the basis of depressing station rates."

### How ABC Reacted

Sarnoff also got in some licks for NBC in the network-vs.-network clearance rivalry that often springs up between ABC and NBC in 2-station markets. NBC, he indicated, was the safest choice in the long run. "There are penalties for a network that sets its sights on the short range & the narrow service. One of them is to remain 3rd among the networks in total weekly viewing—the measurement that reflects the audience for a network's total service."

ABC's reaction to Sarnoff's sarcasm was, officially, "no comment." However, ABC officials requested a copy of the Sarnoff speech, called a meeting of top executives (Goldenson, Treyz, *et al.*) to discuss it, and decided that—as far as ABC was concerned—it indicated heavy NBC concern with ABC's competitive strength, and to forget it.

In other sessions, NBC-TV had much good news for affiliates. A color slide-film presentation, "Story of a Network," advised stations that "since July 1, \$33 million in new & renewal daytime business has been signed," that 17 new shows are now "in development for the 1961-62 season" (although none was named), that NBC has "78% more" color programming than last year, and that the average lineup ordered has jumped "from 153 to 177 stations." Exec. vp Walter Scott added NBC-TV now leads in "total weekly sponsored hours" in Oct.-Nov. reports.

On the radio side, in contrast to last year's affiliate meeting in which Chmn. Sarnoff was obliged to quiet rumors by stating that NBC had no intention of deserting radio, William K. McDaniel, radio network vp, told the 188 affiliates that NBC radio now has "close to half of all the commercial time booked on network radio" and "over half" of the ad revenue.



## Network Television Billings

September 1960 and January-September 1960  
For Aug. report, see TELEVISION DIGEST, Vol. 16:43 p13

**Jan.-Sept. Up 9.6%:** Network TV's gross time billings in 1960's first 3 quarters closed out 9.3% ahead of a year ago. Despite slight sags by both NBC & CBS, the year-to-date gain was aided by a 6.2% increase in September over September-1959 business. TvB reports that billings in 1960's first 9 months rose to \$494.4 million from \$451.3 million in Jan.-Sept. 1959. September billings increased to \$51.5 million from \$48.4 million in the year-ago month.

CBS continued to run ahead of the other networks in dollar volume, both in September (\$21.1 million) & year-to-date (\$204.4 million). ABC continued to register the largest percentage gains: 36.1% for Sept. 1960 over Sept. 1959, 29.9% for Jan.-Sept. 1960 over Jan.-Sept. 1959.

The 9-month nighttime billings of the 3 networks increased 14.3% to \$346,759,960 from \$303,462,753 in Jan.-Sept. 1959. Daytime billings slipped 0.1% to \$147,636,680 from \$147,820,975. In September vs. September 1959, nighttime billings gained 6.9% to \$35,348,928 from \$33,062,192; daytime increased 4.7% to \$16,108,436 from \$15,384,651.

### NETWORK TELEVISION

	Sept. 1960	Sept. 1959	% change	Jan.-Sept. 1960	Jan.-Sept. 1959	% change
ABC .....	\$11,875,080	\$ 8,724,938	+36.1	\$112,721,410	\$ 86,744,444	+29.9
CBS .....	21,114,008	21,196,220	- 0.4	204,356,596	195,350,810	+ 4.6
NBC .....	18,468,276	18,525,685	- 0.3	177,318,634	169,188,474	+ 4.8
<b>Total</b>	<b>\$51,457,364</b>	<b>\$48,446,843</b>	<b>+ 6.2</b>	<b>\$494,396,640</b>	<b>\$451,283,728</b>	<b>+ 9.6</b>

### 1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January .....	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February .....	12,677,110	22,977,171	19,923,712	55,577,993
March .....	13,487,460	24,043,799	21,072,164	58,603,423
April .....	12,701,240	22,580,032	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,062,832	18,959,323	52,970,855
July .....	12,529,660	23,442,997	19,805,457	55,778,114
August .....	11,366,100	21,448,482	18,052,503	50,867,085
September .....	11,875,080	21,114,008	18,568,276	51,457,364

Note: Figures revised as of Nov. 10, 1960. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time rates or before frequency or cash discounts.

## NETWORK SALES ACTIVITY

### ABC-TV

Daytime Programming, Mon.-Fri., part. eff. Jan.  
*Beltone Hearing Aid* (Olian & Bronner)  
*Lehn & Fink Products* (Geyer, Morey, Maden & Ballard)  
*General Nutrition* (Fairfax)

### CBS-TV

Sun. Sports Spectacular, Sun. 2:30-4 p.m., part. eff. Jan. 8.  
*Bristol-Myers* (DCS&S)  
Father Knows Best, Tues. 8-8:30 p.m., part. eff. Jan. 31.  
*Kayser-Roth* (Daniel & Charles)

### NBC-TV

The Bobby Darin Show, Tues. Jan. 31, 9-10 p.m., one-time special, full sponsorship.  
*Revlon* (Grey)  
Happy Talk, Tues. Dec. 6, 10-11 p.m., one-time special.  
*Lever Bros.* (SSC&B)  
*Lanvin* (North)

## Auxiliary Services

**PEACE HOPES FOR STATIONS & CATV:** An end to the feuding between small-market stations and CATV may be in sight. FCC Chmn. Ford indicated as much in a speech before NAB's fall conference in Washington last week when he said: "The problem may be solved already." What he was referring to was the recent "washing out" of CATV-station disputes over microwave grants.

Hearings had been scheduled on station protests in several cases, but the following have been cleared up by agreements among disputants: Laredo, Tex.; Tallahassee, Fla.; Yuma, Ariz.; Butte, Mont.; Helena, Mont.; Vero Beach, Fla. Still pending are prospective hearings involving Thermopolis, Wyo.; Tyler, Tex. and Athol, Mass. There's a good chance most of these will be cleared up, too.

Agreements have been reached via several routes. In some cases, CATVs bought out or merged with stations. In some, CATVs agreed not to duplicate programs carried locally. In others, "gentlemen's agreements" have been reached between parties to accommodate each other.

Ford told NAB's meeting he sees no reason to ask for authority to license all CATVs just to get at a few trouble areas. The Commission does need legislation, however, he said, to handle isolated problem situations. He said he'll spell out his ideas "in a few weeks."

NCTA is pleased, naturally, to see CATV-station agreements—for these are the industry's best assurances that the heat will be off for restrictive legislation.

British Telemeter offshoot has been formed, with Paramount Pictures—parent firm of International Telemeter—retaining a "minority" interest. British Telemeter Home Viewing Ltd.'s authorized capitalization is about \$2,750,000, of which more than 10% has been taken up by British interests. Subscribers (who may pick up the balance of their subscription when required) include: British Lion Films, the *Financial Times*, Granada Group Ltd. (also a program contractor for British commercial TV), *The Manchester Guardian*, Schlesinger Investments Ltd., and N. M. Rothschild & Sons. R. A. Allan, Member of Parliament & an executive of the *Financial Times* group, has been named temporary chmn. No target date for a test operation in Britain was announced by Telemeter, which is currently testing its system in Toronto (Vol. 16:45 p2).

A vhf booster in a town served by a uhf translator was authorized by FCC last week—but the Commission warned that the grant was temporary because its policy is to prohibit vhf units in areas served by uhf translators. Claremont TV Inc., Claremont, N.H., was given permission to continue operating a repeater which rebroadcasts WMUR-TV (Ch. 9) Manchester. WWLP Springfield, Mass. operates uhf W74AC in Claremont; FCC turned down WWLP's petition to designate the vhf application for hearing.

## Educational Television

Continuance of ETV in Hagerstown, Md. by tax-financing has been urged by the Washington County Board of Education in a letter to the county commissioners. The commissioners are polling teachers & parents on whether they want the closed-circuit system retained (Vol. 16:46 p14). The school board said abandonment of the system wouldn't save money after Ford Foundation grants run out. More teachers would have to be hired, the board argued.



## Advertising

**SHELL'S FAREWELL TO 15%:** Many an ad agency (and many a client, too) has long wanted to abandon the time-honored 15% media commission system of agency payment in favor of a straight fee basis. At the annual meeting of the Assn. of National Advertisers in Hot Springs, Va. last week, Ogilvy, Benson & Mather agency and Shell Oil Co. publicly took the plunge.

In future, OBM will function as Shell's ad agency for a fee covering Shell's ad costs plus a 25% profit factor. Shell ad mgr. Cyril Martineau and OBM Pres. David Ogilvy, who had cannily picked for their announcement a moment when most of the nation's top admen were under one hotel roof, quickly became the sensation of the ANA meeting. Agencies have worked for clients on a fee basis before (several agencies provide PR service for clients in this way), but the Shell-OBM deal is the first big (\$11 million annually) no-commission deal on a general consumer account.

Why the switch from the traditional 15% system? Explained Martineau: "We had come to regard it as downright unethical. We think it unfair & unrealistic to expect any agency to be absolutely impartial when its vested interest lies wholly in the direction of increasing the client's commissionable advertising." Stated Ogilvy: "I am not afraid of a price war. A period of competitive pricing would strengthen the good agencies and put the poor ones out of business." (Agency reaction to the move meanwhile was summed up as "cautious.")

In other ANA sessions: Phillip H. Cohen, TV-radio dir. of SSC&B, told admen concerned about the rising costs of TV commercials (see story on AFTRA-SAG dispute, p. 6) that pre-planning was the secret to cost-saving, and that 7-to-8 weeks for straight film & 9-to-10 weeks for animated commercials prior to shooting was a good rule of thumb. Edward G. Herbie, ad vp of Heublein Inc., and Fuller & Smith & Ross Pres. Robert E. Allen described in detail the workings of the joint ANA-4A committee for improved advertising content. P. W. Allport was named ANA pres. to succeed the late Paul B. West, and Westinghouse Electric Corp. ad dir. Roger H. Bolin and U.S. Steel ad dir. John Veckly were named chmn. and vice-chmn.

Add FTC speculation: Paul Rand Dixon, who heads the 39-member staff of the Senate Judiciary Anti-Trust & Monopoly Subcommittee, may be in line for appointment as FTC chmn. in the Kennedy administration. His name as a successor to Republican Chmn. Earl W. Kintner (Vol. 16:46 p1) is being mentioned in speculation in FTC offices and on Capitol Hill. Dixon himself says he'd be "complimented" to get the job. He worked as an FTC attorney for years before going on the Hill, where he took over as chief counsel & staff dir. of the Subcommittee headed by Sen. Kefauver (D-Tenn.). The Subcommittee won top headlines this year with investigations of prices charged for drugs by leading pharmaceutical firms. Staffers have confirmed that they're now looking into reports that fight promoters give payola to newspaper sports writers (Vol. 16:46 p12).

**Ad People:** Denny Sargent, ex-Young & Rubicam, named McCann-Erickson vp . . . Andrew F. H. Armstrong, ex-Leo Burnett, named Compton vp-creative dir.; Marion Forster, Rupert Witalis, James Sage also named Compton vps. . . G. Alden Donham named a Cunningham & Walsh vp.

**TvB's Dept. Store Success:** TV can get big results for department stores. TvB members, gathered for their 6th annual meeting at N.Y.'s Waldorf-Astoria, heard evidence of that last week from Dwight Shirey, pres. of Patterson Fletcher. The Ft. Wayne, Ind., specialty store had rolled up an impressive success story of retailer use of TV advertising, in cooperation with TvB and WANE-TV, the city's Corinthian Bestg. Co. TV station.

Shirey praised TV's flexibility which allows advertisers "to key items to a select audience on the basis of the time of day." He urged a lower local rate for retailers "if television is to become a part of many stores' ad budgets."

Shirey stated that the project had been planned by weekly meetings of station executives and the store's merchandising display staffs. Operated as a "saturation" campaign of 60-sec. announcements and some IDs, plus a Tue.-night local newscast, the campaign proved a resounding success, Shirey reported, in terms of "successful item promotions, improved store promotional planning, prestige."

Some typical results: \$5,003 sales vol. on summer suits this June vs. last June's \$2,937 for a 70% sales increase. TV was the only added promotion. "Box Sale" on men's apparel—22% ahead of that dept.'s sales last year. Ten-day pre-Easter campaign for Lee hats—112% sales increase over last year.

\* \* \*

Advertising's real sin is its failure to "spark discontent enough to lead people to action," said TvB Pres. Norman E. Cash and vp George G. Huntington in a new Cellomatic presentation, "The Progress of Discontent." Main theme of the presentation: The advertiser has a "responsibility" to spread the spark of discontent which leads others to see "a better way through finer things for a fuller way of life." Cash and Huntington asserted that "waste-maker" critics of the Vance Packard school misunderstand the real issue when they charge that advertising "forces people to buy things." In fact, they said, consumers should "criticize advertising for not sparking our discontent with outmoded, inefficient, obsolete products."

\* \* \*

Editorializing by a TV station is "good business as well as needed public service," claimed Terry H. Lee, vp & managing dir. of WAGA-TV Atlanta, in another TvB session. The station, which has been editorializing since last May, follows a 15-point series of rules which include legal clearance prior to broadcast, equal opportunity for expression of opposing views, and no political-candidate editorials, Lee stated.

\* \* \*

A cooperative station-agency program to resolve several spot-TV billing problems was urged by Thomas A. Wright Jr., Leo Burnett media vp. Wright noted 4 major problem areas: "(1) Long-delayed billings, (2) negotiating credit refunds or make-goods, (3) correcting invoices improperly prepared and (4) properly identifying billing by brand." His 3 proposals for solution: (1) Communication between the proper parties, (2) agency notification of a schedule discrepancy within 24 hours with a definite offer by the station, (3) agency identification of individual brands rather than parent-company titles.

### U.S. Station Rate Increases

Station	Base Hour	Minute	Date
WFBC-TV Altoona, Pa. . .	\$900 to \$1000	\$200 to \$220	Nov. 1
WJRT Flint, Mich. . . . .	800 to 950	150 to 200	Nov. 1
WALA-TV Mobile, Ala. . .	500 (no change)	110 to 120	Oct. 1
KSWO-TV Lawton, Okla. . .	280 to 350	80 to 90	Nov. 1



**Don Durgin's Crystal Ball:** There'll be no widespread adoption by U.S. networks of the British-style magazine-concept divorcement of advertisers from program control. Public TV tastes won't change radically during the next decade. Widespread pay TV won't really alter viewing habits because it lacks "an obligation of public service that transcends the responsibility of the box office." These were among the personal predictions voiced by NBC-TV sales vp Don Durgin in a crystal-gazing address before the opening RTES time buying & selling seminar in N.Y. Nov. 15. Other Durgincasts of network things to come in the 1960's:

**Programs:** There'll be "fewer formula shows, more informational programs" although the formula shows will remain "the dominant form" because of audience acceptance and the demanding deadlines of TV programming. Shows classified as specials will be "more & more special," with heavy emphasis on "the idea rather than the stars or production budgets."

**Scheduling:** The immediate trend will be toward more 60-min., fewer 30-min., as standard fare because creative people like the longer format and networks find it useful to "get a head-start on entrenched competition." Also, advertisers will continue their trend of buying segments of 60-min. shows because they prefer "to buy from a network as a 3rd party." There'll also be more radio-style scheduling of "comedy blocks or mystery blocks or variety blocks" of TV network shows, because research indicates that programs in such blocks help each other's rating levels.

**Sales patterns:** Standard TV deals (thirds, half-hours) will continue as the basic sales pattern, although in specials "there may be some unusual lengths to the programs." There won't be a return to 90-min. network shows ("too costly to mount") and there's no trend developing toward 45-min. shows. Rate cards are likely to be simplified until networks work mainly with "simplified rate cards showing minute costs with a graduated sale . . . like the 260-time spot rate cards." Product protection for advertisers "will become narrower & narrower," and will "very soon become 10-min. protection," under the pressure of advertisers using multi-sponsored 60-min. shows.

**Research:** Audience measurement "will score a breakthrough in the '60s" to provide admen with much more qualitative data on TV audiences, more special marketing studies, research on 2-set & 3-set homes, better audience-composition data because "we have too few answers today to too many questions."

TV tops newspapers in fair & impartial political coverage, most viewers & readers agreed in a 1,700-sample poll conducted in April by 2 Ohio State U. Ph. D. candidates. Robert P. Lacy & John H. Pennybacker reported that 71% of men & 74% of women questioned in the survey said TV's news handling of the campaign could be trusted as objective. Only 27% of the men & 38% of the women gave a similar vote of confidence to newspapers in Ohio's bigger cities. Other findings reported by Lacy & Pennybacker as representing majority opinion of TV viewers: (1) They'd be unwilling to shell out even \$5-to-\$10 annually for pay-TV programs. (2) They think at least some TV commercials are rigged visually—and that slick magazines go in for advertising fakery, too. (3) They don't object to advertising on TV, but are annoyed by multiple commercials which interrupt shows, particularly when the commercials are hard-sell types. (4) They'd be more influenced by TV editorials than print editorials, but don't think broadcasters should express opinions on public issues on the air.

**6% AD GAIN PREDICTED FOR 1960:** The national ad volume will climb to a high of \$11,755,000,000 in 1960—6% above 1959's record \$11,090,000,000, forecasts Nov. 19 *Printers' Ink*. The prediction, based on first-half ad activity, is a come-down from the \$11.9-billion previously forecast by *PI*, which explained: "Activity in the 2nd quarter did not keep pace with the record volume in the early months of 1960."

TV (national & spot) leads all major media in anticipated dollar volume. Its projected 1960 ad volume of \$1.320 billion is 7% ahead of the \$1.228 billion posted in 1959. Radio (network & spot) is expected to better its 1959 performance by 1%—to \$255 million from \$251.3 million. The estimate of 1960 ad volume (based on 6-month data):

	Expected 1960 Total Ad Volume (\$ millions)	1959 Final Estimate (\$ millions)	% Change 1960 vs. 1959
NEWSPAPERS (national) .....	\$ 860.0	\$ 826.2	+ 4%
MAGAZINES .....	935.0	866.2	+ 8
TELEVISION (network and spot) .....	1,320.0	1,228.1	+ 7
RADIO (network and spot) .....	255.0	251.3	+ 1
BUSINESS PAPERS .....	610.0	569.3	+ 7
OUTDOOR (national) .....	140.0	130.4	+ 7
OTHER INVESTMENTS BY NATIONAL ADVERTISERS ....	2,980.0	2,842.0	+ 5
EST. TOTAL INVESTMENTS BY NATIONAL ADVERTISERS ....	7,100.0	6,713.5	+ 6
EST. TOTAL INVESTMENTS BY LOCAL ADVERTISERS .....	4,655.0	4,403.8	+ 6
GRAND TOTAL .....	\$11,755.0	\$11,117.3	+ 6

Nielsen's first European TV audience measurements will be in Germany. With its British partner, Attwood Group of London (with which Nielsen is affiliated in a rating company called TAM), Nielsen has signed a joint deal with Munich's Infratest Co., an independent research firm. They will establish a Nielsen-type measurement of German TV in early 1961 through a new joint concern, Infratam GmbH. As with many U.S.-European financial deals, it's nicely complicated; two-thirds of Infratest will be held by Attwood and Nielsen who will invest in a new continental holding concern, Eurobar NV, now being formed in Holland. Chief reason for the expansion, Nielsen officials told us in N.Y., is "the early likelihood of additional commercial TV channels in Germany, and the growing interest of European advertisers in U.S.-style audience research."

Film on clichés in TV commercials has turned out to be the liveliest hit in the program of NAB's fall conferences (see pp. 4 & 11). Shown by the Code staff as a feature of second-day TV sessions, the 17-min. film was produced for the entertainment & instruction of advertising agencies by MPO Productions Inc., N.Y. It runs the gamut of exaggerated TV demonstrations for products, ranging from beer & headache remedies to hair-wave preparations & soap. Title: "The Cliché Family in TV Land."

Charlie Chan operates again in a new Lennen & Newell TV commercial series for Cluett, Peabody. The deal represents the first use of the Earl Derr Biggers character in non-story form. Roland Winters, who portrayed Chan in feature films, plays the Oriental detective in the first 60-sec. film spot, "The Case of the Golden Arrow Shirt," used Nov. 14 on *Surfside Six* (ABC-TV, 8:30-9:30 p.m.).

Hertz will spend \$7.5 million on its 1961 national ad campaign with approximately \$2 million going to "an expanded 52-week, regional TV spot campaign in key markets." Hertz System Pres. Walter L. Jacobs said last week that the new budget represents an all-time high in the car-rental industry, a 3,000% increase for Hertz since 1947.



## Stations

**McCOLLOUGH URGES 'OFFENSIVE':** Political performances by TV & radio in the 1960 election campaign have brought broadcasters to "the threshold of freedom" from equal-time restrictions under the Communications Act's Sec. 315, NAB Policy Committee Chmn. Clair R. McCollough said last week.

"We are now in a position to take the offensive rather than—as has been the frustrating experience so frequently in the past—being on the defensive," he told the 6th of NAB's 8 fall conferences in Washington—where FCC Chmn. Ford was another headlined speaker (see p. 4).

McCollough said that the behavior by broadcasters following suspension of equal-time rules for Presidential tickets had earned TV & radio the "right to pursue the idea of eliminating all of the restrictions contained in the remaining language of Sec. 315."

Referring obliquely to what he termed harassments of stations by the Senate Commerce Freedom of Communications Subcommittee, headed by Sen. Yarborough (D-Tex.) (Vol. 16:45 p3), McCollough acknowledged that "all of the returns are not yet in." But he said he'd heard of no "widely noted incidents of bias or prejudice."

His call to broadcasters to take the offensive in their campaigns for freedom on the air was echoed by NAB Industry Affairs vp Howard H. Bell in a "Broadcasters & Politics" session of the Washington conference. Bell said the industry may have to fight in the 87th Congress to defend its right to editorialize.

### Chicago & New York To Go

Merrill Lindsay (radio WSOY Decatur, Ill.) represents the 3-man NAB Policy Committee as the first-day luncheon keynoter at the 7th fall conference Nov. 21-22 in Chicago's Edgewater Beach Hotel. McCollough will be featured again at the windup N.Y. conference Nov. 28-29.

Meanwhile, majority counsel Creekmere Fath of the Senate's equal-time "watchdog" subcommittee flew to Texas for post-election conferences last week with Chmn. Yarborough on what to do with hundreds of reports from stations on Sec. 315 complaints piled up in his office.

"We have some incidents that I am recommending to the subcommittee for further study," Fath told us from Austin, but he said no decision had been reached at the end of the week on whether public hearings should be held in Washington before the "watchdog" unit files its Jan. report.

Fath carried some station-report files with him to Austin for his conferences with Yarborough, but said many more had accumulated in Washington in his absence, and that he'd be busy there this week wading through them.

One thing he wanted to find out, Fath said, was whether Market Maker Stations, operated by the North Dakota Bcstg. Co., had responded adequately to his demands for scripts & full reports on a pre-election documentary & interview show. At one point in telegraphic exchanges with Pres. John W. Boler of the station group (KXJB-TV Valley City, KBMB-TV Bismarck, KXAB-TV Aberdeen, KXGO-TV Fargo, KXMC-TV Minot), Fath had threatened to slap a subpoena on Boler for the records.

Jack Harris, KPRC-TV Houston vp & gen. mgr., was unanimously re-elected chmn. of the NBC-TV affiliates board of delegates. Also re-elected were vice-chmn. Edwin K. Wheeler, gen. mgr. of WWJ-TV Detroit, and Robert Ferguson, exec. vp of WTRF Wheeling, W. Va. Louis Read, vp and gen. mgr. of WDSU-TV New Orleans, was re-elected secy.-treas.

**NEW & UPCOMING STATIONS:** A unique border situation turns up this week in reports on the 2 U.S. stations and single Canadian outlet going on the air. The Winnipeg, Man. area which has been getting service from CBC's CBWT (Ch. 3) and French-language CBWFT (Ch. 6) now has 2 more outlets—CJAY-TV (Ch. 7), which began Nov. 12, and KCND-TV (Ch. 12) Pembina, N.D. which began its regular ABC-TV program schedule Nov. 15 after being on temporarily Nov. 8 to carry election returns.

KCND-TV is in NE corner of the state, about 40 mi. S of Winnipeg and maintains an office in the Dayton Bldg., Winnipeg. It picks up network from KNOX-TV (Ch. 10) Grand Forks, N.D.

Other U.S. starter is KVOG-TV (Ch. 9) Ogden-Salt Lake City, Utah, which will begin as independent Nov. 23.

The U.S. operating total will thus change to 578 (91 uhf) outlets. The Canadian on-air total is now 76 stations.

KCND-TV has a 2-kw RCA transmitter and a 1350-ft. stainless tower with traveling wave antenna 7 mi. W of city. Owners (each with 25% stock interest) are Community Radio Corp. (which controls KNOX-TV & KNOX Grand Forks), Harry Rice (pres. of Community Radio), Robert Lukkason (secy.-treas. of Community), Arthur Tweet (chmn. of Community). Lukkason also is gen. & sales mgr. of KCND-TV; Charles K. Bundlie, ex-KNOX-TV, operations dir.; Gene Higdem, ex-KNOX-TV, production dir.; Clifford Thomforde, technical dir. Base hour is \$400. Reps are Meeker, Wayne-Evans (Minn.), Pembina TV Sales (Winnipeg, Man.), Representatives Ltd. (Canada except Winnipeg).

KVOG-TV has a 5-kw Gates transmitter and 400-ft. Utility tower with a 6-bay RCA antenna at Little Mt. site. Principal owners are United Bcstg. Co. with 53.29% and Granite District Radio Bcstg. Co., 33.3%. United Bcstg. is licensee of radio KVOG. Granite District operates KTLE (Ch. 6) Pocatello, Ida. and radios KNAK Salt Lake City & KBLI Blackfoot, Ida. Arch G. Webb, who votes United Bcstg. stock, is pres. & gen. mgr.; David B. Affleck, ex-KVOG, sales mgr. & program dir.; Dennis O. Nielsen, also KVOG, chief engineer. Base hour: \$325. Rep: Grant Webb.

CJAY-TV has a 25-kw RCA transmitter and 1000-ft. Dominion Bridge tower on Hwy. 76, 16 mi. S of city. Studios are at Polo Park Shopping Center, Winnipeg. Officers & stockholders are Ralph S. Misener, pres.; Lloyd E. Moffat, owner of Winnipeg radio CKY, vp; T. O. Peterson, ex-owner of radio CFOB Fort Frances, Ont., treas.; Campbell Haig, secy. In addition to the officers, Roland G. Couture, from radio CKSB St. Boniface, Man. and W. E. Kroeker, from radio CFAM Altona, Man. are on the board of directors. Jack M. Davidson, ex-CKY, is gen. mgr.; Jerry Johnson, ex-CKBI-TV Prince Albert, gen. sales mgr.; Stewart MacPherson, ex-Winnipeg Enterprises (sports), program dir.; Barry G. Nichols, ex-CHCH-TV Hamilton, public-service dir.; A. G. Cobb, ex-CKWS-TV Kingston, technical operations dir. Base hour is \$500. Reps are Weed and Stovin-Byles Ltd.

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

WIPM-TV (Ch. 3) Mayagüez, P.R. has changed target to January for operation as a P.R. Dept. of Education non-commercial outlet, a companion to its WIPR-TV (Ch. 6, educational) San Juan. An RCA 6-kw transmitter has been installed, but the antenna won't be installed on the 202-ft. Ideco tower until December.



Portsmouth, Va. (Ch. 27) grantee Christian Bestg. Network, planning a non-commercial operation, hopes to be on the air "in another couple of months," writes M. G. Robertson, pres. It is requesting WTFC-TV call letters. It also is buying the plant of off-air WTOV-TV (Ch. 27) at 1318 Spratley St., which has RCA equipment.

