

WEEKLY **Television Digest**

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Index to Television Digest, 1961

Volume 17, Issues No. 1 through 37 and
New Series (NS) Volume 1, Issues No. 1-A through 15

References are grouped into three major categories: **General** (pages 1-6), **Manufacturers and Merchandisers** (pages 7 & 8), **Supplements** (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

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Supplements and Special Reports Published During 1961

References are to issue of TELEVISION DIGEST with articles pertaining to the supplements.

Directories

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (includes other North American stations).
Semi-Annual TV Factbook (Spring-Summer, No. 32) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

Special Supplements

Index to Television Digest, 1960: Volume 16.
Index to 1960 Television Digest Newsletters & Special Reports. (Vol. 17:4).
FCC Public Notice on Program Forms. Full text of FCC's Public Notice 61-223 393. (Vol. 17:9).
The Television Network and American Society. An address by Robert W. Sarnoff. (Vol. 17:15).

FCC Rules on Stereophonic FM Broadcasting. Full text (Vol. 17:17).

Addresses by FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins to the 39th Annual NAB Convention. Full text. (Vol. 17:20).

Financial Data on Electronics & Broadcasting Companies. Statistical summaries of reports of leading publicly-owned companies. Prepared by Greenebaum & Associates, financial consultants in electronics. (Vol. 17:21).

Television Households by States & Counties. ARB survey-based estimates as of January 1, 1961. (Vol. 17:26).

FCC's Revised Proposed Rules on Program Forms & Logging Requirements. (Vol. 17:28).

Special Reports

Telefilm Candidates for Next Season's Programs. (Vol. 17:3 pp 3&9).

Tentative Network Program Lineups for Fall. Chart. (Vol. 17:14 pp 6&7).

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WEEKLY **Television Digest**

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

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SYNDICATION FIELD IS AMBIVALENT; producers are gloomy and salesmen are optimistic (pp. 6 & 11).

RECORD NUMBER OF HOUR PILOTS in production. Hollywood film-makers turning out 35 or more for next season (p. 11).

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HARTFORD PAY-TV GO-AROUND provided again in replies by parties to each other's briefs on proposed test okayed by Broadcast Bureau. No new issues raised (p. 10).

ADLER'S FIRST VHF TRANSLATOR offered at \$2,100—with orders on hand from 20 regular stations seeking extended coverage, 100 inquiries (p. 10).

AXE SWINGS ON MEDICAL TV at Army's Walter Reed Center, where 38 staffers get 30-day notices, but million-dollar unit's civilian chief won't say die (p. 11).

Consumer Electronics

ZENITH BOOSTS PRICES of some TV & stereo models, GE introduces 19-in. portable at \$159.95, Philco announces 90-day parts-&-labor warranty in advance of Chicago Mart (pp. 15 & 18).

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ANOTHER RECORD YEAR seen in 1961 for consumer electronics, with heavy competition, low profit margins. TV, phono sales may exceed 1960, FM stereo offering new-product push (p. 16).

MOTOROLA & PHILCO PRESIDENTS see 1961 business at least as good as 1960 (p. 17).

OCT. PHONO SALES DROP 19% below 1959 level at retail, although 10-month cumulative 1960 sales are 10% ahead of 1959 (p. 19).

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TORONTO INDEPENDENT STATION CFTO-TV begins operation from \$5-million installation, raising Canadian station total to 78 (p. 10).

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REGULATING THE REGULATORS: Caustic, controversial—and, to some, contradictory—criticism of govt. regulatory processes was poured out in 30,000 words last week by New Deal veteran James M. Landis in his delayed report to President-elect Kennedy on shortcomings of FCC & other agencies.

Hard-&-wide-hitting Landis indictment boiled all over Washington, then simmered down to 3 main recommendations for agency reform by the incoming Democratic administration: (1) Replace political hacks with dedicated & competent administrators. (2) Overhaul & refurbish the whole system. (3) Put agencies under direct coordinating policy control of the White House.

All of it had been heard before, from one source or another, in the quarter-century since the New Deal began sprouting alphabetical commissions & boards (with Landis & President-elect's father Joseph P. Kennedy among the incubators: Kennedy was the first SEC chairman; Landis helped him nurse it through its early days, then took over as 2nd chairman). But seldom had so much been tied together in one agency-damning document.

And more will be heard from Landis before he's through with his special assignment for Kennedy. He'll continue as White House advisor on agencies in any event. Landis had denied earlier reports that he

would go on the govt. payroll, but he agreed Dec. 29 to take a temporary job at the White House as Kennedy's special asst. for regulatory agencies to plan the overhaul. In this role he'll inevitably be tagged "czar"—although he bristles at any such title.

Implementation of Landis report will be something else again. In his first reaction to it in Palm Beach, Kennedy said nothing about adopting the agency blueprint as a White House directive, observing only that: "This is a most important & impressive analysis of the regulatory agencies, which deserves the attention of members of Congress as well as the agencies themselves." And members of Congress—Democrats & Republicans together—will balk when & if they are asked to surrender any jurisdictional controls of "independent" agencies to White House. The President appoints their members, but the agencies were created by Congress, which always has regarded them jealously as its own babies—whether they've become monsters or not.

Caustic comments by Landis on the regulatory operations of FCC (see p. 7) & the other agencies were received with surprising equanimity within the castigated offices. There were no immediate public protests that Landis was unfair or didn't know what he was talking about. CAB Chmn. Whitney Gilliland went so far as to say the report was a "fine piece of work." FCC Chmn. Ford had no comment for publication, but it was pointed out that many Commission faults & lags cited by Landis already were being corrected. A Commission spokesman told us: "Within the last year, we have adopted or got on the road everything—everything—that Landis recommended and that the Commission could do by itself. Why, we even asked for funds to entertain foreign communications dignitaries, but were turned down."

Late in week, Ford issued the Commission's annual year-end statement, chronicling a series of actions to show that FCC was scarcely a do-nothing outfit in 1960. Said the report: "Many serious problems faced the Commission at the beginning of the year. The Commission attacked these problems with unusual vigor, which has resulted in many of them being solved & many others advanced to the point of decision" (for details, see p. 8).

Controversial nature of proposals by Landis for agency reorganization under close White House ties was pointed up, however, by Chmn. Carroll (D-Colo.) of Senate Judiciary Administrative Practice & Procedure Subcommittee. A loyal party man, he nevertheless warned in an understatement that Congress won't be quick to go along with any Kennedy administration plan to tighten the White House grip on agencies. As for Republicans, heat against Landis proposals—& Landis himself—already was turned on last week. Ranking House Commerce Committee minority member Bennett (R-Mich.) said selection of Landis as overseer "will completely destroy the integrity & independence" of agencies. Bennett also suggested that Landis, whose law practice has included regulatory cases, may have "ulterior motives."

Contradictions in Landis report cropped up particularly in his arguments for a super-oversight office under the President and in his indictment of FCC for submitting to outside pressures, some observers said, citing these instances: Landis scored what he said were improper White House influences on agency decisions during the Eisenhower administration. But he urged more—not less—policy intervention by the Democratic White House. He cited "evidence" that FCC was afflicted, more than any other agency, with ex-parte infections. He stressed "suspicion" that networks dominate FCC. But at the same time, Landis complained that FCC is "far too subservient" to Congressional investigators who have done more than anybody else to expose such evils.

LIVE WHITE HOUSE TV ASSURED: There'll be live TV & radio coverage of White House news conferences this year. President-elect Kennedy's press secy. Pierre Salinger made it definite & official last week.

"TV & radio are communications media and I believe that they're most effectively used in a live situation," Salinger said in Palm Beach, reporting that doubts about opening conferences to cameras & mikes for instantaneous broadcasts (Vol. 16:49 p3) had been resolved. "We found that to be the situation in the campaign, and I believe we'll continue to hold that view."

Precedent-making White House news plan probably will be put into effect at first Kennedy meeting with reporters, following his Jan. 20 inauguration, Salinger said. Special evening conferences will be scheduled from time to time thereafter to provide maximum TV audiences—and networks will be able to cover regular conferences live after getting prior permission from Salinger. He said he didn't anticipate that they'd want to carry all of them, however.

Networks are "very receptive to this idea," Salinger reported following 90-min. negotiations Dec. 27 in Palm Beach with representatives of 4 networks—CBS News Pres. Sig Mickelson, NBC News vp William McAndrew, ABC Washington news chief Robert H. Fleming, Mutual vp Joe Keating.

"Fireside chat" radio format developed by President Franklin D. Roosevelt will be revived & adapted by Kennedy for statements he may want to make to nation during televised conferences, Salinger added. But he quickly emphasized that this didn't mean that non-broadcast conferences would be less important: "We have never tailored the news to fit the time, and we're never going to do that."

News conferences are exempt from Sec. 315 of Communications Act, but Republicans promptly warned that they'd be watching Kennedy performances for possible equal-time opportunities on air, anyway. "If Presidential news conferences are going to be used for propaganda purposes, then we Republicans will have to consider asking for equal time," said asst. Senate minority leader Kuchel (Cal.).

LOOKING AHEAD: Here are the most educated guesstimates we can gather for you as to what 1961 may hold for the field of television:

Congress: Congressional wrath against broadcasters, incited by quiz & payola misbehavior, is pretty well spent. Barring fresh flareups of scandal—which aren't in sight—TV & radio should coast through new session without running into bad legislative trouble such as erupted into 1960's Harris-Pastore Act.

Impact of Kennedy administration policies on industry is more likely to come from broad Congressional program for overhauling all regulatory agencies than from any reform moves aimed at broadcasting alone. And agency reforms, which could reshape FCC, aren't at top of Democrats' "must" list for 1961.

Left-over let's-do-something-about-broadcasting bills will be revived in great numbers. New ones will be introduced in profusion. There will be Senate & House Commerce Committee investigations, much floor talk, many Congressional Record sermons on what's wrong with industry. Long-pending proposals for FCC regulation of networks, CATV controls, dual-reception vhf-&uhf TV sets, reduction of station-license trafficking, stand better chance than some others of getting through Congress.

Legislative Oversight Subcommittee won't be back in House, however—unless there's unexpected switch in plans. And although its Chmn. Harris (D-Ark.) will be on hand again, its doubtful that this session will generate enough legislative steam to scald industry severely.

One thing weighing heavily in broadcasters' favor: Their generally-applauded fairness in coverage of politics (which members of Congress watch most jealously) in 1960, when they were placed on good behavior under suspension of equal-time requirements for Presidential election tickets.

Federal Communications Commission: Much depends on who new chairman will be. There will be a continuing regulation-tightening process, regardless of chairman's identity—but speed & depth of action will be set by the chief.

Relationships with Congress, courts & Executive Branch will be good—but, again, public performances of Commission's top spokesman will weigh very heavily.

Tighter surveillance or not, however, FCC activity will have only very slight impact on actual broadcast output. It would take many years of persistent Commission pushing—within the area restricted to it by law—to have perceptible effect on programming.

But broadcasters will be kept more on toes in such things as ownership & financial reports, technical operations, logging, station identification, etc.

Federal Trade Commission: Momentum built up at revived FTC under driving leadership of Republican Chmn. Earl W. Kintner won't be lost in Kennedy administration changeover. If anything, Democrats will be out to surpass record set by aggressive Kintner in anti-deception ad & merchandising cases.

This could be ominous for TV-radio broadcasting & manufacturing industries, which were peppered with FTC complaints—as never before—in the 18 months of the Kintner regime. Congress almost certainly will appropriate more money for expansion of such FTC police forces as the broadcast-monitoring unit, which looks & listens for fraud on air. There'll be no relaxation of FTC's wary scrutiny of manufacturers' & merchandisers' trade claims & gimmicks.

There may be fewer headlines directly involving TV & radio stations, however. For one thing, payola scandals have just about been played out by FTC—and there's nothing quite like them in sight to provide sensations for newspapers. New source of embarrassment could be public disclosures in FTC's long-developing investigation of broadcast-rating services & how they're used competitively. But at their worst, any revelations of rating fakery probably would raise little more than intra-mural stir.

NAB: Biggest unfinished business for harassed NAB in 1961—and No. 1 entry on personal desk calendar of new Pres. LeRoy Collins—will be recruitment of members and/or subscribers to TV & Radio Codes.

NAB still has long way to go before it will become fully representative of broadcasters. It starts new year under Collins leadership with strength in numbers at peak, but this strength, measured against potential, remains relatively weak.

Collins is counted on as skilled administrator & engaging salesman to narrow the margins between NAB's program promise & performance. NAB's Board noted these demonstrated qualifications (as well as national stature he won as Democratic governor of Fla.) in picking politician Collins to succeed late Pres.-Chmn. Harold E. Fellows.

But it's any broadcaster's guess how well Collins will succeed in his untried NAB job this year. He has no direct experience in industry. Especially at outset of term, he will depend heavily on counsel from such NAB Policy Committee veterans as Clair R. McCollough (who may take on job as Board chmn.). What Collins himself hopes to accomplish in specifics may be outlined Jan. 13, when he makes maiden speech as NAB pres. to Federal Communications Bar Assn. in Washington.

It's safe to predict that NAB will hold its own, however, after surviving Congressional assaults and moving ahead without leader in industry's time of greatest adversity. It's also safe to predict that already-toughened TV & Radio Codes will undergo further revision to make acceptable commercials purer, and that N.Y. & Hollywood TV Code offices will mark up cooperative advances with advertisers & film producers to reduce bad taste, violence and sex on home screens.

But gaps in TV & radio ranks remain wide. Tough task ahead for Collins is plain: More than a quarter of 525-odd commercial TV stations are not NAB members—and non-observers of the TV Code are almost as profuse. Only about half of 4,370 AM & FM stations are NAB members—and only about 25% of all stations (members & non-members) pledge compliance with Radio Code.

Self-Regulation: Watch for steady "improvement" in TV programs & commercials in those areas now touched by regulatory machinery created during 1960. Sources at network & industry clearing points tell us that producers & admen have gotten past the first jolt of living with tighter rules, and are being forced to find creative substitutes for violence, ultra-hard commercial sell, etc.

Networks aren't likely to spring any major new sets of rules in 1961. There are still some die-hard advertisers (packaged drug products, cold remedies, deodorants, etc.) who aren't too happy about tightened "guide lines" now in force, but they, too, are expected to fall in line. At the same time, networks & NAB Code offices are expected to face a number of ticklish 1961 situations concerning dramatic specials & public affairs programs in "controversial" areas. Such problems, however, are likely to be faced with "more maturity by everyone concerned," thanks to such trail-blazing 1960 efforts as NTA's production of "The Iceman Cometh," predicts N.Y. Code Office. Similarly, stations will have to screen some of new crop of post-1948 pictures carefully, or else schedule them at adult viewing hours.

Telecasting Balance Sheet: Total advertising expenditures on TV will continue to rise, but at slightly slower rate, bearing out predictions of such astute economists as CBS's Dr. David Blank, who sees figure going to \$1.68 billion from 1960's estimated \$1.59 billion. Industry's recovery from general business slowdown will be quick, showing improvement by 3rd quarter. Blank's estimated 1961 breakdown: network, \$843 million; spot, \$536 million; local, \$299 million. These compare with his 1960 estimates: network, \$797 million; spot, \$511 million; local, \$283 million.

Station profits will show fair rise, similar to 1960's—but nothing like 1959's huge increase over 1958. Network profits will do well to hold 1960 levels, but o&o's will share station improvement. Radio, generally, will do about same as in 1960—with local revenues showing slight rise, as usual.

TV station transfers will continue at modest rate, with relatively little activity in top markets, slight increase in medium markets. Prices will hold steady—except where a very large entity has a yen for a particular market for reasons in addition to financial ones.

Network Programming & Sales: "Bread-&-butter" program base will continue during 1961, with strong network emphasis on shorter (30-min.) comedy series & longer (60-min.) action-adventure shows. There'll be increases at all 3 networks, as compared with 1959 & 1960, in public-affairs & informational programming. Thanks to increased budgets and more status at networks, such shows will now be able to afford many of the production touches of straight entertainment programs. When network blueprints are made for the fall 1961-62 season, there's likely to be more scheduling of programs in radio-style "mood blocks" (comedy, adventure, etc.) because research shows that ratings are thus improved.

Full sponsorship will continue to dwindle on networks, due to high costs (nearly \$3 million annually for time & talent for a 30-min. nighttime co-sponsorship, for instance), desire of advertisers to reach a wide audience, and continued dominance of networks as primary program purchasers. Nearly all 60-min. shows will be sold in small chunks (1/6th-to-1/3rd sponsorships, often alternate-week). The sponsor identity that advertisers once liked to have with major dramatic shows (i.e., Philco Playhouse, Westinghouse Studio One) will continue to disappear, but will be replaced to large extent by strong identification between prestige-minded sponsors and growing number of public-affairs nighttime shows.

Daytime TV will continue to be a 1961 growth area for all 3 networks, although most programming will be low-budget strip efforts & film reruns, and most sponsorship will be virtually on a participation basis. Multiplicity of brands of major TV advertisers is also likely to force a 1961 narrowing of "product protection" privileges at all networks.

TV Allocations: FCC will finally decide on a program to keep vhf basically as is, but trying to accelerate growth of uhf. Keystone of plan will be all-channel sets, and Commission will strongly urge Congress to pass necessary legislation—bringing strong opposition from manufacturers. Massive long-range ETV allocation program will be laid before Commission in surprise move—and FCC will act to give ETV big chunk of high uhf channels for Stratovision & other ETV stations (see p. 6). FCC & industry will cooperate to improve service, through precise frequency control, improved transmitting antenna design, receiver refinement, etc.

New 1961 TV Outlets: This year, as last (Vol. 16:1, p3), we're again predicting that no more than 25 new stations will get on the air—and, again, that at least 5 of these will be educational non-commercial outlets. 1960 starters totaled 24, one short of the number predicted (7 were educational). Our 1959 prediction was for 20, 4 less than actually got on the air, and our 1958 estimate of "not as many as 40" also was close, with 36 beginning operation. In Canada, we predicted that slightly more than the 7 with licenses outstanding last Jan. would start in 1960, and 12 got on the air (5 of them satellites). Canada's 1959 record was but 7 new outlets. Our U.S. estimates are based on CP holders with equipment on hand and/or with network affiliations.

Total CPs outstanding now number 133, but 19 of these are for educational stations and 62 for commercial uhf stations. In Canada there are 29 vhf channels which have been granted licenses or have been recommended for a license by the BBG—and more are on the way.

Courts & Justice Dept.: FCC will fare well in courts, will seldom be reversed. If Robert Kennedy, as Attorney General, gets interested in option time, a battle royal will develop between Justice Dept. & FCC—because Commission is likely to stick by its pro-option-time decision despite its narrow 4-3 vote. Robert Bicks has a modest chance of staying on as anti-trust chief even though he's a Republican. By & large, Justice Dept. relationships with FCC & FTC will be good. Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, will continue to snipe at everyone.

Talent Costs: Recent AFTRA-SAG victory means higher costs for network & spot advertisers during 1961. Assuming continuance of present campaigns, networks' talent costs will jump about 10%, and spot TV's will increase about 25%, based on new union scales. But there will be considerable effort by advertisers and agencies to bring costs back in line with previous spending, particularly in spot field. Many commercials will use fewer live actors, avoid group shots, etc., now that they cost more. Some advertisers, who want to maintain a particular "style" in commercials, may make their cutbacks in the length of station lineup used in spot campaign, sticking to major markets and avoiding secondary TV cities. Admen we contacted last week told us that "practically everybody" at account levels & in TV depts. of agencies has been carefully examining 1961 TV campaigns with an eye to cutbacks & budget-balancing. Talent cost-hikes for

non-commercial network appearances, however, will be absorbed in 1961 by networks & advertisers without much protest.

TV Film: This industry will again establish new production records. Expect about \$170-million worth this year—vs. 1959's record \$150 million—despite the charges of uncreativity. One reason for the increase: More 60-min. series, notwithstanding the failure of some this season.

Action-adventure will lead next season, with comedy a strong second. Westerns will decline sharply, most producers having given up hope of finding another "Gunsmoke," and believing this program area to be exhaustively explored. Pilot-making will approach near-record proportions, nobody having yet come up with a better way to sell a show.

Independents will continue to lead the industry in production volume; Four Star Television will be the leading challenger of powerhouse Revue Studios. Screen Gems will lead the field of major movie studios in TV. Warner Bros. will be runner-up, and action may be forthcoming from a revitalized 20th Century-Fox TV. Networks will continue their heavy participation in series, financially as well as by increased production from their subsidiaries. Networks will continue, too, to hold tight reins of program control, despite complaints from Hollywood producers that this stifles programming.

TV film will get some respite from labor difficulties, now that its tangled negotiations with talent guilds have been resolved. Only potential trouble spot: IATSE negotiations. And tape will make no more progress selling itself to the industry than it did in 1959.

Syndication: Domestic syndication sales picture looks brighter for 1961 than it has in several years, distributors tell us. (But from Hollywood we learn that there may be less new filmed product turned out in 1961 than ever before—see p. 11.) For one thing, FCC-enforced cutbacks in network option time (Vol. 16:52 p6) have at least put syndicators on a par with network shows scheduled in 7:30-8:30 (E.S.T.) slot for valuable nighttime exposure. Those network shows failing to make the grade in this time may well be bumped by stations eager for the larger (70¢ on the gross dollar) revenue share that comes from spot-sponsored syndicated shows. There's also a product vacuum at the moment, which means that the first syndicators to launch new shows in 1961 will find the selling easier. Overseas syndication will continue to grow in terms of sales opportunities, but in dollar volume isn't likely to top 25% of the regular domestic volume.

Feature Films: Additional post-1948 feature packages will be launched on the market in 1961, by all indications, continuing the trend that began in mid-1960. But there'll be no dumping of big library buys. Packages will be small, expensive, spaced-out. Last year, the number of Hollywood-made post-1948s, from major studios & independents, that reached TV market as "new" totaled 415, making nearly 550 post-1948s currently available. Guesstimated total for 1961 release: About 150 more. That figure may jump another 100 or so if one or more of the major post-1948 holdouts (MGM, Paramount, Universal, Allied Artists, Disney, Goldwyn) decides to open its film vault to TV. Block-booking tactics, of course, are now illegal, but syndicators have in recent seasons been switching steadily to the sales strategy of De Beers Consolidated (which long ago learned that diamond prices are firmer if the available supply is fed slowly into the market in small batches).