KFOY-TV (Ch. 9) Hot Springs, Ark. has a 500-watt Gates transmitter on hand and has installed a 6-bay RCA antenna on a 310-ft. Truscon tower, says acting mgr. John Whitt, who is also sales mgr. of KFSA-TV Fort Smith, Ark. The studio-transmitter building is nearly ready, but a programming target hasn't been reported. The owner is newspaper publisher Donald W. Reynolds, who also operates KFSA-TV & KFSA Fort Smith, KLRJ-TV & KORK Las Vegas, KOLO-TV & KOLO Reno and KGNS-TV Laredo, Tex. Network affiliation hasn't been signed and base hourly rate hasn't been set. Rep will be Headley-Reed.

Poplar Bluff, Mo. (Ch. 15), granted to Turner-Farrar Assn., has equipment on hand, but hasn't set a target, reports O. L. Turner, mgr. of WSIL-TV Harrisburg, Ill., which is also owned by Turner-Farrar. (Editor's note: Equipment on hand is probably RCA uhf gear left over when WSIL-TV switched from Ch. 22 to Ch. 3 in March 1959.) It will use a 500-ft. tower. Rep will be Meeker.

CJCH-TV (Ch. 5) Halifax, N.S. has a 5-kw Canadian GE transmitter scheduled for shipment Nov. 21 and is retaining Jan. 1 as target date for programming, according to A. D. Grayston, promotion mgr. for radio CJCH. The roof is on both transmitter house & studio building, but work on the 600-ft. Wind Turbine tower hasn't started as yet. A small tower is ready, and may be used for the GE antenna, which is due to arrive by the end of November. Don G. Hildebrand, ex-CKNX-TV Wingham, Ont., is asst. gen. mgr. and Don Bloig, ex-CBHT Halifax, supervisor of operations. Base hour will be \$300. Reps will be Young, Paul Mulvihill (Montreal & Toronto), A. J. Messner (Winnipeg) and Scharf Best. Sales (Vancouver).

CFXU-TV (Ch. 9) Antigonish, N.S. has a 5-kw RCA transmitter scheduled for Dec. delivery and plans to start programming next spring, writes Brian O'Connell, acting secy. for licensee Atlantic TV Co. Ltd. The foundation for the transmitter house has been completed, the studio building is still in the planning stage. Anchors are being installed for a 420-ft. Microtower. Charles O'Brien, from Antigonish radio CJFX, will be mgr. No sales rep yet.

Canadian TV applications to be considered by BBG in hearings beginning Nov. 29 include 9 for satellites (4 to repeat U.S. stations), 1 for regular outlet (Northwestern Bestg. Co. Ltd. for Ch. 3 North Battleford, Sask.), and 4 for power boosts. Satellite applications: H. Blakeborough for Ch. 5 Keremeos, B.C. to repeat CHBC-TV Kelowna, B.C.; Horace M. Card for Ch. 4 Nakusp, B.C. to repeat KXLY-TV Spokane from Saddle Mt. transmitter; Mt. Sentinel TV Co-operative for Ch. 5 Crescent Valley area, B.C. to repeat KXLY-TV Spokane from Mount Sentinel; CHCA-TV Ltd. for Ch. 10 Banff, Alta. and Ch. 10 Coronation, Alta. to repeat CHCA-TV Red Deer; Sioux Lookout Chamber of Commerce for Ch. 9 & 7 Sioux Lookout, Ont. to repeat WDSM-TV & KDAL-TV Duluth; CBC for French-language Ch. 11 Mont Tremblant, P. Q. to repeat CBFT Montreal and also Ch. 3 Mont Laurier, P. Q. to repeat Ch. 11 Mont Tremblant. Power boost requests: CHCA-TV Red Deer for boost to 13.2 kw using directional antenna; CFPL-TV London for change to 1075-ft. antenna; CKMI-TV & CFM-TV Quebec City for boosts to 13.85 kw & 100 kw.

**Sarnoff At BPA:** Streamlined political conventions, and a shortening of the pre-election campaign "by at least 6 weeks," were proposed by NBC Chmn. Robert W. Sarnoff Nov. 14 in New Orleans. Speaking to the Broadcast Promotion Assn., he noted that "it will be harder to bring together the 2 major Presidential candidates for 'The Great Debate' in 1964 than it was in 1960. One of them will be in the White House," and it's doubtful that he will be sympathetic to furnishing nationwide exposure to his challenger.

"In view of the widely recognized desirability of making 'The Great Debate' a regular feature of American political life," Sarnoff continued, "I wired the 2 candidates on Oct. 11 appealing to each for his personal assurance that if he is again a candidate in 1964 he will take part in a series of these encounters with his opponent. Whatever the reason, neither candidate replied to this request."

Other events at the conference: TvB sales promotion & presentation dir. Edward H. Armsby forecast that advertisers will spend \$22 billion in 1970, or \$110 per person vs. \$61 in 1960. • Increases in color-TV sales, promotion and programming were detailed by RCA color TV coordination dir. William E. Boss & Crosley Bestg. TV vp John T. Murphy. • Hooper Pres. Frank Stisser, Nielsen vp John Churchill and ARB station-relations mgr. Roger Cooper teamed up for a panel on the use of audience surveys in broadcast promotion. • New BPA officers elected: president, John Hurlburt, WFBM-TV & WFBM Indianapolis; first vp, Don Curran, KTVI St. Louis; 2nd vp, Harvey Clarke, radio CFPL London, Ont.

Schwartz Bros. Inc., Washington wholesale record firm which challenged FTC payola charges against it at an unusual public hearing in August (Vol. 16:34 p7), has agreed to a consent order settling the case. Charged with making concealed payments to TV & radio disc jockeys, other station employes and stations themselves, Schwartz didn't admit it had violated any law. But the company & 4 officials—Harry, James, Bertram H. and Stuart D. Schwartz—signed the order forbidding any payola to anybody as an inducement to broadcast Schwartz-distributed records. Also settled by an FTC consent order was a similar case against N.Y.'s Fame Records Inc.

Syndicate that is buying CJSS-TV (Ch. 8) and CJSS Cornwall, Ont. includes Canadian Marconi (owner of upcoming CFCF-TV Montreal), Bushnell Bestg. (part-owner of upcoming CJOH-TV Ottawa & CHOV-TV Pembroke), Granada Television Ltd. (London, England) and Beaver Products Ltd. (Montreal). Transfer of the properties from Stanley R. Shenkman's Cornwall Bestg. Ltd. requires approval by the Board of Broadcast Governors.

Unfair labor practices were committed by management of John E. Fetzer's WWTW Cadillac, Mich. in incidents involving employes who were NABET members, NLRB ruled in a decision & order against the station. Fetzer Television Inc. was instructed to "cease & desist" from discriminating against union members and threatening to dismiss employes who join NABET. WWTW maintenance man Gordon Stone must be reinstated to camera work from which he had been demoted, NLRB said. Some specific complaints by NABET against the station were dismissed, however.

Sale of WBIR-TV & WBIR Knoxville by Taft Bestg. Co. to the owners of WFBC-TV Greenville, S.C. for \$3.2 million (Vol. 16:39 p11) has been approved by FCC.



## Film & Tape

**How Majors Are Faring in TV:** Hollywood's major movie studios, the late starters in TV film, are having considerable trouble with their new entries this season. Not one can be considered a real success, from either an audience rating or critical viewpoint. Last year was a difficult one for the majors, and this one seems to be shaping up similarly (Vol. 15:42 p15).

Warner Bros., which has been the majors' volume leader until this year (when Columbia subsidiary Screen Gems took the lead), has failed to chalk up important success with its (private eye) *Surfside 6*, or (action) *The Roaring 20's*. Even *Maverick*, on which a lot of Warners' success was built, seems to be slipping since James Garner left the cast.

Screen Gems came up with a sleeper in *Dennis the Menace* last season. But this season its *Dan Raven* was one of the first shows to be axed. And its *My Sister Eileen*, *Route 66* and *Naked City* are hardly blockbusters.

MGM-TV, which had no series last season, came up with 2 this year—the 60-min. *The Islanders* and *National Velvet*. Neither has added lustre to the medium, and *The Islanders* has undergone numerous changes.

As for 20th Century-Fox TV, its new, high-budgeted, 60-min. *Hong Kong* is languishing in the ratings opposite powerful *Wagon Train*.

Paramount, which had no series last season, fielded *Mr. Garlund* this year, but there is already much talk that it may be an early casualty.

All in all, it is shaping up as a dismal season for the majors, haunted by their perennial problem—lack of satisfactory, creative manpower at the top.

**Maverick Still Straying:** Warner Bros.-James Garner negotiations collapsed last week, and their litigation will begin in Los Angeles Superior Court this week (Nov. 25), barring a last-minute settlement (Vol. 16:46 p9).

When WB invoked the *force majeure* provision of the *Maverick* star's contract last March 3—on grounds that the writers' strike had halted production—Garner protested & left the studio, contending that he was a free agent because of breach-of-contract. He sued on those grounds, and WB counter-sued.

We understand that both parties had reached agreement except for one point—another series for Garner, to follow *Maverick*. To this the star would not agree, being more interested in movies. Before this hitch developed, WB had agreed to give Garner a non-exclusive deal which would have allowed him a substantial raise, script approval, other benefits, and the right to star in movies for other studios. Garner has received offers for movies, Broadway plays, and bids for specials from CBS-TV and NBC-TV.

Western actors are finding it a bad year. At mid-season, there have already been 2 deaths and several injuries. Ward Bond, star of *Wagon Train*, died Nov. 5 of a heart attack (Vol. 16:46 p9), and Joe McCabe, 45, an extra, died of a heart attack while working in NBC-TV's *Bonanza* Nov. 3. James Arness, star of *Gunsmoke*, injured a leg while in production, and has just returned after being out for 2 weeks. Actor Bert Spencer lost a leg in an accident during production of Revue's *Laramie* earlier this month. He was pinned beneath the wheels of a stagecoach which overturned during a chase sequence. And Jack Kelly, star of Warner Bros.' *Maverick*, has returned to work after suffering a broken hand in a fall at his home.

## HOLLYWOOD ROUNDUP

QM Productions begins production on the pilot of 60-min. *The New Breed* Dec. 5 at the Goldwyn studios. Leslie Nielsen stars in the contemporary police show based on the work of the metropolitan squad of the Los Angeles Police Dept. Quinn Martin is producer. The pilot is being made for ABC-TV. The series is aimed "more at suspense than violence," Martin told us. He will also pilot an as yet untitled series dealing with 2 Americans serving in the famed Lafayette Escadrille in France during World War I. This ABC-TV pilot goes into production in January.

Goodson-Todman Productions plans 5 pilots for production, the first of which is the 60-min. *Las Vegas Beat*, being produced by Andrew Fenady. Another is *Medical Detective*, being produced with Howard Erskine and Larry Marks, and dealing with the U.S. Public Health Service. A third is *U.S. Secret Service*. The other pilots are still in the planning stages, we're informed by coast vp Harris Katleman. GT will begin production Dec. 6 at Desilu Cahuenga studios on *One Happy Family*, situation comedy to be seen on NBC-TV beginning in January. Goodson-Todman resumes production Jan. 2 on *The Rebel*.

New system for automatic & instantaneous synchronization of audio & video tapes has been developed by the Skelton & Luftig Labs div. of Skelton Studios in Hollywood. The system consists basically of a multiple-channel tape recorder which runs in lip-synchronization with the videotape machines. Both audio- & video-tape machines can be started from a dead stop and remain for any period in synchronization which is immediate & automatic.

Screen Gems will pilot *The Hathaways*, starring Peggy Cass & Jack Weston, with the Marquis chimps. Also on SG's pilot agenda: *Baron of Boston*, 60-min. adventure.

NT&T has formed National Realty, with Irving Espteen named head of the new div. . . RonCom Productions begins production this week at Desilu on 13 episodes of *Happy* (NBC-TV).

## NEW YORK ROUNDUP

Ziv-UA syndicated series are being sponsored by home-building advertisers in nearly 30 markets this year, representing more than \$500,000 in film sales. Regional home builders are "the newest industrial group" to join the growing ranks of syndication advertisers, Ziv-UA said.

Add syndication sales: Cal. National Productions' 2 Bob Hope feature films, "Road to Rio" and "My Favorite Brunette," have been sold in over 50 markets to date. Newest markets: Cleveland, Indianapolis, Kansas City, San Francisco, Seattle and Phoenix.

Add Syndication Sales: Ziv-UA's first-run *Case of the Dangerous Robin* has been sold in 181 markets to date. Also scoring new sales is a 4th-year cycle of *Sea Hunt* presently in 43 markets.

Ed Sullivan will be lampooned by the Academy of TV Arts and Sciences at their 3rd annual close-up dinner Jan. 13 at N.Y.'s Waldorf-Astoria. "The Roast of the Town" is the title of the spoof of the founder and first president of the N.Y. ATAS chapter.



## The FCC

**Landis Report Preview:** Members of the 15-member organizing committee for President Eisenhower's long-range Conference on Administrative Procedure are looking to President-elect Kennedy's advisor on regulatory agencies to give them some ideas this week.

Court of Appeals Judge E. Barrett Prettyman, chmn. of the White House Conference called to streamline agency processes (Vol. 16:44 p12), invited James M. Landis to sit in on an organizing meeting Nov. 22 in Washington as the specialist named by Kennedy to analyze agency faults (Vol. 16:46 p1).

Landis told Prettyman he'd be there if he could get away in time from Miami, where the New Deal FTC member and ex-SEC & CAB chmn. was attending the convention of the AFL-CIO Air Line Pilots Assn. as a candidate for pres. of the union. The ALPA election was scheduled for Nov. 21. Backed by a caucus of dissident ALPA members, Landis ran for the \$35,000 job with the claim that his lack of union experience was outweighed by his experience with govt. regulation of air transport.

Meanwhile, some clues to what Landis may tell Kennedy in his report on the agencies—due Dec. 15—could be found in remarks he made at the Washington convention of the American Bar Assn. in September, when he participated in panel discussion of the problems of FCC & other Commissions (Vol. 16:36 p7).

Landis said then that what the agencies need most of all is more "creative thinking" and that "creative leadership calls for some type of reorganization." Among other things Landis proposed was elimination of overlaps in agency functions, suggesting the possibility of creating an overall "Ministry of Transportation" to head up operations of CAB, ICC, etc.

Landis also said: (1) The role of the agencies "promises to grow rather than diminish." (2) The govt. lacks an "administrative system" to increase agency efficiency now. (3) Agency rules ought to be simplified. (4) Agencies are confronted with a "constant overhanging problem of inadequacy of personnel."

There was a trade report last week that Sen. Magnuson (D-Wash.), chmn. of Commerce Committee, is "sold" on the idea of reorganizing the FCC and establishing an "administrator" at its head, with the Commissioners acting as "an appellate board." Committee sources note that Magnuson has said he plans a study of all agencies within his group's purview but they're satisfied that he hasn't made up his mind on any new FCC setup.

"Territorial exclusivity" rules of FCC appear to be violated, the Commission said last week, by NBC's practices involving KHQ-TV Spokane, KLEW-TV Lewiston, Ida. and a uhf translator in Lewiston. In a letter to the first 3, the Commission asked for comments on this situation: KHQ-TV & KLEW-TV are NBC affiliates. The latter doesn't carry all NBC's programs. KHQ-TV has refused rebroadcast rights sought by the translator so that it could carry the programs KLEW-TV doesn't. The 3 are expected to tell the Commission that it's wrong in its understanding of NBC's practices & affiliation contracts. From a practical standpoint, it's noted, sponsors would simply quit ordering stations such as KLEW-TV if they could get coverage of a community without buying it.

Proposal to add Ch. 32 to Louisville has been dropped by FCC on the ground that there's no apparent need or demand for another uhf channel there.

FCC channel assignments, proposed in voluminous comments filed in "interim" allocation plan proceedings (Vol. 16:41 p1), have been analyzed by the Assn. of Maximum Service Telecasters (MST) in charts distributed to members by exec. dir. Lester W. Lindow. Pointing out that the charts were distilled from a 3,000-page 2-ft. high stack of papers filed by 150 parties, he said the summaries demonstrated "the scope & seriousness" of the proposals, urged all MST members to submit reply comments to FCC by the Nov. 28 deadline. The charts showed: (1) Co-channel shortages ranging from 20 to 90 miles and adjacent-channel shortages as great as 20 miles are proposed. (2) "At least 100 different existing stations are threatened by at least one short separation." (3) Some existing stations would be affected by 2 or more proposals. (4) "It is not unusual for a single proposal to involve short spacings from 2 or more existing stations."

Toledo Ch. 11 grant to WTOL (Community Bestg. Co.) in 1958 has been backed up by the Court of Appeals following a long contest with loser Great Lakes Bestg. Co. (Vol. 14:35 p9). Rejecting the Great Lakes appeal from FCC's award, the court said it found little merit in an argument that the Commission "failed to make a detailed comparison of the applicants' specific program proposals." It wasn't "unreasonable" for FCC to base its decision for WTOL on "applicants' over-all program balance & structure," the court said, adding that other contentions by Great Lakes "provide no basis for disturbing the Commission's action."

FCC's power to deny licenses to operator-applicants who refuse to answer questions about suspected Communist affiliations has been upheld in effect by the Supreme Court. Last week it rejected an appeal by Morton Borrow, an engineer at radio WPEN Philadelphia, from a Court of Appeals decision that his defiance of FCC's authority to ask such questions was proper grounds for refusal to renew his license (Vol. 16:27 p12). Borrow was a Philadelphia leader of the American Communications Assn., which was ousted by the CIO in 1950 on charges that the union was Communist-dominated.

Allocations rule-making has been started by FCC on the conflicting proposals of (1) Leon P. Gorman to shift Ch. 7 from Calais to Bangor, Me. for commercial use and (2) of the U. of Maine to reserve Ch. 10 Augusta, Ch. 7 Calais & Ch. 10 Presque Isle for ETV use.

Trusteeship operation of WHDH-TV (Ch. 5) Boston, pending final decision in the *ex parte* case, is being rejected by FCC. The Commission announced it had instructed its staff to draft a decision denying the petition requesting trusteeship that had been filed by Greater Boston TV Corp.

Deadline for reply comments in FCC's rule-making on short-spaced interim TV allocations has been extended from Nov. 28 to Dec. 30 at the request of AMST, AFCCE and several stations.

WBAP-TV Ft. Worth may now identify itself also with Dallas under a waiver granted by FCC. Comr. Bartley dissented because the station has no Dallas studios.

FCBA holds annual meeting at Statler-Hilton Hotel, Washington, Jan. 13, will vote on these prospective officers selected by its committee on nominations: pres., Robert M. Booth Jr.; first vp, Harold E. Mott; 2nd vp, Donald C. Beelar; secy., James E. Greeley; asst. secy., Warren E. Baker; treas., Frederick H. Walton Jr.; exec. committee, Reed Miller & J. Roger Wollenberg; delegate to ABA, Leonard H. Marks.



## Television Digest

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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK,  
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PAUL STONE

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**Personals:** Glenn Marshall Jr., WJXT Jacksonville, elected TvB chmn.; Payson Hall, Meredith Bestg., succeeds Marshall as secy.; Gordon Gray, WKTU Utica, succeeds Hall as treas.; John Vrba, KTTV Los Angeles, Russel Woodward, Peters, Griffin, Woodward Inc. elected co-chairmen of TvB sales advisory committee . . . Harold Black named ad production mgr., CBS-TV stations div. . . . Mike Shapiro, station mgr. of WFAA-TV Dallas, named also gen. mgr. of bestg. properties, A. H. Belo Corp., parent of *Dallas Morning News* (WFAA-TV & WFAA). Shapiro replaces the late Alex Keese.

Hunt Stromberg Jr., Hollywood program development dir., CBS-TV, named a vp . . . Robert O. Runnerstrom, ex-vp of WMBD-TV & WMBD Peoria, named managing dir. of WBOY-TV & WBOY Clarksburg, W. Va. . . . Howard Finch named program mgr., KTRK-TV Houston, Tex., succeeding William T. Wagner, named program dir., WJZ-TV Baltimore . . . Malcolm M. Burlison, chief engineer, WTTG Washington, named Metropolitan Bestg. Corp. eng. dir.

George M. Perkins named network programs vp, CBS Radio . . . Steve Mills named production mgr., KABC-TV Los Angeles . . . Phil Isaacs, ex-Fruchtman Theatres, named to new post of U.S. & Canadian franchise operations dir., International Telemeter . . . George McElrath, ex-NBC TV-radio technical operations dir., named to new TelePrompTer post of engineering planning & product control mgr.

Robert Norvet named film-production-operations dir., CBS-TV, Hollywood . . . Pansy E. Wiltshire, chief of FCC Employment & Replacement Branch, Personnel Div., retires after 36 years in govt. . . . J. Merrill Pietila named Western div. mgr., Forjoe & Co.

Frank G. King, national sales mgr. of KTVU Oakland-San Francisco, elected vp; Stoddard P. Johnston, asst. secy. . . . Jack Duffield, merchandising mgr. of KTTV Los Angeles, named eastern sales & marketing mgr. of KTTV and parent Times-Mirror Bestg. Co., which open N.Y. office at 420 Madison Ave. Dec. 1 . . . Kenneth Morton, KOOL-TV & KOOL Phoenix vp, elected a dir. of the Bank of Phoenix . . . William Davidson, NBC vp and WNBC-TV & WNBC gen. mgr., elected a dir. and exec. committee member, National Conference of Christians & Jews . . . Mel Dellar named vp, MPO TV of Cal. (MPO Videotronics subsidiary); Tom Thomas appointed vp, MPO Sales & Training Programs Inc.; Frederick B. Foster named vp, MPO Inc., in charge of new Chicago office (134 S. LaSalle St.).

Best TV-publicity stunt of the season, by all indications, was the black-tie, invitation-only party tossed Nov. 10 by Jack Benny at the 45th St. automat in N.Y. to promote his Lipton-sponsored show on CBS-TV. Attended by a bumper crop of amused celebrities (Helen Hayes, Garry Moore, Polly Bergen, *et al.*) and working press, the party hit a publicity jackpot. AP and UPI syndicates carried pictures & stories about Benny tight-fistedly handing out \$2 in nickels to each guest. A string of syndicated columnists—Earl Wilson, Louella Parsons, Hy Gardner, Sheilah Grahame, among others—gave Benny a big play in print. At one point before the party, CBS, which had considered the automat idea “undignified,” wanted to have N.Y.’s “21” sneak in the food. But this was voted down.

Meetings this week: RTES timebuying & selling seminar (Nov. 22). Arthur Duram, Fuller & Smith & Ross TV-radio vp, and Rod Erickson, Filmways pres., will debate “Buying Audience Size or Show Type in Network TV.” Hotel Lexington, N.Y. • National Assn. of TV & Radio Farm Dirs. meeting (25-27), Conrad Hilton Hotel, Chicago.

Meetings next week: RTES timebuying & selling luncheon-seminar (Nov. 29), Hotel Lexington, N.Y. • 4A East Central region annual meeting (30), Statler Hilton Hotel, Detroit • Sigma Delta Chi national convention (30-Dec. 3), Biltmore Hotel, N.Y. • Ariz. Bestrs. Assn. fall meeting (2). Norman E. Cash, TvB pres., and RAB Pres. Kevin B. Sweeney will speak, Mountain Shadows, Scottsdale, Ariz.

DuPont Awards deadline for nominations for 19th annual TV & radio prizes is Dec. 31. Top 1960 citations will go to a large & small station for “outstanding programming in the public interest” and to a commentator for “aggressive & consistently excellent & accurate gathering of news in the public interest.” Entries should be addressed to Curator, Alfred I. duPont Awards Foundation, Box 1158, Lexington, Va.

## Obituary

Clark Gable, 59, cinema star for almost 30 years, died Nov. 16 in Hollywood of a heart attack. One of the few movie actors who meant it when he said he would never do TV, he deeply resented what he called “butchering” of movies by stations, charging that those in which he had starred had been “mutilated” to make room for commercials. He was bitterly opposed to the major movie studios selling their backlogs to TV, considering this a blow to the boxoffice. He was vehemently against pay TV, believing it could serve no purpose that free TV was not providing. Gable liked to watch sports on TV, from the World Series to the roller derby. He is survived by his wife.

H. Leslie Atlass, 66, radio pioneer and CBS executive who retired Jan. 1 as vp-gen. mgr. of the network’s WBBM-TV Chicago, died Nov. 18 of a cardiac condition in Mount Sinai Hospital, Miami Beach. With his brother Ralph he founded radio WBBM in 1922 and was one of the first to broadcast remote Sunday church services & remote band programs. In 1933, 5 years after WBBM was purchased by CBS, he was named Western div. vp-gen. mgr. of the network. He became gen. mgr. of WBBM-TV in 1953 & vp last year. Surviving are his wife, 2 sons and a daughter.

Rear Adm. Ernest Lee Jahnce (U.S.N.R. ret.), 83, former Asst. Secy. of the Navy and father of NBC standards dir., Ernest Lee Jahnce Jr., died Nov. 16 at his home in Pass Christian, Miss. Surviving him, besides Ernest Jr., are his wife, another son, 2 daughters, a brother and 11 grandchildren.



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TUBE MAKERS EXPLORE MYLAR SAFETY SHIELD:** Picture tubes completely wrapped in du Pont's tough transparent Mylar film—for all-around lightweight implosion protection—are now being explored by tube manufacturers.

Culmination of several years' research, the wraparound safety shield could appear on some TV sets in next summer's 1962 lines—if tube & set makers decide to adopt the principle. Process is particularly adaptable to portables, because Mylar shield weighs considerably less than a pound (as opposed to 5 lb. for laminated 19-in. glass implosion plate). Mylar may also make possible lighter-weight & smaller cabinets, because TV "box" itself no longer would have to be designed for implosion protection. Added strength of the plastic may also make possible the use of lighter-weight glass in picture tubes.

Work on new shield is cooperative effort of several leading tube makers, E. I. du Pont de Nemours & Co. and a Va. plastic laminating firm. Tube shield is basically a one-mil layer of Mylar polyester film, coated a grey-blue color & "de-glossed" to avoid reflection, laminated to a 5-mil layer of Mylar film. It is vacuum-formed into a cup-like device to wrap around the entire CR tube, from faceplate to socket. It is then bonded to the glass tube by the tube maker.

Du Pont is particularly proud of the shield's light-absorbing properties and claims it "intensifies" picture, increasing apparent contrast. Mylar, a versatile "miracle" plastic, is used in wide multitude of products, from sandwich wrappers to electronic recording tape and the "skin" of the Echo satellite. Tensile strength of Mylar laminate used in proposed tube shield is 20-to-23,000 lb. per sq. in.

No cost information is available, but tube makers believe the device should cut total TV set costs.

Use of new wraparound shield isn't a certainty. Tube & set makers see some potentially important drawbacks. For one thing, plastic isn't as hard as glass, and Mylar film will have same disadvantage as conventional plastic implosion plate—susceptibility to scratches—but it can't be replaced without replacing entire picture tube. For another, it may be difficult or impossible to re-use glass blubs of tubes which have Mylar film bonded to them.

**HOTEL TV BUSINESS REACHING PLATEAU:** TV is almost as necessary as a bed in a first-class hotel or motel these days. But in this field, as in home TV, the rapid-expansion phase has ended. The business now consists mainly of equipping newly built hotels and trying to talk owners of older ones into replacing sets. As a result, the hotly competitive suppliers of hotel-motel TV sets are turning to other fields. These include electronic systems for hotels & motels, and TV in hospitals & other institutions.