Educational TV: At least 6—and perhaps as many as 10—new ETV stations are expected to be on air by end of 1961, bringing total to around 60. Biggest spurt yet in ETV construction plans, looking toward establishment of twice as many new outlets in 1962, also should come this year through federal aid for equipment buying. Twice-blocked ETV legislation (providing up to \$1 million per state) will have White House backing for first time under Kennedy administration, and it's good bet that Congress will approve it on 3rd try.

But aside from federal aid, ETV will have exciting year. Most dramatic event will be midwest "Stratovision" experiment, financed by Ford Foundation. TV will be used for imaginative & ingenious school purposes on ground, too. Before 1961 is out, regional ETV networks probably will be operating in Midwestern & Western states as well as in South & New England. And NET's ambitious programming for its own ETV station circuit, on which tape recorders are becoming standard equipment, will be limited only by its budget.

Community Antenna Systems: Another year of Washington problems, with strong probability of some type of federal controls—restrictive, but not crippling—despite fact that virtually all station-CATV conflicts will be settled out of court. Closed-circuit operators, such as TelePrompter, will make greater use of systems for hot special events. At least one attempt will be made to put pay TV on systems, but results will be

inconclusive by year's end. Litigation over program rights & copyrights will cook all year. Important new money will come into field via systems purchases.

Pay TV: FCC will approve RKO-Zenith Hartford test, and experiment will get under way in modest fashion sometime in 1962, after a few more legal flurries. Early results will be inconclusive. Toronto cable system will be surveyed & resurveyed. Telemeter will report that "it's still too early to tell" and anti-pay forces will state that "things don't look too good." A few Congressmen will try to stop Hartford test but they won't succeed—because Commerce Committees won't interfere.

Closed-Circuit TV: Estimates for 1961 are conservative in this field, although the March 13 Johansson-Patterson bout may establish a new record gross for a closed-circuit sports event. Nobody agrees precisely on the 1960 industry gross. Estimates range from Teletalent's \$9.5 million (Vol. 16:52 p13) to Tele-Prompter's guess last week of less than \$5 million. The latter firm, incidentally, expects to handle about 80% of all 1961 closed-circuitcast business. Consensus for 1961: Between \$5 & \$6 million for major closed-circuit events.

Position of closed-circuiting in communications field, however, is definitely established & will continue its growth as "one of the leaders among the meeting media," stated Theatre Network TV Inc. Pres. Nathan L. Halpern last week. By Halpern's estimate, it's now possible to link 350 cities in a private telecast, and hookups of more than 50 cities will no longer be unusual.

Foreign Investment: It looks like a hot year for U.S.-foreign TV deals, largely along the lines of those evolved during 1960. At the network level, look for more telecasting partnerships and co-production program deals with broadcasters in Australia, West Germany, Japan, Britain and Italy. Possibly, there'll be some trial deals with members of the new crop of African countries. ABC will continue its role of unofficial friendly adviser to Canadian commercial TV interests seeking to enlarge their commercial networking.

Program producers & syndicators, who pioneered much of the U.S.-foreign TV relationship, will expand their interests (and sales) in 1961 to new TV areas. U.S. station reps are expected to explore deals with foreign broadcasters for reciprocal representation, and U.S. agencies will continue their steady overseas growth. Major U.S. station groups are likely to make their appearance as TV partners on the international scene.

The FCC

More about

LANDIS LAYS IT ON FCC: From the "quality of its top personnel" to its "Alice-in-Wonderland procedures," FCC is a terrible example of a govt. agency gone astray from paths of regulatory virtues, President-elect Kennedy's special advisor James M. Landis said last week.

In his blistering report on the state of the agencies (see p. 1), Landis detected "considerable technical excellence" on FCC staff levels, but otherwise found little in Commission operations which merited anything but scorn. No agency escaped the wrath of Landis, but few were subjected to more withering criticism than FCC.

What to do? Landis asked himself. In the first place, get some good men in there, he told Kennedy. And for the long haul: (1) Set up a separate White House Office for the Coordination & Development of Communications Policy. (2) Reorganize FCC under plans to be drawn up by a new White House Office for the Oversight of Regulatory Agencies.

This is what Landis had to say about FCC in a section of his report on "Suggested Remedies" for agency ills:

"The Federal Communications Commission presents a somewhat extraordinary spectacle. Despite considerable technical excellence on the part of its staff, the Commission has drifted, vacillated & stalled in almost every major area.

"It seems incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning procedures that are effective to deal with its

problems.

"The available evidence indicates that it, more than any other agency, has been susceptible to *ex parte* presentations, and that it has been subservient—far too subservient—to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an influence is exercised over the Commission by the networks.

"The quality of its top personnel is, of course, primarily responsible for these defects. The members of the Commission do not appear to be overworked in the sense that the Commission's docket is bulging with cases calling for disposition. Nevertheless disposition lags. Only 32 cases, all dealing with broadcast licenses, were decided by the Commission during fiscal 1959, other than cases dismissed or in which the examiner's report became final. Commission action following the examiner's report in 9 of these cases took from 6 to 12 months, and in 10 cases from one year to 2 years.

"In broadcast license cases, no criteria for decision have evolved. True, criteria of various different kinds are articulated, but they are patently not the grounds motivating decision. No firm decisional policy has evolved from these case-by-case dispositions. Instead, the anonymous opinion-writers for the Commission pick from a collection of standards those that will support whatever decision the Commission chooses to make.

"Observers of the procedures employed by the Commission agree that the issues litigated are unreal, and a mass of useless evidence, expensive to prepare, is required to be adduced,

"The uselessness of much of this evidence derives from several causes. The first is that programming proposed by applicants is of high-sounding moral & ethical content in order to establish that their operation of a radio & TV station would be in the 'public interest.' The actual programming bears no reasonable similitude to the programming proposed. The Commission knows this, but ignores these differentiations at the time when renewal of licenses of the station[s] is before them.

"Nevertheless, it continues with its Alice-in-Wonderland procedures. Also because of the varying standards that the Commission employs, a vast amount of unrealistic testimony is adduced to support each of these standards, incumbering the record with useless data.

"On major policy matters, the Commission seems incapable of reaching conclusions. The uhf debacle has been plainly apparent for some 5 to 6 years. Nothing of any substantial consequence has yet been accomplished by the Commission to relieve the situation, although they are now purporting to make available additional vhf channels in one and 2 v-channel markets.

"The procedures employed by the Commission in adjudicatory matters as well as in purely exploratory matters seem primarily at fault for these deficiencies.

"Leadership in the effort to solve problems seems too frequently to be left to commercial interests rather than taken by the Commission itself. No patent solution for this situation exists other than the incubation of vigor & courage in the Commission by giving it strong & competent leadership, and thereby evolving sensible procedures for the disposition of its business."

As for the need for the White House-level Office for the Coordination & Development of Communications Policy—which would absorb telecommunications powers now held by the Office of Civil & Defense Mobilization—Landis said this is a govt. area "where effective inter-agency action is lacking."

He called the roll of agencies involved in communications in addition to FCC: State Dept., National Aeronautics & Space Administration, OCDM's Interdepartmental Radio Advisory Committee, Army, Navy, Air Force, Federal Aeronautics Administration. New space-age policy-making machinery is needed to update the Communications Act of 1934, Landis told Kennedy.

Landis said that one of the first jobs of the Office for the Oversight of Regulatory Agencies should be to overhaul FCC in a reorganization plan to be submitted by Kennedy to Congress. This should get "prime emphasis," the President-elect was advised.

As outlined for Kennedy by Landis, reorganization of FCC & other agencies (including FTC) would include provisions for: (1) Making it clear that the chairman's "authority extends to all administrative matters." (2) Giving the chairman appointive power over all personnel except Presidential appointees, division heads who must win confirmation by a majority of agency members, and 3 special assistants picked by each member. (3) Delegating authority for final determination of adjudicatory matters (subject to discretionary review by members *en banc*) to panels of members, single members, hearing examiners or boards of employes.

Contract with Empire State Bldg.—\$93,000 a year for use of antenna & floor space for its N.Y. uhf project—has been signed by FCC (Vol. 16:46 p8). The Commission also stated that contract negotiations are under way for the construction of the station.

More about

FCC PROUD OF YEAR'S RECORD: Although FCC didn't come out & say so, there's considerable feeling around the Commission that the Landis Report was totally unfair in its failure to acknowledge the many actions FCC has taken in the last year to cure the ills complained of in the report (see pp. 1 & 7).

By coincidence, the Commission's year-end statement, issued after the Landis report was released, served as a rebuttal. Here are some of the points stressed by FCC:

- (1) Reduced network option time.
- (2) Removed networks from the spot-rep business.
- (3) Asked for legislation permitting FCC to regulate networks directly.
- (4) Conducted hearings on network program-selection processes.
- (5) Moved to give boosters & translators greater freedom in re-broadcasting network programs.
- (6) Issued a "landmark report on programming."
- (7) Established a Complaints & Compliance Div.
- (8) Helped get laws to outlaw deceptive quizzes & payola . . . to make clear that FCC can issue short-term licenses . . . to give the Commission power to levy fines for rules infractions . . . to require local notice by those filing applications or facing hearings . . . to require Commission approval of mergers & pay-offs.
- (9) Drafted legislation to allow the formation of 2 decision-making panels and the use of "summary judgment" procedure—to speed decisions.
- (10) Moved promptly on all *ex parte* cases.
- (11) Sought legislation for all-channel sets, to help solve the allocation problem.
- (12) Determined finally that more vhf spectrum could not be obtained from the military.
- (13) Sought & received funds to experiment with uhf in N.Y.
- (14) Sought & received legislation allowing legalization of vhf boosters.
- (15) Drafted bill to resolve station-CATV conflicts.
- (16) Conducted a pay-TV hearing in 5 days, "and it is expected that the Commission will reach its decision shortly."
- (17) Proposed rules to bar trafficking in licenses.
- (18) Aided Congress by questioning stations on their handling of political broadcasts under the new law.
- (19) Expanded the scope of FM multiplexing.
- (20) Prepared for an "imminent" decision on AM clear channels.

Unconditional FCC approval of license renewals for KING-TV & KING Seattle, which had been held up on duopoly grounds (Vol. 16:50 p9), has been requested by King Bestg. Co. Protesting the Commission's requirement that the Pacific National Bank of Seattle dispose of its interest in competing stations KIRO-TV & KIRO, a petition for reconsideration said that the fact that King Bestg. Pres. Mrs. A. Scott Bullitt is a dir. & stockholder of the bank doesn't run counter to FCC.

Ex-FCC Comr. Richard A. Mack still is physically unable to stand retrial on Miami Ch. 10 conspiracy charges, U.S. attorney Oliver Dibble said in Washington last week. Asked if Mack would be brought to trial again in the case in which co-defendant Thurman A. Whiteside was acquitted in October (Vol. 16:52 p3), the prosecutor said the govt.'s decision would have to wait until Mack recovers. He was hospitalized during the separate Whiteside trial,

Lee Wants Grant—of Uhf: FCC Comr. Robert E. Lee's continuing crusade to shift all TV to uhf took him to Harrisburg last week, where he told the Kiwanis Club in that uhf area that the only method of expanding TV is "bold & decisive" action ordering a complete shift.

He said that he recognized the action to be "drastic" and that it "could be most unpleasant unless it were on a gradual & long-range basis." In the transition stage, he said, "I believe that we should work toward the ultimate goal with every conceivable encouragement to uhf broadcasting, including an expanded program of deintermixture in those markets where a single vhf station makes it difficult for uhf to provide multiple services to communities rather than a single service to a large area."

If FCC's N.Y. uhf experiment is a success, he said, "and I am sure that it will be based upon the fine service that uhf is rendering here and in other uhf markets, I believe that TV broadcasting will eventually come to be an all-uhf service. I know the transition will not come overnight. But it will & must come eventually. Were there to be receivers in every home capable of receiving uhf programs, transition could be accomplished in no greater time than it takes to assemble & erect the broadcasting stations—a matter of months . . ."

"The argument goes that there are in excess of 50 million TV receivers in the country and that the cost to convert to uhf would equal the national debt. This is the grossest malarkey conceivable. Where was this argument a year ago when the Commission sought more vhf channel space? The system which the Commission proposed would have outmoded not only the 50 million vhf receivers but 10 million uhf receivers as well."

Lee doesn't think that all-channel set legislation, by itself, would help much. "Does anyone believe," he asked, "that if Congress were to step in & give the FCC authority to require the manufacture of all-channel sets, that this magic wand would in itself create a competitive & adequate broadcasting system in the face of the proposed breakdown of vhf allocation standards?"

One of most-litigated cases in FCC's docket—the objections of WAIM-TV (Ch. 40) against the site move of WSPA-TV (Ch. 7) Spartanburg—moved partially against the latter last week. After the case had been sent back to FCC by the Court of Appeals for the 3rd time in 8 years, accompanied by caustic criticism of the Commission, examiners James Cunningham & Herbert Sharfman recommended that WSPA-TV's CP for its present site be rescinded. However, they held that the station's misrepresentations to the FCC regarding its site were offset by its broadcast history—and that it is still qualified to be a licensee. WSPA-TV originally received a grant for Hogback Mountain. It later obtained a grant for a "temporary" site on Paris Mountain. It did so to get a CBS-TV affiliation which it couldn't have received because of overlap with CBS-affiliated WBTV Charlotte. The Court of Appeals also held that WSPA-TV, in its application for the Paris site, misrepresented its intentions in a "calculated, deliberate and not insignificant" fashion. In addition, the Court said that the Paris site would deprive a substantial number of people of service. This, it asserted, obviously is "not in the public interest." The examiners agreed with the latter finding of the Court. However, looking over the station's broadcast record, they said they believe its performance is good enough to erase the stain of misrepresentation. Co-incidentally, FCC itself set aside its Nov. 30 renewal of radio WSPA, and placed it in the pending file until the TV site-move case reaches a final decision.

Stations

NAB's Year of Trial: Broadcasters survived "bad headlines" in 1960 and "reached the threshold of freedom & influence" which the industry has always sought, NAB Policy Committee Chmn. Clair McCollough said last week.

In a year-end review of the industry's advances in the face of trials & troubles, McCollough recounted how TV & radio had come through "blackest days of 1959 & early 1960 to be accorded a higher degree of faith & freedom by the legislative & regulatory agencies of govt."

He underscored these 1960 developments: (1) Sec. 315-exempt handling of broadcast debates by Presidential candidates. (2) FCC's apparent acceptance of the principle that broadcasters themselves should determine community-programming needs and how they should be met. (3) Improvement & expansion of self-regulation through NAB's TV & Radio Codes. The last point also was stressed in a year-end statement by TV Code Review Board Chmn. E. K. Hartenbower. He said the "dramatic increase in TV Code subscribers & the growing prestige of the Code itself are living proof of the industry's determination to live up to its responsibilities."

Pointing to record-high NAB memberships, McCollough added: "With initiative & vigor the industry can now continue to move forward, to grow in influence, both economic & social, and to work for the public interest, less hampered than ever before by archaic & unnecessary legislative & regulatory controls."

He cited these "touchstones for the future" for NAB, under the leadership of new Pres. LeRoy Collins, who takes office this week: (1) "A determined, organized effort to bolster the economy through ethical advertising." (2) "A dedication, within our capacities, to the cause of better education." (3) "A comprehension of the public interest, in order that we may meet it in a climate of decision freely made." (4) "A concerted, organized effort to portray our industry to the public for what it is and aspires to become."

Radio KRKD (AM & FM) Los Angeles have been acquired by the International Church of the Four Square Gospel for \$1.5 million from Trans-American Bcstg. Co. The owners of KRKD are Al Zugsmith, Frank Oxarart, Jack Feldmann and the estate of Bob Yeakel, who bought the station in 1957 from Frank Doherty. The church presently operates KFSG, sharing time on 1150 kc with KRKD. A 24-hour operation is planned, using the KRKD call letters. KRKD-FM will be operated non-commercially.

Offer of \$12.5 million for WKBW-TV & WKBW Buffalo has been made by Taft Bcstg. Co., but no agreement has been reached. Taft owns WKRC-TV & WKRC Cincinnati, WTVN-TV & WTVN Columbus, WBRC-TV & WBRC Birmingham and WKYT Lexington, Ky.

"Trip-cue" cartridge tape recorder is being introduced by RCA for sound broadcast. The new RT-7A recorder is designed to produce 2 cue signals. The first is placed on the cue track to signal the beginning of a tape program in the conventional manner. The 2nd, recorded in a different frequency at the end of each recording, automatically turns on a 2nd recorder.

Public service idea: KDKA-TV Pittsburgh obtained pledges of \$40,547 during its annual 120-min. Christmas Eve show for the local Children's Hospital. In 9 previous years, the station raised a total of \$817,000.

NAB's AM committee under Chmn. C. L. (Chet) Thomas (KXOK St. Louis) meets Jan. 11 in Washington.

NEW & UPCOMING STATIONS: Toronto's privately owned station, CFTO-TV (Ch. 9), made its debut at 9:45 New Year's Day with an 18-hour fund-raising telethon for retarded children featuring special taped appearances by Eva Gabor, Johnny Mathis, Hugh O'Brian and other U.S. & Canadian personalities.

CFTO-TV, Canada's 78th station, was constructed at a cost of \$5.5 million, including \$3 million in RCA equipment—claimed to be RCA's largest single broadcast equipment order. The station is equipped to broadcast in color, currently banned in Canada. It radiates 325 kc from its 890-ft. tower. Licensee Baton Aldred Rogers Bcstg. Ltd. is owned 51% by *Toronto Telegram*, 49% by Pres. Joel Aldred, U.S. & Canadian TV personality. Charles Baldour is station mgr. Base hour rate is \$1,150. Sales rep for Western Canada is Television Representatives Ltd., Toronto & Montreal sales being handled by the station staff.

* * *

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

XHFA (Ch. 2) Nogales, Mexico didn't start Christmas Day as planned. Delay with construction has pushed target to March for programming in both Spanish & English on Arizona border. It will use Electron transmitter on Cabelero Mt. and a 150-ft. tower.

CHOV-TV (Ch. 5) Pembroke, Ont. has ordered RCA equipment, including a TV tape recorder, and plans April programming, reports pres. & gen. mgr. E. G. Archibald, who is also pres. of radio CHOV. The station has an RCA transmitter in Pembroke, and is awaiting construction of its studio-transmitter building. Coming from radio CHOV are Ramsay Garrow, sales mgr.; Bill Kay, news & sports dir.; J. B. (Bun) Scott, promotion mgr. Base hour will be \$150. Reps will be Young and Stovin-Byles.

KUSD-TV (Ch. 2, educational) Vermillion, S.D. is keeping March 1 target for tests, plans April 1 programming, writes Martin Busch, KUSD radio-TV-film dir. for owner State U. of S.D. It received a 250-watt Sarkes Tarzian transmitter Nov. 16 and will use a Jampro antenna on a 150-ft. tower furnished by Tower Construction Co. Closed-circuit system, in operation for 3 years, will be discontinued, and its studios will be used by KUSD-TV.

Congress

Final TV-radio-FCC report by the Commerce Legislative Oversight Subcommittee (Vol. 16:52 p2), due when Congress convenes this week, has been delayed. Chmn. Harris (D-Ark.) had planned to get his Subcommittee together last week for a scissors-&-paste job on the windup report by the staff, which was released Dec. 21. But Republicans on the Subcommittee were reported still smarting over free-wheeling criticism of CAB, ICC and FPC by the staff. And there weren't enough members on hand in Washington for a meeting, anyway. Harris was expected to try again this week.

Foreign

Cuban govt. fired 68 employes of CMQ-TV last week, following a fire which burned out the elaborate Havana TV installation. The employes of the station, which had been seized by the govt. from the Mestre brothers, were not specifically implicated in the fire. They included technicians & newsmen whose loyalty to the Castro govt. was challenged and who were considered security risks. The fire was caused by a saboteur who threw phosphorus into the station's air vents.

Auxiliary Services

Hartford Pay-TV Go-Round: Zenith-RKO General's proposed WHCT Hartford pay-TV operation, endorsed by FCC's Broadcast Bureau for a 3-year test (Vol. 16:49 p2), got another going-over in reply comments filed with the Commission last week, but none produced new issues.

Protesting theater interests, represented by Marcus Cohn, called on FCC to reject Broadcast Bureau recommendations for the pay-TV trial by Hartford Phonevision Co. in 33 pages of comments. The theater owners argued again that the pay-TV promoters hadn't shown that operations "will be carried on for the public's welfare and will not cause serious deprivations to the viewing audience." Added Cohn: "According to its own calculations, the applicant will make a profit of more than \$2 million instead of losing \$1 million during the 3 years."

Not unexpectedly, Hartford Phonevision counsel W. Theodore Pierson concluded (in 34 pages) that proposed findings & conclusions by the Broadcast Bureau largely "represent a fair appraisal of the facts."

For the Broadcast Bureau, attorney Louis C. Stephens said there was no need for "over-burdening the record with needless repetition" of its views. Stephens limited his reply comments to 4 pages, enlarging on recommendations that Hartford Phonevision be required to furnish FCC full data about pay-TV costs, programming agreements, etc.

Adler's First Vhf Translator: Dominant uhf-translator manufacturer Adler Electronics now makes a bid for the vhf market, announcing its one-watt VST-1 and offering it at \$2,100. Pres. Ben Adler also reports that he is expanding at such a rate that more working capital is needed and he plans a public stock offer shortly.

Adler says he's going after "the quality market," noting that some other companies' devices are out at \$800-\$1,000. He says he has orders for 20 units—all from TV stations seeking to extend coverage, none from illegal booster operators. In addition, he reports more than 100 inquiries—all these also from stations.

The average antenna costs \$200 extra, Adler said. His firm can supply all equipment, will on request do a "turnkey job," even building roads if necessary.

The VST-1 features automatic unattended operation, heterodyne conversion techniques, remote control facilities.

Adler says he has sold some 50-60 vhf translators for foreign operation. They're bigger units, up to 150 watts.

Some 400 Adler uhf translators are in use here & abroad, according to Adler. Of these, 45 use 100-watt amplifiers. The 10-watt unit runs \$3,025, the amplifier \$5,200, and the average antenna \$1,000.

A nice chunk of business is in the works in Italy, reports Adler. He's negotiating to license Raytheon to build uhf translators in its Italian plant. That country plans to make its 2nd program service all-uhf, and intends to install 500-1,000 translators within 3 years.

Protest by CATV system against vhf boosters, first of its kind (Vol. 16:50 p19), was granted by FCC last week when it set aside the special operating authority granted to Bloomfield Non-profit TV Assn., Bloomfield, N.M. Aztec Community TV Inc. had complained that the boosters produce "intolerable" interference at Aztec's receiving antenna. However, the Commission refused Aztec's request that the boosters be shut down immediately. It ordered a hearing to be held in Bloomfield in order to "avoid imposition of an onerous financial burden."

Axe Swings on Medical TV: The Army last week began executing its budget-economy death sentence against Walter Reed Medical Center's TV unit (Vol. 16:52 p8). But the civilian chief of the unique million-dollar facility clung to a conviction that a reprieve would yet come.

On schedule, the office of Walter Reed's commander Maj. Gen. Clement F. St. John handed out Dec. 30 dismissal notices to 18 of 31 civilian staffers at the TV center, effective in 30 days. At the same time, 20 of 26 enlisted men assigned to the unit got transfer orders.

Unless the dismissal-&-transfer orders are countermanded, the TV center won't survive past the 30-day grace period, but exec. dir. Dr. Paul W. Schafer told us: "I have complete hope." He had refused to issue notices himself, but offered to fire himself—an offer which hadn't been accepted by Gen. St. John at last week's end.

Dr. Schafer said he didn't know just where to look for action which would save the 5-year-old medical instruction-&-demonstration TV operation. He indicated, however, that he was counting on Congress as one source of help.

"I have too much faith in the American people & the elected representatives of the people—and in the leaders of the scientific community—to think that they will let it die," Dr. Schafer told us.

"I just am of the conviction that in these 30 days there will be enough concern about the future of science & education to bring relief."

Re-match between heavyweight champion Floyd Patterson & contender Ingemar Johansson (March 13) is expected to play before a closed-circuit TV audience of 80,000 in N.Y. alone. The Miami fight will be fed to Madison Sq. Garden (17,000 seats) and Roosevelt (40,000) and Yonkers (20,000) Raceways, in N.Y.; also to the Los Angeles Coliseum. These audience estimates came last week from William D. Fugazy, pres., Feature Sports Inc., promoters of the 3rd bout between the 2 heavyweights. He added that he expected the match to gross \$4 million. Fugazy's audience estimates, however, were termed "premature" in N.Y. by Madison Sq. Garden gen. mgr. Harry Markson, since no firm commitment has been made. And officials of the 2 harness tracks pointed out that Fugazy's estimates there are based on having an indoor-outdoor viewing arrangement subject to weather conditions. TelePrompTer will handle the TV closed-circuiting.

Technology

TV satellites should be operated by private industry in the U.S. following initial govt. experimental work, according to a policy statement adopted at the White House. Supporting (just-resigned) Dir. T. Keith Glennan of the National Aeronautics & Space Administration, who outlined the policy in an October speech (Vol. 16:42 p24), the policy declaration says the govt. should be ready to launch—at cost—developmental satellites produced by industry. But after that, the policy calls on industry to take ultimate responsibility for establishing & operating any global communications network. AT&T already has applied to FCC in an effort to be first in space with an industry-owned-&-operated system (Vol. 16:50 p6).

Boston's Lake Service Corp. disputes RCA's claim that its new bi-directional TV distribution system is "a major advance in the distribution of ETV signals to classrooms" (Vol. 16:51 p11). Lake Pres. Fred S. Lakewitz claims his company "developed the first such system 5 years ago and we have made a number of such installations in govt. establishments as well as in educational facilities."

Film & Tape

More about

SYNDICATION PRODUCTION DIP: The indication that fewer syndication films will be produced in 1961 than ever before comes as no particular surprise. The market has been soft for some time, and station buyers haven't been showing any great enthusiasm for such merchandise—although Eastern sales depts. are optimistic because of option-time cutbacks (see p. 6).

While 1961 plans are still being crystallized, current production schedules indicate there may be about a dozen new syndicated series. Cal. National Productions is planning 7, CBS Films 4, Screen Gems, 2. This isn't necessarily the firm figure inasmuch as some companies will first seek network exposure—as CBS Films succeeded in doing this season with *Angel*.

For the record, however, Screen Gems has filmed 2 pilots for syndication: *Shannon* and *The Man in the Middle*. CNP is planning 3 *White Hats*, produced by Wilbur Stark & Al C. Ward; *Police Surgeon*, with Henry Kessler as producer; a vehicle from the producing team of Ray Singer & Dick Chevillat; *War Birds*, with Al Simon of Filmways TV as producer; 2 Sam Gallu series. CBS Films' plans include an action-adventure series from Burlingame Productions, and *The Rolling Stone*, *Mr. Dodd* and *Charles Russell*.

Most Hollywood producers are allergic to turning out syndicated films because (1) the market is glutted; (2) films must have low budgets—and therefore less quality; and (3) a network sale generally recoups his production investment for the producer on the first-run.

1961—HIGH FOR HOUR PILOTS: More 60-min. pilots than ever before are currently under way in Hollywood. In excess of 35 such projects will emerge next season.

This has developed despite the lack of success of most 60-min. entries this season (Vol. 16:46 p9). Ironically, early-season casualties included three 60-min. series: *Riverboat*, *Dan Raven* and *The Islanders*.

The new pilots include comedy, action-adventure, circus shows—and only one Western.

Among the larger companies: Producer Nat Holt and Revue Studios have filmed *The Denver & the Rio Grande*. Desilu Productions will pilot *Homicide* and *Counter-Intelligence Corps*; Four Star Television plans a Western, to be produced by Vincent Fennelly. Screen Gems is filming *The Insider*, and is considering pilots for *Safari*, *Baron of Boston* and *Grand Deception*. MGM-TV will pilot *Cain's 100* and *Woman in the Case*. Warner Bros. will pilot *Solitaire* and will film *Las Vegas* as a movie, to serve as pilot for a new ABC-TV series—the same procedure used for 77 *Sunset Strip*. 20th Century-Fox TV is planning *Kilimanjaro*, *Bus Stop*, *The Jayhawker*, *The Circus*, *Silent Investigators*.

Other 60-min. pilots: *The Lawyer*, 87th Precinct and *Stage 61*, Hubbell Robinson Productions. *Las Vegas Beat*, Goodson-Todman. *Rio*, Roncom Productions. *Dr. Kate*, Telman Inc. *The Big Tent* and *3 Men & a Girl*, NBC-TV. *The New Breed*, QM Productions. *3 to Make Ready*, Tandem Productions. *Patrol Boat 999*, Lindsley Parsons and Allied Artists. *Room 63*, Girard-Lewis Productions. *Hurricane Island*, *Marina*, *The Defenders*, CBS-TV. Three pilots, (one with Revue Studios), Jack Chertok Productions. *M.R.*, Dozo Productions. *Jamaica Reef*, Richard L. Bare. *Caribe Inn*, Russell Hayden.

NEW YORK ROUNDUP

\$500,000 tape installation is planned for N.Y. in 1961 by Sports Network Inc., Pres. Richard Bailey said last week. It will be operated by National Video Tape Productions Inc., an 18-month-old div. of Sports Network, and will be located at 36 W. 44th St. When completed, the new tape center, plus new studio facilities in East Rutherford, N.J., will make the sports network offshoot "one of the largest independent total tape services," according to Bailey. The company now has 7 mobile units in operation around the country, of which 4 are tape-equipped. Sports Network now claims to be the 4th largest customer of AT&T in the broadcast field.

Add syndication sales: Colorama features has sold its post-1948 Pine-Thomas package in 32 markets to date, including WOR-TV N.Y., KHJ-TV Los Angeles, WBBM-TV Chicago . . . NTA's *The Play of the Week* has been bought by WTVT Tampa & WINR-TV Binghamton, N.Y., bringing the total markets to 70 . . . Ziv-UA's *Case of the Dangerous Robin* has sold in 189 markets to date. Recent sales include: WROC-TV Rochester, WXEX-TV Petersburg, Va., WATE-TV Knoxville. Sale of another Ziv-UA product—*Miami Undercover* to WHDH-TV Boston—brings the market total for that series to 92.

Production of animated cartoons for TV will rise from \$20 million to a record \$30 million in 1961, predicts UPA Pictures Pres. Henry Saperstein. UPA will allocate \$1 million to 104 *Mr. Magoo* episodes and \$2 million to 156 of *Diek Tracy*. The company used 500,000 feet of film in 1959, 2 million in 1960, and expects to use 7 million in 1961. In addition to its series, the studio has a heavy spot-commercial schedule.

Videotape Center, N.Y.-based commercial-taping facility, expects 1960 to show a "70% sales increase," reports vp & gen. mgr. John B. Lanigan. Sales figures for the first 11 months showed a 67% gain over the same 1959 period. For 1961, Lanigan predicts a 40% sales rise, adding that "we wouldn't be surprised to see this estimate topped by a large margin."

Scarcity of new syndicated shows (see p. 11) has prompted Screen Gems to start a mid-season sales campaign on a 26-episode adventure series called *Tallahassee 7000*, starring Walter Matthau as a special agent of the Florida Sheriff's Bureau. SG has already sold the show in 5 major markets, including WCBS-TV N.Y.

Transfilm-Caravel, Buckeye Corp.-owned producer of TV commercials, industrial films, business shows & training programs, has acquired Klaeger Film Productions, N.Y. after more than 2 months of negotiation. Robert H. Klaeger, former pres. of his own firm, was named senior vp of Transfilm-Caravel as well as president of the new film production division.

Film Producers Assn. of N.Y., a trade group including many producers in the TV commercial field, has accepted 3 more members: Gray-O'Reilly Productions, Marathon International Productions, 411 Sound Recording Studios.

People: Renville McCann has been named by TransLux to direct a sales expansion in closed-circuit TV for industrial & commercial organizations . . . Harold Klein has been appointed Film Producers Assn. exec. dir. . . . Bruce Collier has been made UAA Southwestern div. mgr.

HOLLYWOOD ROUNDUP

Long-projected \$4-million Hollywood motion picture & TV museum got the green light last week, when the Los Angeles County Board of Supervisors, in an about-face, voted 4-1 for an initial allocation of \$162,000 for architectural fees for the structure (Vol. 16:51 p4). The County also agreed to donate 4.5 acres of land for the project, pick up an estimated \$340,000 tab for an additional 1.5 acres and guarantee a \$4-million construction loan. Previously, the supervisors had balked at the project, demanding that the film industry pay half the cost of the project. The movie industry declined to donate cash, but will contribute some \$5-million worth of filmland memorabilia.

Screen Actors Guild has granted MCA a 60-day extension of a waiver under which the talent agency's TV-film subsidiary, Revue Studios, operates as a production company. The Guild also granted an extension on its contract with the Artists' Managers Guild. Both contracts would have expired Dec. 31. SAG granted the extensions because Guild executives were too busy with TV & movie negotiations in 1960 for negotiations with MCA and AMG.

Selmur Productions, AB-PT's film-&-tape production subsidiary, embarks on its initial film series soon with a 30-min. pilot for a dramatic series. It is now seeking a male lead. Selmur also plans to pilot *Direct Line*, a taped documentary series recreating human-interest events. Peter Robinson is producer.

Starward Productions, owned by producer Wilbur Stark & writer Al C. Ward, will co-produce 3 *White Hats*, an action-adventure series, with Cal. National Productions. The pilot will be filmed in January . . . Goodson-Todman's pilot of *Tiggero*, an action-adventure series, will be filmed Jan. 20, with Harry Julian Fink as producer.

CBS Films in Hollywood is moving to new quarters at 6121 Sunset Blvd. in Columbia Square . . . Producer Russell Hayden has filmed a 60-min. pilot, *Caribe Inn*, starring Jeffrey Stone, Don Dorrell and Tommy Cook.

Skelton Studios has taped a 60-min. special, *The Song & Dance Man*, starring Dan Dailey, for producers Buddy Bregman & Paul Benton.

Disneyland Park & the Disneyland Hotel, Anaheim, Cal., plan a \$6-million expansion program in 1961—including a \$1.9-million monorail system to link the park & hotel.

People: Tony Muto has been named head of the story dept. at 20th Century-Fox TV, replacing Kenneth Evans, who resigned . . . Robert Walker has left 20th Century-Fox TV, where he was head of casting . . . Herbert Hirschman has left 20th Century-Fox TV to join MGM-TV as a producer-director. Fletcher Markle & Art Wallace replace Hirschman as producers on *Hong Kong* . . . Morton Fine & David Freidkin, producer-director-writing team, have left Ziv-UA to produce their own TV series . . . Charles Russell has been named an alternate producer of *Adventures in Paradise* at 20th Century-Fox-TV . . . Richard Berg has left NBC-TV where he has a producer-writer contract . . . Edward Walsh named story editor on *The Gunslinger*, new series. Preston Foster has been added to the regular cast of the Charles Marquis Warren-produced Western . . . N.Y. attorney George Elber has joined Four Star Television as vp & exec. asst. to exec. vp Tom McDermott. He will be in charge of business & legal affairs.

\$7.5-million "blacklisting" suit was filed against 8 major Hollywood studios (of which 7 are active in TV production), the Motion Picture Assn. of America and the Assn. of Motion Picture Producers in Washington Dec. 30. Plaintiffs in the action are a dozen movie writers & actors who charged that a "political blacklist" has kept them out of film work since 1947. Seeking redress under anti-trust laws are writers Nedrick Young, Albert Maltz, John Howard Lawson, Herbert Biberman, Lester Cole, Robert L. Richards, Frederick I. Rinaldo & Philip Stevenson, and performers Gale Sondergaard, Alvin Hammer, Mary Virginia Farmer & Shimen Ruskin. The group's attorney, A. L. Wirin, stated that the suit would "detail how the alleged blacklist has been employed." Some of the plaintiffs were among the so-called "Hollywood 10" convicted in 1947 of contempt of Congress following a probe of Red activities in the movie industry. (Interesting exception: "Hollywood 10" writer Dalton Trumbo, who has worked under various pseudonyms and who wrote the screenplay for "Exodus," is not a party to the suit.) The studios charged with blacklisting are MGM, Columbia, Paramount, 20th Century-Fox, Warner Bros., Universal, Disney and Allied Artists. Only Universal is currently not represented with network or syndicated telefilm shows.

Warner Bros. production of *Maverick* was not "materially hampered or interrupted" by the writer strike, said Los Angeles Superior Court Judge Arnold Praeger last week, in his formal ruling on behalf of James Garner, who had charged WB with breach of contract when it invoked *force majeure* and took him off the payroll last March 3 (Vol. 16:49 p8 et seq.). In his written decision, Judge Praeger said WB had continued production of the series during the strike so that the strike did not give Warners the right to stop paying Garner. The star had finished the *Maverick* series for 1959-60 and one episode for the following season, he found, and WB could have begun production on *Mavericks* for this season as late as May 1960. Refusal of Warners to pay Garner was "willful, deliberate and not in good faith," and constituted a "total breach of contract" declared the judge, in freeing Garner of his contract. Garner was also awarded \$1,750 damages—one week's pay.

Temopic Enterprises S.A. has been formed by producer Eugene Rodney & Robert Young (*Father Knows Best*), for production of a CBS-TV series to star Young. They may make a pilot in March at Desilu Gower, where their new firm is quartered. Rodney told us that *Father* is currently being shown in 22 countries . . . Producer-writer team of Ray Singer & Dick Chevillat will make a pilot, *Marty & Me*, a comedy which may star Tommy Noonan. Cal. National Productions may finance the January pilot.

CBS-TV is piloting *High Time*, a comedy, in February. Plan is to showcase it on *GE Theater*. Cecil Barker is producer . . . Mark VII Ltd., long dormant in TV, is returning to production with a comedy pilot, *The Barbara Nichols Show*, to be filmed in Feb. or March. Jack Webb will produce . . . Producers Bill Thomas & Sam White go into production Feb. 1 with their action-adventure pilot, *Ski Patrol*.

Tandem Productions' producers Bud Yorkin & Norman Lear will pilot the 60-min. comedy, *3 to Make Ready*, for CBS-TV Feb. 1, and a comedy, *Meet Me at Danny's*, starring Michael J. Pollard, in mid-February.

Film City Enterprises, owned by producer-writer Herb Meadow, will pilot *The Big Fever* . . . Ziv-UA has piloted *The King of Diamonds*, starring Broderick Crawford, with John Robinson as producer.

Advertising

Best Campaigns of '60: Admen had a chance to toss bouquets at last year's top TV commercials in N.Y. last week when *Journal-American* ad columnist Doris Willens invited agency executives to pick their favorite TV campaigns done by agencies other than their own. Gist of their choices:

James F. Egan, senior vp of Doherty, Clifford, Steers & Shenfield: "The new commercials for Crest toothpaste. A skillful documentary approach." David McCall, vp & associate copy chief, Ogilvy, Benson & Mather: "Remington electric shavers. A good straightforward honest demonstration, thoroughly believable." Stanley Tannenbaum, vp & creative group head, Kenyon & Eckhardt: "The Johnson & Johnson baby-product commercials. The very simplicity puts [them] far above most of what you see on TV." Peter Hilton, pres. of Kastor Hilton Chesley Clifford & Atherton: "The Kraft campaign on TV. Some of the best I have ever seen." Ben Alcock, vp & associate creative dir., Grey: "Pontiac. For imaginative demonstration."

Phyllis Robinson, vp & copy chief, Doyle Dane Bernbach: "Ban. For a strong & fresh approach." Arthur Bellaire, associate copy dir. for TV-radio, BBDO: "Two, which are direct opposites—the Maxwell House percolator commercial and Polaroid Land Camera."

Rep-fostered rate-card revisions were announced by Young-TV and Katz Agency in N.Y. last week. The new Young-TV cards establish "a relationship between spot price, spot value and demand." Each card is divided into 3 parts, and each part is a complete card in itself, containing package plans, basic spot & program rates. Spot campaigns placed under rates in the first section are most costly, the time periods being those with top ratings. The 2nd section has lower price & rating levels, but an advertiser may shift to the first section on 2 week's notice. The 3rd section (low rates) buys are pre-emptible without notice for advertisers buying at the higher rates. The rate card was developed by Young-TV exec. vp James F. O'Grady Jr. The Katz agency's new card is less of a precedent-setter. Chiefly, its change is one of simplification, standardized phraseology for conditions and purchase clauses, and a look-alike sequence of items on individual station cards—to save time-buyers the trouble of hunting all over a card to find elements used in station comparisons. The Katz card was announced by research & promotion assoc. dir. Kenneth Mills.

Petroleum firms' network & spot gross time billings in the first 9 months of 1960 were \$29,987,440 (vs. \$23,552,711 for same '59 period). Of the 20 largest producers, TvB reports, 11 spent at least 30% of their ad budgets on TV in 1959. Sales figures available for 10 companies in the first 6 months of 1960 showed an increase of 3.4% (vs. 1.2% for the others, who put less than 30% in TV). Texaco was the leading TV advertiser in this year's first 9 months, with \$9.5 million in gross time billings, followed by Esso Standard Oil with \$2.4 million.

Ad People: Edward M. Thiele elected an exec. vp, Leo Burnett; John C. Ianiri, elected a vp . . . John F. Devine elected gen. counsel, J. Walter Thompson . . . Robert P. Engelke elected a vp & associate media dir., Ted Bates . . . George H. Alarik, Harold C. Mullen, Dean W. Proctor, Donald M. Rowe elected BBDO vps . . . Edward Battey, Theodore Gleysteen, John A. Hise, Frank Kemp, John Owen and Lewis Titterton named senior vps & dirs., Compton.

Networks

CBS was again on top in the first of Nielsen's Dec. 1960 NTI reports, a win considered meaningful by researchers since it reflects "regular" (i.e., free of election coverage etc.) programming. In nighttime AA ratings (Sun. 6:30-11, Mon.-Sat. 7:30-11 p.m.) CBS drew 20.3. ABC, previously in 3rd place (Vol. 16:51 p6), moved into 2nd place with a 19.5 to rival CBS closely. NBC showed with a 17.4. The ratings also reflected an interesting growth pattern, now likely to level off somewhat as ABC reaches full status as a nighttime competitor. Since the year-ago rating, ABC has increased its homes-reached average by 15%, while CBS increased 4% and NBC grew 1%. As has happened before, ABC took top honors in Nielsen's 24-city report for the week ended Dec. 18, drawing a 20.0 against 19.6 for CBS and 17.3 for NBC.