No reliable statistics on hotel & motel TV are available, but it's good guess that of approximately 2.5 million rooms in the nation's inns (1.4 million in hotels, 1.1 million in motels), 1.75 million, or 65%, are TV-equipped. During 1960, about 55,000 new hotel & motel rooms will be constructed. Virtually all of these new rooms have TV from the outset—and this is TV industry's expansion margin. As to existing unequipped rooms, it's an uphill battle to add TV—since most TV-less rooms are in marginal situations. Replacement market isn't taken for granted, either; many hotels offer resistance to idea of replacing "obsolete" sets.

Against this background, 7 TV suppliers were using concentrated salesmanship to sell against each other at last week's National Hotel Exposition in the N.Y. Coliseum.

Talking with these suppliers & with hotel executives at the exhibition, we noted these trends in the business since our last hotel-motel TV roundup:

(1) Increasing domination of market by manufacturers. Three large TV makers say they are increasing their share of the business over independent hotel-motel TV concerns. Admiral's commercial electronics



div. claims to be largest hotel-motel TV supplier, with 865 completely equipped inns, well over 200,000 sets on location. Philco subsidiary Tele-Sound Inc. says it averages about 30,000 sets a year. RCA Service Co. released no specific figures.

Independents exhibiting at exhibition: Wells TV, handling sets made by GE and others, says it now has 40-to-50,000 sets out. Tel-Hotel div. of Equipment Leasing Corp., with 35,000 sets in hotels, motels & hospitals, has no tie-in with any set maker, displayed Zenith, GE, Westinghouse & Emerson sets. American Communications Corp., using GE sets, says it now deals with 4-to-5,000 hotels, motels & hospitals.

(2) Continuing trend toward leasing & complete service. All 7 TV firms at Hotel Exposition (except Zenith, which operates through its regular dealers & distributors) offer complete service, using own installation & maintenance crews wherever possible. With one exception, they agreed that trend is more & more toward leasing, as opposed to buying. Examples:

Admiral's commercial electronics div. says 92% of its installations are on lease basis. RCA Service says its dealings are now about 50-50 between lease & outright sale, with trend "swinging more & more to lease." The exception is American Communications, whose business is now equally divided between sale & lease, but whose sales mgr. J. W. Collins sees more of a tendency now to outright purchase.

Lease rates vary according to size & type of set, length of lease, number of sets and type of master-antenna installation (included in package). For 17- or 19-in. sets, we heard figures ranging from around 15¢ to 20¢ per set per day, including installation & servicing. Leases run from 3-to-5 years, more often 5, as this is considered the useful life of hotel set. Usually after end of lease term, hotel or motel may either keep set or buy it cheaply from company (depending on company's plan)—or, in some cases, renew lease at much lower fee. Big advantage of lease plan, of course, is that it requires no cash outlay by hotel or motel.

(3) Preference for smaller sets. Small-screen sets are still the most popular in motel trade, with larger units making some headway in deluxe hotels. Most firms are still displaying 17-in. sets, while also offering 19-in. units. RCA, for example, says it still has 6-month supply of 17-in. sets designed for hotels & motels. Philco's Tele-Sound Inc. features Predicta models no longer being offered on consumer market. Tele-Sound found Predicta, with its separate swiveling picture-tube unit, "one of our biggest sales points" for hotel-motel trade. One 17-in. Predicta model is built into a desk-top, another mounts on a wall bracket.

(4) Special models for hotel-motel trade. Tel-Hotel, long the leader in special hotel TV-furniture combinations, showed combination TV-dresser, TV-desk, etc. It builds own furniture, using make of set specified by customer. Most hotel-TV firms use modified standard home TV receivers—usually with "tamper-proof back" and equipped for 72-ohm lead-in required in most master antenna installations. RCA's hotel models use special burn- & alcohol-resistant cabinets. Among RCA's display pieces was combination TV & desk, the TV screen swinging out of desk in the manner of RCA's "hideaway" TV-coffee table.

If picture-on-the-wall is a futuristic dream in consumer market, it's a reality in hotel-motel field. Wall-bracket installations of 17- & 19-in. sets are becoming increasingly popular, we were told. Remote controls apparently are still too new, too risky or too expensive to be popular with the hotel trade, but there are some in use. For example, Admiral's installations at Hilton Inns in El Paso & San Francisco feature wireless remotes built into bedside desk alongside radio controls.

(5) Little color-TV activity. Both RCA & Wells displayed color sets, the latter reporting demand from inns very low. Although there are a few guest-room color-set installations, an RCA spokesman said, main market for color sets is in hotel lobbies & bars. Often a hotel will order one color set when equipping its rooms with b&w sets, he said; a few are used in luxury suites. One of few hotels whose guest rooms are equipped with color TV is N.Y.'s Tuscany.

(6) Growth of related hotel-motel businesses. All companies in the hotel TV field also offer radio systems. Most of them also have their own electronic "room status" and "message at the desk" systems. The former shows desk clerk & cashier (by means of colored lights) whether each room is rented, whether guest has paid his bill and whether maid has cleaned up. Latter flashes light in hotel room (usually on radio control panel) if there's message at desk for guest.

Admiral, Tele-Sound & others also now offer air conditioners on rental basis and have branched out into heater rentals. Under these plans, motels don't have to invest in air conditioning or central heating.

(7) Forays into hospital TV business. There's difference of opinion as to how promising this field is. Hospital TV rental in past has usually been handled on local level, but now there's trend by hotel-TV firms



to get into this field. In some cases, company sells or leases sets to hospitals; in others it enters rental field on its own, cutting hospital in on a percentage.

Biggest complaint is that most hospitals consider TV a nuisance. Sets usually must be wheeled into room, getting in nurses' way, causing tuning disputes among patients in semi-private rooms, etc. Nevertheless, most hospital patients want TV. Most new hospitals are being constructed with conduit for built-in TV systems. RCA, for example, specializes in TV-in-every-room installation for hospitals. RCA people feel that only way to deal with demand for TV in hospitals is to include it in all or most rooms, disconnecting set if patient doesn't order TV. Wall brackets, says RCA, are a must in hospital installations. So are remote controls.

Hospital remote controls, offered by most TV leasers, are of the wired type. In a new installation, provision is made for plugging them into wall outlet, with enough wire to reach to bed. Most hospital remote control units also contain own speakers to keep noise-level down.

Potential size of hospital business is mystery. With about 1.6 million hospital beds in U.S., best guess is that maximum potential is somewhat less than 500,000 sets.

New competition may be injected into already highly competitive hotel-motel-hospital field with entry of Hertz Corp. subsidiary Hertz Rent-All, which opened first retail outlet in Chicago Nov. 4 (Vol. 16:40), rents TV as well as other items, plans to go nationwide. Hertz spokesman told us Rent-All has already entered hotel-motel business in Chicago. Sets are left at inns on rental basis—short-term, rather than on extended-period lease. Spokesman said this permits hotels to vary their TV stocks according to seasonal trend.

Hertz is now "considering entry into the TV-leasing field." If it decides to do so, it will be through another subsidiary, Equipment Leasing Corp. Hertz says neither Rent-All nor parent company has tie-in with any TV manufacturer "at the moment." Only criterion in ordering TVs for rental is "obtaining the best quality sets on the market."

#### **TV-RADIO PRODUCTION:** EIA statistics for the week ended Nov. 11 (45th week of 1960):

	Nov. 4-11	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV .....	113,321	110,845	149,295	5,097,010	5,486,927
Total radio .....	385,996	429,057	342,497	14,936,144	13,440,498
auto radio .....	128,657	142,418	63,166	5,692,848	4,837,814

**RCA'S COLORFUL WEEKEND:** RCA last week issued what is perhaps its first public report with figures on color TV sales. Summing up the results of its special color-weekend promotion, Nov. 11-12, RCA had this to show: Sales at retail of 5,731 color TVs, "several thousand" additional sets in homes on demonstration, the likelihood "that the final tally of sales resulting from the 2-day special effort will undoubtedly go well over 7,000." The results, enthused RCA, "exceed our original expectations."

From another RCA quarter last week came additional indication of increasing internal encouragement for the color-TV picture. A corporate-level executive told us that color is no longer a drain on the corporation. On the contrary, he said, color is now producing "substantial profits—not in the \$100,000 or \$200,000 range, but substantial profits."

The consumer interest engendered by the color weekend, "established by a spot check of our principal markets," RCA declared, gives evidence that the Nov. 14 week could wrap up the company's best color-TV days of the year.

"We are so encouraged by these results," RCA announced, "that we plan a similar promotion Dec. 8, when NBC will telecast nearly 5 hours of color at night. The schedule, to be known as 'The Most Colorful Night of the Year,' will embrace a 2-hour colorcast of "Peter Pan" with Mary Martin, *The Tennessee Ernie Show*, *The Groucho Marx Show*, *The Jack Paar Show*.

Monopoly in color-TV picture-tube bulbs was charged last week by Dearborn Glass Co., Bedford Park, Ill., in a civil anti-trust suit against Corning Glass Works. Dearborn formerly made glass faceplates for combination metal & glass color picture tubes purchased by RCA. The suit charges Corning induced RCA in Dec. 1956 to stop purchasing metal & glass components for tube bulbs from I-T-E Circuit Breaker Co. (which made the metal cones) and to buy all-glass bulbs from Corning. Violation of the Clayton Act is charged to Corning, which is accused of selling the bulbs at unreasonably low prices and stipulating that RCA would not use or sell metal & glass bulbs. Dearborn said the alleged deal caused it to lose about \$1.5 million in profit since Jan. 1, 1957, and asked the court to award treble damages. At press time, Corning hadn't filed a reply, but Pres. William C. Decker said that his firm has been made a "target" because it is "the sole American company capable of producing all-glass bulbs for color TV at a price acceptable to the sole manufacturer of color-TV tubes." Should other firms begin to make color tubes, said Decker, "Corning is willing to sell them all-glass bulbs at identical prices."

General Instrument has won a consent decree in a patent infringement suit against Adams Electronics, Bangor, Mich. in Grand Rapids U.S. District Court. Under the terms of the decree, Adams Electronics admitted infringement of GI's "K-Tran" IF transformers, conceded validity of GI's patent. It was enjoined from further infringement and ordered to pay damages to GI.



**SEPT. PHONO SALES DIP:** Consumers bought fewer phonographs during Sept. 1960 than they did in Sept. 1959, according to EIA figures. But total retail sales for the first 9 months of this year were 15% higher than for the comparable 1959 period.

The decline in retail sales for September followed an August increase of 13% over 1959 (Vol. 16:43), indicating that the phono business began to follow the downtrend set by TV in recent months, and substantiating set-makers' comments that phono sales recently have not been up to expectations (Vol. 16:46 p15). The actual drop in total retail sales from Sept. 1959 to Sept. 1960 was slight—10,000 units, or less than 3%. This was the 2nd month this year when phono sales failed to keep up with last year's pace—the first being an unexplainable dip last April.

All of the drop was in the monophonic category, which generally represents lower-priced units. Stereo sales actually were up nearly 7,000 units (less than 3%) during September from Sept. 1959, indicating dollar volume probably was ahead of last year. For the first 9 months of 1960, stereo phono sales were 58% higher than during the similar 1959 period. Factory sales continued substantially ahead of last year during September.

The latest EIA figures on phono factory & retail sales as compared with 1959:

#### PHONO FACTORY SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January .....	118,400	341,329	459,729	184,147	177,336	361,483
February .....	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	182,969	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
August .....	109,321	307,517	416,838	65,179	277,545	342,724
September .....	146,997	384,289	531,286	102,399	377,785	480,184
<b>TOTAL .....</b>	<b>738,671</b>	<b>2,309,875</b>	<b>3,046,546</b>	<b>805,749</b>	<b>1,716,039</b>	<b>2,521,788</b>

#### 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
August .....	79,364	257,581	336,945	98,132	198,826	297,058
September .....	115,863	264,636	380,499	132,686	257,857	390,543
<b>TOTAL .....</b>	<b>694,176</b>	<b>2,128,047</b>	<b>2,822,223</b>	<b>1,087,126</b>	<b>1,339,472</b>	<b>2,426,598</b>

Component hi-fi promotion campaign, sponsored by Institute of High Fidelity Mfrs., will stress to consumers the advantages of audio components over "other musical reproduction equipment," while soft-pedaling technical jargon. Among other goals: "To identify the people who vend these products to the public specifically as audio specialists and to distinguish them as retail outlets separate & apart from radio, phonograph, TV, etc., retail stores; to point out to the consumer public those qualifications of the audio specialist which enable them to better serve those consumers who desire professional assistance for their home music systems." Editorial-type ads appearing in "broad consumer media" will tell the component story, contain coupons addressed to IHFM for more information. The campaign will be financed by a \$280 monthly voluntary contribution from each sponsoring IHFM member, the effectiveness of the drive to be reviewed next April. At a recent membership meeting, 25 component manufacturers indicated their acceptance of the plan; several others were recorded as "favorable" but as yet uncommitted.

"Transistor makers have proved especially receptive to automated assembly," notes *Wall St. Journal* in a recent report on automation's advance into final assembly operations. The article quotes Philco research & engineering vp Leslie J. Woods as follows: "Automation is the only way to make quality transistors at low cost. We were able to reduce the price of one series of transistors to \$3.50 from \$5.50 when we began assembling automatically." Prior to automated assembly, the *Journal* reports, "the high degree of uniformity needed in manufacture of the tiny electrical devices was often difficult to achieve. With machines now assembling parts around the semi-conductor 'heart' of transistors, uniformity is improved and production is speeded. Machines feed the minuscule parts to the proper place at the proper time and then weld, etch, solder and test. Texas Instruments now pours out transistors for computers at the rate of 1,800 an hour—5 times faster than the production pace before an assembly machine, designed by IBM, was installed 6 months ago. IBM owns the machine & uses its output under an agreement with the Texas firm. The machine, working with tolerances as close as five-10,000ths of an inch, automatically assembles 6 transistor parts. Some parts would fit on the head of a pin."

Powerful Sylvania digital computer, intended as the nucleus of large-scale, custom-designed data-processing systems, has been introduced for marketing exclusively to federal agencies & operating telephone companies. Henry Lehne, Sylvania senior vp & electronic systems gen. mgr., called the Model 9400 computer the most powerful in production for both engineering & scientific applications and general administrative data-processing. He said the completely transistorized 9400 was developed for "second-generation data-processing users," described it as "a multiple-computer system incorporating a central information processor and satellite input-output processors. As a result, it is capable of performing 4 separate tasks on a continuing basis at the same time its primary function is being carried out at 125,000 operations per second."

Magnavox's newly-formed British subsidiary, Magnavox Electronics Ltd. (Vol. 16:5 p20), has announced as its initial products 4 radio receivers & stereo phonographs, reports London-published *Wireless & Electrical Trader*. It adds: "These products are to be followed by the introduction of transistor personal radios, tape recorders and, in early 1961, 19-in. & 23-in. TV receivers. The British company is headed by 2 young [each 33] directors with considerable experience in this field"—sales & marketing dir. Denis Fitzgerald, onetime Philco executive and sales mgr. of Radio & Allied Industries Ltd.; engineering & production dir. Don Fisher, previously Regentone Mfg. dir. & chief engineer, following service with EMI and Pye. Magnavox Electronics is located at By-Pass Road, Barking, Essex, will open London offices shortly.

Post-election retail pick-up has started, reports *Wall Street Journal* in a 13-city survey, and most merchants "look for gains to continue" through the Christmas season. The survey, which included TV & appliance dealers, found a "mood of cautious optimism," but no disposition to stock up on inventories. "Our stocks are lower than last year," one unidentified San Francisco department store official is quoted, "but this does not mean we expect to do less business." Consensus was that it will be easy to re-order if stocks run low, obviating the need for large inventories.

Two color sets have been introduced by Du Mont, a Danish modern console and a contemporary lowboy, both priced at \$795.



**Consumers Ready to Buy?** "Guarded optimism" still seems to be the key phrase used by the professional pulse-feelers & business prognosticators to describe consumer buying prospects for such items as appliances & TV.

Nearly all surveys, forecasts & business surveys predict record retail sales during the coming Christmas shopping season—and there's inclination to expect pickup in TV-appliance sales on both a short-term and a long-term basis. One authoritative business news service, for example, has this to say about Yule season prospects:

"Aided by a trend toward 'utilitarian' gifts, demand for electrical appliances, radios, TV sets, stereo equipment and other household items should be better than a year ago."

*Newsweek's* latest Survey of Consumer Buying Plans hints that a turning point may be imminent, to reverse the 1960 downtrend in consumer spending. On the basis of its Sept.-Oct. survey, *Newsweek* reports that the public's plans to buy major items have turned upward. In the TV category, consumers, surveyed on their buying plans for the next 6 months, indicated plans to buy TV sets were up by 5% since last July, but still 12% below the year-ago level. Buying plans for most appliances were up more, but kitchen ranges were the only category to show an increase over year-ago plans (15%).

In its interpretation of the figures (collected by researcher Sindlinger & Co.), *Newsweek* speculates: "The survey's interviewers may well have caught the consumer at a turning point, and the recovery in buying plans may turn out to be evidence that his mood about that vague thing called 'business conditions' may soon brighten once more. More important, the figures show that while consumers have shed the high hopes of last January, they haven't panicked."

Completely transistorized hi-fi equipment at moderate cost will be possible early next year as a result of a new developmental power transistor, RCA announced last week. Now being sampled to the home instrument industry, the "drift-field" transistor will be priced at \$2 next year. RCA says it can deliver high audio power for sound equipment, high-quality auto radios, juke boxes, commercial intercoms, PA systems, etc. Combined with the recent 34% price cut in other drift-field transistors, the new transistor will provide the needed price breakthrough for full transistorization of high-output audio devices. The new PNP germanium transistor can be used in either Class A or Class B audio amplification.

Dismissal of FTC complaints that they granted illegal advertising allowances to favored retail customers has been demanded by Emerson appliance distributors, Emerson Radio Associates Inc., Newark, and Jefferson-Travis Inc., N.Y. They denied FTC charges that they violated the Robinson-Patman Act by paying allowances to some retailers while denying them to competitors (Vol. 16:28 p17).

Adoption of stereo standards early next year is expected of the FCC, NAB engineering mgr. A. Prose Walker stated at the Association's fall conference in Washington last week. He didn't predict which system, if any, of the 5 tested by his NSRC panel would get the Commission's nod. FCC, he said, could pick any of them, a composite, or a "dark horse." He also said that a petition seeking the approval of automatic logging would be filed soon with the Commission.

Deadline for stereo reply comments has been extended by FCC from Nov. 8 to Nov. 21 at the request of GE.

Russian TV is growing at such a pace that the number of Soviet sets will increase 500% and stations will be more than doubled by 1965, *Literature & Life* boasts. Translated in Washington, an article in the Dec. 1959 issue of the Russian magazine says that within 5 years (as against Jan. 1960) there will be 15 million sets in the USSR vs. 3 million and that 160 stations will be operating vs. about 70. Other boasts: The Russian relay system will expand greatly; new studios in Moscow will transmit color; Leningrad programming will be stepped up; new TV techniques for production of plays will be introduced. Copies of the translated article, "15,000,000 Television Sets," are available at 50¢ from the U.S. Commerce Dept., Washington 25, D.C. Also available for 50¢ from the Commerce Dept.: A translation of sections of the Soviet publication *Communications Herald*, describing innovations in communications technology.

Canadian TV sales to dealers rose 61.4% in September from August's 28,091 units. But they still trailed the year-ago volume; year-to-date sales totaled 231,099 TVs vs. 271,222 for 1959's first 3 quarters and September's volume was 46,944 units, compared with 48,670 in the year-ago month. The 9-month breakdown (corresponding 1959 figures in parentheses): Portables, 43,376 (46,837); table models, 47,231 (69,630); consoles, 129,663 (145,926); combinations, 10,829 (8,829). For Sept. 1960 (vs. Sept. 1959): Portables, 6,774 (6,115); table models, 9,933 (11,247); consoles, 27,561 (29,754); combinations, 46,944 (48,670).

Joint \$12-million contract for construction of a Voice of America broadcast station has been awarded by the U.S. Information Agency to Collins Radio subsidiary Alpha Corp. and the Ling-Temco Electronics subsidiary, Continental Electronics Mfg. The joint award provides for erection of antennas, installation of transmitting & receiving equipment and the construction of buildings at 3 sites near Greenville, N.C. The new VOA radio facility will broadcast programs to Africa, South America and the Near East.

New plants & expansions: Sylvania electronic systems div. has broken ground for \$3-million lab & hq buildings on a 55-acre site at Waltham, Mass. The additions are near current facilities, will be ready for Oct. 1961 occupancy, will permit a 10% increase in the present 2,300 Waltham workforce • Hoffman has officially opened its new 15,000-sq.-ft. research lab at Santa Barbara, Cal. • Paraplegics Mfg. has moved its offices & manufacturing facilities to a new plant at 304 North York Road, Bensenville, Ill.

Appliance production will be suspended in Avco's Nashville div. plant, which makes stoves & Bendix laundry equipment for Philco. Softness of the market & need for inventory adjustments were given as the reasons. Between 800 & 900 workers will be laid off Dec. 1. Avco officials said production should resume early in January.

Howard W. Sams & Co., electronics publishers, enters the aviation field with a new service, Flight Facts, to supply data on airport changes, navigation needs, etc. The service is patterned after Sams' Photofact TV-radio repair manuals & technical data service.

Packard Bell has introduced "Rota/Remote," an ultrasonic wireless remote control activated by rotors instead of snap-buttons. The new remote is being introduced on 2 table TV models, one a 19-inch, the other 23-inch.

Chicago High Fidelity & Home Entertainment Show will be held Sept. 8-to-10 at the Palmer House.

Granco has introduced a new FM-AM table radio with AFC at \$42.95, to be distributed to Du Mont Emerson Corp.



**Trade Personals:** David A. Thomas, ex-RCA corporate vp, elected chmn., Nuclear Corp. of America . . . Herbert Barnett, ex-General Precision Labs exec. vp, named admin. mgr. of Jerrold Electronics lab at Southampton, Pa. . . . Curtis R. Hammond promoted to commercial vp-mgr. development, Raytheon. . . . J. Gilbert Nettleton Jr., named vp & mktg. dir., ITT Federal div. and ITT Labs.

Maj. Gen. Raymond C. Maude (USAF ret.), ex-Du Mont Labs and ITT, named field-operations dir., Philco govt. & industrial group . . . Martin Sheridan named PR vp, Admiral Corp. . . . Allen Center, former Motorola PR dir., currently PR vp of Leo Burnett Co., Chicago ad agency, Jan. 1 rejoins Motorola in charge of all PR activities; Jack Ewan resigns as Motorola PR dir. to accept PR post with Fuller & Smith & Ross ad agency . . . Dawson L. Newton has resigned as Magnavox PR dir., effective Dec. 1 when the firm's publicity hq will move from N.Y. to Ft. Wayne. . . . Frank McCann, ex-*Home Furnishing Daily*, joins RCA as Sales Corp. & home instrument div. product-news publicist; incumbent B. I. French will transfer to N.Y. hq when those activities move to Indianapolis from Cherry Hill, N.J. around year's end (Vol. 16:33 p12).

David Libsohn named sales mgr., General Magnetics & Electronics (Gemark tape recorders) . . . Andrew P. Young named Raytheon international sales & services dir. . . . Hans M. Schiff named vp-gen. mgr., Packard Bell technical products div.

Lloyd V. Berkner, Associated Universities, elected IRE pres., succeeding Ronald L. McFarlan, DATAmatic & Raytheon; Franz Ollendorff, Technion-Israel Institute of Technology, Haifa, Israel, and J. F. Byrne, Motorola Riverside Research Lab, named vps. Elected dirs.: E. F. Carter, Stanford Research Institute; L. C. Van Atta, Hughes Aircraft. Regional dirs.: A. B. Giordano, Brooklyn Polytechnic Institute; A. B. Bereskin, U. of Cincinnati; M. W. Bullock, Continental Electronics Mfg. Co.; B. R. Tupper, British Columbia Telephone Co.

IRE awards for 1961: Founders Award, to Ralph Bown, ex-Bell Labs scientist, for "outstanding service to the IRE & for outstanding contributions to the radio engineering profession." Medal of Honor, to Ernst A. Guillemin, MIT, for "outstanding scientific & technical achievements." Morris N. Liebmann Memorial Prize, to Leo Esaki, IBM (on leave from Sony Corp.), for solid-state contributions, particularly his invention of the tunnel diode. Browder J. Thompson Memorial Prize, to Eiicho Goto, U. of Tokyo, for paper on the Parametron. Harry Diamond Memorial Prize, to Helmut L. Brueckmann, Army Signal Labs, for contributions to antenna theory & technology. W. R. G. Baker prize, to Manfred Clynes, Rockland State Hospital (Orangeburg, N.Y.), for paper on analog computer simulation of respiratory control of heart rate. Vladimir Zworykin Award, to Peter Goldmark, CBS Labs, for contributions to military & medical use of TV. William J. Morlock Award, to Britton Chance, U. of Pa., for application of electronic techniques to fundamental biological research.

Remote-controlled air conditioner has been introduced by Admiral—first use of TV-type wireless remote with household appliances (Vol. 16:42 p20). The Royal Imperial \$499.95 air conditioner uses Super Son-R remote whose 2-button hand transmitter is said to control 13 different functions up to 30 ft. from the unit. The control permits installation of the air conditioner out of reach in a wall where it doesn't have to be touched.

Half-billionth receiving tube produced by RCA's Indianapolis plant came off the line Nov. 14.

## Finance

**PORTRAIT OF FOUR STAR:** Interesting inside look at the operation of Four Star Television, the Dick Powell-Charles Boyer-David Niven TV film operation, is afforded by the company's prospectus, published in connection with its recent oversubscribed offering of 120,000 capital shares at \$15 a share. Among highlights:

For the fiscal year ended June 25, 1960, the firm grossed \$15,141,419 (vs. \$8,774,878 in fiscal 1959). Of this amount, \$13,969,053 (\$8,293,859 in the preceding year) represented the proceeds of TV film rentals and \$1,055,290 (\$435,722) rentals & fees for studio facilities & personnel. The net income for fiscal 1960 was \$317,506 (or 66¢ a share based on 480,000 shares) vs. \$302,698 (63¢) the preceding year.

Since its founding in 1952, the company has produced approximately 860 half-hour films, in addition to furnishing production facilities for 175 films. It has produced some 575 films under co-ownership arrangements, its interest ranging from 95% down to 25%, and averaging 50%; its profit participation interests ranged from 74% to 20%, and they average 39%.

Current commitments with sponsors & networks call for the production of 270 half-hour episodes and 43 hour films for the 1960-61 season, or a total of 356 half-hours of entertainment—alone or under co-ownership arrangements. Last season, Four Star produced 292 half-hour films.

During the last fiscal year, *Dick Powell's Zane Grey Theatre* was the firm's biggest money-maker, contributing 13% of Four Star's consolidated gross revenue; *The Rifleman* was close behind, providing 12%; *Robert Taylor's Detectives*, 11%; *June Allyson Show*, 10%.

Breaking down gross revenues for fiscal 1960 (fiscal 1959 in parentheses), rentals from first-run network telecasting provided 82% (87%), 2nd-run and subsequent 11% (8%), from furnishing below-the-line facilities 3% (nil), production of film commercials 3% (5%), other 1% (nil).

The only 2 officers or directors receiving more than \$30,000 a year for their executive duties are exec. vp Thomas J. McDermott, who received \$57,308 last year but is slated to receive \$100,000 for each of the next 5 years under the terms of his contract; and vp Charles G. Bole, who receives \$31,300 for fiscal 1961. During fiscal 1960, Powell received \$75,298 and David Niven \$11,000 as actors, not including their salaries as executives.

After the stock offering, Powell owns 34% of the company's capital stock, Boyer & Niven 17% each and McDermott 12%.

The company's balance sheet as of June 25, 1960 shows total current assets of \$4,944,092, including \$3,587,803 representing the cost of TV films completed & in process (less amortization). Current liabilities total \$4,374,758.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Advance Ross Electron	Stk.	200%	Nov. 25	Nov. 14
AB-PT	Q	\$0.25	Dec. 15	Nov. 25
AB-PT	Stk.	2%	Dec. 28	Nov. 25
AT&T	Q	.82½	Jan. 10	Dec. 9
Burroughs	Q	.25	Jan. 20	Dec. 23
Electronic Assistance	Stk.	2%	Dec. 15	Nov. 30
Famous Players Canada	Q	.37½	Dec. 9	Nov. 23
GPE	Q	.25	Dec. 15	Nov. 30
Hazeltine	Q	.20	Dec. 15	Dec. 1
Hazeltine	Stk.	2%	Dec. 15	Dec. 1
Magnavox	Q	.25	Dec. 15	Nov. 25
Meredith Publishing	Q	.45	Dec. 9	Nov. 25
Storer Bcstg.	Q	.45	Dec. 9	Nov. 25
Storer Bcstg. "B"	Q	.12½	Dec. 9	Nov. 25



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

Allied Artists. George D. Burrows sold 1,000, held 43,787. Roger W. Hurlock bought 300, held 20,200. Sam Wolf sold 2,000, held 23,550. Albert Zugsmith bought 4,600, held 170,900.

American Bosch Arms. Charles Allen Jr. sold 10,214 through Allen & Co., held 40,457 in Allen & Co., none personally.

American Electronics. Charles L. Jones sold 1,000, held 800.

AT&T. William C. Bolenius bought 100, held 1,105. F. R. Kappel bought 100, held 1,058.

Ampex. James E. Brown bought 150, held 850. Kenneth R. Rickey bought 200, held 200. Walter T. Selsted sold 1,000, held 1,625.

Amphenol Borg. Martin A. Donlan exercised option to buy 375, held 1,100. Lester M. Grether exercised option to buy 1,100, held 1,100. Francis E. Shevlin sold 100, held 100. John L. Woods exercised option to buy 1,500, held 3,450.

Audio Devices. Bryce Haynes sold 800, held 83. C. J. LeBel sold 1,500, held 70,414. Joseph K. McCammon sold 530, held 11,476.

Arco. Frank S. Larson sold 200, held 4,503. A. B. Newton sold 4,000, held 1,666.

Avnet Electronics. Michael G. Kletz sold 4,000, held 10,072.

Cinerama. Nicholas Reisini bought 16,300 through Robin International Inc., held 396,350 in Robin International Inc., none personally.

Columbia Pictures. M. B. Silberberg sold 583, held 601 personally, 117,763 in Fico Corp.

Consolidated Electronics. Pieter van den Berg exercised option to buy 9,000, held 12,750. Arie Vernes excd. option to buy 6,175, held 10,000.

Corning Glass. Paul T. Clark exercised option to buy 1,925, held 1,925. R. Lee Waterman sold 800, held 1,860.

Daystrom. Charles D. Manhart bought 200, held 200.

Desilu Productions. Desi Arnaz bought 17,500 in private transaction, held 17,500. Lucille Ball Arnaz bought 17,500 in private transaction, held 17,500. Martin N. Leeds sold 35,000 in private transaction, held 100 personally, 1,200 in trusts for sons.

Electronic Research Associates. Noah J. Gottfried bought 100 Class A, held 18,900. Sydney Moskowitz bought 100 Class A, held 1,205.

Filmways. Martin Ransohoff sold 4,700, held 108,367 personally, 15,536 for children. Ferdinand Raphael sold 150, held none. Al Simon bought 500, held 4,030.

General Dynamics. W. McCormick Blair bought 825 in partnership, held 3,075 in partnership, 3,700 personally. Robert P. Meiklejohn bought 700, held 2,700. Robert C. Tait sold 3,400, held 5,000.

GE. L. Berkley Davis sold 1,100, held 56. William H. Dennler bought 300, held 2,818. George L. Irvine sold 1,200, held 5,195. Cramer W. LaPierre exercised option to buy 3,390, held 7,325. Ray H. Luebbe bought 2,892, held 15,705. H. A. MacKinnon exercised option to buy 432, held 10,259. Harold E. Strang bought 2,000, held 9,443. Harold A. Strickland bought 940, held 3,786. Clarence L. Walker exercised option to buy 1,375, held 8,298. Laurence I. Wood bought 420, held 3,154.

General Instrument. Armand G. Erpf bought 1,000, held 3,000.

General Telephone & Electronics. H. H. Howlett sold 100, held 350 personally, 450 in stock purchase plan.

Guild Films. C. W. Alden Jr. bought 6,000 from issuer, held 56,000.

Hycor. Trevor Gardner bought 22,500 through Gardner Corp., held 22,500 in Gardner Corp., none personally.

Indiana General. Stephen M. Kellen sold 200, held 10,800.

Litton Industries. Roy L. Ash sold 2,500, held 116,643 personally, 2,400 as custodian, 13,832 in partnership. W. P. Corderman bought 3,300, held 4,100. Glenn McDaniel bought 10,000, held 28,000. Russell W. McFall bought 6,400, held 8,052. William E. McKenna bought 1,500, held 2,519. Norman H. Moore sold 3,075, held 24,326. G. T. Scharffenberger bought 10,000, held 10,000.

Loew's Theaters. Thomas L. Norton bought 400, held 500.

Minn. Mining & Mfg. Maynard H. Patterson sold 100, held 5,600 personally, 284 jointly with wife.

Paramount Pictures. Y. Frank Freeman sold 500, held 1,500.

Pentron Electronics. Stanley Heller sold 1,550, held 2,400.

Philips Electronics & Pharmaceutical. James J. Colt sold 400 through corporations and 40 more for wife, held 43,087 in corporations, 8,687 for wife, 3,834 personally, 10,839 for daughter.

RCA. P. J. Casella exercised option to buy 2,448, held 2,467. Elmer W. Engstrom exercised option to buy 250, held 4,222.

Raytheon. R. L. McCormack sold 400, held 600.

Reeves Soundcraft. Homer W. Clapper bought 23,625, held 37,475.

Texas Instruments. R. W. Olson sold 300, held 11,626. E. O. Vetter sold 100, held 6,677.

Thompson Ramo Wooldridge. H. L. George sold 200, held 29,935.

Trans Lux. Harry Brandt bought 200 and 100 more for foundations, sold 400 from Pamela Amusement, held 162,100 personally, 35,280 in foundations, 400 in Pamela Amusement, 17,000 for wife, 100 in Barvic Theatres, 3,000 in Brapick Inc., 200 in Marathon Pictures, 400 in Biljam Corp.

Varian Associates. Paul B. Hunter bought 200, held 31,026 personally, 100 in joint tenancy.

Westinghouse. W. Watts Smith sold 1,000, held 930 personally, 1,600 jointly with wife.

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Monarch Electronics International Inc., North Hollywood distributor of hi-fi components & other electronic parts, plans a public offering of 200,000 common stock shares through Pacific Coast Securities Co. An SEC registration statement (File 2-17256) said the company (formerly Arrow Electronics International Inc.) would use part of the proceeds for additional letters of credit for imports. The price of the shares was to be disclosed in an amended statement.

Arco Electronics has been listed for trading (Class A common) on American Stock Exchange. Symbol: AEL.A.

Mergers & acquisitions: General Instrument has purchased for an undisclosed cash sum a 30% interest (42,857 of 142,857 outstanding shares) in Materials Research Corp., Yonkers, N.Y. The Yonkers concern produces instruments for, and carries on, research in metallurgy & ceramics. • Houston Fearless, Los Angeles maker of TV & motion picture equipment and aircraft-missile components, has acquired 4 privately-held companies in the electronics & aerospace industries: Uniconn, Plymouth, Conn.; Nuclear Research Instruments, Berkeley, Cal.; Parabam, Hawthorne, Cal.; Allen Research & Development, Buena Park, Cal. Combined annual sales of the 4 firms approximates \$5 million; the acquisitions were made for undisclosed cash & stock. • Audio-Dynamics, Washington leaser of hotel TVs, and Teletray, Silver Spring, Md. producer of electronic ordering systems for restaurants, plan to merge through an exchange of stock. The merger proposal is slated for submission to the boards & stockholders of both concerns before the end of November. In connection with the merger, Audio-Dynamics' hi-fi store, Stereo Galleries, is being spun off. • Gulton Industries, Metuchen, N.J. electronics engineering & manufacturing concern, has acquired for an undisclosed price the electronics business interests of Electric Machinery Mfg.'s Mullenbach div., in Los Angeles. It makes ceramic material for electronic components. • Lewis & Kaufman Electronics, Los Gatos, Cal., has purchased for an undisclosed sum the Cascade Research div. of Monogram Precision Industries. Cascade, located in Los Angeles, will be operated as L & K's microwave components div. • Varian Associates, Palo Alto, Cal. maker of microwave tubes, components and systems, and Eastern Industries, Hamden, Conn. manufacturer of electronic equipment, have reached a "preliminary basis" for merger. Varian would be the surviving company under the plan to exchange one of its shares for each 3 of Eastern common.

IBM anticipates record volume and profit this year, to top 1959's \$145.6-million earnings (\$7.97 a share) on revenues of \$1.3 billion. "We have the highest hopes we'll grow next year, too," added Pres. Thomas J. Watson Jr. Commenting on intensified competition in the data-processing field, he noted: "Our rate of incoming orders has not slowed down." IBM's backlog of unfilled orders for its 1401 medium-scale computers tops 3,500 units. Total worldwide shipments of IBM solid-state computers will approximate 4,000 units by the end of 1961. And the company has a substantial number of orders to replace older vacuum-tube type computers with solid-state machines. Watson said that a new electronics activity slated for rapid expansion is "teleprocessing"—which uses radio or cable hookups to connect remote operations with centralized computers so that data can be processed swiftly and disseminated throughout the system. Principal potential users of teleprocessing: big, decentralized companies.

Philco profit plunged 52% to \$2.1 million (from \$4.4 million) despite a 5% sales rise to \$297 million (from \$283.5 million) during the first 9 months of 1960 (see financial table). For the September quarter, indicated profits fell to \$176,000 (2¢ a share) from \$1,987,000 (56¢) a year ago. Third-quarter sales gained slightly to \$102,821,000 from \$102,171,000. Pres. James M. Skinner blamed the sharply reduced earnings on "this year's soft consumer-goods market & continued high development costs in the computer div." He also pointed to "unusually heavy start-up costs" necessitated by several military programs.

Trav-Ler Radio has been listed for trading on the New York Stock Exchange. Symbol: TVL.



## 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—9 mo. to Sep. 30	\$ 18,947,280 <sup>1</sup>	—	\$ 381,688	\$0.38	1,011,041
	1959—9 mo. to Sep. 30	15,360,403	—	353,084	.40	874,272
	1960—qtr. to Sep. 30	5,531,258	—	116,697	.12	1,011,041
	1959—qtr. to Sep. 30	6,687,710	—	126,678	.14	874,272
Arco Electronics	1960—9 mo. to Sep. 30	2,530,221	—	280,304	.33	845,000
	1959—9 mo. to Sep. 30	1,999,309	—	168,121	.20	845,000
Avnet Electronics	1960—qtr. to Sep. 30	2,517,900	—	275,947	.18	1,513,300 <sup>4</sup>
	1959—qtr. to Sep. 30	2,132,091	—	255,713	.16	1,513,300 <sup>4</sup>
Electronic Associates	1960—9 mo. to Sep. 30	10,112,242	\$ 1,388,754	672,102	.93	723,087
	1959—9 mo. to Sep. 30	7,186,803	971,330	471,738	.67	701,340
Electronic Specialty	1960—6 mo. to Sep. 30	5,079,000	—	7,000	.01	547,440
	1959—6 mo. to Sep. 30	5,554,000	—	265,000	.49	541,940
Gross Telecasting	1960—9 mo. to Sep. 30	—	912,110	442,110	—	—
	1959—9 mo. to Sep. 30	—	950,171	460,207	—	—
Industro Transistor	1960—year to June 30	1,282,116	—	192,524	.35	—
	1959—year to June 30	594,158	—	(34,330)	—	—
ITT	1960—9 mo. to Sep. 30	547,738,595	57,147,979	21,137,268	1.36	15,559,737
	1959—9 mo. to Sep. 30	506,663,405	50,837,151	18,670,120	1.22	15,217,980
	1960—qtr. to Sep. 30	193,998,825	19,190,660	6,882,795	.44	15,559,737
	1959—qtr. to Sep. 30	172,675,446	16,415,687	6,207,191	.40	15,217,980
A. C. Nielsen	1960—year to Aug. 31	31,019,342	—	2,138,252	1.25	—
	1959—year to Aug. 31	26,858,133	—	1,085,112	.63	—
Philco Story on p. 22	1960—9 mo. to Oct. 2	297,101,000	2,554,000	2,107,000	.45 <sup>2</sup>	4,090,207 <sup>3</sup>
	1959—9 mo. to Oct. 2	283,516,000	9,444,000	4,373,000	1.00 <sup>3</sup>	4,090,207 <sup>3</sup>
Philips' Lamp Works	1960—year to Sep. 30	860,985,000 <sup>1</sup>	—	71,815,000 <sup>1</sup>	—	—
	1959—9 mo. to Sep. 30	735,110,000	—	55,650,000	—	—
Silicon Transistor	1960—9 mo. to Sep. 30	—	—	145,000	.29	—
	1959—9 mo. to Sep. 30	—	—	(102,000)	—	—
	1960—qtr. to Sep. 30	—	—	40,000	.08	—
	1959—qtr. to Sep. 30	—	—	(40,000)	—	—
Sonotone	1960—9 mo. to Sep. 30	16,079,000	—	351,174	.29 <sup>2</sup>	—
	1959—9 mo. to Sep. 30	18,271,000	—	829,201	.70 <sup>2</sup>	—
Times-Mirror	1960—40 wks. to Oct. 2	83,927,188	—	3,553,933	.88	4,019,209
	1959—40 wks. to Oct. 2	72,794,545	—	3,453,003	.96 <sup>2</sup>	3,593,940 <sup>2</sup>
Varian Associates	1960—year to Sep. 30	46,582,031 <sup>1</sup>	—	2,861,886 <sup>1</sup>	.85	3,369,875
	1959—year to Sep. 30	38,483,543	—	2,580,340	.82	3,138,151

Notes: <sup>1</sup>Record. <sup>2</sup>After preferred dividends. <sup>3</sup>Outstanding Oct. 2, 1960. <sup>4</sup>Outstanding Sept. 30, 1960. <sup>5</sup>Adjusted for Jan. 1960 4% stock dividend & April 1960 3-for-1 split.

Reports & comments available: Thompson Ramo Woolridge, report, Reynolds & Co., 120 Broadway, N.Y. 5 • National Video, analysis, J. A. Hogle & Co., 40 Wall St., N.Y. 5 • Audio Devices, memo, Wm. M. Rosenbaum & Co., 331 Madison Ave., N.Y. 17 • General Tire & Rubber, comments, Auchincloss, Parker & Redpath, Two Broadway, N.Y. 4 • AB-PT, report, J. R. Williston & Beane, Two Broadway, N.Y. 4 • Electronic Assistance, analysis, Bruno-Lenchner, Bigelow Square, Pittsburgh 19 • "High Flyer In Electronics," report, Albert Teller & Co., 123 S. Broad St., Philadelphia 9 • Automatic Radio Mfg., prospectus, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Transatron, prospectus, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5 • General Instrument, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4.

National Video anticipates record sales & profits for fiscal-1961's first half ending Nov. 30. Earnings are expected to equal \$1.25 a share vs. 86¢ a year ago. Sales may reach \$10,750,000, up from \$8,290,672 in Jan.-Nov. 1959. Pres. Asher J. Cole forecasts for the full fiscal year, ending next May 31, earnings of \$2.25 on \$20-million sales, compared with fiscal-1960's \$1.84 earnings on \$17,047,104 sales.

Texas Instruments still expects record sales & profits this year, but by lower than previously predicted margins. Pres. P. E. Haggerty forecast for the N.Y. Society of Security Analysts last week 1960 earnings of \$15,250,000-to-15,750,000 (\$3.90-to-4 a share) on \$232-to-233 million sales billed. This compares with 1959's record performance of \$14,142,788 (\$3.59) earned on \$193,212,809 sales. "While the 4th-quarter upturn is not as sharp as we expected," Haggerty explained, "the percentage growth in TI's net billed sales in 1960 & 1959 will be approximately 20%—a respectable increase in any year and certainly in an economy which has shown definite softness through the year."

Beckman Instruments expects record profits of about \$4 million (\$2.80 a share) for fiscal 1961, ending June 30, compared with the previous high of \$3,092,915 (\$2.24 on 1,381,023 shares) earned in fiscal 1960. Sales are expected to rise to \$65 million from \$54,257,282 the preceding year. Pres. Dr. Arnold O. Beckman bases his optimism on a "record backlog, increases in sales of new products, company-wide cost-reduction programs, and the sale last April [to Clevite, Vol. 16:17 p19] of an unprofitable subsidiary, the Shockley Transistor Corp."



Standard Kollsman Industries "expects a continuation of the upward trend of sales & profits in all of its divisions right through 1961," reports Pres. J. O. Burke. During 1960's first 9 months (Vol. 16:44 p20), the company earned \$2.2 million (\$1.10 a share) on \$71.8-million sales—up sharply from the year-before earnings of \$1 million (52¢) on \$54.2-million sales. Burke noted that Standard Kollsman "is continuing its program of diversification & acquisitions in the electronics & electrical fields."

Electronics Capital Corp., the small-business investment company, has purchased \$1.5 million of convertible debentures and senior notes in Canoga Electronics Corp., makers of radar, missile & satellite tracking systems, microwave components, etc. The \$1.2 million of debentures owned by Electronics Capital is convertible into 47% of Canoga's total common stock. Canoga also received a \$300,000 long-term loan commitment from ECC.

Collins Radio has called for Dec. 21 redemption of the \$1,195,000 of 5% convertible subordinated debentures still outstanding from its original May-1957 issue totaling \$7,917,000. The debentures are convertible into common stock at \$26.50 a share. Right of conversion expires Dec. 16. Redemption price is 104.10% plus accrued interest. If all debentures are converted, total common shares outstanding will increase by 45,113 to 2,208,741.

Magnavox's October sales were a record for the month & 28% ahead of a year ago. Pres. Frank Freimann attributed the performance to gains by the consumer-products (TV, radio, stereo) and the govt. & industrial electronic products divs.

Terminal-Hudson Electronics has been listed for trading on the American Stock Exchange. Symbol: THE.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, November 17, 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	18½	20%	Magnetics Inc.	8	9½
Aerovox	7¾	8½	Maxson (W.L.)	7½	8¾
Allied Radio	22	23½	Meredith Pub.	39½	43
Astron Corp.	1½	2	Metropolitan Bcstg.	16¼	17½
Baird Atomic	23¼	25½	Milgo Electronics	16	17½
British Industries	15½	17¼	Narda Microwave	3¾	4½
CGS Labs	6¾	8½	Nuclear of Chicago	32½	35½
Cetron	3½	4¼	Official Films	2	1/16
Control Data Corp.	45¼	48½	Pacific Automation	4¾	4¾
Craig Systems	14½	15¾	Pacific Mercury	5¾	6¾
Dictaphone	33	35½	Perkin-Elmer	43	46½
Digitronics	22¾	25½	Philips Lamp	162½	168¼
Eastern Ind.	13¾	14¾	Pyramid Electric	2½	3 1/16
Eitel-McCullough	15½	16¾	Radiation Inc.	20	22
Elco Corp.	14¼	16	Howard W. Sams	34	36½
Electro Instruments	20	22½	Sanders Associates	29¼	31¾
Electro-Voice	9	10	Silicon Transistor	5	5½
Electronic Associates	26¾	29½	Soroban Engineering	33	36½
Erie Resistor	8¾	9½	Soundscribe	11¾	13½
Executone	20	22½	Speer Carbon	19½	21½
Farrington Mfg.	28½	30%	Sprague Electric	44	47½
Fischer & Porter	17¾	19%	Taft Bcstg.	12½	14½
FXR	39½	43½	Taylor Instrument	33	35½
General Devices	9½	10½	Technology Inst.	8	9¼
G-L Electronics	7¼	10%	Tele-Broadcasters	5½	1 1/16
Granco Products	3¾	3¾	Teletone	10¼	11¼
Gross Telecasting	19	21	Telecomputing	7¼	7¾
Haydu	1/16	¼	Telemeter	10¾	12
Hewlett-Packard	25¾	27½	Time Inc.	63½	67
High Voltage Eng.	136	145	Tracerlab	8¾	9½
Infrared Industries	16¼	18½	United Artists	6½	6%
International Rectifier	21	20¾	United Control	18	19%
Interstate Engineering	19½	21	Universal Trans.	1	1 5/16
Itek	50½	55	Vitro	9¾	10¾
Jerrold	7¾	8¾	Vocaline	2¾	3 5/16
Lab for Electronics	44¼	47½	WJR Goodwill Station	8½	10
Lel Inc.	4¾	5½	Wells-Gardner	18¼	19¾
Magna Theater	2¼	2%	Wometco Ent.	12%	13%

## Foreign

Overseas TV-radio investment—in the form of station ownership—is being "considered" by Metropolitan Bcstg. Corp., we were told last week by Pres. John W. Kluge. Metropolitan, in a sense, is already warming up in the international bullpen, having received FCC approval Oct. 5 to assume ownership of WRUL—America's only commercial shortwave station, with 5 transmitters at Scituate, Mass.—from founder-owner Walter S. Lemmon. Now named Worldwide Bcstg. div. of Metropolitan, and with Ralf Brent named pres., the station has moved its studios & business offices to new quarters in the Paris Theater Bldg. at 4 West 58th St., has plans to beam foreign-language news, sports, information and entertainment shows to listeners in all major outside-U.S. radio markets. Worldwide is currently promoting its commercial services to international advertisers by means of a wide-screen anamorphic slide-film presentation developed by Brent and sales dir. Paul Evans. Showings have been staged at the Paris Theater, with others planned for agencies in Chicago, Los Angeles, San Francisco and other cities.

Bring back Ben's bong! That's the gist of some 15,000 letters that deluged Britain's BBC recently. Cause of the escorial uproar: BBC had, for years, been using 10 rich, rolling "bongs" of London's Big Ben as a signature for the widely-listened-to 10 p.m. *Home News Service*. The whole sequence took 45 seconds. Feeling that listeners might want a spot more big news and a shade less Big Ben, BBC trimmed back to just one introductory bong. Listeners couldn't have been more aghast if Queen Elizabeth had considered selling the crown jewels to R. H. Macy. BBC hastily compromised. Now, the 10 p.m. show starts with a nice loud bong, fades out the other 9 slowly under the start of the newscast, and everyone's happy.

Ireland's American TV chief, Edward J. Roth Jr., 38-year-old former program mgr. of Notre Dame's WNDU-TV South Bend & of WGN-TV Chicago, scored U.S. TV for "overcommercialization" as he told newsmen in Dublin of his plans. Telecasting will start next year, he said, and plans call for at least 6 hours daily by Nov. "In the U.S.," he added, "the sponsors exercise a tremendous influence on the programs, and we don't intend that that should happen here." After his station stints, Roth had returned to NBC where he had started his TV career in the early 1950s and served as NBC consultant helping stations to start in Lima, Peru, and Guadalajara & Monterrey, Mex.

India's 4-year experimental ETV program for high schools in the state of Delhi will get under way in July (beginning of the Indian school year) with the Ford Foundation's grant of \$474,500 (Vol. 16:37 p20) and an Indian govt. contribution of \$89,460. Beside helping to eliminate the teacher shortage, the program is expected to benefit regular teachers by enabling them to watch the country's best instructors at work. The broadcasts may also be used for adult education.

Contract for 2 TV stations has been awarded to Japan's Nippon Electric Co. by Cambodia's govt. The \$390,000 installation will consist of a 100-kw master studio & station at Phnom Penh, the capital, with a 100-kw repeater on the Bokor plateau. The contract specified that the stations should go on the air by next August.

Intercontinental Services Ltd. (Harry Engel) has been named U.S. rep for Jordan Bcstg. Service, operator of radio HBS Amman, Jordan. The medium-wave commercial outlet is managed by William E. Minette, an American.



NOV 28 1960

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

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## SUMMARY-INDEX OF WEEK'S NEWS

### **Programming**

**AFTRA-SAG DISPUTE HEADED FOR SHOWDOWN**, with Nov. 26 do-or-die negotiation session scheduled between the 2 talent unions and the networks (pp. 2 & 9).

**HOW PROGRAM TYPES NOW RATE** is shown in special Nielsen chart comparing this fall's types with last season's. Quiz & audience participation shows have staged a comeback (p. 11).

### **FCC**

**FCC WARM ON 3-YEAR STATION-SALE RULE**, may act soon. Details of time-calculation indicated. FCC action may cool Rep. Harris's plans (p. 2).

**FAA SAYS TV & RADIO "TOO APPREHENSIVE"** about plans for determining air hazards. General counsel indicates FCC still has final power to grant or deny (p. 3).

**PUBLIC-NOTICE & PRE-GRANT RULES** spell out publication & objection procedures required by Harris-Pastore Act (p. 4).

**SUPER AGENCY ADVOCATED** by organizing committee for White House Conference on Administrative Procedure to streamline federal regulatory operations (p. 5).

**FCC & NAB CONFER ON SPOTS**, but Commission shows no intention of stopping practice of questioning stations (p. 5).

### **Advertising**

**LOCAL SALES SUCCESSES** continue to abound in TV, our own recent mail survey of stations finds. First of a new series, this report presents TV local-level success stories for autos (pp. 3 & 7).

**ADVERTISING PROTESTS MOUNT** at FTC at rate of 5,000 per year. Complaints from irate customers & competitors in fiscal 1960 increased 28% over 1959 (p. 8).

### **Consumer Electronics**

**PENDULUM MAY SWING** toward all-channel-set law during Kennedy administration. EIA to reconsider measure at San Francisco meeting (pp. 1 & 17).

**BONDED-TUBE BATTLE** just beginning, as 2 important new processes challenge Corning technique: Dry-seal gasket method, and new Pittsburgh lamination. Corning plans consumer & trade campaigns to promote bonded tube (p. 14).

**IMPROVED RCA COLOR TUBE** may give 85-90% more brightness, increased contrast, through use of new sulphide phosphors, reflection-reducing laminated implosion plate (p. 16).

**TV RETAIL SALES** in October were 16% below 1959, preliminary estimates show; inventories now below '59 level (p. 17).

**TV SET EXPORTS** in August were highest since May, Commerce Dept. import-export tabulation shows (p. 18). 2,300 TVs exported here from Japan in September (p. 18).

### **Networks**

**OPTION TIME STILL IN JEOPARDY**, with Justice Dept. expected to ask court to remand case to FCC for new decision (p. 3).