NETWORK SALES ACTIVITY

ABC-TV

- Naked City*, Wed. 10-11 p.m.; *Cheyenne*, Mon. 7:30-8:30 p.m.; *Islanders*, Sun. 9:30-10:30 p.m.; part. eff. spring & summer 1961 respectively.
Union Carbide Consumer Products (Esty)
Polk Miller Products (N. W. Ayer & Son)
- Roaring Twenties*, Sat. 7:30-8:30 p.m.; *Islanders*, Sun. 9:30-10:30 p.m., participations eff. Jan.
Simoniz (D-F-S)
- Action cartoon series, Mon.-Fri., 5:30-6 p.m., part. eff. Jan.
American Home Products (Y&R)
- Adventures in Paradise*, Mon. 9:30-10:30 p.m., part. eff. April.
Union Carbide Consumer Products (Esty)
- American Bandstand*, Mon.-Fri. 4-5:30 p.m.; daytime programming, Mon.-Fri., participations eff. Jan.
Warner-Lambert (Lambert & Feasley)

CBS-TV

- The Gunslinger*, Thu. 9-10 p.m., participations eff. Feb. 9.
R. J. Reynolds (William Esty)
- I Love Lucy*, Sun. 6-6:30 p.m., participations eff. Jan. 1.
Clairel (Foote, Cone & Belding)
- The Aquanauts*, Wed. 7:30-8:30 p.m., part. eff. Jan. 4.
Procter & Gamble (Benton & Bowles)

NBC-TV

- Laramie*, Tue. 7:30-8:30 p.m., participations eff. Jan.
Gold Seal (Campbell-Mithun)
- Tall Man*, Sat. 8:30-9 p.m., participations eff. Jan. 14.
Block Drug (SSC&B)
- Laramie*, Tue. 7:30-8:30 p.m.; *Outlaws*, Thu. 7:30-8:30 p.m., participations eff. Jan.
Pepsi-Cola (BBDO)
- The Barbara Stanwyck Show*, Mon. 10-10:30 p.m., renewal.
American Gas (Lennen & Newell)
- The Tab Hunter Show*, Sun. 8:30-9 p.m., renewal.
P. Lorillard (Lennen & Newell)
- Daytime programming, Mon.-Fri., participations totaling \$5.5 million eff. Jan.
Colgate-Palmolive (Ted Bates)
Simoniz (D-F-S)
The Sweets Co. of America (Henry Eisen)
Toni (North)
Campana Sales (Erwin Wasey, R&R)
Mentholatum (J. Walter Thompson)
Mogan David Wine (Edward H. Weiss)
Cracker Jack (Leo Burnett)
Gold Seal (Campbell-Mithun)
Dow Chemical (Norman Craig & Kummel)

Television Digest

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Personals: John Walsh, former CBS-TV special programs coordinator, appointed exec. dir. of National Academy of TV Arts & Sciences' first international TV festival to be held in N.Y. & Washington in the fall of 1961.

Frank Rogier named gen. sales mgr., Mutual Radio Network . . . James W. Dodd, ex-Screen Gems, named sales administration mgr., NBC International; Byron E. Goodell appointed Eastern div. sales mgr., NBC-TV Spot Sales . . . Daniel Denenholz, Katz Agency vp and research & promotion dir., elected secy.; Stanley Reulman, mgr. of San Francisco office, named a vp.

Harold E. (Hal) King named mgr. of upcoming KFOY-TV Hot Sprinks, Ark., due on air in early 1961 . . . Paul McDonough, asst. to FCC Chmn., shifts to general counsel's office, assigned to space communications.

Keith G. Dare, ex-WHCT Hartford, appointed sales mgr., WNBC-TV Binghamton, N.Y. . . . Sidney P. Allen appointed national sales mgr., CKLW-TV Detroit-Windsor, headquartering in N.Y. . . . John A. Dobson, sales mgr., WCAX-TV Burlington, Vt., elected a vp.

Edwin K. Wheeler, gen. mgr., WWJ-TV & WWJ Detroit, appointed to Businessmen's Advisory Committee, Wayne State U. School of Business Administration.

Born Dec. 26 to Mr. & Mrs. William Sarnoff; a daughter, Nancy Lynn, first grandniece of Brig. Gen. and Mrs. David Sarnoff.

Obituary

Tracy S. McCracken, 66, Wyo. newspaper publisher & Democratic National Committeeman, whose family interests included broadcasting, died Dec. 26 in Laramie County Memorial Hospital, Cheyenne, following a heart attack on Christmas Day. He owned 4.42% of KFBC-TV & KFBC Cheyenne and satellite KSTF Scottsbluff, Neb. Other holdings by the family & associates: radios KQRS Rock Springs, Wyo.; KSID Sidney, Neb.; KRAL Rawlins, Wyo.

Frederick A. Knorr, 47, Mich. radio station operator, died Dec. 26 in Ft. Lauderdale of burns received when he fell into scalding water Dec. 9 (Vol. 16:51 p11). He is survived by his wife, 2 daughters, a son and his parents.

Charles S. Monroe, 52, CBS-TV advertising & sales promotion dept. administrative services mgr., died suddenly Dec. 24 at his home in Forest Hills. He wrote many CBS-TV & radio scripts. His wife, daughter & mother survive.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

TV TRADE TRENDS—PRICING & WARRANTIES: First clues to changes in pricing & warranty policies came from 3 manufacturers at week's end, in advance of the International Home Furnishings Show which opens its 10-day stand Jan. 6 at Chicago's Merchandise Mart.

Topping pricing news were movements both up & down—up by Zenith & down by GE, though the latter's move seemingly involves only one new portable. Warranty news was made by Philco's new nationwide 90-day parts-&-labor guarantee.

Zenith distributors last week were showing dealers a revamped 58-model TV-stereo line which made good on Zenith Sales Corp. Pres. Leonard C. Truesdell's Oct. prediction of "an increase in prices of a number of models" (Vol. 16:42 p17). As we observed price tags at N.Y. distributor's show, suggested lists of many holdover TV models were up—most of them by \$10, although increases appeared to range from \$5 to \$25.

In Zenith's stereo line, several sets carry higher retail prices—the increment ranging from \$10 on a low-end portable (now \$89.95) to \$50 on a \$550 FM-AM-phono console. In addition, Zenith introduced a new super-sensitive tuner and its own-make stereo changer—incorporated into several brand-new sets. (For details on Zenith line, see p. 18.)

GE will show new low-priced slim 19-in. portable at Chicago market. Now in production and due for national distribution within few weeks, it's called GE's "first 1962 set." At \$159.95, it appears to be lowest-priced big-name transformer-powered set with 19-in. 114-degree tube. Plastic-encased set is 12½-in. deep at bottom, tapers to top, has AGC, width control, carrying handle. Step-up models are in \$169.95 range.

Philco retail prices also will rise—by at least \$1.75 for portables and \$4 for all other models. These increases represent costs of Philco's new inboard parts-&-labor warranty—costs which "are over & above the suggested list prices of the products," but which will be ticketed to consumer as part of over-all TV-set price. For more on Philco's labor warranty, see p. 17.

FM STEREO STANDARDS THIS MONTH? FCC held its first meeting on stereo FM multiplex broadcasting last week—and afterwards Commissioners limited their comments to the hope that a decision would be made soon. There are indications that Commission is aiming at decision by end of this month.

Four Commissioners were present—Chmn. Ford, Bartley, Craven, Hyde. They got rundown on ABCs of FM stereo from Harold L. Kassens, chief of aural existing facilities branch, in charge of stereo proceeding at staff level. Then they listened to tapes recorded during National Stereo Radio Committee's field tests last summer, containing monophonic & stereo output of each system.

It was basically an orientation session. As among the 6 systems under consideration, it's understood that no staff recommendations have yet been drafted—and there's still possibility, of course, that Commission could decide not to choose any system. But best guess is that definite stereo FM standards will be established.

"We hope to reach an early conclusion," Chmn. Ford told us after session. Comr. Bartley, whose interest in both FM & stereo is of long standing and who attended some of last summer's field tests, expressed belief that "there'll be something before spring."

TV-RADIO PRODUCTION: EIA statistics for week ended Dec. 23 (51st week of 1960):

	Dec. 16-23	Preceding wk.	1959 wk.	'60 cumulative	'59 cumulative
TV	81,762	98,083	103,342	5,684,757	6,272,488
Total radio	271,255	347,572	278,550	17,008,069	15,403,054
auto radio	91,631	111,712	130,156	6,344,079	5,460,238

1961—ANOTHER RECORD, COMPETITIVE YEAR: It's going to be a bright year for those who can stand the pace. That's the way we see 1961—a record year in consumer-electronics dollar sales, a hotly competitive year, a year when efficient organization, selling ability and honest value will count more than ever before. It won't blaze any new trails from standpoint of industry-wide profits, but firms with good management will be able to present satisfying reports to their stockholders.

You've read industry leaders' cautious forecasts in these columns last week (Vol. 16:52 p19). There is virtual unanimity that 1961 will start at a pace substantially slower than 1960, pick up velocity at midyear, with 3rd & 4th quarters better than last year's corresponding ones. This, of course, spells higher dollar sales, since greater proportion of higher-priced merchandise traditionally is sold in year's 2nd half. We'll go a little further and predict higher unit sales of TVs & phonos, and at least a dollar increase in radio sales.

Inventories will be watched more closely than ever before—nobody will want to take off on the overproduction toboggan. We see TV production, distributor & retail sales all hovering around 6-million mark this year (up from 5.7-to-5.8 million in all categories last year), phono retail sales nearly 5 million (vs. 4.5 million), radios 10-to-10.5 million (vs. 10.2 million), auto radios close to 6 million (vs. 6.5 million).

By year's end a new product will be revitalizing both the radio & console stereo markets, with a 2nd innovation poised in attempt to obsolete the phonograph as we know it today. FM multiplex stereocasting could begin around midyear and by Christmas season give big boost to both radio & stereo-phono sales. At year's end, hottest industry issue may be 3M's bid to obsolete the phonograph with its tiny automatic-changing tape cartridge.

In more detail, here's size-up of '61 as it looks from way out on our limb of the electronics tree:

TV Sales Trends: Product upgrading will continue—with more emphasis on furniture styling, high-end sets, etc. Accordingly, average factory price of TV set sold in 1961 will rise to about \$150, highest since 1953, up from low of \$127 (1956) and from last year's estimated \$146. TV-phono combinations will comprise a record 5% of retail sales (up from 3.7% last year), other consoles remaining at 45%, table models & portables dropping to 50% (from 51.3%).

Technical Innovations: "The big change"—to 19- & 23-in. sets—came last year. This year's changes will be less noticeable in the showroom and aimed primarily at consumer satisfaction. One trend was foreshadowed by RCA Victor's introduction of sensitive New Vista tuner last year—and followed just last week by Zenith's Gold Video Guard tuner. More sensitive sets, lower noise levels, are good selling points—and good hedge in event industry must change over to uhf. Hot battle over picture-tube implosion shields will continue, first sets using du Pont Mylar shields and Pittsburgh laminated caps appearing in 1961.

TV Merchandising Trends: Set makers will walk tightrope in attempt to reassure consumers on set reliability and at same time avoid offending service technicians. New warranty plans—some including parts and labor (see Philco story, p. 17), others extending to one or 2 years—will be tested & adopted.

Another trend may be apparent by year's end—talk about discontinuance of annual model changes. This will be influenced less by George Romney & Vance Packard than by desire to end price-cut dumps & unnecessary retooling.

Color TV: Even though Gen. Sarnoff stated last week that his company made profit "in 7 figures" on color in 1960, color will continue to be primarily RCA's baby. We think industry color sales, stimulated by an exceptionally good color set this year, will increase by 50% from an estimated 150,000 sets in 1960 (which in turn was 30% above 1959) to about 225,000, in 1961.

Radio Sales: FCC-established FM stereo multiplex standards (see p. 15) will help increase dollar volume of radio sales and give U.S. manufacturers a unique product not being made in any other country. In transistor radio field, more set makers will offer U.S.-made receivers priced competitively with imports, although total radio sales still may not come up to 1960's unit total.

FM Radio: Public will purchase record number of FM receivers & tuning devices. Including not only table radios, but combinations, hi-fi tuners & imports, FM will increase its U.S. audience by about 2.5 million sets, compared with some 2 million last year. Toward end of year, many of these will be multiplex sets (unless there's hold-up in FCC decision), although really low-priced stereo radios won't generally be available until 1962.

Phono Trends: Phono mix will continue in 1960 pattern—about 75% stereo, 25% mono. But toward year's end, influence of FCC stereo decision should be felt and nearly all stereo phonos sold will be equipped

with FM tuners—either already adapted or easily adaptable to FM multiplex stereo. Market will develop for FM stereo tuner converters for existing stereo phonos. We predict sale, under impact of this FM-stereo development, of some 5 million phonos at retail next year.

Tape Cartridges: The tiny Minnesota Mining CBS tape cartridges—the 3½-in. square, 5/16-in. thick wafers which can provide up to 64 min. of stereo music (Vol. 16:13 p18)—will be in at least experimental production by year's end, and 3M's Revere subsidiary will be manufacturing automatic players for them. Zenith, Columbia, Revere & others will be ready for marketing of stereo units containing the new cartridge changers, and predictions will be heard that at last tape is ready to obsolete the disc record.

Imports: This year will be first big year for TV imports. They'll still number less than 2% of retail sales—about 100,000 units. Most will be from Japan, some from Germany. Majority will be 19-in. non-transistorized units; battery portables won't make much impact here in 1961. Radio imports will continue at approximately 1960's level (7.5 million, including 1- & 2-transistor "toys"), with no successful federal legislation to stop them. Tape recorder & stereo phono imports from Japan will soar.

Those are 1961's prospects as we see them. It will be a year with plenty of opportunity, with high stakes for those who guess right, extreme dangers for those who can't keep pace. Public will have the money to buy, plenty of old sets to replace, and there'll be enticing new products on the market. Summing up in a single word the challenge of 1961: Salesmanship.

More about

PHILCO'S LABOR WARRANTY: "Unprecedented" is Philco's description of its new nation-wide TV service policy (see p. 15) that guarantees service labor as well as parts during the 90-day warranty period. The policy becomes effective with the new Philco TVs, which are being introduced to dealers this week at simultaneous conventions in Miami Beach & Las Vegas.

Philco portables will be sold with a built-in policy providing "carry-in" service. Table models, compacts and consoles will be covered with in-the-home service. The costs of these inboard service policies, Philco candidly states, are \$1.75 & \$4 respectively. However, the policies are not optional for consumer, dealer or distributor. Accordingly, the price the consumer pays for his new Philco TV automatically will include the labor warranty.

Henry T. Paiste, Philco's consumer-relations & service dir., says the TV policy was field-tested in Chicago, Milwaukee and Cincinnati and is patterned after the company's labor-&-parts warranty for radios, introduced in 1955.

The contract servicing, he explains, will be provided by more than 30,000 independent Philco servicemen, thousands of Philco dealers with "qualified" service shops & technicians, and independent non-retailing servicemen who do servicing for non-servicing TV retailers.

Paiste told us that the serviceman will bill Philco at virtually "full rate" for labor-&-parts repairs and will make just about the same profit as he would if the TV set owner walked into the shop cold for the same repair.

"This labor & parts warranty," he told us, "is designed for satisfaction. It assures the customer complete service protection during warranty, it furnishes the serviceman with a proper profit on his work, it brings him additional business both during the warranty period and after. Philco sees this as a major step in bringing about a much needed uniform service coverage for the entire service industry." ranties on a local level."

* * *

Westinghouse's 90-day labor-&-parts warranty on all 19-in. portable TVs became effective Jan. 1. TV-hi-fi dept. mgr. J. J. Egan noted: "Previously, some Westinghouse distributors & dealers had offered free labor-&-parts warranties on a local level."

GALVIN & SKINNER SEE GOOD '61: The presidents of 2 large consumer-electronics manufacturing firms both see 1961 business as at least equal to 1960's thanks to an anticipated 2nd-half pickup. Philco's James M. Skinner Jr. & Motorola's Robert W. Galvin thus add their opinions to those of other industry leaders quoted in our annual roundup last week (Vol. 16:52 p19).

Galvin's statement: "It is likely that the sale of high-ticket consumer-products items, which were comparatively high in the first half of 1960, will be at a reduced level during the same period of 1961, but we can expect improvement in the last half of 1961 compared with 1960. The total volume should be approximately the same.

"We expect that a number of factors will accumulate to make the 2nd half of 1961 a brisk marketing period: Renewed confidence, particularly on the part of the 66 million people who were never out of a job during the recession . . . accumulated savings . . . and the fact that more than enough time will have passed during which people have been unduly postponing their replacement purchases. This, combined with some attractive new product features to be available, will nurture the market.

"Other radio products will be up in the 2nd half of next year, after a somewhat lower first half than 1960, to the extent that we believe 1961 will show a gain over 1960. Car radio sales volume may be down slightly next year from the excellent output in 1960."

Skinner's statement: ". . . We expect the industry to [have] an improved 2nd half; end the year with rising sales.

"Sales of home electronic products probably will start slowly during the early months of 1961, and show improvement during the middle quarters and particularly in the 4th quarter. Sales of all types of phonographs & TV should show a tendency to firm up in the coming year, particularly as the symptoms of the present mild recession disappear. Fortunately, the predicted upturn of the economy in mid-year will coincide with the beginning of TV's traditional season of high sales. Radio, however, will continue as a steady business throughout the year under the impetus of strong consumer demand for transistorized models . . .

"As a whole, then, we expect the economy to gain new strength in the last half of 1961, bring sales for the year to levels equal to 1960, with a chance for a modest increase."

More about

NEW MODEL SETS: New TV, radio & stereo instruments will formally be unveiled at the International Home Furnishings Show which starts this week (Jan. 9) at Chicago's Merchandise Mart, but many distributors were giving dealers a look at them last week in private showings. In addition to the new price & warranty trends of Zenith, GE & Philco (see p. 15), here are some of the highlights:

Zenith—Several new innovations are found in Zenith's long line. A new super-sensitive tuner in 19 basic models—including portables, table models, consoles & combinations—has been named "Gold Video Guard." The new turret tuner has "104 contact points made of 16K filled gold, alloyed with platinum & silver." Hand wired, it's designed to minimize contact wear, is built to accommodate up to 4 uhf strips. It features a front-of-set fine-tuning control which may be used by the set owner to peak-tune each channel—and adjustments can be readily made without upsetting tuning of any other channel.

One of the most interesting features of the Zenith line is the addition of DC restoration to high-end TV models. This technique, long known to the industry, but not used recently by any other manufacturer to our knowledge, sharply improves contrast and prevents wash-out of details. Called "Dynamic Contrast Control" by Zenith, it may be engaged or disengaged by means of a push-pull switch under the hinged escutcheon panel.

Zenith also showed for the first time its "Stereo Professional" changer, featured in 6 stereo consoles and one TV combination. Built by Zenith—the first changer it has made itself in several years—it features precision construction designed to minimize rumble, wow & flutter. An interesting feature is a pop-up 45-rpm spindle which folds right into the turntable.

The new Zenith TV line includes 39 basic models, 19 of them with remote control. Stereo line has 3 portables & 16 single-cabinet consoles, 5 with "extended stereo" & reverb.

Olympic—Six new TV models, 2 stereos & 4 radios will be added, all of them promotionally priced. The TV line includes a 19-in. TV-radio-phono combination at \$249.95, a 23-in. combination at \$389.95, a 23-in. console at \$249.95, a 23-in. table model at \$199.95 and an open-priced 19-in. portable. Stereo consoles are priced from \$129.95 without radio and \$199.95 with AM-FM. Featured in the radio line is an AM-FM table model at \$29.95, a 6-transistor pocket set, a 5-tube clock radio and a 5-tube radio, the latter 3 with open list. Olympic's display will be at Chicago's Congress Hotel Jan. 6-12.

Webcor—To be shown at regional distributor meetings beginning Jan. 5 (Chicago) will be these new products: (1) "Galaxy" stereo phono-tape recorder-AM-FM console to retail at about \$1,000. (2) "The industry's smallest AM-FM radio, transistorized down to one-fourth the size of the next larger competitor." (3) A cordless big-speaker AM radio said to operate more inexpensively than a power-cord unit. (4) A 9-transistor citizens band transceiver.

TV-radio-phono excise tax rules, revised to bring them into line with technical changes in the 1958 Excise Tax Act (Vol. 16:2 p21), have been put into final form by Internal Revenue Service. The text of the rewritten regulations, which retain the 10% manufacturer's tax on sets, is published in the Dec. 19 Internal Revenue Bulletin, available from IRS offices.

OCT. PHONO SALES DIVE: Retail phono sales in October 1960 were the best since February—but not good enough to maintain 1959's pace. Following the decline trend which began in the preceding month (when retail sales were 3% lower than Sept. 1959), October's retail sales dipped 19% below Oct. 1959's figure.

Cumulative retail sales for 1960's first 10 months were still 10% ahead of the same 1959 period, thanks to the substantial lead chalked up in the first 8 months of the year. However, if retail sales in November & December followed the October pattern (official figures not yet available), they pulled 1960 unit sales down to the same level as full-year 1959—about 4.4 million units.

Of course, unit sales don't tell the full story. Dollar sales volume in 1960 was considerably ahead of 1959—largely because full-year retail phono sales for 1960 consisted of an estimated 75% stereo units vs. 62% in 1959.

Factory sales of phonos were 14% below Oct. 1959 in Oct. 1960, while 10-month factory unit sales were 18% higher than during the same 1959 period. The official EIA phono sales figures for 1960's first 10 months as compared with the corresponding 1959 months:

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
October	143,160	391,821	534,980	139,579	456,471	596,050
TOTAL	881,831	2,701,696	3,583,527	945,328	2,172,510	3,117,838

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	68,787	180,949	239,736	82,742	124,979	207,721
August	79,364	257,581	336,945	98,132	198,926	297,058
September	115,863	264,636	380,499	132,686	257,857	390,543
October	126,807	272,101	398,908	152,248	343,428	495,676
TOTAL	820,983	2,400,148	3,221,131	1,239,374	1,682,900	2,922,274

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Transistor sales at the factory level passed the 100-million mark in October, remaining above 12 million for the 2nd consecutive month, EIA figures show. The total for all of 1959 was 82 million. Transistor factory-sales dollar volume for October totaled \$25.9 million, down slightly from September, as were unit sales. Here are EIA's 10-month factory figures, with 1959 comparisons:

Month	1960		1959	
	Units	Dollars	Units	Dollars
January	9,606,630	\$24,714,580	5,195,317	\$13,243,224
February	9,527,662	24,831,570	5,393,377	14,550,056
March	12,021,506	28,700,129	6,310,286	18,117,560
April	9,891,236	23,198,576	5,906,736	16,864,049
May	9,046,237	24,714,580	6,358,097	19,007,293
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
October	12,168,632	25,945,195	8,710,913	22,109,748
TOTAL	102,431,984	\$248,144,156	74,467,926	\$199,189,791

Division to conduct research on ceramic ferrite & other semiconductor materials has been formed by Conduction, subsidiary of Paramount Pictures' Autometric Corp.