### **Foreign**

**FOREIGN TV BOOMS** to a total of 38,650,000 sets-in-use, 4 million added in June-Oct. period vs. 2.5 million in first 5 months this year. Stations total 1,353 (pp. 4 & 6).

### **Film & Tape**

**GLOOM OVER HOLLYWOOD**: TV film industry executives foresee minimum of 40 casualties in a mediocre season (p. 9).

### **Other Departments**

ETV (p. 8). STATIONS (p. 12). PERSONALS (p. 13). FINANCE (p. 19).

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**PENDULUM SWINGING TO TV-SET CONTROL LAW?** Proposal to ban interstate shipment of sets which can't receive all uhf & vhf channels may have good chance of passage during next session of Congress, Washington observers believe. The FCC-proposed legislation (Vol. 16:6 p2) may well be pushed by Kennedy administration, and there are some indications that set manufacturers are becoming less disposed to wage all-out war against it.

On agenda of Electronic Industries Assn. board of directors at this week's 3-day EIA winter conference in San Francisco is reconsideration of the measure, to which the Association twice before has expressed flat opposition. There's no expectation that it will get set-makers' endorsement this time, but fact that it's on agenda again is significant.

EIA board vote will follow by one day an address by FCC Comr. Robert E. Lee to the Association's membership—on the subject of FCC's upcoming N.Y. uhf experiment—and he's expected to do big selling job on set-control bill. As proposed to 86th Congress, unanimously endorsed by FCC, it would give Commission power to establish minimum performance standards for TV sets shipped between states. It's not believed, however, that set makers would ever sit still for granting to FCC such blanket powers over their industry. It's conceivable, though, that they might not put up strong fight against more limited measure.



If Kennedy administration decides to push set-control law, it could conceivably sail through Congress during anticipated first-session "honeymoon" period. There are good indications, too, that administration may give it strong backing. Comr. Bartley, most likely candidate for FCC chairmanship, is strong for measure. So are several others mentioned prominently for the post (see p. 6 & Vol. 16:47 p4). During Eisenhower administration, Commerce Dept. opposed the bill, while FCC favored it. If new administration presents unified front—with Commerce Secy.-designate Luther H. Hodges going along—skids could be greased for passage of some type of law requiring manufacturers to supply uhf tuners in all sets.

Other important TV issues before this week's EIA meeting will be discussion—and possible approval—of: (1) an industry-enforced advertising practices code (Vol. 16:38 p16) covering all electronic entertainment devices, and (2) an all-industry campaign to promote purchase of more TVs, phonos & radios. For more details on EIA meeting agenda, see p. 17.

**THAT STRIKE THREAT:** Showdown was in sight at week's end in the stalled negotiations between AFTRA & SAG and the 3 networks. Scheduled for Nov. 26 was meeting between the unions & network executives (at CBS-TV N.Y. hq), at which time last-ditch, face-to-face attempt would be made to prevent threatened walkout of TV program & commercial talent (Vol. 16:47 p2). Since Nov. 15 expiration of AFTRA-SAG contracts involved, the 2 sides have not held bargaining sessions, apart from quick meeting Nov. 22 at N.Y. offices of Federal Mediation & Conciliation Service.

Strike, however, was still strong possibility. In field of live & taped network programs, AFTRA & networks were still far apart. Networks had previously indicated they'd be willing to meet some marginal AFTRA demands (more money for a bit player whose part calls for him to grow a beard, meals for casts rehearsing late at night, boost in mileage allowances for actors who have to drive to a point of location, etc.). But the networks were also seeking greater freedom (& lower costs) in making up new TV shows by snipping up tapes of old ones, and were refusing to negotiate on such AFTRA-demanded items as an improvement in the penalty provisions for delays in rerun payments to talent, payments to actors for public appearances or tune-in TV ads, increased payment scales for closed-circuit telecasts, and a number of increases in network program TV rates.

Acting largely on behalf of ANA and 4A, which are closely concerned with increases in the costs of TV commercials placed on a spot basis, the networks have also offered a few concessions to AFTRA & SAG in the commercials realm. However, networks last week had so far refused to budge on the unions' demands for a "unit system" of payment scaled to city size, and were seeking revised-downward pay scales in some commercial cases. Among these: Networks have proposed a reduction in classification of some small-role commercial actors to that of extras, and are seeking a special 6-week-cycle commercial rate.

Still a question mark is whether technical & engineering unions, such as NABET, would support an AFTRA-SAG walkout—if it came. Networks have hinted these unions won't support it; AFTRA-SAG hint they will. The technical unions, however, have maintained a diplomatic silence. (Further details on p. 9.)

**FCC WARM ON 3-YEAR STATION-SALE RULE:** Brakes on sales of stations held less than 3 years, under consideration by FCC (Vol. 16:45 p1), are still in works, may be proposed in rule-making in couple of weeks. Commission discussed subject again last week, and sentiment still leans toward proposing the rule.

It's understood that multiple owners, with the rules now under consideration, would suffer greater restraints than single operators. If a multiple owner wanted to sell all stations, he would not be able to do so until he had held his most recently acquired station 3 years. An exception: If the package contains an FM station held for less than 3 years and an AM held for more than 3—and they both serve the same market.

In figuring the 3-year periods, Commission is considering these methods of calculation:

(1) If the transfer involves a license and a CP for major changes, the 3 years are measured from the date the CP for changes was granted.

(2) If a CP for an operating station or a license is involved, the time is calculated from the day FCC gave the grantee his initial operating authority.

(3) If the station to be sold was acquired by purchase, the time is measured from the day the purchase was approved by FCC.



Though there is bound to be opposition to any restrictions on sales which may be proposed, some operators wonder whether FCC restraints may be lesser of 2 evils—other being Congressional strictures. Rep. Harris (D-Ark.), chmn. of Commerce Committee, is very hot on subject of "speculators" and has promised action. Some Washington Harris-watchers think he may be cooled off by tighter Commission rules.

**GRASS-ROOTS TV SUCCESSES:** TV hasn't lost its overnight sales touch—although much national spot-TV buying, ignoring this fact, is done on a strict slide-rule yardstick of rating-vs.-cost, and many a timebuyer's contact with local TV stations is only through Madison Ave. sales reps.

We recently surveyed TV stations, in both U.S. & Canada, to see if local TV still carried the kind of sales punch that won many pioneer advertisers in the medium's earliest days. A cross-section of stations replied, citing local-level sales successes for ad categories ranging from autos to ice cream.

First roundup of survey-reported successes appears on p. 7. It covers case examples in the automotive & auto-products field, ranges in terms of markets from Quebec to Miami.

Our motives in printing this: To provide stations with an interchange of sales ideas, and to remind agencies that the values of TV can't always be found in station rate cards.

**OPTION TIME STILL IN JEOPARDY:** Fight over network option time may be starting all over again. KTTV Los Angeles, which wants the practice abolished, has gone to Court of Appeals to seek a reversal of FCC's decision cutting option time from 3 to 2½ hours for each quarter of the day (Vol. 16:47 p1). Last week, all 3 networks & their affiliate organizations filed or were preparing to file motions to intervene which would allow them to fight KTTV in the Court.

Looming on horizon, however, is probability that Justice Dept. will ask Court to remand case to FCC for another decision. Speculation is that Justice will assert that Commission never really decided case, basing its claim on Comr. King's unusual vote. Commission had been split 3-3, and King then decided to vote with majority. However, he said that he believed FCC had only 2 alternatives before it—leave situation as is or cut periods to 2½ hours (Vol. 16:38 p1). He didn't agree with minority (Ford, Hyde & Bartley) that Commission had 3rd alternative of eliminating option time altogether.

If Court does remand—there's fair chance of it—King may join minority and make it the majority. If King is replaced before vote is taken, his replacement also could go either way.

**FAA SAYS TV & RADIO 'TOO APPREHENSIVE' ABOUT TOWERS:** FAA has always agreed that FCC has final word on whether or not a tall tower should be authorized. Broadcasters have been too apprehensive about FAA's proposed rule-making on subject (Vol. 16:38 p5 et seq.).

That's the position taken by FAA general counsel Daggett H. Howard, amplifying on the comments made by FAA Administrator Elwood R. Quesada at a recent National Press Club luncheon.

Daggett said that FAA & FCC have "concurrent jurisdiction," that FAA's job is to determine whether a structure is a hazard while FCC's duty is to weigh FAA's findings as part of a determination as to whether an application can be granted.

"Suppose," we asked Howard, "that FAA declares a proposed tower to be a hazard but that FCC decides that it should be built anyway because the public interest demands it?" FCC has the power to allow the construction, he said, and aviation interests would have to accept it. "How about FAA's proposal to establish antenna farms in all states?" Howard's response: "We say that if a tower is on an antenna farm it isn't a hazard—but we don't say that it must be built there only."

Quesada had stated, at the Press Club luncheon: "There is an honest difference of opinion between the FCC & us. The FAA has control of airspace. The determination of what is an aeronautical hazard belongs to the FAA. The FCC must consider this determination among other things when deciding whether or not to grant a permit. This is its authority. But it must accept our view that there is a hazard."

Asked what dispute there is then, between FCC & FAA, Howard said that "the Commission is resisting our claim that it's our duty to determine what is a hazard." Opposition of TV-radio industry to FAA's rule-making proposal, he said, is based "partly on lack of understanding. Quesada's statement should give them some comfort." However, broadcasters aren't yet prepared to quit worrying about FAA.



**FOREIGN TV BOOM:** TV set-buying abroad just about doubled in the 4 months from June 1 to Oct. 1, 1960 compared with the 5 months Jan. thru May. The surge brought the foreign total to 38,650,000. During the same period, the number of overseas TV stations went up 116—from 1,237 to 1,353.

Expansion of more than 4 million sets in overseas TV in June-Oct. period vs. 2.5 million in earlier part of year (Vol. 16:25 p20) was noted by USIA in report prepared for its overseas posts. Of the total sets-in-use, 32,650,000 were estimated in countries outside Communist bloc, 6 million inside Iron Curtain. Non-Communist countries added 97 new stations since June, Communist countries 19.

"Statistical data must be viewed with caution," USIA said, since—as usual—it lacked official figures from some bloc countries and had to rely on "consensus of a variety of unofficial sources." But set & station count took in all countries excluding U.S. & territories and Canada (see p. 6).

Other highlights of USIA report: (1) Castro govt.'s takeover of TV in Cuba became "complete." (2) Japanese TV "continued rapid growth." (3) Norway officially opened its TV network. (4) Albania started first experimental TV tests. (5) USSR & United Arab Republic signed 5-year TV-program exchange agreement. (6) USIA's own TV service now has estimated viewing audience of 135,250,000 in 51 countries.

## The FCC

**PUBLIC-NOTICE & PRE-GRANT RULES:** Issuance of FCC's new procedures implementing certain sections of the Harris-Pastore Act (Vol. 16:47 p1) has drawn a variety of reactions from the industry—but we haven't talked with anyone who can discern any public value to the public-notice & pre-grant provisions.

Some believe that the public-notice procedure—requiring local publication & broadcasting of applications for new stations or major changes—could open wide a swinging door for cranks, sharpshooters and even blackmailers. Others doubt that such results will develop. They point out that there is frequently local publicity about applications, and that the lunatic or greedy fringe tends to get its licks in anyway. Here are typical comments of station operators and their attorneys:

"Another nuisance for the applicant. I can't visualize any public benefit in it. Who reads the legal notices in the paper? I think these will fall into the same category."

"It won't make a bit of difference. The people who are really interested know about applications already by following FCC activity. I don't think it will produce much increase in crackpot complaints."

"The station operator is placed in the unfair position of having to prove he is not guilty. It's in the French courts—not the American—that you are guilty until you prove yourself innocent."

"It may produce some frivolous objectors—but the serious people know what's going on already."

The FCC issued the text of the new rules last week as Public Notice 60-1381. The rules attempt to spell out the kinds of applications which require public notice.

For AM, the rules apply to changes in frequency, power, hours of operation or station location. For TV, it's any change in channel or station location—or any change in power, height or antenna location which would produce a difference of 50% or more in area within the station's Grade B contour. For FM, it's any change in frequency, station location or class—or any change in power, height or antenna location which would produce a difference of 50% or more in area within the station's 1 mv/m contour. In addition, the FCC may tell the applicant that "a major change" is involved even if it doesn't fall within the foregoing categories. The rules also apply to applications for renewals & transfers.

The publication must be made at least twice a week for 2 weeks in a daily newspaper. In addition, if an operating station is seeking a modification, assignment, transfer or renewal, it must also broadcast that fact twice weekly for 2 weeks, between 10 a.m. & 10 p.m. Here's what the notice must contain, the rules say:

"(1) The name of the applicant, if the applicant is an individual; the names of all partners, if the applicant is a partnership; or the names of all officers & directors and of those persons holding 10% or more of the capital stock or other ownership interest if the applicant is a corporation or an unincorporated association (in the case of applications for assignment or transfer of control, information should be included for all parties to the application).

"(2) The purpose for which the application was filed (i. e., construction permit, modification, transfer or assignment of control, renewal, etc.).

"(3) The date when the application or amendment was filed with the Commission.

"(4) The call letters, if any, of the station, and the frequency or channel on which the station is operating or proposes to operate.

"(5) In the case of an application for construction permit for a new station, the facilities sought, including type & class of station, power, location of studios, transmitter site and antenna height.

"(6) In the case of an application for modification of a construction permit or license, the exact nature of the modification sought.

"(7) In the case of an amendment to an application, the exact nature of the amendment.

"(8) In the case of applications for a permit pursuant to section 325(b) of the Communications Act, the call letters, and location of the foreign radio broadcast station, the frequency or channel on which it operates and a description of the programs to be transmitted . . ."

The new rules also spell out how parties may file objections to applications. Up to the day before FCC acts on an application, a "party in interest" may file a petition urging denial. "The petition," the rules state, "shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the applications would be *prima facie* inconsistent with the public interest, convenience, and necessity. Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavit of a person or persons with personal knowledge thereof."



**SUPER AGENCY ADVOCATED:** Creation of a permanent, multiple-interest Administrative Conference to oversee operations of all federal regulatory agencies, including FCC, was recommended last week by a group named by President Eisenhower to prescribe cures for faults.

Meeting in Washington with Court of Appeals Judge E. Barrett Prettyman, an old hand at studies of agency inefficiency, the organizing committee of the White House Conference on Administrative Procedure (Vol. 16:47 p14) "strongly" urged such a super set-up.

As envisaged by govt. officials & lawyers making up the 15-man committee headed by Prettyman, the Administrative Conference would be a "force from within" the agencies to streamline procedures. Patterned after the already-functioning Judicial Conference which keeps an eye on federal court administration, it would advise—but not dictate to—the agencies.

Judge Prettyman said details of the plan weren't worked out, but that he expected his committee to come up with a written draft in a couple of weeks. As outlined by the organizing committee, the administrative conference would be made up of as many as 65 delegates—representing agencies, Congress, cabinet, bar groups, law schools.

In time—maybe 5 years—such a group of overseers could become the authoritative voice for agency reforms, proponents of the plan said. Prettyman stressed that it wouldn't take over investigative functions of Congress, but would devise methods for cutting agency red tape.

At the same time Prettyman said he and the other organizers of the White House Conference would have to be "guided by the advice of those who are directly concerned with the problems of transition" from Republican to Democratic administrations.

#### Landis Plans Agency Study

Specifically, that meant James M. Landis, veteran of New Deal agencies who was named by President-elect Kennedy to study the agencies and come up with a report for the new administration by Dec. 15.

Landis had been expected to attend the Washington organizing meeting Nov. 22, but he got tied up in Miami Beach where he (1) lost out in a campaign for the presidency of the AFL-CIO Air Line Pilots Assn. and (2) came down with a virus infection.

Over the years Landis has repeatedly said he favors objectives set by the Prettyman group, however. As Kennedy's expert on agencies, he will operate from a Washington office (at 1707 N St., NW) with a staff of researchers. His Dec. 15 report is expected to be a general size-up of agency problems, followed at intervals by detailed agency-by-agency recommendations.

Meanwhile, Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee, who has run on-&-off investigations of agency operations for the past 2 years (Vol. 16:24 p4), got back into his act again. Carroll scheduled new hearings for Nov. 29-Dec. 2 to explore such questions as: (1) "The extent to which the Commissions should be independent of executive control." (2) "The extent of control which should be exercised by Congress." (3) "The manner in which Congress should exercise that control." Among witnesses listed by Carroll: Prettyman & Landis.

Also on the Capitol Hill schedule is a full-dress inquiry into agency structure & practices by the Senate Commerce Committee. Chmn. Magnuson (D-Wash.) expects to get it under way soon after the 87th Congress convenes in Jan.

**FCC & NAB CONFER ON SPOTS:** Grass roots complaints from members, primarily radio, prompted NAB representatives to seek & obtain an audience with FCC on its spot-counting proclivities. The session ended with no minds changed, apparently.

The one-hour Nov. 15 conference was informal, all commissioners being on hand except Lee & King. FCC staff members present: James Sheridan, Harold Cowgill, Joseph Nelson & Ashbrook Bryant. For NAB: Thomas C. Bostic, KIMA Yakima, Wash., Radio Board chmn.; Merrill Lindsay, WSOY Decatur, Ill., Radio Board vice chmn. and policy committee member; plus staff members Vincent Wasilewski, John Meagher & Douglas Anello.

The NAB delegation expressed concern about FCC's practice of asking stations to justify too many "interruptions" to programming, i.e., too many spots. The Commission has been doing that when spot frequency rises to 15-to-16 an hour (Vol. 16:30 p1). The FCC reaction, in effect: (1) We believe we should do this. (2) It's nothing new; we've been doing it for years. (3) We never question a station on spot frequency alone. There are always other things—such as discrepancies in station performance compared with promises.

FCC has never revoked a license for overcommercialization, but it obviously intends to keep the pressure on. New application & renewal form under consideration (Vol. 16:46 p4) are understood to include a requirement that applicants tell how many spots they have carried in a typical week, broken down by length & by time of day—and how many they plan to carry.

L. B. Wilson Inc.—awarded Miami Ch. 10 subject to court approval in the "influence" case against National Airlines' WPST-TV (Vol. 16:46 p8)—must avoid interfering with Largo Ch. 10, FCC ordered in a modification of its temporary authorization. And L. B. Wilson must accept any interference to its WLBW-TV, the Commission said. The FCC acted on petitions for reconsideration filed by 5 Largo applicants: City of St. Petersburg, Suncoast Cities Bestg. Corp., Tampa Telecasters Inc., WTSP-TV Inc., Bay Area Telecasting Corp.

TV frequency monitoring by stations, as ordered by FCC in a never-enforced 1955 rule, will be formally eliminated as a requirement. In a new rule-making proceeding (comments due Dec. 26), the Commission said it "believes that improved TV transmitting equipment no longer makes frequency monitors necessary and that stations can use simpler means to check their operating frequencies."

Revised AM map showing Canadian ground conductivities for use in trans-border calculations under the 1950 North American Regional Broadcasting Agreement is available from the telecommunications & electronics branch, Dept. of Transport, Ottawa, Ont. Checks for \$5 per copy should be payable to the Receiver General of Canada.

FCC last week jogged stations on its political broadcasting questionnaire, saying that many are being sent back for correction. Common defects, it said, are lack of proper signature, failure to answer all questions and obvious inconsistencies. Filings are due by Dec. 5.

Uhf translator grants: Ch. 75 & 78, for Maupin, Ore., to Maupin TV Corp. Ch. 78 & 80, for Booker, Darrouzett, Follett, Canadian & Higgins, Tex., to C. L. & O. Translator System Inc. Ch. 77, for Wallowa Valley, Ore., to Wallowa Valley TV Assn. Inc.



**FCC MEMBERSHIP SPECULATION:** Nothing definite can be detected yet on the identity of FCC's new chairman under President Kennedy or who will replace Republican Comr. King.

The safest bet remains Comr. Bartley for chief of the agency—but it isn't certain. As for the new member, nominate your own favorite—everyone else is doing it. A lot of people like Kenneth Cox, the Seattle lawyer who often helps Senate Commerce Committee Chmn. Magnuson (D-Wash.) with tough TV chores (Vol. 16:47 p4). Last week, the name of Washington attorney Harry M. Plotkin came into the picture—with considerable buzzing about it at the FCC. Plotkin wasn't available for comment but his friends believe he'd be reluctant to leave his practice. He's a former FCC associate general counsel.

Though some people were trying to work up a boom for ABC Washington vp Edgar Shelton (Vol. 16:47 p4), he said he wasn't interested.

**FCC Cancels Unbuilt Uhfs:** FCC cleaned out its files, as expected, and canceled 24 uhf CPs because of failure to construct (Vol. 16:8 p2 *et seq.*). One grantee, WELI-TV (Ch. 59) New Haven, was granted an extension because it has started construction and intends to complete it, the Commission said. Also reprieved were WMCN (Ch. 23) Grand Rapids and WBMG (Ch. 42) Birmingham because of the pending rule-making which proposes vhf drop-ins for those cities.

Originally, the Commission had placed 54 grantees on notice. Most of these simply canceled out voluntarily. The balance were granted an oral argument which failed to convince the Commission that they should be kept on the books until the basic vhf-uhf allocations policy is finally settled. Comrs. Hyde & Lee dissented to the cancellations, while Comrs. Bartley & Cross dissented to the grant to WELI-TV. Here are the canceled grantees:

WNLC-TV (Ch. 26) New London, Conn.; WCBF-TV (Ch. 15) Rochester, N.Y.; WPHD (Ch. 23) & WSES (Ch. 29) Philadelphia; WOCN (Ch. 52) Atlantic City; WAZL-TV (Ch. 63) Hazleton, Pa.; WCIN-TV (Ch. 54) Cincinnati; WEHS-TV (Ch. 26) Chicago; WTVX (Ch. 48) Gastonia, N.C.; WFOX-TV (Ch. 30) Milwaukee; WJDW (Ch. 44) & WXEL (Ch. 38) Boston; WQCY (Ch. 39) Allentown, Pa.; WHCU-TV (Ch. 20) Ithaca, N.Y.; WBID-TV (Ch. 50) Detroit; WTOH-TV (Ch. 79) Toledo; WTLC (Ch. 29) Canton, O.; WHLS-TV (Ch. 34) Port Huron, Mich.; WLAN-TV (Ch. 21) Lancaster, Pa.; WRAK-TV (Ch. 36) Williamsport, Pa.; WAMT (Ch. 48) Memphis; WTMV (Ch. 54) Utica; KMPT-TV (Ch. 19) Oklahoma City; KMYR (Ch. 34) Los Angeles.

The Commission also denied applications for the replacement of expired CPs filed by KTRB-TV (Ch. 14) Modesto, Cal. & KFMX-TV (Ch. 27) San Diego.

FCC suffered a reverse on a technicality last week, when the Court of Appeals ordered the Commission to consider the protest filed by KTAG-TV (Ch. 25) Lake Charles, La. against a site move of KPAC-TV (Ch. 4) Port Arthur, Tex. The Commission had dismissed KTAG-TV's protest because it wasn't properly sworn in time. The Court noted that the FCC, in an earlier case, had allowed a late filing of a properly executed affidavit, and it concluded: "We think the Commission may, in its discretion, permit the proposed correction in the present case."

More time for comments on FCC's proposed revision of the station financial-data form (Vol. 16:45 p3) was requested by NAB last week on the grounds that its members need time to study the extensive changes. It seeks a change in deadline from Dec. 9 to Feb. 1.

KVOS-TV (Ch. 12) Bellingham, Wash., which serves Vancouver, B.C., has been bought for \$3 million by Wometco Enterprises (WTVJ Miami, WLOS-TV Asheville, N.C. & 47.5% of WFGA-TV Jacksonville). Prudential Insurance Co. loaned Wometco \$2 million for the acquisition. The sale is subject to an Internal Revenue Service ruling sought by KVOS-TV principal owner Rogan Jones. Broker was Blackburn & Co.

## Foreign

### More about

**USIA TV SURVEY:** The list of foreign TV stations & sets-in-use compiled by USIA (see p. 4) jibes quite well with our own independently compiled directory in the new Fall-Winter TELEVISION FACTBOOK. Our comparable list, printed in these pages Sept. 12 (Vol. 16:37 p20), showed 40,360,224 sets-in-use and 1,383 foreign stations as of Aug. 1. Deducting the Canadian sets & stations from these figures (which the USIA list does not include), our survey indicated 37,520,224 sets & 1,313 stations Aug. 1, while USIA's list shows 38,650,000 sets, 1,353 stations as of Oct. 1—demonstrating remarkable consistency and helping to confirm both sets of figures.

The USIA list of stations & sets-in-use as of Oct. 1:

COUNTRY	STATIONS	SETS	COUNTRY	STATIONS	SETS
<b>Western Europe</b>			<b>Near East, South Asia &amp; Africa</b>		
Austria .....	17	167,600	Algeria .....	4	43,500
Belgium .....	5	422,400	Bahrein <sup>4</sup> .....	—	1,000
Denmark .....	10	438,000	Cyprus .....	1	3,000
Finland .....	14	67,200	Ethiopia <sup>1</sup> .....	—	1,000
France .....	83	1,800,000	India .....	1	300
West Germany ..	215	4,204,800	Iran .....	2	35,000
Iceland <sup>1</sup> .....	—	700	Iraq .....	1	20,000
Ireland <sup>2</sup> .....	—	70,000	Kuwait <sup>5</sup> .....	—	600
Italy .....	386	2,200,000	Lebanon .....	2	15,000
Luxembourg .....	1	5,500	Libya <sup>1</sup> .....	—	1,600
Malta <sup>3</sup> .....	—	7,000	Nigeria .....	2	2,500
Monaco .....	1	11,000	Qatar <sup>4</sup> .....	—	300
Netherlands .....	7	688,800	Saudi Arabia ..	1	4,000
Norway .....	5	20,000	Turkey .....	1	1,000
Portugal .....	5	38,600	United Arab Republic .....	2	40,000
Spain .....	6	270,000	<b>Total .....</b>	<b>17</b>	<b>168,800</b>
Sweden .....	35	1,000,000	<b>Far East</b>		
Switzerland .....	14	110,900	Australia .....	16	1,067,400
United Kingdom	34	10,568,700	Hong Kong .....	(1) <sup>6</sup>	5,500
Yugoslavia .....	8	16,000	Japan .....	107	5,884,900
<b>Total .....</b>	<b>846</b>	<b>22,107,200</b>	Korea (South) ..	17	8,000
<b>Latin America</b>			New Zealand ...	1	—
Argentina .....	3	500,000	Okinawa .....	2	—
Brazil .....	19	959,200	Philippines .....	4	37,000
Chile .....	2	500	Thailand .....	2	50,000
Colombia .....	9	150,000	<b>Total .....</b>	<b>133</b>	<b>7,052,800</b>
Costa Rica .....	1	2,000	<b>Communist Bloc</b>		
Cuba .....	24	500,000	Bulgaria .....	1	3,000
Dominican Rep. ..	4	13,000	Czechoslovakia ..	14	750,000
El Salvador .....	2	20,000	East Germany ..	39	809,700
Guatemala .....	2	20,000	Hungary .....	7	80,000
Haiti .....	1	1,500	Poland .....	20	311,000
Honduras .....	1	1,000	Rumania .....	2	22,000
Mexico .....	21	800,000	USSR .....	159	4,000,000
Netherlands Antilles (Curacao) .....	1	3,000	Communist China .....	6	20,000
Nicaragua .....	1	4,300	<b>Total .....</b>	<b>248</b>	<b>5,995,700</b>
Panama .....	1	25,000			
Peru .....	5	60,000			
Uruguay .....	1	15,000			
Venezuela .....	11	250,000			
<b>Total .....</b>	<b>109</b>	<b>3,324,500</b>			

<sup>1</sup>Tune to Armed Forces stations.

<sup>2</sup>Tune to U.K. stations.

<sup>3</sup>Tune to Italian stations.

<sup>4</sup>Tune to Aramco station, Dhahran, and to Armed Forces station.

<sup>5</sup>Tune to Iran TV, Abadan.

<sup>6</sup>Closed circuit station.

<sup>7</sup>Off air due to fire.



## Advertising

### More about

**LOCAL SALES SUCCESSES:** Our own mail survey of TV outlets in the U.S. & Canada proves again that there's more to buying spots than seeking big ratings. Smashing sales impact—overnight sales results in local-level TV—are not merely a memory, a phenomenon of TV's earliest days. They still happen—and frequently—for all types of sponsors (see p. 3).

The report below is the first of a series (by category) drawn from questionnaires which asked each station for its "most successful case history of advertiser results." In this initial report, we cite some representative examples of sales success for a major advertising category—autos & auto supplies. In future issues, we will present other success stories for other types of spot-TV advertisers.

Although cars—even used cars—represent a comparatively "big ticket" consumer purchase, auto dealers have long found TV an effective ad medium, producing big, direct and traceable results.

KABC-TV Los Angeles has listed Brand Motors-Ford City as a "constant advertiser" for nearly 3 years. One of Los Angeles' largest auto dealers, Brand recently informed KABC-TV that it attributed 90% of its sales volume to local-level TV advertising (largely Sat.-Sun. saturation campaigns in morning & afternoon periods).

CFCM-TV Quebec, a French-language outlet, solved a poor-location problem for Tanguay Automobiles, a Dodge-DeSoto dealer. Tanguay's showroom is across the St. Lawrence River from Quebec's 350,000 city population. Non-TV ad media had failed to deliver much in the way of new auto prospects. Then Tanguay, in 1958, took a chance on TV, buying a 15-min. travel show, *La Rose Des Vents*, which stressed the pleasures of motor travel (in, of course, a new Dodge or DeSoto). A contest promotion on the program brought in "over 2,000 customers."

#### Short-Term Campaigns Sell Cars, Too

WREX-TV Rockford, Ill. also proved that short-term campaigns can sell autos successfully. Forrest Hills Motors, a regular sponsor of the station's Fri.-night feature movie, recently staged a 60-hour local "Sell-A-Thon," and backed it with a heavy TV campaign. Results, according to Robert White, gen. mgr., Forrest Hills Motors: "We wrote 49 new-&-used-car deals. More than 90% of them were obtained from the audience of WREX-TV. I cannot praise the power of TV enough."

CKVR-TV Barrie, Ont. turned in a job for Hanna Motor Sales Ltd., a Ford-Monarch dealer in nearby Stayner and Collingwood. Reported CKVR-TV: "Hanna began advertising on our station in Jan. 1956. In his first 6 months, Doug Hanna stated his sales had increased by 200% and that TV was bringing customers to his locations in greater number than if his sales staff were out beating the bush. He has increased his TV budget every year, and he is currently running three 60-sec. spots per week, to which are added saturation campaigns from time to time."

Other auto successes: WWL-TV New Orleans sold part-sponsorship of *Tombstone Territory* reruns to a local Buick dealer in prime time, and in 2 weeks the show had sold over 80 new cars. WCAU-TV Philadelphia has counted Reedman Motors as a regular participation sponsor of its feature-film *Early Show* and *Late Show* for the past 3 years, now reports that "a high percentage of the transactions for new & used cars is directly traceable to advertising on WCAU-TV." WEAT-TV West Palm Beach, Fla.

so convinced Wayne Akers Ford Co., a local dealer, of the value of auto selling by TV that Akers' spending on the station "increased from \$100 to \$750 weekly, and moved more cars than was necessary to justify this increased budget." WCKT Miami sold a local sports program to a used car dealer—and promptly sold 11 used cars with the first show (considerably more than the cost of the kickoff).

In a related field: KGW-TV Portland, Ore. sold sponsorship to U.S. Rubber Corp. (for Royal Tires) of a 30-min. station-produced, film-&-live series on fishing & hunting. During the colorcast series, U.S. Rubber offered a giveaway of fishing lures at 3 different local dealers each week. One dealer sold 10 new tires the following morning as a direct result, and other dealers reported lines of customers waiting to get the free fishing lures—and to buy U.S. Royal Tires. Now in its 3rd year, the show is being considered by U.S. Rubber for expansion to other markets. WALB-TV Albany, Ga. sold the syndicated *Border Patrol* series to the local Amoco distributor, who soon thereafter reported to the station that he was having trouble keeping dealer tanks filled with Amoco "because of the great demand."

Sponsors, of course, seldom drop a show that's riding high in the rating lists. CBS-TV therefore was considerably surprised last week when notified that Pet Milk Co. was canceling before mid-season its alt.-wk. sponsorship of *The Red Skelton Show* (Tue. 9:30-10 p.m.) which has been a fixture of the Nielsen "top 10." Pet Milk gave no reason, but there was little trouble finding a customer. As soon as co-sponsor S.C. Johnson was notified of Pet Milk's decision, the wax firm doubled its budget for the program to move up to full sponsorship. Johnson has co-sponsorship of 4 other shows on CBS-TV this season (*Angel*, *Zane Grey Theater*, *Garry Moore Show*, *Ann Sothern Show*), is now one of the network's biggest customers.

New "spot TV cost summary" has been published by rep Katz Agency. The 28th in a semi-annual series, the booklet is designed to aid timebuyers in making quick estimates of spot TV costs "in as many as 230 markets." Market-by-market rates are listed—grouped in descending order of market size, starting with N.Y.—for a variety of basic spot TV purchases. These include: nighttime 30-min. slots, 20-sec. announcements; daytime 60-sec. & 20-sec. announcements on a one-time, 6-plan and 12-plan basis; and late-night announcements on similar plans. Copies are available without charge from Katz at 666 Fifth Ave., N.Y.

Sunday afternoon is prime time with a low cpm, reports a new TV Advertising Representatives Inc. survey. Distributed to advertisers & agencies last week, the TvAR study is based on viewing habits in Westinghouse's 5 major markets from noon to 6 p.m. Sunday. Major findings: 68% of TV families watch TV during this period. Viewing ranged from 2 hours in San Francisco to 3 in Pittsburgh & Boston. Programming delivers a family audience (220 viewers per 100 homes). Cost comparisons showed: 5-market average for a Sunday schedule of 20-sec. spots was \$1.31 per-1000-homes, against \$2.70 for prime night spots.

Ad industry will sell advertising during the industry's first national all-media campaign. The project, launched by the Advertising Federation of America and the Advertising Assn. of the West is scheduled to be launched during National Advertising Week, Feb. 5-11. It will be sustained throughout 1961. The theme, "Let's Keep Rolling Ahead," will play up the cycle of "advertising - mass demand - mass production," stated NAW Chmn. George W. Head. McCann-Erickson is preparing the campaign format.



**Advertising Protests Mount:** Complaints from dissatisfied customers & competitors about deceptions in advertising are pouring into FTC at a rate of 5,000 per year. More than a third of them are serious enough to warrant formal citations for violations of law.

In fiscal 1960 alone, 346 anti-deceptive practice complaints were issued by FTC after staffers had checked 5,000 separate complaints. The number of cases instituted then was 28% higher than in fiscal 1959 & 1958—and those years had set “records, constituting a startling increase.”

This picture of the state of advertising today was drawn for a Sales Executive Club meeting in Binghamton by FTC's associate exec. dir. Basil J. Mezines, who said advertisers could turn the tide of complaints by using these “common-sense rules of thumb:”

(1) “Advertisements must be considered in their entirety and as they would be read to whom they appeal.”

(2) “Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser.”

(3) “Advertisements as a whole may be completely misleading although every sentence separately considered is literally true.”

(4) “Whether or not the advertiser knows the representations to be false, the deception of purchasers and the diversion of trade from competitors is the same.”

(5) “A deliberate effort to deceive need not be proven to prohibit the use of advertising which misleads as an unfair method of competition or deceptive act or practice within the meaning of the Federal Trade Commission Act.”

(6) “Laws are made to protect the trusting as well as the suspicious.”

(7) “Advertising representations which are ambiguous will be interpreted in such a way as to accomplish the purpose of the Federal Trade Commission Act, which is to prevent the making of claims which have the tendency & capacity to deceive.”

Mezines also warned against “6 sucker signals” which are practically guaranteed to arouse suspicions of FTC Chmn. Earl W. Kintner: “Buy now or lose the chance . . .” “You have been specially selected . . .” “It's only a legal form . . .” “Just a few easy lessons . . .” “You can save up to . . .” “Yours absolutely free . . .”

Mohawk Carpets returned to national TV advertising last week—after an 8 year absence. Reasons (as outlined in a Nov. 18 *Printer's Ink* study): The need to sell people on the “concept of carpeting” once again; to present a homey family approach through the medium of the right TV program; to generate dealer enthusiasm with sponsorship of a one-shot TV special; to reach “quality” audiences. Mohawk chose a 60-min. NBC-TV Thanksgiving Day color special, “No Place Like Home,” for the re-entry.

Song-recording racket has been alleged by FTC in a false-advertising complaint against Star-Crest Recording Co. (Stephen F. Singer), 1350 N. Highland Ave., Hollywood. Said FTC: “Mr. Singer does not pay royalties as advertised to those whose songs are accepted. In reality . . . the writers subsidize production of records containing their songs plus a profit to Mr. Singer.”

**Ad People:** Bernell Grossman, formerly CBS-TV, named Compton TV-radio supervisor; Andrew F. H. Armstrong named a vp . . . William Chalmers joins Compton Advertising Inc. Los Angeles as vp-account supervisor . . . Dr. Carl H. Rush elected a Ted Bates vp.; Zachary Schwartz, TV creative dept. supervisor, named a vp.

**Quality-vs.-Quantity:** A verbal clash between two admen whose TV programming philosophies have long been in opposition enlivened the 2nd time-buying & -selling seminar staged by RTES in N.Y. Nov. 22. Defending the position of quality programming as an environment for TV commercials was Fuller & Smith & Ross senior vp Arthur Duram. Upholding the circulation-is-the-main-thing philosophy was Filmways pres. Rodney Erickson, onetime Eastern sales vp for Warner Bros. TV. Highlights of the duel:

“Mediocre shows do not command a high degree of viewer attention,” said Duram of bread-&-butter shows, “and cpm should measure ‘minds’ as well as ‘bodies.’ A huge audience is useless with a low level of attentiveness.”

Erickson held out for a more fundamental approach. “Basically people don't care a hoot for your product whether it's on a crummy Western or a high-class documentary. You have to shock them, use bongo drums, push them into a corner until they will listen. Quantity is the only path to efficiency.”

That didn't stop Duram. Said he: “Every bored viewer spells waste for the advertiser. If the rating is lower, but the audience is interested, the cpm drops. The advertiser must be assured of a stimulated audience.”

Erickson's parting shot: “This may be true . . . but the thing to improve is the commercial, not the show. Agencies should butt out of the production aspect and leave it to the producers. The only way to improve the quality of TV programming is to spend more money—and this the medium can't afford. TV is a commercial venture—not a selective medium. Companies like U.S. Steel and Aluminium Ltd. have no business in TV. It's pure waste for them. They should advertise in *Fortune* or *The New Yorker*.”

Switch to low-pressure TV tactics by Mutual of Omaha features “Uncle Moo,” a humorous spot-commercial character who sells the health-&-accident insurance salesman rather than the insurance. “Uncle Moo” was so successful in a San Francisco test that Mutual is expanding its spot campaign to 16 additional stations.

## Educational Television

TV-teaching techniques and other audio-visual classroom aids will be studied by the National Education Assn. under an 18-month \$102,980 contract with the U.S. Office of Education. The survey, latest to be authorized under Sec. VII of the National Defense Education Act (Vol. 16:28 p13), will be directed for NEA by James D. Finn of the U. of Southern Cal. A panel of specialists for the project will include C. R. Carpenter, Pa. State U.; Edgar Dale, Ohio State U.; Arthur W. Foshy, Columbia U.; Charles F. Hoban, U. of Pa.; A. A. Lumsdaine, U. of Cal. at Los Angeles; Lindley Stiles, U. of Wis.; Fred F. Harclerod, Alameda State College, Hayward, Cal.; Robert S. Gilchrist, Webster Grove, Mo.; Anna Hyer, NEA.

Educational WHYY (Ch. 35) Philadelphia, seeking Ch. 12 Wilmington, is getting a financial assist from the Philadelphia Home & School Council, which represents 180,000 parents of public school children. WHYY will make its oral presentation to FCC on Jan. 10, and the Council has initiated a drive to raise funds so that the station “can present the best possible case,” reports WHYY dir. & ex-Council Pres. Mrs. H. Gilbert Wilson. She said the hearings would require considerable money—estimated by WHYY managing dir. Richard Burdick at \$50,000-to-\$100,000—and the station is appealing to parents.



## Film & Tape

**GLOOM OVER HOLLYWOOD:** That thick pall of gloom over Hollywood's TV film industry is caused by the fact that predictions that this would be a lackluster season appear to be coming true (Vol. 16:41 p9).

Most executives & producers we checked last week took a dim view of the quality of this season's product, particularly the new entries. The consensus is that at least 40 series will be axed by season's end. Four Star Television exec. vp Tom McDermott predicted 50% would be canceled, including 70% of the new starters.

It is believed that the axe would fall earlier were it not for the facts that (1) most series go into production with minimum commitments of 13 or 26 episodes, (2) it is not easy to find a film replacement in mid-season, and (3) sponsors shy away from mid-season starts.

Executives we talked to were generally inclined to blame the networks for the quality of programming this year, giving the much-maligned sponsor a break for a change. They said that the networks adopted a "take charge" attitude toward programming last spring, in the wake of the FCC investigation, but they had then proceeded to put their worst foot forward. Result: A mass of look-alike shows which on the whole have failed to capture viewer attention, they contend.

It's the contention of the creators & businessmen of the industry that they are best qualified to determine which types of series should be on TV, yet they have little or no say about it. Their attitude was perhaps best expressed by Alliance of Television Film Producers Pres. Richard Jencks, while testifying at the October FCC hearing in Los Angeles. Jencks, utilizing TELEVISION DIGEST's pilot roundup for his reference, testified that production companies made 200 pilots available to buyers last spring, but that they cannot tell sponsors & agencies what to buy (Vol. 16:43 p8).

### Can't Sell Unless In the Mold

It is a fact of life, he pointed out, that while the production companies do seek to present a balanced pilot diet, few shows make the grade unless they're in the mold of something already on TV. Last year the only exception to the rule was Rod Serling's offbeat series, *Twilight Zone*. This year, tradesters are hard put to think of even one exception. All producers ask is that buyers sample more of their wares.

Having mentally written off this season, the insiders are concentrating on next year. Aware of the same pitfalls to be faced, they express the hope that somehow the networks will not call all the shots in the next buying season. Some are optimistic that the FCC investigation, disclosing the extent of network control & influence, will deter the networks from being so forceful. (Irony: Among executives who expressed this hope were some who backed away from the FCC hearing, confiding that they did not want to testify, for fear of network reprisals.)

In any event, the new season has provided a few promising entries—albeit fewer than usual: *My Three Sons*, the Don Fedderson-produced comedy starring Fred MacMurray; *The Andy Griffith Show*; Revue Studio's *Checkmate* and *The Tall Man*; and, to a lesser degree, Hubbell Robinson's *Thriller*.

Hollywood has, since the beginning of TV film, pleaded for a voice in programming aside from that of providing the merchandise. Realists acknowledge that the buyers & networks have the say, but they contend that this power

has been abused, and the play-it-safe attitude can bring only further troubles for the industry.

Meanwhile, the process of turning out canned mediocrity has not exactly helped the morale of those who work in the industry in Hollywood. One studio production chief (who was among those who solemnly told the FCC how his company specialized in quality product) is termed, even by his closest associates, "the messiah of mediocrity." There are a few others like him—but not many.

With the expectation of a heavy casualty rate, companies are proceeding with pilots faster than usual.

### More about

**SAG OKAYS COMMERCIAL STRIKE:** Chances for a Screen Actors Guild-AFTRA strike against the TV networks, ad agencies and producers of filmed & taped commercials rose last week when SAG's membership voted 4,369 to 549 to authorize such action (p. 2). AFTRA membership had previously given its executives similar authority. The only SAG strike vs. producers of commercials occurred on Dec. 1, 1952, over the issue of establishing the principle of "use" payments. The strike ended Feb. 18, 1953, with the Guild winning.

Chief effect of the AFTRA-SAG strike at the network level would be in daytime TV, since more than 80% of nighttime programming is built around non-affected telefilm shows. Most of the pre-5 p.m. NBC-TV schedule has taped or live shows (*Dave Garroway Today* show, *Dough Re Mi*, *Play Your Hunch*, *The Price Is Right*, *It Could Be You*, etc.). Much of CBS-TV's daytime lineup is non-film (*Video Village*, *The Brighter Day*, *The Verdict Is Yours*, Art Linkletter's *House Party*, etc.). ABC uses a lot of film reruns in daytime, but has taped shows, too (*Queen for a Day*, *About Faces*, *Day in Court*, *American Bandstand*).

All 3 networks plan to use off-the-shelf film shows, several of a vintage variety, to fill most of the gaps. Chief source of such film shows will be network-owned syndication subsidiaries (ABC Films, CBS Films, Cal. National Productions). Taped shows will use repeat episodes. Shows that are inherently live, such as newscasts, will use news dept. executives & other non-union stand-ins.

\* \* \*

Writers Guild of America has named its representatives on the TV film industry fact-finding committee. At the same time WGA West exec. dir. Michael Franklin, who had resigned (Vol. 16:32 p5), reconsidered & has been signed to a new 2-year contract. Morgan Cox is WGA's paid, permanent member of the industry committee, with David Harmon and Sam Newnan the other WGA representatives. Purpose of this committee is to arrive at a mutually agreeable format by which writers will receive a royalty on global gross, as provided in contracts with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers.

Warner Bros. and James Garner appeared in Los Angeles Superior Court Nov. 25, but there was no action. Judge Arnold Prager continued the case to Nov. 28, in order to study briefs presented by attorneys for each side (Vol. 16:47 p13).

WNEW-TV N.Y.'s 60-min. special, "Winston Churchill: The Finest Hours," will go into syndication following its Dec. 12, 9-10 p.m. N.Y. telecast. Banner Films has exclusive distribution rights to all WNEW-TV local film specials.



**SAG Gets Record \$6.5 Million:** Screen Actors Guild Pres. George Chandler disclosed last week that in the year ended Oct. 31, SAG collected & distributed a record \$6.5 million for TV reruns, movies sold to TV and claims against producers for contract violations. Of this sum, \$5.3 million was in TV residuals (a high mark for rerun revenue, bringing the total since Dec. 1953 to \$16,386,425). Actors received \$807,000 as compensation for movies sold to TV, and another \$390,000 was for claims collected for violations of contract.

SAG showed a deficit of \$104,000 for the year ended Oct. 31, having \$634,000 in income & expenses totaling \$738,000. This has reduced the surplus to \$678,000. A special committee has been named to study the question of overhauling SAG's dues structure, with a dues hike in prospect. Actors' revenue has increased, and the cost of handling residuals has gone up each year.

Elected were George Chandler, pres.; Dana Andrews, first vp; James Garner, 2nd vp; John Litel, 3rd vp; Ann Doran, recording secy.; Frank Faylen, treas. Elected to the board: Warner Anderson, Chick Chandler, Ann B. Davis,

Eduard Franz, James Gonzales, Charlton Heston, Robert Keith, Louise Laureau, Jock Mahoney, Richardo Montalban—all for 3-year terms. Also Roger Smith, 2-year term; and Rosemary De Camp, Buddy Ebsen, Pauline Myers, Jane Powell, for one-year terms. Ernest Chappell, Humphrey Davis, Ron Rawson and Luis Van Rooten were national board members elected to represent the N.Y. branch of the Guild.

Actors were given the details of their recently negotiated health & welfare plan, to be financed by producers. Martin Segal, consultant for the SAG plan, said that effective Jan. 1, 1961 a major portion of doctor & hospital bills will be paid for Guild members & their families. There will also be substantial life insurance & accident insurance coverage. Any actor earning as little as \$1,000 a year will be eligible. Chandler estimated that movie producers will contribute a minimum of \$1.65 million a year to the plans. Under the contract SAG has an optional rerun royalty system, under which 8% of the distributors' gross in perpetuity would be divided among actors in film TV shows.

SAG's membership now is 13,685—an all-time high.

## NEW YORK ROUNDUP

ITC formed a new division last week—Javelin Productions—to handle the recently acquired assets of sports production & distribution firm Heritage Productions (Vol. 16:46 p10). Javelin's sales operations will be headed by former World-Wide TV gen. sales mgr. Mell Schlank. From World-Wide, Javelin has acquired 2 properties for syndication: *National Football League Presents*, 26 hour long games; *Women's Major League Bowling*. Heritage packages to be marketed by JP include: *Campy's Corner*, *Golf Tips of the Day*, *Magic Moment in Sports*.

Proposed standards for TV-tape recording have been approved by SMPTE's video-tape & standards committees. They are: VTR 16.2, dimensions of tape; VTR 16.5, audio records characteristics; VTR 16.6, dimensions of video, audio & control records; VTR 16.8, speed specifications. SMPTE also is offering its recommended practice RP5, dealing with patch splices in video tape. Copies of standards and the recommended practice are available from SMPTE, 55 W. 42nd St., N.Y. 36.

WNTA-TV N.Y.'s "The Iceman Cometh" (Part 1) featured on *Play of the Week* Nov. 14-20 drew an Arbitron of 31.3. On the basis of this total rating for 7 exposures, WNTA-TV estimated that the O'Neill play was viewed in 1,430,000 homes by 2,860,000 people. The rating placed "Iceman" among the top 10 in the N.Y. market last week. *Gunsmoke* led the list at 39.0.

John Daly, who quit his job as ABC News vp (Vol. 16:47 p3), will be married Dec. 22—to Virginia Warren, daughter of Chief Justice Earl Warren. Their engagement was announced formally in Washington Nov. 25. A small family wedding will be conducted in San Francisco while the Warrens are on their annual holiday trip home to Cal. A reception will be held in the Fairmont Hotel.

## Obituary

Robert H. Reid, 52, Telenews gen. sales mgr., died Nov. 23 at his home in N.Y. after a short illness. He was formerly sales mgr. for INS and was instrumental in the news service's 1945 pioneer efforts in TV news. His wife survives.

## HOLLYWOOD ROUNDUP

Four Star Television is planning a minimum of 5 pilots, may do 10. It has already filmed 2 pilots—*The Freshman*, a comedy starring Gertrude Berg and Cedric Hardwicke; *McKeever & the Colonel*, a comedy starring Dennis Joel, Allyn Joslyn, John Gabriel and Virginia Gibson, with exec. vp Tom McDermott functioning as producer. Being considered are pilots for an untitled comedy starring Jane Powell, a comedy-adventure starring Esther Williams, an adventure series starring Rossano Brazzi (Sy Gomberg, producer), *The Shrimp* (animated cartoon), and *The Sea Rover* (adventure).

Skelton Studios last week began taping Red Skelton's Nov. 30 Timex special for CBS. Its cast includes Skelton, Frank Sinatra, Dinah Shore, George Raft, Bobby Rydell and William Demarest.

Revue Studios has made a 20-min. film presentation of a new comedy-Western project starring Mickey Rooney. Revue has also filmed a pilot of *The Rangers*, an action show starring Jock Mahoney, produced by Al Ruddy.

Screen Gems will pilot *The Insider*, starring David Janssen. William Sackheim is producer.

One Step Beyond Productions begins filming episodes of its *Alcoa Presents* series in Portugal, Denmark, Spain, France and Ireland in December.

Hennesey Co., in which Jackie Cooper and Don McGuire are partnered, has filmed *Charlie Angelo*, a comedy-adventure pilot starring Jimmy Komack & Larry Storch.

Warlock Inc. has bought Academy sound stage for approximately \$300,000, planning to operate it for rental & its own productions.

Roncom Productions and producer Stanley Roberts will co-produce *Where Did You Go? Out. What Did You Do? Nothing.*

Marterto Productions, Danny Thomas's company, will film several pilots, one to star Joey Bishop.

Howard Alston has been named production mgr. of CBS Films Hollywood office.



## Programming

**HOW SHOW TYPES RATE:** The rating curve which descended on quiz & audience participation shows in the wake of last fall's scandals has, apparently, been lifted. This fall they have increased in AA level 25.8% as compared with last. That's one of the highlights of the chart below, prepared for us by A. C. Nielsen Co. It covers the rating behavior of nighttime TV's basic program fare by category, as reported in the 2nd NTI reports for Oct. 1959 & 1960, and notes both percentage changes and shifts in the number of such shows on the air. Ratings have been adjusted by Nielsen to reflect 1960 changes in audience base.

**NIGHTTIME TV PERFORMANCE BY PROGRAM TYPES**  
(2nd October NTI)

Type	Mins.	1960 Nielsen		1959 Nielsen		% Change
		Avg. %	No. of Pgm's	Avg. %	No. of Pgm's	
General Drama .....	30	15.5	4	19.8	5	-21.7
General Drama .....	60	14.9	4	18.5	4	-19.5
Suspense-Mystery .....	30	15.4	8	15.1	14	+2.0
Suspense-Mystery .....	60	19.1	11	16.9	8	+13.0
Situation Comedy .....	30	18.0	24	19.0	16	-5.3
Western .....	30	21.4	12	20.5	20	+4.4
Western .....	60	23.0	8	22.8	8	+0.9
Adventure .....	30	11.9	2	10.2	4	+16.7
Variety .....	30	21.3	5	15.1	13	+41.1
Variety .....	60	19.6	12	21.0	10	-6.7
Quiz & Aud. Part. ....	30	19.5	7	15.5	10	+25.8
Other Programs .....	30	9.8	12	12.2	6	-19.7
ALL EVENING .....	30	17.0	24	16.9	88	+0.6
ALL EVENING .....	60	18.8	43	19.2	36	-2.1

Other significant changes:

**Variety Shows:** Although the number of 30-min. shows in this category has dropped since last year from 13 down to 5, the survivors are in healthy shape. Sparked by such successful veterans as Red Skelton and Tennessee Ernie Ford, the shorter variety packages have scored the largest percentage rating gain for a program type: 41.1%.

**Westerns, drama:** Although some individual Westerns (such as *Riverboat & Wichita Town*) have been axed, Westerns remain a strong force. There's been a small increase (up 4.4%) in the AA level of all 30-min. Westerns, partially because the number has been trimmed considerably (from 20 down to 12 shows) and the strongest have survived. Longer Westerns are holding their own. Straight dramatic shows, however, have slipped. The 30-min. dramatic packages are down 21.7% and the 60-min. dramas are down 19.5%.

**Situation comedies:** Although 1960 has been heralded as a major season for comedy, the addition of 8 new 30-min. situation comedies to last year's total of 16, giving a bumper 1960 crop of 24, hasn't helped average performance. As a program type, 30-min. situation comedies are rating 5.3% lower this season, on the average, than they did last year.

**All evening shows:** Fewer in number this season, 30-min. evening programs are doing slightly better in AA level than they did last season. More numerous (because of several new program entries on NBC-TV & CBS-TV), the average evening 60-min. show is drawing a rating lower than last year (down 2.1%) largely because of the battle for audience among longer program rivals, and a general narrowing of rating gaps between the networks at night.