Capitol Records has formed a home-instruments div. to design, make and sell Capitol portable & console phonos.

Trade Personals: Ross Snyder, ex-mgr. Ampex Professional Products video products dept., named staff asst. to mktg. div. dir., Eitel-McCullough . . . L. I. Wood named GE vp, gen. counsel & secy., succeeding Ray H. Luebbe, retiring . . . I. Nevin Palley named pres. of ITT Federal Labs, new div. comprising former ITT Labs and ITT Federal div. . . . John B. Tuthill named finance vp, W. W. Roodhouse, administration vp, Collins Radio.

George T. Stewart named Eastern region sales vp, Sylvania Home Electronics; Austin J. White appointed Midwestern sales vp . . . Robert M. Carstens promoted to asst. sales mgr., Zenith Sales Corp. international div. . . . Robert M. Jones promoted to personnel vp, Philco, succeeding Harold W. Butler, who resigned as an officer but continues as a dir. & exec. committee member . . . Allen Center, who rejoined Motorola Jan. 1 (Vol. 16:47 p21), elected PR vp . . . Robert W. Pemberton named regional sales mgr., Stromberg-Carlson consumer products Midwest territory.

Ben Zale named ad mgr., Rek-O-Kut . . . Warren R. Baughman named permanent magnets sales mgr., Indiana General's Indiana Steel Products div. . . . Peter Bas named mgr., entertainment semiconductor, tube & component dept., in a split of Philips Electronics Industries' Rogers Electronic Tubes & Components into 2 separate depts.; D. S. Simkins, appointed mgr., professional semiconductor, tube & component dept. . . . Dr. George Wetwijn named director of engineering at the Evanston, Ill., plant of Hoffman Electronics semiconductor division.

Bernard Reich, formerly chief, circuit-functions branch of solid state-devices div., U.S. Army Signal Research & Development Labs, Fort Monmouth, N.J., named pres., Molecular Electronics, subsidiary of Precision Circuits . . . Harold A. Wheeler, Hazeltine vp, appointed to Defense Dept. Advisory Group on Radar.

Frank H. Bower named to new post of research & development contracts mgr., Sylvania semiconductor div. . . . Charles R. Fisher named product engineering mgr., Stromberg-Carlson telecommunication div. . . . Palmer M. Craig, named operations dir., Philco Western Development Labs, Palo Alto . . . Nicholas F. Pensiero named mktg. admin. mgr., Philco Corp. computer div., govt. & industrial group.

Meade C. Camp, ex-Univac div. of Sperry Rand, named mktg. planning mgr., RCA electronic data-processing div. . . . Robert C. Dunlap Jr. named a Texas Instruments vp, succeeding Fred J. Agnich, resigned. Dunlap will head the company's geoscience activities, continuing as pres. of subsidiary Geophysical Service . . . David Lachenbruch promoted to asst. managing editor, TELEVISION DIGEST.

George's Radio & TV Co. Inc., big Washington discount house, has denied FTC charges that it made deceptive pricing & savings claims in advertising for appliances sold at its "warehouse supermarts." The firm said the ads listed manufacturers' "suggested retail prices," and didn't mislead buyers. Meanwhile, the govt. filed a suit for a \$45,000 judgment against the company for alleged failure to comply with a 1954 cease-&-desist order against TV set-pricing practices which FTC said were deceptive. George's Pres. George Wasserman should be assessed another \$45,000 as an added penalty, the govt. said in the action instituted in U.S. District Court, Washington.

Factory sales of appliances will rise 3.5% in 1961, compared with 1960's 6.8% decline from a year ago, predicts the consumer-products div. of the National Electrical Mfrs. Assn. These gains are anticipated (1960 losses in parentheses): electric refrigerators, 0.7% (—8.2%); food freezers, 5.3% (—13.3%); electric ranges, 4.9% (—9.6%).

John V. L. Hogan: John Vincent Lawless Hogan, 71, an engineering pioneer in radio, TV, facsimile & high-fidelity sound reproduction, died Dec. 29 at his home in Forest Hills, N.Y. after a long illness. Holder of many patents in these fields, and a consulting engineer until his recent illness, Hogan's career paralleled the rise of electronics.

In 1908, at 19, as chief lab assistant to Dr. Lee de Forest, he is credited with transmitting the first music by radiotelephone to be heard outside the laboratory (a wireless operator at Brooklyn Navy Yard heard it while listening for Morse code). During this time he invented the single-dial radio tuner as well as a crystal detector. In 1909 he joined the National Electric Signaling Co., becoming mgr. of Prof. R. A. Fessenden's experimental trans-Atlantic station. He held several important commercial & govt. posts in World War I, after developing & receiving patents for a number of improvements in broadcasting & reception, particularly relating to sound fidelity.

In 1921, he became a consulting engineer, continuing to experiment in radio—including such fields as TV, FM & facsimile. He served as an advisor to the Federal Radio Commission. He founded the experimental W2XR N.Y. in 1928 in connection with experiments in high-fidelity sound for TV. The station later became commercial WQXR (purchased by *N.Y. Times* in 1944); he resigned as president of the station in 1949. During World War II, he concentrated on military electronics research and served as special assistant to Dr. Vannevar Bush, director of the Office of Scientific Research & Development. He was president of Hogan Labs Inc. & Faximile Inc., was a founder & president (1920) of IRE.

Finance

Sprague Electric expects 1960 to produce peak earnings of \$4.5 million (\$3.25 a share) on record sales of \$65 million, compared with 1959's profit of \$3.5 million (\$2.61) on \$56.4-million sales. Chmn. Robert C. Sprague, in a recent *N.Y. Times* profile, noted that Sprague sales have expanded at an average rate of 16% annually during its first 30 years (1926-1957), are expected to grow at a minimum average of 12% annually in the decade ending 1967. "Increasing competition in the electronics business, both domestic & foreign," he said, "requires the most astute business & financial judgment. At the same time, the future in electronics belongs to those companies that keep themselves in the technological forefront. We are strengthening our board & our executive staff (Vol. 16:48 p18) in both directions so that we will be prepared to continue, if not exceed, the rate of growth we have [had] in the past."

Thompson Ramo Wooldridge plans to buy Radio Condenser Co., Camden, N.J., and has obtained an option to acquire more than 90% of the latter's common. Wooldridge Pres. Dean. E. Wooldridge says that, subject to SEC approval, 103,463 shares of TRW common will be offered in exchange for 4,350,815 outstanding shares of Radio Condenser, on the basis of .2374 of a share for one of the Camden firm's.

Appliance Buyers Credit Corp. (jointly owned by RCA and Whirlpool) has completed arrangements for the private sale of \$7.5 million of senior subordinated notes, due Dec. 15, 1975. The St. Joseph, Mich. company furnishes financing for dealers & distributors of RCA, Whirlpool and Carrier products.

Avnet Electronics was slated for listing on the New York Stock Exchange at year's end, moving from the American. Symbol: AVT.

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
Bendix	1960—year to Sept. 30	\$794,499,990	\$54,028,270	\$26,188,471	\$4.88	5,371,278
	1959—year to Sept. 30	691,511,604	59,737,082	27,404,274	5.37	5,104,365
Hallicrafters	1960—qtr. to Nov. 30	11,683,000	—	356,000	.32	1,005,000
	1959—qtr. to Nov. 30	7,891,000	—	273,000	.24	1,005,000
Heli-Coil	1960—6 mo. to Oct. 31	3,648,181	979,429	475,229	.69	685,611
	1959—6 mo. to Oct. 31	4,166,209	1,157,695	558,095	.94	594,231
International Electronic Research	1960—year to Sept. 30	5,239,834	—	346,507	.75	462,000
	1959—year to Sept. 30	4,357,671	—	167,194	.36	462,000
Newark Electronic	1960—qtr. to Nov. 30	3,435,000	—	86,939	.27	—
	1959—qtr. to Nov. 30	2,797,000	—	58,237	.18	—
Yardney Electric	1960—6 mo. to Oct. 31	4,797,554	—	281,131	.28	—
	1959—6 mo. to Oct. 31	3,276,000	—	209,000	.20	—

Storer Bcstg. Co. stockholders will put up 263,000 common shares for public sale through an underwriting group headed by Reynolds & Co. Inc., according to an SEC registration statement (File 2-17433). The price & underwriting terms weren't reported in the initial report to SEC. Storer Chmn.-Pres. George B. Storer will sell 160,000 shares; the Detroit Bank & Trust Co., as trustee under agreements with him, 50,000; senior vp. J. Harold Ryan & Mrs. Ryan (Storer's sister), 50,000. All of the 263,000 common shares being offered (of a total of 975,060 outstanding) are shares into which a like number of Class B shares (1,499,690 outstanding) will be converted. The SEC registration statement listed Chmn.-Pres. Storer as 72.38% owner of the Class B stock.

**OVER-THE-COUNTER
COMMON STOCK QUOTATIONS**
Thursday, December 29, 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 3/4	22	Magnetics Inc.	7 3/4	8 7/8
Aerovox	7 1/4	8 5/8	Maxson (W.L.)	12	13 3/8
Allied Radio	22 3/4	24 1/4	Meredith Pub.	42 3/4	45 1/8
Astron Corp.	1 1/2	2 1/8	Metropolitan Bcstg.	18 3/4	20 1/8
Baird Atomic	24 1/2	26 1/2	Milgo Electronics	18 1/4	19 1/8
British Industries	19 1/2	21 1/2	Narda Microwave	3 7/8	4 1/2
CGS Labs	5 3/4	7 1/8	Nuclear of Chicago	37 1/2	40 1/8
Cetron Electric	4 1/8	4 5/8	Official Films	2 1/4	2 5/8
Control Data Corp.	61 3/4	65 1/4	Pacific Automation	5	5 1/2
Cook Elec.	12 1/2	13 3/8	Pacific Mercury	5 1/4	5 7/8
Craig Systems	15 1/4	16 1/2	Phillips Lamp	156 3/4	162 1/2
Dictaphone	28 1/4	30 3/8	Pyramid Electric	2 3/8	2 5/8
Digitronics	23 1/2	25 1/4	Radiation Inc.	25	27 1/4
Eastern Ind.	14	15 1/2	Howard W. Sams	35 3/4	38 1/8
Eitel-McCullough	19	20 3/8	Sanders Associates	32 1/2	35 1/8
Elco Corp.	15 1/4	16 1/2	Silicon Transistor	3 7/8	4 1/2
Electro Instruments	24 1/2	27 1/4	Soroban Engineering	39	42 1/4
Electro Voice	7 3/4	8 5/8	Soundscribe	15 1/4	17
Electronic Associates	29 1/4	31 3/8	Speer Carbon	17 1/2	19 1/8
Erie Resistor	9 1/4	10	Sprague Electric	52	55 1/2
Executone	20 1/2	23	Sterling TV	1 1/2	2
Farrington Mfg.	28 1/4	30 3/8	Taft Bcstg.	12	13 3/8
FXR	38 1/2	42	Taylor Instrument	34 3/4	37
General Devices	11 1/2	12 3/8	Technology Inst.	8	9
G-L Electronics	8 1/4	9 1/2	Tele-Broadcasters	1	1 1/8
Granco Products	2 3/4	2 7/8	Telechrome	12	13 3/8
Gross Telecasting	20	22	Telecomputing	7	7 3/4
Haydu	1/16	1/4	Telemeter	12	13 3/8
Hewlett-Packard	29 1/4	31 3/8	Time Inc.	74 1/2	78
High Voltage Eng.	153	163	Tracerlab	8 1/4	10
Infrared Industries	17 1/2	19 1/8	United Artists	5 1/2	6 1/8
Interstate Engineering	21 3/4	23 1/2	United Control	17	18 1/2
Itek	50	54	Vitro	10 1/2	11 1/2
Jerrold	6 3/4	7 1/2	Vocaline	2 1/2	2 7/8
Lab for Electronics	46 3/4	50 1/4	Wells-Gardner	20 1/4	21 1/2
Magna Theater	2 1/2	2 7/8	Wometco Ent.	12 3/4	13 3/8

Reports & comments available: ITT, study, Evans & Co., 300 Park Ave., N.Y. 22 • Hallicrafters, analysis, William R. Staats & Co., 111 Sutter St., San Francisco 4 • Loral Electronics, prospectus, Kidder, Peabody & Co., 17 Wall St., N.Y. 5 • American Cryogenics, prospectus, Courts & Co., 25 Broad St., N.Y. 4 • Educational Electronics, report on General Electronic Labs, \$1, Carleton & Co., 262 Washington St., Boston 8 • "Movie Makers Prosper Again," Hollywood profile in Dec. 14 *Financial World*. • Electronic Specialty, analysis, Dempsey-Tegeler & Co., 210 W. 7th St., Los Angeles 14 • General Precision Equipment, report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • Metropolitan Telecommunications, prospectus, Milton D. Blauner & Co., 115 Broadway, N.Y. 6 • The Tele-Tronics Company, offering circular, Woodcock, Moyer, Fricke & French, 123 S. Broad St., Philadelphia • CBS, analysis, Goodbody & Co., 115 Broadway, N.Y. 6 • Rank Organization, study, Bache & Co., 36 Wall St., N.Y. 5. • Standard Kollsman Industries, analysis, H. Hentz & Co., 72 Wall St., N.Y. 5.

Mergers & acquisitions: Avnet Electronics, Westbury, N.Y. manufacturer of electronic components & devices, has merged with British Industries, N.Y.-based marketer of hi-fi & stereo equipment. Surviving Avnet will operate the latter as a subsidiary. British Industries stockholders will receive for each share one Avnet share plus a warrant exercisable for 30 days to purchase 2 Avnet shares for each 5 BI shares • Electronic Specialty, which plans to consolidate next month with American Electronics (Vol. 16:49 p22), will merge first with D. S. Kennedy Co., subject to approval of latter's stockholders. Kennedy, of Cohasset, Mass., produces antennas for space communications & missile detection, employs some 500 persons in 4 plants (Ala., Tex., Ia., Mass.). The combination of Electronic Specialty (including D. S. Kennedy) and American Electronics is to be known as Electronic Science & Controls Inc., if stockholders of both approve the merger • Bedford Blanket, New Bedford, Mass. maker of electric blankets, reports it has merged with Standard Kollsman, which recently acquired the electric blanket div. of Bobrich Products (Vol. 16:51 p13).

Common Stock Dividends

Corporation	Period	Amt. Payable	Stk. of Record
A. C. Nielsen	Q	\$0.12 1/2 Feb. 1	Jan. 6
Packard Bell	Q	.12 1/2 Jan. 25	Jan. 10

WEEKLY **Television Digest**

JANUARY 9, 1961

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

SUMMARY-INDEX OF WEEK'S NEWS

Jan 9 1961

FCC

ALLOCATIONS COMMENTS—more of the same—turn up in form of 160 replies on interim vhf drop-in proposal. FCC is seen adopting less than dozen (p. 1).

FCC PONDER'S PAYOFF RULES, drafting changes to reflect the Harris-Pastore amendments that require closer, case-by-case Commission scrutiny (p. 6).

Congress

OVERSIGHTERS SHUT UP SHOP fighting among themselves, but they agree on need for more TV-radio-FCC reforms—and opposition to Landis plan. Bills pour into House (pp. 2 & 3).

SEC. 315 "WATCHDOG" HEARING to follow inauguration, is set by Senate's Yarborough subcommittee. "Representative" equal-time complaints will be explored (p. 4).

Stations

EXPANDED TELEVISION FACTBOOK, due April 15, will offer such unique services as complete data from ARB's 1960 station-coverage report, and exact scale reproductions of all station contour maps as filed with FCC (p. 3).

WHAT IS THE PUBLIC INTEREST? Comr. King's question arouses us to make a 3-city survey. New York and Los Angeles attempt answers—but not Washington (p. 5).

Film & Tape

BING CROSBY PRODUCTIONS is being reactivated; seeking production & investment opportunities (p. 11).

Consumer Electronics

TRADE & BUSINESS TRENDS at market time: Low-end prices are dropping, middle-of-line are firm to high; more sensitive tuners; picture-tube dispute (p. 14).

TV & RADIO SALES ARE DOWN at retail in November, marking radio's first drop of 1960. Eleven-month retail figures indicate 1960 TV sales were extremely close to 1959's (p. 16).

TV EXPORTS ROSE to 12,000 sets & chassis in September, Commerce Dept. estimates in electronics export-import tally (p. 16).

TUBE TRENDS FOR 1961, as forecast by GE's Davis: More 92-degree sets, "integral implosion protection" (p. 17).

NEW SETS INTRODUCED by Philco, Motorola, GE, Sylvania & Du Mont for winter market (p. 17).

WORLDWIDE COLOR TV via space satellite at 1964 World's Fair predicted by Sarnoff. RCA dealers pledge color sales (pp. 15 & 18).

Advertising

BUSINESS IS LOCAL even in national brands, say studies by Westinghouse and Corinthian. They show important variations in buying habits between markets & within markets (p. 7).

TOY MFRS. WARNED by toy adman William Silverstein of Aurora Plastics that unreality in TV toy commercials may create lasting resentment. But his firm—and others—plan lots more TV (p. 8).

Other Departments

AUXILIARY SERVICES (p. 9). **PROGRAMMING** (p. 10). **ETV** (p. 12). **PERSONALS** (p. 13). **NETWORKS** (p. 14). **FINANCE** (p. 20).

ALLOCATION COMMENTS—MORE OF THE SAME: FCC has last big cud to chew on in its interim allocation plan proposal (Vol. 16:40 p2)—in the form of about 160 reply comments on the short-spaced vhf drop-in concept.

A quick scan of the comments shows them to be more of the same—as the original comments. The "haves" either flatly oppose any mileage cuts, or they urge severe limitations. The "have nots" insist that their communities must have more competition—and mileage cuts are the only answer.

Gauging FCC, we judge it will finally come up with a few mileage-cut drop-ins—less than a dozen—plus a half-dozen or so "move-ins." The latter would cut mileages to permit existing stations or channel assignments to come closer to principal cities they're intended to serve. We see the Commission rejecting the vast majority of proposed drop-ins—many for smaller communities—which have been suggested even though the Commission didn't ask for any.

ABC & AMST epitomized the conflicting forces, and many of their comments were directed at each other. ABC said that AMST's objective is simply to prevent & delay establishment of competing stations. AMST said that ABC would destroy rural service to get a few more full-time affiliates—and that it is going to get the affiliates in most important markets, anyway, through full-spaced drop-ins.

FCC continues working, meanwhile, on a long-range allocations policy. There's still every indication that all-channel-set legislation is the keystone, supported by efforts to make uhf more viable (Vol. 16:49 p4, et seq.). Recommendations to Congress are expected within next month or two.

OVERSIGHTERS SHUT UP SHOP: With characteristic controversy & confusion, House Commerce Legislative Oversight Subcommittee headed by Rep. Harris (D-Ark.) officially went out of business Jan. 3, after nearly 4 years of headlined hearings which gave broadcasting & FCC their roughest time.

TV-radio-FCC sighs of relief over demise may be premature, however. Harris isn't through, and neither is his Commerce Committee. Even as he formally closed shutters on the special Oversight unit with an 84-page final report (Rept. No. 2238), he hung up notice of a plan to start up again with a new (& regular) Subcommittee on Regulatory & Administrative Commissions. It would ride herd on FCC & other agencies.

Internal bickering & public disputes marked close of Oversight Subcommittee's Congressional life as they did its start, when chief counsel Bernard Schwartz was fired, accusing Harris of "whitewashing" FCC. This time the charge of "incredible whitewash" was hurled at the Democratic majority by Republicans on the Subcommittee. They disowned staff report (Vol. 16:52 p2) which was the basis of the Subcommittee report, called it "unfair, unjudicial and beneath the dignity of a Congressional committee. Republicans' ire was brought on particularly by the majority's "shocking" exoneration of ex-New Deal braintruster Thomas G. Corcoran of any wrongdoing in an FPC case investigated by the Subcommittee.

There was no Republican dissent, however, from other major findings & recommendations in the final report dealing with broadcasters & FCC. The report repeated staff conclusions that more must be done to bar backdoor approaches to FCC & other agencies; that networks should be regulated or licensed by FCC; and that trafficking in station licenses must be halted. Harris promptly introduced legislation carrying out the recommendations, adding a handful of bills to those overflowing the House hopper during the opening week of the 87th Congress (see opposite page).

Subcommittee also challenged James M. Landis & his reform proposal to President-elect Kennedy that the White House take on over-all policy control of the agencies (Vol. 17:1 p1). Overseeing agencies is a primary job of Congress, not the White House, the report said in its final paragraph—which was tacked on to the staff's language after the Landis recommendations were released.

"It would be tragic to have a conflict develop between the Executive & Congress over the question of which branch has supreme control over the federal agencies," Harris & his colleagues (Democrats & Republicans alike) warned. Reflecting the traditional Congressional resentment of any White House action to move in on territory legislators regard as their own, the report went on:

"In this field it must be recognized that the agencies exercise powers delegated to them by Congress, and that Congress has the Constitutional responsibility of supervising & overseeing their operations." The Subcommittee conceded that the President has responsibilities for agencies, too, and that "watertight compartments" of jurisdiction shouldn't be maintained. It called for "accommodation" between the 2 branches of govt. on agency problems, and said the proposed new Subcommittee would "provide a modus operandi for such constructive effort" by Congress.

Harris reform bills started meanwhile, down legislative path. Reworked from old bills drafted by Harris which had never reached the House floor for vote at other sessions, they included: (1) HR-14, "to promote the efficient, fair and independent operation" of FCC, CAB, FPC, FTC, ICC and SEC by tightening restrictions on ex-parte approaches to agencies. (2) HR-1164, "to promote the public interest" by providing for network regulation. (3) HR-1165, to put "additional limitations on the transfer of broadcast licenses." All were referred back to the Commerce Committee for the priority action which Harris promised this session.