From the standpoint of total viewing, Nielsen's findings for the 2nd two weeks of October show a pickup of 15 minutes of viewing in average hours of watching per day, per TV home. The figure is 5 hours, 13 minutes—which represents a gain of a quarter of an hour over October 1959's 4 hours, 58 minutes.

Final postscripts to TV debates came from NBC Chmn. Robert W. Sarnoff Nov. 21 in one of his periodic open letters to TV-radio editors. The Nixon-Kennedy clashes, Sarnoff felt, were "a key factor in the heaviest registration and the largest voter turnout in the nation's history." Reviewing the objections raised by critics to the debates ("directed mostly at the format . . . the only one the candidates themselves would accept") and charges that they were conducted in a circus atmosphere, Sarnoff stated: "I think the advantages of the panel format for the Great Debate far outweigh the shortcomings. I hope that even those who differ with me will agree that the answer is not to go back to the clambake & the torchlight parade. . . . Any one of these programs offered the voter a far more solid basis of judgment than any number of rousing 8-minute speeches from the rear of railroad trains, or the exhortations at a party rally or the necessarily one-sided television talks given by each candidate alone." Sarnoff added that a telegram from President-elect Kennedy praising the debate series (which Kennedy called "a notable public service") was a good omen for a 1964 debate series.

But "Great Debate" in 1964 on TV is unlikely, UPI White House reporter Merriman Smith told the Tenn. Bestrs. Assn. at a Memphis meeting. If John F. Kennedy runs again for President and is challenged by the Republican nominee, "you'll hear a polite comment that the President does not debate," Smith said. "If you are on top, you just don't build up the challenger." As for this year's TV series, Smith said he thought the debates won the race for Kennedy. The White House correspondent criticized Vice President Nixon's advisors for devoting too much time & argument to backstage problems of lights & studio temperature because of Nixon's "tendency to sweat."

"You, the public, are to blame!" is the title of Hubbell Robinson's piece on programming in the Nov. 26 issue of *TV Guide*. After pointing out the obvious but seldom stated fact that the public gets what the public wants, the producer nevertheless goes on to point out the responsibility of those who turn out TV programs: "The most effective use of TV requires that its creative talents accept the need to be popular. It should not be too heavy a burden. In their own way, in their own time, Aristophanes, Dickens, Ibsen, Fitzgerald, Wilder, Marquand and Faulkner have managed it. All of them are message writers. All of them are good writers. All of them are popular. They would seem reputable company to keep."

Canon 35 ban on camera & microphone coverage of courtrooms has been reaffirmed by the Okla. Supreme Court, which adopted the American Bar Assn. rule last year (Vol. 15:41 p11). Rejecting protests by NAB, Okla. Press Assn., and individual newspapers & stations in the state, a Supreme Court order written by Chief Justice Denver Davison said: "All petitions for rehearing & motions for oral arguments denied." The order meant that attorneys for the media will have no chance to argue their case against Canon 35.

Broadcaster-bar relations, including a report on camera-&-microphone coverage of trials under the American Bar Assn.'s Canon 35 (Vol. 16:36 p7), are on the agenda of the Dec. 8 sessions of NAB's Freedom of Information Committee in Washington. The Committee is headed by Frank P. Fogarty (Meredith stations).

Taped TV & radio service on "every major news break in the world" is offered by Jeff St. John's Point of Origin Inc., starting Jan. 3. The new service operates from the Senate radio & TV correspondents' gallery.



## Networks

**ABC-TV TASTES FIRST PLACE:** ABC-TV was as happy as a chorus girl with a gift certificate to Cartier's last week. For the first time in the network's history, ABC stood higher in the nighttime Nielsen AA ranks than CBS-TV or NBC-TV. (For network standing previously, see Vol. 16:47 p3.) It was total victory on the basis of 7:30-11 p.m. Mon.-Sat., 6-11 p.m. Sun. in the 1st of Nielsen's Nov. NTI reports.

This was the AA scorecard: ABC—18.6; CBS—17.8; NBC—17.5. By nights of the week, ABC led on Mon., Tue., Thu. & Fri. nights. CBS had the edge on Sat. & Sun. NBC led on Wed. Several ABC shows moved up in the rating ranks: Of the first 15 Nielsen shows (in terms of AA), ABC had 6, CBS had 6 and NBC had 3.

There was less chagrin than you'd expect at NBC and CBS concerning ABC's victory, however. One NBC research executive, for example, told us: "We expected ABC to come up on top in this report, and advised our management." NBC and CBS had a fact & theory explanation.

The fact: During the period covered by the report (the 2 weeks ended Nov. 6), CBS and NBC each had twice as many 30-min. paid political telecasts as did ABC (4 shows apiece for NBC-CBS, vs. 2 for ABC), more political affairs specials, and more 5-min. capsule political telecasts. The theory: Introduction of political shows into NBC and CBS nighttime schedules may have served a major public purpose, but they "disturbed the normal flow of audience into, or from, other programs," NBC and CBS researchers claim.

### NETWORK SALES ACTIVITY

#### ABC-TV

Network participations in various shows, total of \$4 million.  
*Wrigley Gum* (EWR&R)

Hawaiian Eye, Wed. 9-10 p.m., participations eff. Jan. 11.  
*Whitehall Laboratories* (Ted Bates)

The Law & Mr. Jones, Fri. 10:30-11 p.m., part. eff. Jan. 6.  
*General Foods* (Ogilvy, Benson & Mather)

Naked City, Wed. 10-11 p.m., participations eff. Jan.  
*Warner-Lambert* (Lambert & Feasley)

The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Jan.  
*Warner-Lambert* (Lambert & Feasley)

#### CBS-TV

Roy Rogers, Sat. 11:30 a.m.-12 noon, full spon. eff. Jan. 1.  
*Nestle* (McCann-Erickson)

Ringling Bros., Barnum & Bailey Circus, April, full spon.  
*Top Value Stamps* (Campbell-Mithun)

Palm Springs Golf Classic, Feb. 4 & 5, half sponsorship.  
*Minnesota Mining & Mfg.* (EWR&R)

The Red Skelton Show, Tue. 9:30-10 p.m., full spon, eff mid-Feb.  
*Johnson's Wax* (Foote, Cone & Belding)

#### NBC-TV

There's No Place Like Home, Thu. Nov. 24, 5:30-6:30 p.m., full sponsorship.  
*Mohawk Carpets* (Maxon)

Sugar Bowl Game, Mon. Jan. 2, participations.  
*B. F. Goodrich* (BBDO); *Wynn Oil* (EWR&R); *Colgate-Palmolive* (Ted Bates); *Schick Safety Razor* (Compton); *Whitehall Laboratories* (Ted Bates)

## Stations

**NEW & UPCOMING STATIONS:** WTVI (Ch. 19) Fort Pierce, Fla. began programming Nov. 23 with CBS-TV. It is the 23rd outlet to start this year, and raises the U.S. operating totals to 579 (92 uhf). WTVI has a 12-kw GE transmitter and a 390-ft. Stainless tower with helical antenna on Signal Hill, between Fort Pierce & Vero Beach. Gene T. Dyer is owner. Herbert E. Buck Jr., ex-WCTV Tallahassee, is gen. mgr.; Lester M. Combs, station mgr.; Joseph C. Strelauski, ex-WJPB-TV Weston, W. Va., chief engineer.

\* \* \*

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

WBNB (Ch. 10) Charlotte Amalie, V. I. has signed with CBS-TV & NBC-TV and expects to start next January or shortly thereafter, reports Robert Moss, pres. & gen. mgr. Studio-transmitter building on Mountain Top Estates, St. Thomas, is scheduled for completion Dec. 1, and the 500-watt Gates transmitter is scheduled to arrive Dec. 11. It has foundations ready for a 200-ft. Utility tower, also due Dec. 11. Moss and Robert E. Noble Jr., commercial & business mgr., will be in charge of operations while local residents are being trained for station jobs.

KIFI-TV (Ch. 8) Idaho Falls, Ida. has a 28-kw GE transmitter scheduled to arrive soon. It hopes to begin with NBC-TV Jan. 15, writes James M. Brady, pres.-gen. mgr. Concrete for footings of 100-ft. tower to be furnished by Tower Construction Co. has been poured at site adjacent to KID-TV on East Butte. Arthur S. Wiener, ex-KOLD-TV Tucson, will be operations mgr. Hour, \$275; no rep yet.

**Disc Jockey Talents:** Working conditions & operations of disc jockeys—the subjects of much attention from FCC, FTC and House investigators in the past year—have come under the scrutiny of National Labor Relations Board, too.

In the course of pondering issues in a collective-bargaining election case involving rival locals of AFTRA & IBEW and 4 Portland, Ore. radio stations—KPOJ, KGW, KOIN and KXL—the Board was called on to decide just what jockeys do to earn their pay.

"The record indicates that these employees spend a considerable amount of their air time engaged in activities other than speaking," NLRB concluded. "They operate turntables & tape recorders, cue records, read & regulate potentiometers, and make log entries of certain meter readings in compliance with FCC regulations.

"However, the record indicates that for the most part the [disc-jockey] announcer-technicians do not have any formal technical education and that the mechanical tasks they are required to perform do not demand such training.

"The mechanical duties of the announcer-technicians are incidental to their principal function of announcing, and require manual dexterity & agility rather than technical know-how. Moreover, it appears that the requisite mechanical knowledge is not particularly involved and can be acquired in a relatively short time."

In its decision on an appropriate bargaining unit, NLRB therefore lumped jockeys with all other station staffers "who appear regularly or frequently before the microphone," excluding clerical employees, guards, "professional" workers and supervisors. They will decide by secret ballot whether they want AFTRA or IBEW—or neither—to represent them for union contract purposes.



**New 'Freedom' for TV & Radio:** All Washington objectives of broadcasters are far from won, but recent developments at least "go in the direction of emancipating" them from stifling govt. regulation, NAB's 7th fall conference in Chicago was assured last week.

NAB Policy Committee member Merrill Lindsay (radio WSOY Decatur, Ill.), addressing a first-day luncheon audience at Nov. 21-22 sessions in the Edgewater Beach Hotel, said at the same time that TV & radio must protect their new "freedom" by meeting community needs.

As examples of "emancipating" actions in Washington which demonstrated a trend toward "more reliance upon our ability to operate in good faith & in the public interest," Lindsay cited: (1) FCC plans to permit broadcasters to prove programming performance for their communities through over-all scheduling rather than by a fixed-percentage formula. (2) Withdrawal by FCC of its policy statement implying that stations must announce credits for free records used for broadcast purposes only. (3) Congressional modification of the Communications Act's equal-time Sec. 315 to permit debates by Presidential candidates.

In a second-day luncheon speech at the Chicago conference, Chrysler Corp. sales vp E. C. Quinn said "prime responsibility for keeping the country on the move" is shared by businessmen & broadcasters. "The job of building the big markets of the future is nothing less than the building of a greater & stronger country," he said.

Another guest speaker at the NAB staff-led conference was Ben Strouse of radios WWDC Washington & WMBR Jacksonville.

Luncheon speakers at the 8th & final NAB conference this week (Nov. 28-29) in N.Y. at the Biltmore will be Policy Committee Chmn. Clair R. McCollough & U.S. Chamber of Commerce Pres. Arthur E. Motley.

**Abolition of Conelrad system as obsolete in the missile age is recommended in a long-withheld report to the Army on the "basically-unsound" U.S. air-raid warning network. The text of the report, prepared by a Johns Hopkins U. team under an Army contract, had been suppressed by the Office of Civil & Defense Mobilization as "embarrassing," according to Chmn. Moss (D-Cal.) of the House Govt. Information Subcommittee. But it was finally released publicly Nov. 25. Among other things, the report says: (1) Conelrad transmissions are weak in some areas. (2) Conelrad's mission to black out navigational aids would be useless because enemy ballistic missiles don't need radio guidance. (3) OCDM should make full use of pre-taped TV & radio warning broadcasts. (4) OCDM's air raid system is ineffective and should be replaced by centrally-controlled warning buzzers installed in homes & offices. Meanwhile, the Air Force & FCC went ahead with plans to utilize AP & UPI wires instead of "hot line" calls for Conelrad TV & radio alerts (Vol. 16:46 p11). Contracts for the new service were signed in N.Y. Nov. 21. The move brought protests from the Ida. Bestrs. Assn., whose Pres. Gale Mix (radio KRPL Moscow) telegraphed FCC, OCDM and NAB that the new set-up would weaken the alert system. Mix said most TV & radio stations don't monitor news teletype machines between regular newscasts.**

Sale of about 25% of CHAN-TV (Ch. 8) Vancouver, B.C. to British program contractor Associated Television Ltd. and Famous Players Canadian Corp. has been negotiated for an undisclosed sum, subject to BBG's okay. Famous Players also owns 50% of Quebec's French-language CFCM-TV and English CKMI-TV, as well as 50% of CKCO-TV Kitchener, Ont. & CATV system in Port Arthur.

## Television Digest

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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK, *Business Manager*      MERRILL PANITT, *Editorial Director*  
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**Personals:** George D. Matson named to new post of vp, asst. to the pres., NBC. He is succeeded as vp-gen. mgr., NBC-TV, by Robert L. Stone, who was net's operations & engineering vp. William H. Trevarthen, recently named TV network-operations vp (Vol. 16:46 p14), promoted to succeed Stone. James A. Stabile promoted from standards & practices vp to new post of staff vp, NBC-TV, succeeded by Ernest Lee Jahnce Jr. . . . Ralph Mann, ex-NBC talent & programming contract administration dir., named Broadcast Management Inc. vp . . . Charles E. Corcoran named NBC-TV operations dir.

Robert E. Kelly, station mgr., KCRA-TV Sacramento, elected KCRA Inc. pres; Jon S. Kelly promoted from local sales mgr. to gen. mgr., KCRA-TV. They succeed their late father Ewing C. Kelly . . . Edward R. Tabor, KBAK-TV Bakersfield, Cal. gen. mgr., named exec. vp, Bakersfield Bestg. Co. Charles F. Mallory appointed sales mgr.

William T. Wagner, ex-KTRK-TV Houston, Dec. 12 joins WJZ-TV Baltimore as program mgr. . . . Robert Peel, ex-radio WIND Chicago, appointed promotion mgr., WITI Milwaukee . . . Oliver Barbour, ex-Benton & Bowles program vp, appointed senior vp, Advertising, Radio & TV Services Inc.

Jack Sholar, ex-WSPA-TV Spartanburg, S.C., named mgr., WJHG-TV Panama City, Fla. . . . Bernie Whitaker promoted from regional sales mgr. to national sales mgr., WRAL-TV Raleigh, N.C. . . . Gerald F. Maulsby named network programs dir., CBS Radio, succeeding George M. Perkins, recently named network programs vp . . . Gene Lieberman named sales service mgr., WNTA-TV.

Joe C. Drilling, KJEO, Fresno, elected president of Cal. Bestrs. Assn. Louis S. Simon, KPIX San Francisco, vp for TV; Ernest L. Spencer, radio KWIZ Santa Ana, re-elected vp for AM; Alan Lisser, KBIG Avalon, secy.-treas.

Charles P. Ginsburg, Ampex vp & mgr. of advanced video development, becomes the first native-born American to win the Valdemar Poulsen Gold Medal from the Danish Academy of Technical Sciences. He was cited by the Academy for his "guiding spirit & principal participation in the development of the Videotape recorder by Ampex Corp." . . . Walter H. Annenberg, pres. of Triangle Publications, Inc., receives Order of the Finnish Lion in recognition of his contribution to Finnish-American relations.



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BONDED-TUBE BATTLE JUST BEGINNING:** At least 3 important new techniques for mounting safety plate in front of picture tubes are now rising to challenge Corning-Sylvania bonded-shield concept, and an industrial battle royal already is shaping up. Among the new approaches:

(1) Du Pont's Mylar safety shield, designed to be affixed permanently to picture tube (Vol. 16:47 p16), but still in developmental stage.

(2) Inexpensive "dry-seal" process, developed cooperatively by 4 companies, with many advantages of bonded-shield technique, and already adopted by 2 set makers.

(3) Sharply improved Pittsburgh Plate Glass laminating (bonding) process, soon to be used on RCA color tubes—but so new it has been shown so far to only 3 manufacturers.



Meeting head-on the challenge to its 2-year-old bonded-shield principle, Corning is embarking on \$500,000 promotion & education campaign, aimed at telling distributors & dealers "how to use features instead of price" as TV selling points. This promotion drive will be geared primarily to boosting TV as a whole, but Corning officials state that advantages of bonded tubes certainly will be among the selling features stressed. A consumer ad campaign may follow, but not until "a year from now."

Corning presumably has other aces in its hand. One might be development of a lighter-weight bonded bulb, but we're told that's still quite far in future.

**The Protagonists:** Approximately 50% of all picture tubes made for new sets use Corning's bonding process, in which Corning-made molded glass cap is laminated to front of tube (by tube maker) with a special resin. Bonded tubes are made only in 19- & 23-in. sizes, and while 23-in. bonded tube has generally caught on with industry, only one set maker (Sylvania) uses bonded tubes throughout its 19-in. line.

Kimble Glass Co., the Owens-Illinois subsidiary, is Corning's principal competitor in the picture-tube bulb field. It opposes the bonded-shield approach, makes so-called "strong" 19- & 23-in. bulbs designed for external non-bonded safety plates. (Corning also makes "strong" bulbs, but emphasises the bonded approach. Bulbs made for Corning's bonding process are called "weak" because they are structurally built for the addition of the bonded cap, which provides the needed strength.)

Pittsburgh Plate Glass Co. supplies 90% of the raw "gray" glass used by glass-formers & molders to make external safety implosion-glass plates. At the time Corning introduced its bonded-shield concept, Pittsburgh brought out its own approach to laminated-on-the-tube shield, using its own curved plate glass. This concept was not accepted by TV industry—but, as we advised more than a year ago (Vol. 15:42 p18): "Don't count Pittsburgh out of the race. Too much is at stake."

E. I. du Pont de Nemours & Co., the huge chemical & plastics firm, has been trying to become a strong factor in the picture-tube implosion shield material business for about 10 years, without notable success.

Strongest threats to Corning's bonded tube are being mounted by the team of Pittsburgh & Kimble, which have most to gain—or lose—aided by other firms which are contributing to their new processes.

Acceptance of Corning's bonded bulb has changed the profile of TV sets. Implosion plates are now curved to fit contours of picture-tube faceplate, giving better looks, more flexibility in set design and reduced reflections. Accordingly, flat implosion plate is on way out. Any new, competitive approach must use contoured plate. And all the important new ones do.



**The New Systems:** Dry-seal process has been closely guarded industry secret during its year of development. Basically, it is this: An elastic vinyl gasket grips curved implosion glass, holding it at a fixed distance (about one-eighth inch) from face of picture tube, on which gasket rests. Gasket also rests against escutcheon, which can be used (along with a wire tube harness) to hold entire picture-tube & implosion-plate assembly in place.

Set & tube makers see great promise in this simple system, which has basic Underwriters Labs safety approval (although some glass made for the system has been rejected). Wells-Gardner, large private-brand manufacturer (Western Auto, Montgomery Ward, etc.), is enthusiastic, has been quietly using dry-seal method for some time, now is said to be using it in most of its sets. Motorola is understood to be planning to use the technique in several new sets. Admiral, Zenith & RCA reportedly are "interested."

Dry-seal process is joint year-long effort of the following firms: (1) Pittsburgh Plate. (2) Kimble. (3) Rauland Corp., Zenith's tube-making subsidiary, where work was coordinated under project engineer Joseph Fiore. (4) Conneaut Rubber & Plastic Co., Conneaut, Ohio, div. of U.S. Stoneware Corp., Akron, maker of chemical & medical plastics & ceramics. Conneaut developed the elastomeric (rubber-like) gasket which separates implosion glass, picture tube & escutcheon.

Advantages of dry-seal implosion-plate process revolve largely around cost. It is installed by set maker as part of TV assembly process. As used now by Wells-Gardner, it is claimed to make possible a cost saving of about \$2 a set over bonded 23-in., but mounting procedure is said to be so flexible that modifications of process may increase savings another 25-to-50%. Picture-tube replacement costs to consumer, according to dry-seal protagonists, would be cut \$15 at retail, on basis of today's costs (bonded 23-in. replacement, \$75 regular unbonded "strong" 23-in. replacement, \$60).

Other claimed advantages: A 23-in. set using dry-seal weighs 3-to-4 lbs. less than bonded-tube type. Implosion plate can easily be removed by TV technician for tube replacement or servicing. Dry-seal glass contour shield can be used with any size or shape of tube, including 24- & 27-in., still being made for original equipment market, and it "makes older tubes look modern." Since it uses conventional tube, it cuts down high rejection rate of bonded tubes (a point which some tube makers dispute, claiming they've now mastered art of producing bonded tubes with low rejection rate).

There are disadvantages, too, of course: Although vinyl gasket is claimed to provide completely dust-proof seal, there's still air-space between faceplate & implosion glass. Unlike bonded-on implosion plate, this results in double reflection, although closeness of glass surfaces converges reflections and makes them less objectionable than in old-fashioned flat-glass sets. There are also claims that implosion protection may be somewhat less than bonded tube provides.

Corning officials are extremely dubious of high cost-saving claims by dry-seal proponents. In addition, they state that their own firm experimented with similar approach before finalizing on bonded-shield, and found that gasket doesn't keep dust out, that reflections were objectionable. They also express doubt that this approach could stop an implosion.

Another competitor to Corning's bonding process is so new that most tube & set makers haven't seen it yet. It's Pittsburgh's improved laminating technique, which already has an important feather in its cap—RCA is applying it to its forthcoming improved color tube (see next page). It's understood Pittsburgh has shown new process only to RCA, Rauland and GE, will gradually acquaint other manufacturers with it.

Lamination process is somewhat like Corning's bonding technique—curved implosion plate glass is affixed by tube maker to front of picture tube. But, although Pittsburgh officials are silent, it's understood they are claiming these advantages: (1) Laminating procedure is vastly simplified, requiring tube-maker expenditure of only \$15-\$20,000 to adapt existing machinery. (2) Process can be used with any size or shape of conventional tube. (3) Resulting tube can be made & priced cheaper than bonded-shield type. (4) Laminated implosion plate can be removed easily to recover glass bulb for re-use. Process is said to be made possible principally through development of cheaper, simpler-to-use resin for cementing implosion plate to tube.

Only comment from Pittsburgh officials was this: "If our company knew 18 months ago what it knows now about laminating, we wouldn't have lost that first round."

Sounding out tube & set makers about du Pont's Mylar safety shield, which is designed to be permanently affixed to picture tube (Vol. 16:47 p16), we found generally bearish reaction. Two principal draw-



backs were consistently cited: susceptibility to scratches, and inflammability. "Will we have to replace the entire picture tube just because we touched it with a cigaret?", asked one manufacturer.

Note: Price increase on 19-in. tube bulb by Kimble (as predicted here, Vol. 16:43 p15) goes into effect March 1, amounts to 50¢, which will hike finished tubes about \$1. Although cut applies to "strong" (non-bonded) bulbs which Kimble features, presumably Corning—which also makes strong bulbs—will follow suit. Whether similar increase in Corning's speciality—the weak bulb—is also in cards is not known yet.

**RCA's Color Tube:** First to employ new Pittsburgh laminated implosion plate will be an improved version of RCA's 21-in. round shadow-mask color tube, mentioned for the first time in any publication here in these columns Oct. 24 (Vol. 16:43 p16), and due to be introduced soon.

RCA has been discreetly silent about this development, has even postponed indefinitely a scheduled trip by set manufacturers to inspect the tube and its production in Lancaster, Pa. Although no details are available from RCA, we know that developments in the art have made advances possible, and this is what we believe improved tube will be like:

It will be same basic 21-in. round shadow-mask tube used for years by RCA. (To our knowledge, there is no development even on horizon which offers same color advantages as shadow-mask tube). Principal difference will be that color pictures will be as much as 85-90% brighter than on present version of tube, with greater contrast and higher apparent definition & resolution.

New type of color phosphor is principally responsible for improvement. Like black-&-white phosphors, it's a sulphide, 50-60% brighter than the phosphatè phosphors previously used for color tubes. And—since sulphide phosphors give tube screen a darker body-color than do phosphates—less filtering (tinting) will be required in the glass in front of tube, adding further to brightness of picture.

Use of Pittsburgh laminated implosion plate will increase brightness by about 10% more by cutting down reflections. Therefore, total brightness increase can be estimated at approximately 85-to-90% in color, perhaps 20-to-25% or so in b&w. Laminated implosion plate may be etched for greater contrast. (Although RCA did select Pittsburgh laminated safety glass for color tube, it actually had no other choice, since Corning's laminated caps are made only for 19- & 23-in. tubes.) New phosphors leave color hues unchanged. It's not known whether RCA will register its improved color tube as a new tube type or continue to use old designation 21CYP22.

The intense competition in research by set makers & suppliers—such as that responsible for improved color tube—continues constantly, steadily, behind the scenes. While the battle for a better or cheaper way to shield picture tubes isn't as dramatic as earlier breakthroughs in TV-radio technology, in its own way it's just as significant. Such technical & commercial competition has consistently brought quality up, costs down. From where we sit, it appears there will be no clear-cut victory in the war of the implosion shield, and that several methods will coexist in foreseeable future. Real victor in this battle for better ways of doing things will be—once again—the consumer.

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**TV-RADIO PRODUCTION:** EIA statistics for the week ended Nov. 18 (46th week of 1960):

	Nov. 11-18	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV .....	118,019	113,321	146,673	5,215,029	5,634,110
Total radio .....	367,048	385,996	340,249	15,303,192	13,781,449
auto radio .....	123,098	128,657	75,066	5,815,946	4,913,037

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Du Mont TV picture tubes will be produced in Buenos Aires starting March 1961 in the new 60,000-sq.-ft. plant of Allen B. Du Mont Labs' Argentina licensee Gregorio & Numo Werthein. The Du Mont-designed plant is located at Otamendi 512. Du Mont has built & will ship next week complete production equipment which will give the plant an annual single-shift capacity of 50,000 tubes. In its first year Werthein will turn out about 25,000 19-, 21- and 23-in. kinescopes. Argentina currently has some 600,000 TVs & 3 stations in operation and a 4th station slated for March debut, according to Julio Werthein of the Argentina firm. He said the government soon will invite bids for 26 additional stations.

**Mergers & acquisitions:** Sprague Electric has acquired for operation as a wholly-owned subsidiary Vec Trol Engineering, Stamford, Conn. maker of electronic components, devices and industrial controls. • M. A. Miller Mfg., Libertyville, Ill. manufacturer of recording & playback needles, has acquired for an undisclosed price the synthetic sapphire phonograph needle business & production equipment of Union Carbide's Linde Co. div.

Advertising complaint against Midwest Electronics Corp., St. Louis, has been dismissed by FTC. The company had been accused of misrepresenting tube-testing devices, but is no longer in business, FTC said.



**More about**

**EIA WINTER MEETING:** Discussion of FCC's proposed TV-set-control law may be the most significant topic at EIA's board session and the meeting of its consumer-products div. executive committee (see p. 1). But there may be several other important actions taken in the consumer electronics sphere at EIA's Nov. 29-Dec. 1 winter conference in San Francisco.

The consumer-products committee will consider 2 projects—both developed & pushed by its chairman, Motorola's Edward R. Taylor. It will receive, and possibly vote on, a draft of the proposed TV-radio-phono ad-practices code, patterned after that of the American Home Laundry Assn. (Vol. 16:38 p6). Whether this industry-enforced code ever reaches fruition may well depend on interpretations by EIA and member company attorneys on its legality.