Landis recommendations for an agency overseer in the White House weren't being hailed enthusiastically by the Senate Commerce Committee, either. Chmn. Magnuson (D-Wash.) told us last week he had "no comment" on the Landis report, and that he hadn't had a chance to read it yet. Magnuson also said he'd get his committee together soon to lay the groundwork for his own inspection of agency structures—planned as a major undertaking of the Senate committee this session.

TELEVISION FACTBOOK EXPANDS: What we believe to be the most comprehensive marketing reference on American commercial TV will be published April 15 by Triangle Publications, Inc. It's our expanded 1961 Television Factbook, which has been doubled in content to more than 1,000 pages. Among its features being presented for the first time are:

- (1) Coverage data from American Research Bureau's 1960 report on all commercial TV stations.
- (2) Exact scale reproductions of all station-contour maps, as filed with the FCC. Each station will be

treated on a full page, and map shadings will indicate its coverage in specific counties. ARB data, indicated on the maps, will also be listed in adjacent columns.

1961 Television Factbook will be the first reference publication to incorporate ARB-study results with basic data on individual stations—their coverage, facilities, personnel and history. Data will include a complete breakdown of total households & TV homes in 3 classifications of counties: those with over 50% net weekly circulation, 25-to-50%, under 25%. ARB Pres. James Seiler describes the coverage study as the first ever to be made with viewer records of TV-viewing activities.

Updated reference material of interest & value to all services of the TV industry will also be furnished by 1961 Television Factbook. Included in the basic information: complete data on CATV systems, FCC directory, foreign-TV directory, market-research firms, program sources, ownership of stations, manufacturers of TV sets and telecasting equipment.

A 12-page brochure containing full particulars of the 1961 Television Factbook will be mailed next week to all Television Digest subscribers.

Congress

More about

BARRAGE OF BILLS: More than 50 bills affecting the TV-radio business at one point or another—from manufacturing to advertising—showered down on Capitol Hill last week in the opening days of the 87th Congress.

And no end to the deluge was in sight. In the session's first 2 days alone, when the Senate hadn't yet put its bill-filing machinery in motion, the House hopper was crammed with a total of nearly 2,000 proposals for new laws or changes in old ones. Legislative clerks & printers were far behind in their work of labeling & numbering the bills.

Many of the broadcasting-related bills wouldn't be heard from again. But few industry subjects were left untouched by House members seeking to get their proposals on record, at least—and similar measures were drafted for a pile-up on the Senate side.

In addition to a series of bills submitted by House Commerce Committee Chmn. Harris (D-Ark.) to carry out recommendations of his Legislative Oversight Subcommittee (see opposite page), these were among the early House & Senate measures:

On FCC: HR-1126, by Rep. Younger (R-Cal.), raising FCC & ICC jurisdictions to cabinet status by setting up a Dept. of Transportation & Communications. HR-1234, by Rep. Stratton (D-N.Y.), giving FCC authority to turn down applicants who have criminal records. HR-1118, by Rep. Younger (R-Cal.), authorizing FCC (& other agencies) to help pay their own way by collecting fees from parties in cases.

On agency practices & ethics: HR-896, 1138 & 351 by Reps. Baldwin (R-Cal.), Bennett (D-Fla.) and Fascell (D-Fla.), setting up standards of conduct for govt. employes. H. J. Res. 27, by Bennett, to set up a Commission on Ethics in the Federal Govt. for the same purpose. HR-302, by Bennett, to limit employment of ex-govt. workers by companies which have had cases before agencies. HR-349, by Fascell, for "reorganization of administrative procedures & practices." HR-177, by Rep. Walter (D-Pa.), qualifying all members of the bar of federal courts and highest state courts to practice before govt. agencies. S-153, by Sens. McClellan (D-Ark.), Humphrey (D-Minn.) and Ervin (D-N.C.), to permit any agency reorganization plan submitted by the White House (Vol. 17:1 p1) before June 1,

1963, to become law unless rejected by a majority of either House or Senate.

On broadcast programming: HR-1748, by Rep. Celler (D-N.Y.), to "strengthen the effectiveness" of FCC in determining whether applicants for station-license renewals have lived up to their original programming promises. HR-1207, by Rep. Multer (D-N.Y.), making it a crime for a station to "make unauthorized deletions" from sponsored material which has been accepted for broadcasting.

On pay TV: HR-1728, by Rep. Bailey (D-W. Va.), "to prohibit charging fee to view telecasts in private homes."

On TV-radio news coverage: H. Res. 27, by Rep. Griffiths (D-Mich.), "to provide equal access for all news media before proceedings of the House." S-56, by Sen. Goldwater (R-Ariz.), forbidding broadcasts of Presidential election returns prior to midnight EST on Election night (see p. 4).

On equal time: A Communications Act amendment by Sen. Magnuson regularizing suspension of Sec. 315 for candidates for President & Vice President (see p. 4).

On educational TV: HR-132, by Rep. Roberts (D-Ala.), to authorize federal matching grants of up to \$1 million for each state, D.C. and Puerto Rico, for equipping ETV stations (reviving a nearly-successful plan he advocated last session). HR-645 & 965, by Reps. Boggs (D-La.) & Harris, along the same lines. In the Senate, Sen. Magnuson (D-Wash.) also reintroduced his ETV-aid bill (last session's Senate-approved S-12), co-sponsored by Sen. Schoeppel (R-Kan.).

On TV sports blackouts: HR-178, 323 and 1147 by Reps. Walter, Byrnes (R-Wis.) and Collier (R-Ill.), exempting pro baseball & other sports from anti-trust laws so that club owners may agree on limits for broadcasts of games. S-168, by Sen. Kefauver, repeating similar anti-trust exemptions which he proposed last session.

On the spectrum: HR-1162, by Harris, reviving never-activated 1959 proposals (HR-7057) to establish a National Telecommunications Board in White House jurisdiction to set allocations policies, standards and procedures.

On FTC: HR-1817, 1233, 1181 and 145, by Reps. Patman (D-Tex.), Steed (D-Okla.), Lesinski (D-Mich.) and Rogers (D-Colo.), authorizing FTC to issue temporary cease-&-desist orders against TV advertisers & others accused of deceptive practices. HR-127, 1833, 1180, 143, 1210, 597 and 116, by Reps. Patman, Steed, Lesinski, Rogers, Multer, Zablocki (D-Wis.) and Madden (D-Ind.), providing further tightening of the FTC Act against fraudulent advertising & product misrepresentations.

On excise taxes: HR-241, by Rep. Lesinski, repealing

manufacturers' & retailers' excise taxes on TV, radios and phono sets and other products. HR-938, by Rep. Collier, and a series of nearly identical bills by a dozen other House members, repealing excise tax on communications services.

On product misbranding: HR-1141, by Rep. Bray (R-Ind.), to guard consumers against being misled by manufacturers' descriptions of "decorative hardwood & simulated hardwood" used in such products as TV & radio set chassis.

On foreign products: HR-1149, by Rep. Dent (D-Pa.), to require sellers of imported products (including TV & radio sets) to advertise their foreign origin clearly. H. Con. Res. 4 & 10, by Reps. Bailey & Flynt (D-Ga.), forbidding further tariff reductions. H. J. Res. 65, by Rep. Robison (R-N.Y.), to set up a commission to determine effects of foreign trade on domestic industry. HR-1070, 1028, 757 and 687, by Reps. Pucinski (D-Ill.), St. George (R-N.Y.), Monagan (D-Conn.) and Lane (D-Mass.), to weigh competitive U.S. & foreign wages & working conditions in fixing import duties.

SEC. 315 'WATCHDOG' HEARINGS: Public hearings on reports of equal-time misbehavior by broadcasters during the 1960 election campaign (Vol. 16:50 p6) will be conducted between Jan. 20 & Feb. 1 by the Senate Commerce Freedom of Communications Subcommittee.

The 3-man Sec. 315 "watchdog" unit headed by Sen. Yarborough (D-Tex.) voted unanimously at a closed meeting Jan. 6 to ventilate "representative" complaints among "thousands" which chief counsel Creekmore Fath reported had been received from candidates, campaign managers, viewers & listeners.

No definite dates for the hearings were set, but they'll be scheduled after the inauguration of President-elect Kennedy and after the full Commerce Committee completes confirmation hearings on his nomination of N.C. Gov. Luther H. Hodgers as Commerce Secretary. Fath told us that no witness list had been drawn up. It is likely, however, that network officials and operators of some TV & radio stations will be called to Washington to take the stand for questioning.

At the same time, Yarborough & his fellow "watchdogs," Sens. McGee (D-Wyo.) & Scott (R-Pa.) approved publication of a series of volumes containing texts of broadcasts & other material heard during the Presidential campaign. They will be Subcommittee sourcebooks, intended for checking & comparison purposes, and will carry no comments by the Subcommittee or its staff.

The 7 or 8 separate volumes will include: (1) Scripts of all 15-min. news programs broadcast by TV & radio networks from Sept. 17 through Nov. 7, 1960. (2) Chronological compilations of everything that was said publicly, day by day, by Kennedy & Vice President Nixon. (3) Full transcripts of the 4-program *Great Debate* series. (4) Transcripts of other network-show appearances by Kennedy & Nixon.

Meanwhile, Sen. Goldwater (R-Ariz.), spokesman for the GOP's conservative wing, came through on Capitol Hill with the first legislative proposal in the new Congress dealing with politics & broadcasting. Added to a mountain of bills introduced in the opening days of the session (see p. 3) was Goldwater's S-56. It would amend the Communications Act to prohibit any TV or radio station from broadcasting any Presidential election returns—from "any one or more precincts in any state"—before midnight EST election night.

Goldwater explained in a Senate floor speech: "On election night just past, the radio & TV stations of the Eastern part of the United States were broadcasting results of the election in precincts, cities and states before the polls had closed in Cal. & other Western states. I think it takes unfair advantage of the time difference in the United States."

Opening of Congress also was marked by filing of a windup report by the Special House Campaign Expenditures Committee on its Dec. hearings at which CBS's Frank Stanton, NBC's Robert W. Sarnoff and ABC's Leonard H. Goldenson gave their networks' views on broadcasting's election role (Vol. 16:51 p1).

The Committee headed by Rep. Davis (D-Tenn.) praised broadcasters generally for the "commendably impartial manner" in which they conducted themselves under the 1960-campaign suspension of Sec. 315 for Presidential tickets. But as expected, the Committee avoided making any firm recommendations about what Congress should do with equal-time rules.

"The case to eliminate Sec. 315 altogether should be fully explored," the Committee said, but urged no changes in the law. It warned instead that Sec. 315 repeal might "lead to abuses by individual broadcasting stations." At the same time, the Committee suggested that Congress consider making permanent the suspension for Presidential & Vice Presidential candidates only.

Continuation of the Presidential-ticket suspension in future campaigns was promptly proposed in legislation introduced by Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee. Following the Electoral College count which affirmed President-elect Kennedy's victory, Magnuson said the Kennedy-Nixon debates played a big part in the outcome.

Note: In a Jan. 5 speech in Ithaca, N.Y., CBS Inc. Pres. Stanton carried on his anti-equal-time campaign by urging Communications Acts amendments which would expand the *Great Debate* format to include candidates for Senate, House and state governor.

Touch-&-go election contest between House Commerce Committee veteran Moulder (D-Mo.) & Republican Robert Bartel (Vol. 16:50 p6) was resolved in Moulder's favor last week. The House voted to seat Moulder, original chmn. of the Legislative Oversight Subcommittee. But he was sworn in only after an objection had been raised by Rep. Miller (R-N.Y.), and after Speaker Rayburn (D-Tex.) had assured Minority Leader Halleck (R-Ind.) that a further protest could be made to the House Administration Committee.

Technology

Space-allocations study has been undertaken by the EIA-IRE-sponsored Joint Technical Advisory Committee at the request of FCC in connection with its special inquiry into frequency problems (Vol. 16:52 p13). Heading the JTAC project is Lt. Gen. James D. O'Connell (ret.) of General Telephone & Electronics Corp. Working with him: Richard Emberson, Associated Universities; Richard P. Gifford, GE; John P. Hagen, National Aeronautics & Space Administration; J. W. Herbstreit, National Bureau of Standards; Donald MacQuivey, State Dept.; Ross Peavey, National Academy of Sciences; Allen H. Peterson, Stanford Research Institute; C. A. Petry, Aeronautical Radio Inc.; Thomas F. Rogers, MIT; L. C. Tillotson, Bell Telephone Labs. EIA & IRE provide initial financing for the study, with additional support from individual companies.

Stations

WHAT'S THE PUBLIC INTEREST? When Comr. Charles King recently said (Vol. 16:39 p4) that what troubled him most about his new FCC job was the absence of a definition of the "public interest," we asked our bureaus in N.Y., Washington and Los Angeles to get representative samplings on their beats of what the expression means to TV executives. "Try to keep each statement to 25 words or less," we added hopefully.

Subsequently, we got a lot of definitions—but none made it in 25 words. N.Y. & Los Angeles produced the attempts you will find below, but nobody in the nation's capital would take a crack at the job. "They all assured me," reported our Washington bureau chief, "that it would take a treatise or volume to get their ideas across."

Anyway, here's some of what we did get—and if you'd care to contribute to this symposium, we'd be glad to hear from you:

Robert W. Sarnoff, chmn. of the board, NBC (from his testimony before FCC Jan. 28, 1960): "NBC's concept of a television service in the public interest is one that gives reasonable satisfaction to the varying interests of the main audience elements; which does so by proportioning its program structure in general to the relative weights of these varying elements; which does not allow majority tastes to suppress a fair reflection of minority interests, and does not frustrate majority interests by converting a mass medium into a specialized one. Beyond these balancing factors, we believe that broadcasters in a democracy have an obligation to lead the audience by providing information that will equip them for better citizenship, and by offering opportunities to enjoy the arts so as to broaden & cultivate taste."

Donald H. McGannon, pres., Westinghouse Bestg. Co.: "There is no scientific or easily-stated definition of 'in the public interest.' As I view it, broadcasting property is operated in the public interest when it is firmly integrated & related to its community, undertakes to know it, in its problems, in its accomplishments, in the composition of its people, in its futures, and then, in turn, undertakes to achieve the fullest potential in the use of that mass media. Obviously, certain basic elements are common to all communities, but the difference in the character & personality of cities or areas calls for creative tailoring of programming that is over & above the basics. Canned statistics & rigid definition, to the exclusion of understanding & depth perception, will never adequately reflect the true status of how well a station is operating 'in the public interest.'"

Ted Cott, vp of NTA station operations: "To segregate the phrase, 'in the public interest,' as distinct from the other two parts of the language of the law is to acknowledge only one child when triplets are born. This phrase must be taken in relationship to the other items stipulated: 'In the public interest, convenience and necessity.' Anything that interests the public fulfills the mandate of the law. However, it was significant that the additional words, 'convenience & necessity,' were placed with co-equal strength. Whether the public convenience is served, therefore, when 3 stations in a market all play a murder mystery at the same time or a Western at the same time is a matter of some doubt. To conform to the concept of necessity is to have public reflexes that are immediately responsive to the needs of any one in the community who desperately needs a certain type of blood and calls upon a station to find the potential donors; to help an organization raise funds for

important social, patriotic or civil causes; to assist organizations in presenting programs that demonstrate their public positions in a manner that will be in the public interest and not contribute to the public boredom. Public service that does not serve the public but merely fills out a few pages in a program log is a travesty of responsibility."

Dick Powell, pres., Four Star Television: "The public interest is being served by giving the people what they want to see. They wanted to see the Nixon-Kennedy debates, and the vast majority of them tuned in. We should never take a medium like TV and shove something down the people's throat that they don't want. BBC did that and people are watching the other network in England. You make shows with good taste and give them what they want—that's serving the public interest."

William Dozier, vp in charge of West Coast activities, Screen Gems: "Programming in the public interest, as I interpret it, can have both a negative & positive meaning. Negatively, it means programming which, though primarily designed to entertain, is careful not to undermine the best interests of the viewers it is intended primarily to attract. Those interests lie in the areas of general sensibilities, respect for authority, respect for one's fellow man, respect for one's country and its institutions and respect for one's God. Positively, it means programming which is primarily designed to broaden one's appreciation & respect in all those areas, rather than simply not undermine them, and programming not primarily designed to entertain."

Felix Jackson, vp in charge of programs, NBC-TV, Hollywood: "I would say that it is in the public interest to have the best creative manpower perform to the maximum capacity of their creative abilities. But, there again, the degree of creative ability is a matter of individual opinion. I might offer the audience a show which has all the ingredients to serve the public interest—in my opinion. And the audience might hate the show. Would that be, then, in the public interest?"

Al Flanagan, vp-gen.mgr., KCOP Los Angeles: "To operate in the public interest means to offer programs from which the viewer would derive a benefit. These benefits should enlighten the audience with informational & educational programs, entertain them with music, drama and sports, and provide the economic well-being of those who support these broadcasts."

Bert Granet, exec. producer, Desilu Productions: "There is a sharp division as to what 'public interest' means. From the networks' standpoint, it means to be artistic & seek cultural achievements, since they have other sources of income. For the manufacturer of film with only one source of income, it must be in the sphere of entertainment. We're not subsidized by anyone. We feel a great sense of responsibility and many of us are well-equipped to do better things in the public interest. However, we provide mass entertainment, and we seek to serve the public interest by attempting to film our shows with taste & intelligence. To work with integrity is in the public interest."

James Riddell, vp in charge of Western div., ABC: "The keynote of the broadcasters' role in the American way of life is the term 'public interest.' Using this as the base upon which to build programming for the millions of viewers, the objective is to entertain & inform. Documentaries, tele-biographies, multi-sports coverage, dramatic shows, comedy, musicals and variety shows—something for everyone—make up the *potpourri* of programming every responsible broadcaster must be able to offer the audience . . . Broadcasting [also] has a responsibility—a duty, really—to keep viewers abreast of the news as it is happening."

Tower-evaluation proposal of FAA (Vol. 16:48 p3) will be the subject of an FAA hearing this week (Jan. 10). The hearing had been requested by both broadcast & non-broadcast interests. Broadcasters' goal is to persuade FAA to abandon its plan to conduct elaborate hearings designed to judge whether a proposed structure would be an air hazard. Their argument is that such hearings are both unnecessary & pointless because an informal procedure has proved adequate in the past & because FCC has the final word on tower approval anyway. FAA Administrator Quesada has acknowledged that FCC has the final word—but industry has been unable to get him to accept its opinion that the Commission is required to conduct its own hearing on a proposed tower regardless of any earlier FAA finding that the tower would be a hazard. Broadcasting interests to be represented at the hearing include NAB, Storer, MST and FCBA.

Authority over receiving-towers won't be sought by FCC, which had been considering recommending legislation to grant the power to the Commission. It's understood that the Commission concluded that the authority isn't needed—and that it would impose an intolerable burden on its staff.

Kahlua liqueur is getting spot announcements on KDAY Santa Monica, a non-NAB radio station. The schedule is 60 sec., 12 times weekly. Gen. mgr. Mel Leeds says he does not consider the Kahlua a "hard liquor" and adds that KDAY would reject such commercials. It's understood that ad agency Jules Berman & Associates tried to place the spots with other L.A. radio stations, but was turned down by all but KDAY. The agency would not identify the other stations. In Washington, NAB's Radio Code Office said "we're always concerned" when any station breaks the ban on liquor advertising. There were no reports of any spread of the Kahlua commercial, said NAB.

KTRK-TV Houston took the unusual action recently (there may be precedents, but we don't recall any) of suggesting that its viewers watch a rival program rather than its own. Throughout the day, the station broadcast the following announcement: "Ch. 13 is always proud of its own programs and urges you to see them. Tonight, however, while we run *The Untouchables* at 8:30, our neighbor station, Ch. 2 [KPRC-TV], presents a documentary of great dramatic & historical dimension, the 90-min. edition of 'Victory at Sea,' the great award-winning series that depicts the Navy's role in World War II. We depart from our usual procedure, therefore, to urge that you see this great program tonight at 8:30 on Ch. 2, and we will welcome you back to *The Untouchables* next week."

"Be on TV" (John Day Co., 166 pp., illus., \$3.50) is intended as a youngster's guide to a TV career. It's authored by Dic Gardner, who produces a children's show for KOMO-TV Seattle. The book outlines procedures for touring a local TV station, arranging for auditions, setting up home TV workshops, and choosing & preparing for the "various special jobs" in TV.

Voice of Democracy broadcast scriptwriting contest winners in 50 states & D.C. are 26 high school girls & 25 boys. The winners of the 4 top awards in the NAB-EIA-VFW-sponsored competition (college scholarships valued from \$1,500 to \$500) will be announced Feb. 22 at a Washington luncheon.

Sale of WFRV (Ch. 5) Green Bay, Wis. for \$1,609,794 to the owners of WAVE-TV Louisville & WFIE-TV Evansville has been approved by FCC (Vol. 16:49 p11).

The FCC

FCC PONDER'S PAYOFF RULES: Now that Congress has told FCC to keep a sharper eye on compromises between competing applicants ("payoffs," mergers, etc.) in the Harris-Pastore amendments, the Commission is drafting revisions in its rules to reflect the changed law.

Actually, in June 1958 (Vol. 14:26 p6), the Commission started rule-making which would permit no compromises at all, but Congress obviously didn't want it to go that far. The proposal lay fallow for 2½ years until the law was amended.

It's understood that the Commission is considering asking contestants who agree on a deal whereby one of them is left free for grant, to supply the following information:

- (1) Why the deal is in the public interest.
- (2) Who started the negotiations?
- (3) Who gets what out of the agreement?
- (4) Details of the negotiations.
- (5) An itemized account of money spent by the party getting paid—for preparing & prosecuting his own application.

In addition, the Commission is thinking of delegating to its chief examiner the authority to approve or disapprove all deals—subject, of course, to review by the Commission itself. The idea behind this, apparently, is to get more consistency than would be achieved if each examiner were given power to rule.

Chief examiner James Cunningham is tightening up already, even before the new rules are adopted. In a radio case involving 3 applicants (Windber, Pa.), he declined to approve the dropout of 2 applicants who were to receive \$3,175 & \$1,000, respectively, from the remaining applicant. He asked for justification to show that such expenditures by the dropouts were made "legitimately & prudently," as the new law requires.

FCC changed its mind last week (all except Chmn. Ford, who dissented) in deciding that there are no duopoly problems involving KING-TV & KIRO-TV Seattle. It renewed their licenses with no conditions attached. Previously, the Commission had ruled that the Pacific National Bank of Seattle would have to dispose of its interest in KIRO-TV because Mrs. A. Scott Bullitt, major stockholder of KING-TV, is also a dir. & stockholder of the bank (Vol. 16:50 p9, 17:1 p8).

FCC cuts more red tape: Examiners' initial decisions to which neither the parties nor the Commission's staff objects will become final from now on without review by the Commissioners. FCC said that the new procedure would speed its processes. One exception was made. When revocation of a license is involved, the Commission will review the initial decision in all cases, "due to the drastic nature of the sanction imposed."

ORDER YOUR 1960 BOUND VOLUME

We will bind & index all 1960 copies of TELEVISION DIGEST, Vol. 16, including supplements and special reports. This embossed hard-cover volume—the authoritative record of the television industry in 1960—is available at \$25.00. Orders will be accepted through February 1, 1961.

Advertising

NATIONAL BUSINESS IS A COMBO OF LOCALS: Two sharp reminders that there's really no such thing as a uniform "national market" for household products (and that local product buying can vary widely between & within areas) came last week from 2 station groups.

The first was a report of market-by-market variations in product usage & brand preferences between the 5 TV markets covered by Westinghouse Bestg. Co. stations repped by WBC's TvAR.

The 2nd report came from Corinthian Bestg. Co. and, largely by coincidence, carried the WBC study to the next logical step—comparing brand-purchasing differences within a given TV market (Ft. Wayne, Ind.) between the station's home metropolitan area and the suburban & exurban area around it.

Both studies, however, shared a common moral: To maintain a steady national sales volume for products, advertisers should tailor a certain amount of advertising—preferably with spot TV—to local peculiarities of markets.

The Westinghouse Study

Based on personal home interviews by Pulse during July 1960 in the 5 WBC TV markets (Baltimore, Boston, Cleveland, San Francisco and Pittsburgh), the TvAR study found such variations in consumer preferences as these:

Of the 5 markets, San Francisco was the leader in coffee-drinking, with 96.9% of families using coffee (as compared with 91.4% in Boston). There was considerable difference in consumption of "regular" or "instant." In Pittsburgh, 55.6% of families used "regular coffee only," 21.8% "instant coffee only." But in Baltimore, instant coffee led with 40.7% of families, 30.7% using regular.

Among regular coffees, Maxwell House was the leader in Boston with a 26.0% share of the market among regular-coffee fanciers. It also led (but with different shares) in Baltimore & Cleveland. In San Francisco, it was in 4th place, with an 8.7% share (Folger's with 26.4% was tops), and in Pittsburgh, A&P's house-brand coffees led 2nd-place Maxwell House with a 26.5% share. Maxwell House Instant led its product category in all 5 markets, although its fat 39.8% share of the instant market in Boston contrasted to its close win of only 15.9% in San Francisco.

Suggested Robert M. Hoffman, TvAR mktg. & research dir.: "Coffee makers should promote instant brands heavily in Baltimore... On the other hand, above-average expenditures for regular coffee should be made in Pittsburgh."

Other categories (and specific brands) covered in WBC's TvAR study: Cigaretts, gasoline, tea, beer & ale, cold cereals, dog food and milk additives. Highlights:

Usage of cold cereals differed between markets, from a low of 83.2% of families in Pittsburgh to a top figure of 87.7% in Boston. Hands-down winner was Kellogg's Corn Flakes in all 5 areas.

Instant tea was used by 13% of families in Pittsburgh, possibly because of its time-saving qualities, but in Boston—which frowns on anything other than British-style pot-brewed tea—only 5% of families bought instant tea brands.

Cleveland turned out to be a canine stronghold, with 33% of the families owning dogs (and using canned dog food primarily) as compared with 25% in the other areas.

A drop-off was reported in some WBC markets in the percentage of men & women smoking filter cigarettes (as compared with previous TvAR studies). Kent led the filter field in Boston & Pittsburgh, Winston in Baltimore, Cleveland and San Francisco.

The Corinthian Study

Corinthian's project mailed questionnaires to a large random sample of households in the 19 Ind. and Ohio counties served by WANE-TV in addition to metropolitan Ft. Wayne. The study was made from May to July 1960 under research consultant Charles Harriman Smith. It sought to determine household-product purchasing habits (when & where shopping was done, and brand purchasing) and considerable automotive & household data.

The report, titled "Home Inventory Study," showed that what was true of Ft. Wayne was not necessarily true of its suburbs. Samples:

In Ft. Wayne, 91.5% of families use coffee. In the balance of WANE-TV's market, the figure drops to 80.5%. The total average was 83.8%. Among regular coffee brands, Maxwell House was the leader. But Chase & Sanborn was twice as popular outside the metropolitan area as inside it (only 12.8% of coffee-drinking Ft. Wayne households had some on hand; 26.5% in the outer area).

Similar patterns emerged in other product categories. Cold-cereal usage was about the same in either area (96.4% vs. 96.3%), and Kellogg's Corn Flakes was the brand leader. Among cigaret smokers, 11.8% in Ft. Wayne reported they had Camel on hand (the top rank), but 13.0% in the outer area (again the top rank) reported they had Winston in the house. There were comparative variations in beer brands, usage of toothpaste (favored in the city) vs. tooth powder (favored outside), etc.

Said WANE-TV vp & gen. mgr. Reid G. Chapman: "The significance of the total-market concept is immediately evident from the following comparison: There are more than twice as many households in that part of the total market outside of the home county as within. In other words, two-thirds of the market is outside the metropolitan area." Moral, as Chapman saw it: "Total-market decisions are still frequently made on the basis of data coming from the metropolitan area alone."

* * *

Marketing-data breakdown based on masses of information gathered in the 1960 U.S. census, providing hitherto-unavailable household details, is planned by S. J. Tesauro & Co., Detroit data-processing firm. Financed in part by appliance manufacturers who wanted more details than the Census Bureau itself will provide in series of reports, Tesauro has contracted with the Bureau to obtain the data for tapes. Estimated cost of the Census Bureau service to the Detroit company: \$500,000, which Tesauro expects to recover by sales of specialized reports to manufacturers, agencies and advertisers. The Bureau will start delivering data material to Tesauro during this summer. Tesauro's own county-by-county & city-by-city reports, covering such details as family living standards, ownership of TV & radio sets and appliances, etc., probably will be available to buyers by the end of the year.

Half of all TV advertising is pure waste, charged Young & Rubicam vp Charles Feldman last week. Research figures prove that "even on an immediate recall basis, half the viewers don't remember commercials," he told the 8th annual seminar of the American Marketing Assn. in Toronto Jan. 6. Many advertisers fail to win the consumer's belief, thus making communication impossible, he said. The consumer has become increasingly sophisticated, having been exposed to innumerable product stories. "There is no need for camouflage," he added. What's needed to regain his belief is "a sincere, straightforward approach."

Tempest in a Toypot: A sizable post-Christmas storm has been stirred up in the toy industry by William Silverstein, advertising mgr. of Aurora Plastics (model racing cars, other toys). Silverstein (whose industry's network & spot billings reached a record level in 1960 of "well over \$7 million") warned competitors in the December issue of *Toys & Novelties* that a 3-market survey by his firm showed "a growing, if not full-grown, resentment leveled by the public at the toy industry . . . aimed at . . . the heavily TV-advertised toy." It was, Silverstein said, "almost impossible for some of our leading manufacturers to put a toy on TV without misrepresenting it." Said he: "We see non-floating battleships move through fog & haze; tanks crash through barbed wire blowing up outposts; toy rockets launch into space between actual film clips."

Was Silverstein indulging in some advertising sour grapes? Not at all. We contacted him in Chicago last week, where he had gone on a business trip. He was alarmed at the situation, he told us, because his firm intends to boost its TV spending sharply during 1961—up from a 1960 level of some 2% of budget (for a test campaign on a "bloop" pump-up rocket in N.Y., Los Angeles and Philadelphia) to a whopping 80% for a national TV ad campaign in 1961. If TV-sold toys are suspect, Silverstein believes, his planned campaign faces a big hurdle.

"In our own consumer survey, we found resentment to the pricing of toys sold on TV, to their TV commercials, and to the play value," he told us. Regarding his printed attack, Silverstein said he had received "much favorable comment, and a great deal of mail from educators, ministers and neutral advertisers." His TV plans center on Aurora's "model motoring" sets (miniature electric cars, at \$11 & \$24) and on gas-powered model airplanes.

Toymakers Praise TV's Impact

Other toy-industry advertisers attested to the sales effectiveness of TV, but told us they didn't think Silverstein's barbs were aimed at them. Jacques Zuccaire, ad mgr., Lionel Corp., (the country's biggest model-train firm), said his company had spent "over \$500,000" on TV in 1960 (up 20% from 1959), with participations in WNTA-TV N.Y.'s *Day Watch* series, co-sponsorship of the annual Macy Thanksgiving Day parade, TV spot announcements in 34 markets, and a twice-telecast filmed 30-min. special, "The Wonderful World of Trains," on WPIX N.Y. "We have seen direct, over-the-counter sales reaction," he told us, stating that TV had boosted Lionel sales by 10%. As to the veracity of Lionel's commercials, Zuccaire said his firm had received "only one" letter of complaint in 1960. "Our commercials don't mislead, don't simulate the real object. Although they may glamorize, they are not unbelievable." (He did admit he was "self-conscious" about a train-launched toy helicopter in a WPIX commercial which "hovered" a good deal longer than the real toy could.)

A veteran adman in both toys and TV, Melvin Helitzer, Ideal Toy Corp. ad mgr., told us he agreed completely with Aurora's Silverstein about the question of toy-commercial ethics. "A few firms in the toy industry are stinking up the field," he said, advocating a general "clean-up of our industry" as a solution. "Those responsible (for misleading ads) should be pointed at & made to assume ethical responsibility. Every sound effect in our commercials is substantiated by the toy; nothing is false." Ideal, Helitzer added, spent "about 95%" of its over-\$1 million budget in TV in 1960, virtually double its 1959 spending. Some network participations were used, but 80% of the TV spending was in a 48-market spot campaign. No seasonal advertiser, Ideal's 1961 TV campaign is scheduled to start this week.

Charles Marx, ad mgr. for Louis Marx Co., said it was easy to produce a toy commercial that could so glamorize the product that few youngsters could resist it. "If I didn't have a conscience, I could produce a very good commercial in terms of sales impact," he said. The Marx Co. is another pro-TV toy firm, placing 100% of its consumer-ad budget into a 24-market spot campaign in 1960 which was "quite successful, and almost tripled sales on toys we advertised on TV." Plans for 1961 call for a budget increase—and again 100% spending in TV. The 1960 campaign was only Marx's 2nd year of consumer advertising.

At the N.Y. office of the National Better Business Bureau, however, vp Van Miller told us that his organization has received "a few more complaints about TV toy commercials" in 1960 but added that "it's still less than those we get about newspaper ads." The BBB does investigate "individual cases of presentation" that might tend to mislead youngsters, he stated, although he pointed out that "it is difficult to determine what misleads a child."

One complaint area cited by Miller involves the dubbing-in of real-life sounds (rockets, explosions, etc.) in toy commercials. "Only NBC," he told us, "forbids this practice." Currently, he added, BBB is trying to devise a set of criteria for toy advertising, "but we're not having much luck. It is primarily up to the media."

* * *

Faked TV commercials for products which "may be of the highest quality" have become a prime target of FTC, Chmn. Earl W. Kintner warned in a speech to Eastern Industrial Advertisers in Philadelphia last week. In fact, Kintner said, FTC's monitoring of advertising demonstrations on TV has led to application of this rule to all advertising: "Apart from any determination of the merits of a product, a commercial may be considered illegally deceptive if purchasers may be induced thereby to purchase a product because they have been led to believe that they have seen a valid test or demonstration of it." As examples, Kintner cited FTC complaints against TV demonstrations involving "men in white coats," automobile safety glass, filter cigarets, stain-removing & protective-shield toothpaste, margarine "flavor gems," shaving cream & razor tests. Kintner also warned advertisers against phony endorsements of products by celebrities: "Where a legitimate endorsement is granted, a record should be made in case the matter is later called into question. And all claims of endorsement should be carefully limited to actual fact."

Inauguration beer commercials—if any—will be viewed with special distaste by the National Temperance League. In an open letter to inaugural committee publicity dir. Samuel C. Brightman, League Pres. Erwin F. Bohmfalk expressed a "most sincere & vigorous protest" against brewer sponsorship of any TV or radio coverage of Jan. 20 events in Washington. Bohmfalk said the ceremonies "should in no way be compromised by the advertising of an industry that has no right to operate except as that right is granted by the sufferance of the people." Brightman had first indicated that his committee would frown on commercials for beer (along with deodorants & brassieres) as unsuitable. But he relented after Rep. Reuss (D-Wis.), whose home town is Milwaukee, filed a pained protest that beer "is as old as the history of western civilization & of democratic institutions."

Ad People: William W. Mulvey has resigned as senior exec. vp, Cunningham & Walsh . . . K. (Haps) Kemper III named a Young & Rubicam vp.

TV ad volume for 1961 will rise 7.3% from its \$1.64 billion mark in 1960—to a high of close to \$1.75 billion, predicts Richard P. Doherty, pres., TV-Radio Management Corp., in the latest *Sponsor*. Radio ad volume, he forecasts, will jump 3% in 1961 to \$695 million. The upswings, adds Doherty, will come “in the last 6 months of the year.” And Larry H. Israel, vp & gen. mgr. of Westinghouse-owned TvAR rep firm, adds to the crystal-balling with the prediction that “spot TV billings will reach another new high in 1961, despite increasing competition from other media.” *Printers' Ink* sets a figure of \$12 billion for total 1961 ad budgets, and states that more than 60% of it “may now be up for approval.”

Compton Pres. Barton A. Cummings, at the 14th annual forecasting conference of the Greater Philadelphia Chamber of Commerce last week, came up with his own forecasts for “the ad agency's role in the total marketing picture for the 1960s.” Among them: “We will see networks & local stations working with ad agencies in holding down the increasing costs of time & talent and in increasing the attractiveness of programs . . . As [these] costs continue to mount during the 1960s, agencies & clients will examine other media to keep in line the costs of marketing their products. I think it only fair that there be a re-examining of the costs of TV time & talent.”

Soft-sell TV-radio campaign was launched Jan. 8 by the Manger hotels to promote their first supermarket product, a premium-priced coffee. Concentrating initially on the 14 cities in which there are Manger hotels, the firm has bought a weekly 30-min. segment of WNTA-TV N.Y.'s *Open End*, a limited schedule of participations in NBC-TV's *Dave Garroway-Today* show, and supporting spot radio. Wexton Advertising, N.Y., is the agency.

Bolling Co., 14-year old station-rep firm, has bought Headley-Reed for over \$500,000, Pres. George W. Bolling has announced. Effective Feb. 1, the buy will double Bolling's current rep billings and bring them up to 6th among all reps, with about 45-50 TV & radio stations.

Obituary

Maximilian Elser, Jr., 70, former J. Walter Thompson PR dir., and more recently head of his own PR firm, died Jan. 3, at his home in Lancaster County, Pa. He is survived by his wife, 2 sons and a daughter.

Auxiliary Services

New Jerrold CATV Venture: Joining forces with theater-chain owner Alliance Amusement Corp. of Chicago, big CATV equipment-maker Jerrold Electronics Corp. has announced the first of “several” joint community-antenna projects—a CATV system & microwave relay to serve Ottawa, Ill.

The system will relay the 4 Chicago commercial channels plus WEEQ-TV La Salle to Ottawa via a 44-mile microwave system. Ottawa TV Cable Co., owned by Jerrold and Alliance, will be run by James B. Wright, well known as a CATV operator, and will be Jerrold's first new CATV venture since it sold its 9 CATV systems to H&B American Corp., Los Angeles, for \$5 million (Vol. 16:33 p8). Partnership with Alliance is indicative of the growing movement into CATV business by theater operators.

A July District Court anti-trust ruling bars Jerrold from acquiring CATV systems before April 1962 (Vol. 16:31 p8), but does not apply to formation of new systems.

Night-Club-in-Home TV: Telemeter, as the latest step in its Toronto pay-TV experiment, fed a live telecast starring fast-quipping comedian Bob Newhart to its 6,000-home hook-up Jan. 5. Price: \$1.25. Taped repeats were offered on the following 2 nights. Newhart's usual nightclub asking price is now about \$10,000, but Telemeter wasn't saying what fee or share of boxoffice gross it was paying him.

To help create a nightclub atmosphere (and to give Newhart an audience reaction against which to play), Telemeter used a small (100 people) studio audience. On the bill as an added attraction was Leon Bibb, a balladeer who recently played a club date at N.Y.'s Blue Angel.

Telemeter had previously entered the live program area with plans for a taped version of the N.Y. City Center production of “The Mikado” (Vol. 16:44 p3) for which it arranged a scale with AFTRA, and for its own taped production of Menotti's “The Consul” (Vol. 16:20 p4).

Toronto press reaction Jan. 6: “Pay TV never had a better argument than it did last night when Bob Newhart appeared on the first live telecast on Telemeter” said *Toronto Telegram's* Alex Barris. “For an hour & 20 minutes last night I doubt whether anyone with a Telemeter stopped laughing . . . The presentation showed a fine disregard for the usual divisions of time on TV . . . If you have a chance to see it, it's recommended” said *Toronto Star's* Bob Blackburn.

* * *

Anti-pay-TV petitions from groups of citizens began piling up in the House last week as soon as the 87th Congress opened for business. The first batch, sent in from Dallas, Sherman, Denison and Belton, Tex., expressed opposition (in almost identical language) to “all pay-TV schemes & proposals as being contrary to the public interest.” All were referred in routine fashion to the Commerce Committee headed by Rep. Harris (D-Ark.).

Medical TV center at the Army's Walter Reed Hospital in Washington was still marked last week for budget-economy dissolution Jan. 30 (Vol. 17:1 p11). Civilian dir. Dr. Paul W. Schafer told us he'd heard “nothing very tangible” to indicate that the pioneering installation might be saved. Meanwhile, dismissed civilian staffers were being offered civil service reassignments. Examples: The center's casting director was told he could have a typing-pool job, the scenery foreman learned that a mess attendant's post was open for him. An enlisted man who has been the center's top color-TV cameraman was reassigned to Korea, where there is no color TV.

Translator starts: K78AV Gallup, N.M. began tests Dec. 20, carrying KOAT-TV Albuquerque • K74BD Dubuque, Ia. began about mid-December with WMT-TV Cedar Rapids • K82AM Waimea, Kauai expects equipment in January and hopes to start before end of month with parent & owner KGMB-TV.

Rebroadcast permission from originating stations should continue to be required of outlets which do nothing but rebroadcast (translators & satellites), according to the latest FCC thinking. Last week, it rejected, 4-3, a proposed recommendation that Congress amend the law to relieve repeaters of the requirement.

Two more station-CATV conflicts ended last week when FCC dismissed protests, at the request of all parties, filed against CATV-microwave grants by KLTV Tyler, Tex. and KGNS-TV Laredo, Tex.

Programming

Lower Rates for Public-Affairs? Networks faced a new public-affairs problem last week: A possible demand by advertisers for time-&-talent pricing of informational shows which reflects their generally smaller audiences. The situation was triggered by Fairfax M. Cone, chmn. of Foote, Cone & Belding's executive committee.

Prices for public-affairs shows, said Cone, should not be the same as the prices "for the entertainment of huge audiences." Full-pricing of such shows, telecast by the networks to regain prestige lost in the quiz-scandal probes, he added, is asking the advertiser to pay for a network act of conscience.

Whether Cone's proposal will get very far is problematical. For one thing, it opens the door to criticism of advertisers as a group pressuring the networks to continue with the bland, stereotyped entertainment shows which are under unflagging attack.

For another, network price-trimming in the public-affairs area is nothing new. Although time charges are seldom if ever sliced (since it would tend to undermine rates), "program contributions" are often made on new public-affairs series by networks to get them started (Vol. 16:5 p9). On NBC's *World Wide 60* series last season, for example, the initial program costs ran around \$75,000, but NBC charged advertisers only \$5,000 per show on a 13-week "introductory" deal. Similarly, CBS and ABC have made price cutbacks in the program (but not time) price of public-affairs specials. Lately, however, prices have begun to firm since better ratings have tended to justify no-discount price tags for informational shows.

Networks, meanwhile, were going ahead with some new program plans in this area. ABC announced a new Sunday series (12-12:30 p.m.) called *Meet the Professor*, produced by Wiley Hance in cooperation with the National Education Assn.'s higher-education dept., and it signed writers Robert Lewis Shayon, Elliott Baker and Alvin Boretz to produce outline scripts for the series. The show debuts Jan. 29 on ABC.

CBS announced that Fred W. Friendly, currently exec. producer of *CBS Reports*, will also produce *Face the Nation*, which will alternate with *CBS Reports*. Alternate *Face the Nation* shows will be of 30-min. length to allow CBS affiliates to air local public-affairs shows in prime time.

NBC announced 3 new production appointments to its special projects department: William Bendick to produce "public-interest" specials, William Nichols to produce & write *America's Music*, a 60-min. series "showcasing the nation's musical heritage," and William A. Colleran to direct the first *America's Music* show this spring.