Also submitted to the committee will be a proposal for a consumer-electronics promotion campaign—aimed at getting the public to buy more TVs, radios & phonos. This is the latest version of several proposed drives in TV & stereo fields, which failed to get committee approval.

Electronic product imports will also feature prominently on the EIA agenda and in corridor discussions, as usual. One new item due for action will be a proposal by EIA's tube & semiconductor div. that FTC be asked to re-open the TV-Radio Trade Practice Conference proceedings and insert a rule requiring the marking of sets containing imported components.

Speaking on microminiaturization, deputy research dir. Edward G. Witting of the Office of the Secy. of Defense will address the Nov. 30 luncheon.

In addition to all-channel receiver legislation and the import problem EIA's board of directors is expected to consider military procurement procedures, patent policies, and minimum wage laws.

Electronic component shipments leveled off in the 2nd quarter this year from their first-quarter plateau, the Commerce Dept.'s Business & Defense Services Administration reported. Counterbalancing declines in output of receiving tubes, transistors, capacitors and connectors were increases in diodes & rectifiers, power & special purpose tubes, TV picture tubes, transformers and quartz crystals. For the first time since BDSA started collecting the data, shipments of semi-conductors failed to go up during quarter.

Record factory sales of transistors in September set a monthly high with 13 million units at \$28.4 million, reports EIA. The sales spurt—up 3.2-million transistors & \$5.7 million over August—also pushed the 9-month totals ahead of the 12-month record unit-&-dollar volume established in 1959. The 9-month volume climbed to 90.3-million units, vs. 82.3 million for all of 1959. Dollar volume increased slightly to \$222.2 million from \$222 million, reflecting decreasing transistor prices. 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	24,831,670	5,393,377	14,560,056
March .....	12,021,506	28,700,129	6,310,286	18,117,560
April .....	9,891,236	23,193,576	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	18,031,693
July .....	7,070,884	18,083,802	6,030,265	15,618,315
August .....	9,732,993	22,739,969	7,129,696	18,054,138
September .....	12,973,792	28,442,229	8,652,526	20,851,290
<b>TOTAL .....</b>	<b>90,263,352</b>	<b>\$222,198,961</b>	<b>57,910,513</b>	<b>\$154,337,518</b>

**SALES & INVENTORIES DOWN:** Retail TV sales took another tumble in October; preliminary estimates showed last week, confirming reports from industry leaders previously printed in these columns. There were silver linings in October, though: (1) TV production cut-backs finally brought inventories below last year's level. (2) Radio at retail showed a nearly phenomenal rise.

Sales of TV sets to consumers were down 16% from Oct. 1959—about 550,000 vs. 637,147—biggest monthly percentage drop yet. For the year's first 10 months, however, cumulative retail sales were still about 5% ahead of last year—4,650,000 vs. 4,449,000 sets. TV sales by distributors to dealers took another sharp drop—about 30%—to 545,000 in October this year from 716,000 in Oct. 1959. Total year-to-date distributor sales are 4,583,000—down from last year's 10-month figure of 4,865,000.

Cumulative 10-month TV production was 4,872,844, well below the 5,195,440 for the same 1959 period.

As a result of the sharp break on production, total inventories of TV sets in all distribution channels fell below 1959's level at the end of October—2,272,000 vs. 2,331,000. Although the drop is only 2%, the pattern of these inventories gives sharp indication that retailers prefer to go into the Christmas season with far lower inventories than last year, relying on distributor & factory stocks if demand becomes strong—rather than carrying their own heavy supply of sets.

As compared with Oct. 31 last year, retail TV inventories declined 19% to 930,000 from 1,149,000. This was the only level at which TV inventories dropped, but the dip was large enough to pull the industry-wide inventory level down. Distributor inventories were up to 848,000 from 809,000 last year and factory stocks were 494,000 vs. 373,000 in 1959.

The radio picture was cheery, October seeing a 25% rise in dealer sales of home radios over last year (1,050,000 vs. 839,000 in Oct. 1959). This sales increase was entirely from inventory, since home-radio production for October was actually lower than in the year before (1,072,000 vs. 1,264,000). But 10-month radio production totaled 8,699,318, nearly 660,000 units higher than last year's 8,040,008.

Distributor radio sales in October totaled 1,170,000, up substantially from 931,000 in October last year. Year-to-date distributor sales were 7,646,000 vs. 6,911,000. Nevertheless, and despite the inventory reduction through heavy sales & curtailed production, total radio inventories were still higher than a year ago—4,936,000 vs. 4,601,000. Only distributor inventories were lower than last year. Here's the Oct. 31 home-radio inventory lineup (1959 figures in parentheses): factory, 996,000 (624,000); distributor, 1,765,000 (1,905,000); retail, 2,175,000 (2,072,000).

**New plants & expansions:** Sylvania will begin construction in April of a 17,000-sq.-ft. addition (for a total 53,000 sq. ft.) to its Hillsboro, N.H. semiconductor plant.

- GE has announced plans for a major expansion & renovation of its California Ave. electronics plant in Palo Alto, Cal. Included is the construction of an 8,000-sq.-ft. single-story addition, slated to get under way in December.
- IBM has purchased a \$1.6-million tract in downtown Philadelphia for the site of a \$10-million skyscraper office building.
- Collins Radio will begin construction Dec. 15 of a \$1.8-million, 117,000-sq.-ft. production plant on a 200-acre site at Richardson, Tex. Slated to be ready Aug. 15, it will be built by Collins' Alpha of Tex. subsidiary.



**TV-RADIO EXPORTS & IMPORTS:** Exports of TV sets in August were the highest since last May, according to Commerce Dept. estimates. They showed 8,913 receivers & 1,687 TV chassis shipped to foreign countries during the month.

Because of differing definitions & classifications, export & import figures can't be compared directly, but the following tables sum up major classifications of consumer electronic & related exports & imports. In the tables, the largest customer or largest supplier is given for each category; where 2 countries are given for a single category, one was the largest in unit number, the other in dollars.

Here are the summaries of Census Dept. export & import data for Aug. 1960:

#### U.S. EXPORTS—AUGUST 1960

Product	Units	\$	Biggest Customer
TV receivers .....	8,913	\$1,215,981	Venezuela (3,188 at \$420,422)
TV chassis .....	1,687	124,561	Uruguay (830 at \$50,668)
Auto radios .....	3,134	82,661	Canada (1,707 at \$39,311)
Home radios .....	8,454	254,751	Canada (4,254 at \$86,375)
Radio chassis .....	3,688	26,780	Chile (3,100 at \$14,552)
Radio-phonos .....	491	43,581	Guatemala (159 at \$7,016) Canada (74 at \$11,707)
Phonographs .....	2,571	136,725	Venezuela (913 at \$43,377)
Coin-op. phonos ..	964	523,536	W. Germany (287 at \$195,166)
Phono parts .....	—	371,781	U.K. (\$84,695)
TV picture tubes	107,299	2,069,695	Argentina (30,444 at \$533,334)
Recorders & parts	—	992,015	Canada (\$254,004)
Transistors, diodes	723,310	1,307,040	Canada (144,240 at \$203,548) U.K. (51,125 at \$237,087)
Receiving tubes ..	1,626,707	1,249,720	Argentina (437,891 at \$250,893) Canada (247,302 at \$279,811)
TV transmitters & parts .....	—	198,692	W. Germany (\$58,950)
TV studio equip. ..	—	1,206,739	Canada (\$245,459)
TV camera tubes ..	122	102,333	Japan (50 at \$59,050)

#### U.S. IMPORTS—AUGUST 1960

Product	Units	\$	Biggest Supplier
Transistor radios ..	676,292	\$5,724,703	Japan (666,604 at \$5,627,464)
Portable tube radios .....	57,324	391,382	Japan (52,635 at \$310,852)
Other radios .....	91,843	935,204	Japan (76,490 at \$487,790)
Radio-phonos .....	7,120	609,496	W. Germany (5,203 at \$518,414)
Phonographs .....	1,560	31,844	Japan (828 at \$17,424)
Changers, turntables .....	—	576,658	U.K. (\$420,662)
Radio tubes .....	3,154,591	1,018,071	Japan (1,816,236 at \$497,178)
Radio parts .....	—	1,628,552	Japan (\$588,339)
TV tubes & parts	—	19,939	Netherlands (\$10,239)
TV parts, etc. ....	—	123,384	France (\$40,004)
TV cameras, parts	—	59,425	U.K. (\$55,301)

**Japan's TV-Radio Exports:** TV showed up strongly in September for the first time in Japanese figures on exports to the U.S. Japanese govt. statistics showed 2,305 sets were sent to this country that month, at a total value of \$111,111 (declared custom clearance value), as opposed to 322 sets at \$19,238 for the other 8 months of 1960. TV shipments to the U.S. in 1959 were nil.

The 2,305 sets average out to a cost of \$48.20 each. These presumably were mostly Delmonico 19-in. sets, with possibly a smattering of Star Lite 8-in. (retail \$88) receivers (Vol. 16:40 p15). The Delmonico sets are shipped here without picture tubes, the 19-in. tubes being added here—hence the stated value is misleadingly low.

Other 9-month Japanese electronic-product exports to U.S. (corresponding 9-month 1959 figures in parentheses): Radios, 3 or more transistors, 2,944,534 at \$39 million (2,449,534); tape recorders, 101,967 at \$4,679,969 (41,000 for all of 1959); radio-phonos, 21,369 (12,211); radios, less than 3 transistors, 1,767,081 (1,148,008); tube radios, 461,255 (302,966).

**Trade Personals:** P. J. Casella, RCA consumer-products exec. vp until his reassignment in July to the international div. (Vol. 16:28 p15), has resigned from the corporation, an RCA spokesman has confirmed. Casella tells us he has a 10-year retirement contract that runs through 1970, his future plans are indefinite, his immediate plans call for a 6-month European vacation starting shortly after the first of the year.

Jack S. Beldon, RCA Sales Corp. president until his resignation from that post in August (Vol. 16:34 p16), has also tendered his resignation to the corporation, it's reliably reported. Although Beldon told us last week that "I'm still with RCA at the present time," it's understood he leaves officially Dec. 1.

Bryce S. Durant moves up to RCA Sales Corp. product planning & development mgr., succeeding James M. Toney, who was reassigned last month (Vol. 16:43 p18) to staff of Sales Corp. Chmn.-Pres. W. Walter Watts, as vp in charge of special projects. Durant had been sales planning & development mgr. for RCA radio & "Victrola" wing.

Ernest L. Ward elected president of Sprague Electric Co., succeeding the late Julian K. Sprague. The following were named senior vps: William J. Nolan, legal affairs; Neal W. Welch, mktg. & sales; Wilbur A. Lazier, technical dir.; Robert C. Sprague Jr., industrial relations. Named vps: David B. Peck, special products; Hollis R. Wagstaff, fiscal; Carroll G. Killen, industrial & military sales; Bruce R. Carlson, corporate planning systems.

Robert E. Hogan named Packard Bell industrial relations vp... Dr. Charles F. Robinson, Bell & Howell Research Center dir. elected vp of subsidiary Consolidated Electrodynamics... Edward L. Lavine, ex-Ling Electronics, named vp-gen. mgr., Communications Measurements Lab... George E. Tirone Jr. promoted from Du Mont Labs international div. technical product sales head, to the new post of mktg. mgr., for 4 industrial electronic product lines.

Portus M. Wheeler named vp-gen. mgr., Indiana Steel Products div. of Indiana General Corp. . . Alwyn L. Carty Jr. promoted from contracts dir. to customer-relations mgr., Adler Electronics military products div. . . Richard J. Bamberry, ex-Admiral Corp., appointed vp, American Concertone & parent Astro-Science Corp.

Elmer Metz named asst. community sales mgr., Jerrold Electronics; Jim Forgey appointed Western regional mgr., community-sales div. . . Ted Cutler named distributor sales mgr., Radio Receptor Co., a General Instrument Corp. subsidiary . . . William E. McKenna, Litton Industries treas. & controller, and Crosby M. Kelly, in charge of advertising, PR & employe communications, named vps.

F. L. Ankenbrandt named to new post of defense-product assurance mgr., RCA; Earl W. Russell named to new post of supplier relations administrator, RCA industrial electronic products . . . Clifford A. Busse named operations vp, Siegler Corp.'s Hallamore Electronics div.

Tiros II weather satellite, like its younger brother Tiros I (Vol. 16:15 p11), was developed by RCA's astro-electronics div. and contains 2 tiny vidicon cameras with tape recorders to store the slow-scan pictures. Tiros I is still in orbit, its radio still operating, but it no longer is sending out pictures. During its lifetime, it took 23,952 pictures. Tiros I was launched last April 1, Tiros II Nov. 23.

Sonotone has licensed Japan's Furukawa Battery Co. to develop, produce and sell Sonotone's nickel-cadmium batteries in Japan and other Far Eastern territories.



Webcor has acquired Dormeyer Corp. from Webcor Chmn. Titus Haffa and members of his family, and will operate it as a wholly owned subsidiary. The Chicago-based manufacturer of small appliances, electric tools, staplers and plastic parts, was acquired through issuance of 290,000 shares of Webcor stock at \$12.50 a share for a total acquisition price of \$3,625,000. Dormeyer's sales in the fiscal year ended last May 30 totaled \$19,480,000, while Webcor's sales for the year ended June 30, 1959 were \$33,498,227. Fiscal-1960 Webcor sales haven't been announced yet, but for 9 months to March 31, 1960, sales were \$24 million vs. \$26.4 million in the similar 1959 period.

**New models:** Packard Bell introduces 23-in. table model in 3 finishes at \$319.95-\$339.95, and 19-in. table models in some finishes at \$279.95-\$299.95, both with new Rotò/Remote, which uses ratchets instead of snap-buttons for ultrasonic set control (Vol. 16:47 p20) • Sarkes Tarzian Inc. expands its FM line with 6-tube AM-FM radio at \$29.95, due Dec. 15 • Zenith announces 4-transistor "Courier" hearing aid, for mild hearing loss, at \$115.

Stereo reply comments filed with FCC in its rule-making proceeding (Vol. 16:44 p15 *et seq.*) include a recommendation from H. H. Scott Inc. that the Commission adopt a system using AM modulation for the subcarrier. Scott said that its own tests & calculations indicate that AM produces less distortion, least degradaton of signal-to-noise ratio, etc. GE replied to its critics, saying that they're not familiar with its system, and it has supplied a point-by-point technical rebuttal.

"Striking transformation" in advertising for appliances sold in the District of Columbia has been noted by FTC Chmn. Earl W. Kintner following a conference with local dealers on "list-price" practices (Vol. 16:45 p18). "We hope the improvement will be permanent, but are prepared to bring action if it proves otherwise," he said.

Philco products will be fair-traded in N.Y. & N.J. Distributor John M. Otter Co. has set minimum resale prices under the fair-trade laws in both states. All Philco consumer products are covered by the floor-price pact.

## Finance

**Republic's Rosy Outlook:** Republic Corp., formerly Republic Pictures, earned approximately \$1.6 million, or about 80¢ per common share, in the fiscal year ended Oct. 29, Pres. Victor M. Carter said at a meeting last week of the Los Angeles Society of Security Analysts. He said "sales were approximately \$30 million compared with \$28,250,000 in fiscal 1959—and they give every indication of being substantially higher in fiscal 1961." In fiscal 1959 Republic reported net income of \$884,880, or 24¢ a share.

Carter added that Republic's subsidiary, Consolidated Molded Products Corp., accounted for 25% of total sales last year; Consolidated Film Industries, 35%; TV and movie film distribution, 25%; studio rentals, 15%.

Republic has financed 2 TV series & 4 movies, he stated. The company has \$2.7 million in cash and no bank debt. He said \$5,002,000 in 4% debentures due in 1965 are being steadily paid off, and about \$200,000 of the debentures were bought back during the last fiscal year. Current assets total \$10.9 million, current liabilities \$4.5 million.

Carter said he owns 30,000 of the 400,000 shares of cumulative convertible preferred stock, 317,000 common, and \$1,264,000 of the 4% debentures. He predicted 1961 profits of "approximately \$1.25 per share."

Desilu Productions' profits in fiscal-1961's 2nd quarter (ended Oct. 29) wiped out the \$201,397 loss suffered in the first quarter (Vol. 16:35 p16), reported Pres. Desi Arnaz. He forecast that profits in the 9 months to Jan. 30 will be "within 10%" of the year-ago period. Outlook for the full fiscal year: Results "at the worst, look like they'll be equal to last year." In fiscal 1960, Desilu earned \$811,559 on \$23.4-million sales. Arnaz said that about 50% of the company's profit comes from network telecasts of shows in which Desilu has varying degrees of ownership. Another 25% stems from residual usage of older shows. The balance is from rentals of production facilities & sales of services to shows which are filmed on Desilu lots. At present, Desilu has ownership in 4 shows on the air, rents facilities & sells services to 13 others, has 50% of its facilities in use. Arnaz said prospects for Desilu-owned shows are bright, adding: "We hope to have 9 or 10 shows in which we have varying degrees of ownership on the air next year."

Federal Pacific Electric anticipates "disappointing" earnings for fiscal-1961's first half, ending Dec. 31. Pres. Thomas M. Cole told stockholders last week that the less-than-expected results stem from the general business slump, price competition, and the expenses involved in consolidating with Cornell-Dubilier earlier this year (Vol. 16:7 p24). However, Cole forecast a brighter 2nd half. He said Federal Pacific should earn about \$1.2 million in each of the last 2 quarters, and pegged the "minimum earnings goal" for the fiscal year at around \$3 million, vs. \$2.8 million in fiscal 1960.

Siegler Corp. will absorb Jack & Heintz Inc. (Vol. 16:14 p23) in a stock deal involving issuance by Siegler of 410,000 common shares and 105,000 shares of no-par cumulative convertible preferred, according to an SEC registration statement. Subject to approval by stockholders of both companies, Siegler (Olympic Radio & TV, David Bogen Co., etc.) will offer alternative merger plans to Jack & Heintz holders. They may exchange each of their shares for .55 of a Siegler share or take preferred stock at a rate to be fixed. No underwriting would be involved, Siegler said.

**Reports & comments available:** Motorola, Microwave Associates and FXR, comments in a report on "The Microwave Industry," Halle & Stieglitz, 52 Wall St., N.Y. 5 • General Tire & Rubber, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • Johnson Electronics, analysis, Security Associates, Park & New England Aves., Winter Park, Fla. • Capital Cities Bcstg., review, Bacon, Stevenson & Co., 39 Broadway, N.Y. 6.

Electro-Science Investors, Dallas-based small-business investment company, has purchased for more than \$1 million a 30% interest in Communications Industries, the Dallas manufacturer of industrial communications & automation equipment. The investment is the first for recently organized Electro-Science.

Gibraltar Enterprises (WICU-TV & WICU Erie, Pa., other Edward Lamb operations) scored a 49.8% profit increase on an 11% sales gain in the first 9 months of 1960. The Jan.-Sept. earnings totaled \$594,625 (48¢ a share) vs. \$398,285 (32¢) in the year-ago period.

Crosby-Teletronics has established a stock option plan for key employes. Pres. Murray G. Crosby said the company has "definitely turned the corner on sales & profits," will push sales to more than \$1.5 million this year.

Andrea Radio's sales & profits for 1960's first 9 months exceeded those of the same 1959 period, Pres. Frank A. D. Andrea announced last week. He gave no figures.



# 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
Consolidated Electronics	1960—9 mo. to Sep. 30 1959 <sup>1</sup>	\$69,558,327	\$ 6,622,189	\$ 3,118,149	\$1.10	2,835,400
Crowell-Collier Publishing	1960—9 mo. to Sep. 30	34,012,353	5,534,755	4,665,055	1.82 <sup>2</sup>	2,561,102
	1959—9 mo. to Sep. 30	26,692,075	4,490,658 <sup>3</sup>	4,490,658	1.75 <sup>2</sup>	2,441,570
	1960—qtr. to Sep. 30	12,990,880	2,208,556	1,874,056	.73 <sup>2</sup>	2,561,102
	1959—qtr. to Sep. 30	10,640,918	1,828,036 <sup>3</sup>	1,828,036	.71 <sup>2</sup>	2,441,570
Granco Products	1960—year to June 30	3,366,382	—	(94,674)	—	—
	1959—year to June 30	3,070,486	—	49,152	.15	—
Litton Industries	1960—qtr. to Oct. 31	52,111,000	—	2,150,000	.50 <sup>4</sup>	4,265,421
	1959—qtr. to Oct. 31	36,435,000	—	1,537,000	.40 <sup>4</sup>	3,761,534 <sup>5</sup>
Loral Electronics	1960—5 mo. to Aug. 31	15,054,255	—	513,596	.89	580,148
	1959—5 mo. to Aug. 31	5,383,566	—	193,808	.35	550,000
Movielab Film Labs	1960—39 wks. to Oct. 1	3,802,481	—	159,680	.51	312,500
	1959—39 wks. to Oct. 1	3,066,791	—	100,780	.40	250,000
NAFI Corp.	1960—9 mo. to Sep. 30	40,135,150	2,264,302	1,329,302	1.08	1,230,755
	1959—9 mo. to Sep. 30	16,862,703	934,496	761,496	.77	987,655
	1960—qtr. to Sep. 30	12,756,675	(629,445) <sup>6</sup>	(243,445)	—	1,230,755
	1959—qtr. to Sep. 30	4,749,691	54,401 <sup>7</sup>	58,401	.06	987,655
National Union Electric	1960—9 mo. to Sep. 30	26,197,765	1,244,323	626,323	.11	5,747,479 <sup>8</sup>
	1959—9 mo. to Sep. 30	26,901,532	1,335,475	1,013,475	.18	5,747,479 <sup>8</sup>
Radio Shack	1960—qtr. to Sep. 30	3,029,406	—	58,212	.13	—
	1959—qtr. to Sep. 30	2,264,428	—	21,798	.05	—
Republic Corp.	1960—year to Oct. 29 <sup>9</sup>	30,000,000	—	1,600,000	.80	—
	1959—year to Oct. 29	28,250,273	—	884,882	.24	—
Textron Electronics	1960—9 mo. to Sep. 30	19,959,181	—	305,257	.10	2,961,093
	1959 <sup>10</sup>	—	—	—	—	—
	1960—qtr. to Sep. 30	6,300,000	—	(91,000)	—	2,961,093

Notes: <sup>1</sup>Comparative figures invalid due to corporate consolidation Oct. 1, 1959. <sup>2</sup>Based on 2,561,102 shares outstanding Sep. 30, 1960. <sup>3</sup>No Federal income tax reported due to loss carry-over. <sup>4</sup>After preferred dividends. <sup>5</sup>Adjusted for Dec.-1959 2-for-1 split & Oct.-1960 2½% stock dividend. <sup>6</sup>Before \$386,000 tax credit. <sup>7</sup>Before \$4,000 tax credit. <sup>8</sup>Outstanding Sep. 30, 1960. <sup>9</sup>Approximated. <sup>10</sup>Unavailable—company incorporated May, 1959.

Dividends were omitted last week by 3 electronics companies with downbeat 9-month and/or Sept.-quarter performances: Philco, Hoffman and American Bosch Arma. Philco, which suffered a 52% profit drop despite a 5% sales rise in 1960's first 9 months (Vol. 16:47 p23), took no action on a cash dividend. A 25¢ payment was declared at this time last year. Hoffman had record sales for 9 months & near-record volume in the September quarter, yet reported profit sharply down in both periods (Vol. 16:45 p20).

Common Stock Dividends				Stk. of Record
Corporation	Period	Amt. Payable		
Amphenol-Borg	Q	\$0.35	Dec. 30	Dec. 16
Andrea Radio	Q	.12½	Dec. 15	Dec. 1
Arvin Industries	Q	.25	Dec. 28	Dec. 5
Canadian GE	Q	2.00	Jan. 3	Dec. 15
Canadian GE	Ex.	4.00	Jan. 3	Dec. 15
Con Electronics	Q	.25	Jan. 5	Dec. 15
Electro-Voice	Stk.	5%	Dec. 29	Dec. 12
Federal Pacific Elec.	Q	.20	Dec. 15	Dec. 1
Federal Pacific Elec.	Stk.	5%	Dec. 23	Dec. 1
GE	Q	.50	Jan. 25	Dec. 16
Globe-Union	Q	.25	Dec. 20	Dec. 2
Globe-Union	Ex.	.20	Dec. 20	Dec. 2
Indiana General	Q	.15	Dec. 13	Nov. 29
Speer Carbon	Q	.17½	Dec. 15	Dec. 1
Sprague Electric	Q	.30	Dec. 14	Nov. 30
Sprague Electric	Stk.	2%	Dec. 14	Nov. 30
Time Inc.	Ex.	1.00	Dec. 12	Nov. 25
Walt Disney Prod.	Q	.10	Jan. 1	Dec. 16
Warner Bros.	Q	.30	Feb. 6	Jan. 13

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Wednesday, November 23, 1960

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	18¾	20%	Lel Inc.	4¾	5½
Aerovox	7¼	8½	Magna Theater	2½	2%
Allied Radio	22	23%	Magnetics Inc.	8½	9¾
Astron Corp.	1%	1½	Maxson (W. L.)	7¼	8½
Baird Atomic	22	23%	Meredith Pub.	40	43½
British Industries	15¾	17¼	Metropolitan Bestg.	16¼	17½
CGS Labs	6¾	4½	Milgo Electronics	16¼	18½
Cetron	3¾	4½	Narda Microwave	3½	4¼
Control Data Corp.	44¼	47½	Official Films	2-3/16	2½
Cook Elec.	12	13½	Pacific Automation	4	4¾
Craig Systems	15¾	17¼	Pacific Mercury	5¾	6¾
Dictaphone	31½	34½	Perkin-Elmer	44	47¼
Digitronics	24	26¼	Phillips' Lamp	160	165¾
Eastern Ind.	13¾	14½	Pyramid Electric	2¾	3-5/16
Eitel-McCullough	14¾	16½	Radiation Inc.	21¼	23¼
Elco Corp.	14	15¾	Howard W. Sams	34½	37¾
Electro Instruments	19½	22	Sanders Associates	29	31½
Electro Voice	8¾	9¾	Silicon Transistor	4¾	5¾
Electronic Associates	26¼	28½	Soroban Engineering	33	36¾
Erie Resistor	8¾	8¾	Soundsciber	13½	15
Executone	20½	23	Speer Carbon	19	21
Farrington Mfg.	28	30½	Sprague Electric	44½	47½
Fischer & Porter	19	21	Sterling TV	1½	2
FXR	41½	45¾	Taylor Instrument	33	35¾
General Devices	8¾	9¾	Technology Inst.	8	9½
G-L Electronics	7¼	8¾	Tele-Broadcasters	5¼	1-1/16
Granco Products	2¾	3½	Teledrome	10¼	11½
Gross Telecasting	19¼	21¼	Telecomputing	7¾	8¾
Haydu	1/16	¼	Time Inc.	61	64½
Hewlett-Packard	26¾	28½	Tracerlab	8¾	10
High Voltage Eng.	138	146	United Artists	5¾	6¼
Infrared Industries	16½	18¾	United Control	16¾	18¾
International Rectifier	21½	23½	Universal Trans.	1	1-5/16
Interstate Engineering	19¾	21¼	Vitro	9	10½
Itek	53½	58	Vocaline	2½	3-5/16
Jerrold	7¾	8½	Wells-Gardner	17¾	19¾