Flexibility paid off again for CBS and Firestone Tire & Rubber Co. during the Cuban crisis last week. Although NBC was off the mark early with a Jan. 3 preliminary report in the period just before the regular *Jack Paar Show* (11:15-11:30 p.m.), CBS was in action with a full-dress evening show on Jan. 6. As its showcase, CBS repeated the same stunt used Dec. 16 when it postponed a scheduled *Eyewitness to History* episode (Vol. 16:51 p5) to cover instead the pre-Christmas plane disaster in N.Y. Again, Firestone-sponsored *Eyewitness* (a report on the convening of the 87th Congress) was revamped on short notice, and a 30-min. report on the Cuban situation substituted—with CBS News correspondent Charles Kuralt narrating & Ernest Leiser reporting from Havana.

TV drama on segregation, an original by Reginald Rose, will be WNTA-TV N.Y.'s tape-syndicated *The Play of the Week* starting Jan. 16. Titled "Black Monday," the drama deals with "emotional reactions of a community on a Monday morning when a Negro child starts for his first day at a newly integrated public school." Its cast will include playwright-actor Marc Connelly. Meanwhile, on a related front, a 3-year-old organization calling itself "Monitor South" announced its existence in a suburb of Shreveport, La. According to its exec. dir., Ned Touchstone, the organization will study TV-radio shows for "sociologically offensive" material, and then act as an organized pressure group & boycott-organizer against sponsors of such "offensive" material. Monitor South's objective, as Touchstone stated it last week, is "to improve relations between the networks & the Southern states."

Two ex-KTLA Los Angeles men were indicted by a Riverside, Cal., county grand jury last week for "conspiracy to commit slander." Named in the indictment were ex-vp-gen. mgr. James Schulke & newsman Pat Michaels. The action resulted from a Dec. 11, 1959 telecast, "City of Hate," in which Michaels charged anti-semitism in Elsinore, Cal. The jury also stated that "Michaels & Clete Roberts had joined in follow-up telecasts in which they made unwarranted inferences on the subject in which an investigation was being conducted by the Attorney General and the Riverside County Grand Jury."

WPIX N.Y.'s *Continental Miniatures*, in a departure from its foreign opera film format, will present a 3-part salute to Gilbert & Sullivan March 5-19. The Cal. Light Opera Co. will be featured, offering "H.M.S. Pinafore." Another programming departure will be a 2-part presentation (Feb. 12 & 19) of modern Italian pops music from the famed San Remo music festival.

Weekly network-TV program costs are estimated on a show-by-show basis by *Variety's* 55th anniversary issue (Jan. 4). The estimates, exclusive of time charges & commercials, cover production expenses, talent, royalties, agency commissions. The programs charted (nighttime & daytime) range from ABC's *About Faces* to NBC's *Young Dr. Malone*, each of which, the magazine reports, costs \$2,500 per segment. Specials are also covered from CBS's \$500,000 "An Hour with Danny Kaye" to the same network's \$300,000 "Wizard of Oz."

KDKA-TV Pittsburgh newscaster Tom Finn, who joined the station from WTOL-TV Toledo on Jan. 2, became a participant in a dramatic news event less than 24 hours later. Returning from an assignment via an Allegheny River bridge, Finn was jostled by a young man who pushed by & went over the rail. The newscaster made an unsuccessful grab for the man, called the police, then directed his photographer in recording futile rescue efforts by a passing tug.

Public service idea: KRON-TV San Francisco scheduled a prime-time debate (Jan. 7, 10-10:30 p.m.) on Sec. 315 to acquaint viewers with the law & ramifications of "equal time." Participants: Eric Hass, 1960 Presidential candidate of the Socialist Labor party, presenting the views of minority parties, and KRON-TV gen. mgr. Harold P. See, representing broadcaster viewpoints.

Defense Dept. has presented its certificate of commendation to *The 20th Century*. The CBS-TV documentary series won the award for "ably presenting Armed Forces activities & achievements to the public."

Film & Tape

Crosby Company Reactivating: Bing Crosby Productions, dormant for the past 2 years, is being reactivated. It's currently looking for suitable properties for pilots, we were informed by Bing Crosby. His last TV production venture was a pilot of *The Law & Mr. Jones*, for ABC-TV, which didn't sell. (Two years later Four Star Television acquired the property, made & sold a new pilot, and the series is now on ABC-TV).

Crosby said his company is interested both in production & investment. He owns a percentage of MGM-TV's *The Islanders*, currently on ABC-TV. (It's understood creator-producer Richard L. Bare owns 17% of *Islanders*; star William Reynolds 5%; MGM-TV and ABC-TV split the rest, with Crosby coming into the picture by owning half of ABC-TV's percentage.) The star, under contract to ABC-TV for 2 specials a year, plans no film series in which he would appear, and "I'm staying out of TV as a producer; it's too tough," he told us.

Seven Arts sold its 40-feature post-1950 Warner package to RKO General's WOR-TV last week. Price tag on the deal: \$1 million plus. "The High & the Mighty," "A Star Is Born" and "Strangers on a Train" are among the box-office hits, 26 of which are in color. (WOR-TV began color-casting 4 months ago, now does 25 hours a week.) Station officials told us the features will be presented in a 90-min. showcase, with a minimum of cutting. "We hope to sell the entire series to just one advertiser," said special-programs dir. Milton Robertson. WOR-TV is the 21st sale for Seven Arts, which began marketing the Warner package in mid-October. The other sales include WCAU-TV Philadelphia, KVAR-TV Phoenix, WTMJ-TV Milwaukee and WTVJ Miami.

CBS Films Inc. international sales rose 30% in 1960 over 1959 and 250% over 1957, it's reported by Sam Cook Digges, administrative vp. In his year-end summary, Digges reports that domestic sales maintained their 1959 record level despite the softness of the syndication market. He terms the outlook for this year "extremely bullish." CBS Films is currently placing more than 1,100 half-hours every week in 43 countries. In 1960 it sold shows for the first time in Brazil, Nigeria, Curacao, New Zealand and the United Arab Republic.

Carousel Films is distributing 3 special CBS News programs to the 16mm non-theatrical market (schools, govt. agencies, social & industrial groups): "The Thinking Machine", which highlights the TX-O digital computer, and "Big City-1980", which deals with the future of man's population centers. Both are from the *Tomorrow* series. (Coincidentally, these are the same 2 programs selected by publisher J. B. Lippincott as subjects for proposed full-length books (Vol. 16:50 p8). The 3rd release is "The Influential Americans," a report narrated by CBS newsman Howard K. Smith on experiments by gifted teachers.

Danny Thomas, Sheldon Leonard and Louis Edelman are in joint venture deals to finance 3 pilots: A comedy starring Joey Bishop; *All in a Day's Work*—a comedy starring Dick Van Dyke; and what Leonard describes as a "sociological comedy." Leonard will produce all 3. Edelman will be exec. producer of the Bishop show.

WPIX N.Y.'s 60-min. documentary, "The Secret Life of Adolf Hitler," now in syndication, has been issued as a 150-pp. book by the Citadel Press.

HOLLYWOOD ROUNDUP

Heritage Productions plans 2 pilots, *The Lady in Red*, adventure starring Suzanne Lloyd, and the tentatively titled *Ladies in Retirement*, a comedy starring Estelle Winwood & Gladys Cooper. Shirley Mellner is producer of the Lloyd pilot, Buddy Bregman of the comedy. In addition, Heritage Pres. Paul Benton tells us he plans to tape 26 half-hours of *The Buddy Bregman Show* and four 60-min. specials. The first special, "The Song & Dance Man," starring Dan Dailey & Jack Haley, has been taped. Next special is "The Jimmy McHugh Story," being taped this month.

Screen Gems has acquired the TV rights to "Gidget," made as a movie by its parent company, Columbia Pictures, and will probably aim the comedy for the 1961-62 season. Exec. producer will be Harry Ackerman. Another new SG pilot is a 60-min. untitled action-adventure series. And *Love & Kisses* is the tentative title of the Todon Productions comedy pilot starring Jeanne Crain, John Vivyan and Jack Mullaney, which goes into production Jan. 16. Tony Owen is the producer.

Four Star pilots an untitled comedy starring Jimmy Durante & Eddie Hodges Jan. 16, and an untitled Orson Bean comedy based on a James Thurber property in Jan. or Feb. Also planned are a 60-min. Western pilot, to be produced by Vincent Fennelly, and a situation comedy with music, starring Jane Powell. Pepsi-Cola will sponsor a special with Miss Powell, plans to co-sponsor the Powell series, and is seeking an alternate sponsor.

Filmaster Production pilots include *Mr. In Between*, a comedy; *The Number One*, a 60-min. newspaper drama; *Crawford's Key*, action-adventure; *Our Town*, drama; an untitled sports show; *The Swiss Family Robinson*. Nat Perrin will be exec. producer of the various projects . . . Norman Alden & John Floria will co-produce a comedy mystery pilot, *The Eye & I*.

U.S. & British writer guilds will be affiliated if members of Writers Guild of America approve this spring. WGA's national council has already endorsed the proposed affiliation with the British Television & Screen Writers Guild, which has also approved the idea. It is aimed at establishing standard minimum & rerun fees, and closer relations in other areas.

Revue Studios is considering filming some series in London, but hasn't as yet acquired any properties for this purpose . . . Berwell Productions, in which Irving Cummings Jr., Arthur Lake and Ray Berwick are partnered, will pilot a comedy, *The Rolling Stones*, in February.

Les Hafner Productions will pilot *Pentagon*, with Defense Dept. cooperation. George Slavin will supervise the scripts of the action-adventure series . . . Wardson Productions, in which Ralph Edwards and Hal Hudson are partners, will pilot *My Client Is Innocent*.

QM Productions will pilot *The Impatient Years* for ABC-TV this month. It's a World War I story, dealing with the Lafayette Escadrille. Quinn Martin is producer . . . Arena Productions is developing a comedy-adventure pilot, *2 Is a Crowd*. Norman Felton is producer.

Nat Holt Productions plans to pilot a Western, still untitled . . . Warner Bros. has named King Features Syndicate its European rep for its TV and cartoon characters.

NEW YORK ROUNDUP

Add syndication sales: Ziv-UA's *Sea Hunt* has passed the 100 mark in 4th-season sales—104 markets to date. New-cycle sales include WHDH-TV Boston and WRZ Baton Rouge. Ziv-UA also reports that *Sea Hunt* has averaged a 50.5% share of audience, based on a 55-market survey over a 5-month period. . . CBS Films' 26-program series, *The Heckle & Jeckle Cartoon Show*, offered for mid-winter syndication, has sold in 6 markets, including WNBQ-TV Chicago, WCCO-TV Minneapolis and KLZ-TV Denver . . . ITC's new div., Javelin Productions, has sold *Golf Tip of the Day* in 42 markets, including WGN-TV Chicago, WHDH-TV Boston, WMAR-TV Baltimore . . . MCA-TV has picked up 6 additional markets for its mystery-adventure series, *Shotgun Slade*.

The circus is getting pilot attention from the networks. CBS-TV has given Revue Studios an order for a 60-min. circus show for next season, and the studio has begun work on it. ABC-TV and 20th Century-Fox TV are negotiating a deal for another 60-min. project, *The Circus*, due for piloting. And while NBC-TV hasn't yet made any commitment with a production company, it is developing a 60-min. show, *The Big Tent*, which would be filmed in color.

Screen Gems' Huckleberry Hound & friends will make their first "live" TV guest appearances early this year. Promotion kits containing costumes, a taped dialogue in the characters' voices, an original song, local producer & talent instructions and Screen Gems' suggestions for "promoting the promotion" will be offered to stations playing the Kellogg-sponsored Hanna-Barbera animated series.

ITC has sold 6 Spanish-dubbed shows within the U.S. to KCOR-TV San Antonio, reports sales mgr. William P. Andrews. The series will be aimed at the large Texas Spanish-speaking audience as well as at viewers across the border in Mexico, beginning this week. The package includes *Ramar of the Jungle* and *Last of the Mohicans*.

Program Sales Inc. and George Richfield will co-produce & co-distribute *Wally Bear*, a new cartoon series "for all members of the viewing audience," announced PSI Pres. Raymond Junkin. PSI is planning 130 segments of 5-min. length and 39 of 30-min. length to be offered for national & regional sponsorship.

Production team of Ziv-UA, CBS-TV and Budd & Stuart Schulberg will pilot *Ross of the Everglades* for a tele-series created by the Schulbergs. CBS, which is financing the on-location pilot, is reportedly considering the series for the 1961-62 season.

NTA series, *The Sheriff of Cochise* and *U.S. Marshal*, are now being offered under the title of *Man from Cochise*. The new package combines 78 half-hour episodes from both series (produced by Desilu in association with NTA) and represents 4 years of production.

El Camino Productions will pilot a comedy in March, with Parke Levy as producer. Levy is the creator of *December Bride* and *Pete & Gladys*.

People: Ben Kranz has been named Robert Lawrence Productions vp & senior producer . . . Louis Mucciolo, ex-Robert Lawrence Productions vp, has been appointed exec. vp of Gerald Productions, the production div. of Advertising, Radio & TV Services . . . John B. Burns named MGM-TV television sales vp.

Educational Television

Grant of nearly \$2 million from Ford Foundation has been made to National ETV & Radio Center for the express purpose of equipping new ETV stations with video tape recorders, reported NET Pres. John F. White recently. Due to benefit by the \$1,882,000 fund will be "the next 25 non-commercial ETV stations that go on the air and become affiliated with NET by the end of 1962," stated White. The new grant is similar to an earlier Ford Foundation donation of \$2,706,000 made last year for TV-tape recorders. White stated that the new gift would serve as "a stimulus to put more ETV stations on the air." The tape units are furnished under contract by Ampex. With each unit will go a year's supply of tape. Four additional recorders for NET's duplicating center at Ann Arbor, Mich. will also be provided under the Ford grant. More than half of NET's 1961 offerings will be on tape, officials estimate. A gift of \$250,000 worth of video tape by Minnesota Mining & Mfg. to supplement the Ford grant will be announced Jan. 11.

Council on Medical TV will conduct its 3rd annual meeting April 6-7 at the National Institutes of Health, Bethesda, Md. There'll be discussion of: (1) Use of open-circuit TV to supplement postgraduate medical education. (2) Role of medical schools in health-science programming for the public. (3) Status of medical TV research. (4) New TV equipment & installations. The meeting will be preceded by a dental TV session April 5, the program to be coordinated by Dr. Michael T. Ramano, of Pa. School of Dentistry. The Council has offices at 33 E. 68th St., N.Y. Dr. Frank M. Woolsey Jr. is chmn.; John K. Mackenzie is exec. secy.

Louis de Rochemont, a leading producer of documentaries and business films, and D. C. Heath & Co., one of the country's leading text book publishers, have formed a new partnership to produce ETV films. The company's first project is *Parlons Francais*, a foreign-language course currently being distributed by the National ETV & Radio Center for 3rd & 4th grade students, whose production will be taken over by Heath-de Rochemont Corp. In the planning stages are Spanish- and Russian-language series.

"The Impact of Educational Television" (U. of Ill. Press, 247 pp., \$5) comprises "significant research studies conducted during the last 4 years at a number of universities with the support of the National ETV & Radio Center" to inquire into "attitudes, motivations, audience composition, audience size, viewing habits, presentational patterns, attitude change, and learning—all relating to ETV." The book is edited for NET by Wilbur Schramm, Stanford U. Institute for Communications Research dir.

Kennedy news-conference films in their entirety will be telecast weekly on the 48 affiliated national ETV & radio stations. NET Pres. John F. White said last week that the films will be rushed to stations to be telecast the following day. He added that "the nation has a right to know the President's views as they are presented, rather than as they are later picked apart."

Pa. statewide ETV network is in the exploratory stage. delegates to the Pa. Educational Assn. convention were advised recently. Charles H. Bohne, state superintendent of public instruction, said a study is being made of the advantages & applications of a network that would beam educational programs from Phila. to Pittsburgh & Erie,

Television Digest

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Personals: Francis Littlejohn has resigned as ABC-TV news & public affairs dir. John Madigan is named acting dir. to succeed Littlejohn. James C. Hagerty, White House press secy., will take over former news vp John Daly's post Jan. 23. Frank La Tourette promoted from ABC News special projects producer to national news editor.

William R. McAndrew, NBC News vp; William K. McDaniel, NBC Radio vp; Aaron Rubin, NBC vp & treas., all appointed exec. vps. Julian Goodman, NBC news & public affairs dir., named vp . . . Hamilton Shea, pres. of WSVA-TV Harrisonburg, Va., appointed chmn. of NAB committee to negotiate new TV-music agreement with ASCAP . . . Frederick S. Buschmeyer Jr., ex-KTVI St. Louis, appointed production mgr. of WRC-TV Washington.

Lawrence E. Dennis, Pa. State U. vp, elected chmn. of JCET, succeeding Dr. Albert N. Jorgensen, U. of Conn. pres. Dr. Edgar Fuller, exec. secy. of the Council of Chief State School Officers, elected vice chmn. . . Harold E. Hill, administrative vp of National Assn. of Educational Bcstrs., joins its Washington office March 1.

Harry Trenner, ex-MBS, named dir. of Western sales development, RKO General . . . Irwin Lichtenstein, ex-NTA, named to new post of ad & sales development dir., Mutual Radio; Fred Kilian named sales service dir. Harbert J. Cutting appointed to head new commercial operations dept. . . . John Barrett, ex-KLYD-TV Bakersfield, joins KBAK-TV there as asst. gen. mgr. & national sales mgr. . . . Jack Pegler, Television Zoomar Co. pres., is currently on a business trip to Mexico, Central and South America.

Named WOR vps: Martin S. Fliesler, WOR-TV & WOR ad dir.; George R. Jeneson, WOR-TV & WOR Western mgr.; and Jacques Biraben, radio WOR gen. sales mgr.

Earl Harder promoted from traffic mgr. to new post of continuity acceptance dir., WNBC-TV & WNBC . . . Mark Woods, former ABC pres. recently in Sarasota, Fla. real estate, becomes vp-gen. mgr. of radio WSPB Sarasota which is headed by Pa. Lieut. Gov. John Morgan Davis.

Jack S. Atwood promoted from station mgr., WCSH-TV Portland, Me., to gen. mgr., Me. Bcstg. System (WCSH-TV & WCSH, WLBZ-TV & WLBZ Bangor, radio WRDO Augusta). He is succeeded by Donald R. Powers. Bruce C. McGorrill appointed WCSH-TV sales mgr.

Holt Gewinner Jr. named dir., WSB-TV (Atlanta) merchandising dept.; Jean Hendrix, asst. to gen. mgr., named also publicity & promotion supervisor.

Richard Eaton will receive the Washington Ad Club's "Award of Achievement" at a luncheon meeting in Washington this week (Jan. 10). Speakers will be Sen. Jackson (D-Wash.) & Sen. Randolph (D-W.Va.). Asked for details, club Pres. Milton Q. Ford referred reporters to John Panagos, last year's club pres., now vp of the Eaton stations. Panagos said the award is for Eaton's "contributions to broadcasting." He also said that Sen. Kefauver (D-Tenn.) had been scheduled as the principal speaker, but had to cancel because of a conflicting engagement. Recently, FCC gave 5 Eaton stations short-term licenses (less than 3 years), the first granted, on grounds that Eaton hadn't given them adequate personal supervision (Vol. 16:50 p3). The FCC split 4-3 on the decision—Comrs. Hyde, Craven & King dissenting. The ad club invited members of the Commission to attend the luncheon. Comrs. Hyde, Bartley & Lee accepted; Ford, Craven & Cross declined or had other engagements; King said he received no invitation.

Networks

NBC is canceling its affiliation contract with *Chronicle*-owned KRON-TV San Francisco as of July 1, the network informed the station last week. Formal FCC application to acquire KTVU Oakland was also filed by NBC, although KRON-TV—continuing a down-to-the-wire fight against the NBC move—has started an anti-trust action to prevent the sale. Gen. mgr. Harold P. See of KRON-TV, however, plans to meet with NBC this month to discuss an interim affiliation. The planned purchase of KTVU by NBC has been in the works for a year (Vol. 16:1 p9).

New CBS studio consolidation in N.Y. is planned by that network. The multi-million (at least \$7.5 but not more than \$15 million) project will be handled by Charles Luckman Associates, which designed CBS-TV's big Hollywood plant. Under the plan, CBS will put under one roof at 57th St. & 11th Ave. at least 7 studios (of the 15 now scattered around N.Y.) and new production facilities.

ABC-TV & Radio o&o station mgrs. meet this week at the Balmoral Hotel, Miami Beach. ABC-TV executives, including AB-PT Pres. Leonard H. Goldenson, and ABC-TV Pres. Oliver Treyz will also meet the TV affiliates board.

NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. May
Plough (Lake-Spiro-Shurman)

Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. Jan.
Dow Chemical (Norman, Craig & Kummel)
Simoniz (Dancer-Fitzgerald-Sample)

Adventures in Paradise, Mon. 9:30-10:30 p.m.; Cheyenne,
Mon. 7:30-8:30 p.m.; Roaring Twenties, Sat.
7:30-8:30 p.m.; participations eff. this month
Mennen (Grey)

The Law and Mr. Jones, Fri. 10:30-11 p.m.; The Islanders,
Sun. 9:30-10:30 p.m.; Roaring Twenties, Sat.
7:30-8:30 p.m.; participations eff. this month
Simoniz (Dancer-Fitzgerald-Sample)

NBC-TV

The Square World of Jack Paar, Tue. Jan. 31, 10-11 p.m.
The Emmy Awards, Tue. May 16, 10-11:30 p.m.

How Tall Is a Giant, Thu. March 23, 7:30-8:30 p.m., repeat
Procter & Gamble (Benton & Bowles)

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

TRADE & BUSINESS TRENDS AT MARKET TIME: The holiday season over, all levels of industry are now occupied with the traditional first-of-year business—(1) distributor & dealer meetings, (2) showing of new fill-in models, (3) trying to outguess everybody else. This year's International Home Furnishings Market opened in Chicago at week's end with an air of uncertainty—Christmas business established no records last year and there was little feeling that the first page of the new calendar would suddenly mean a rosier aspect for consumer hard-goods market.

As the Mart opened, newspapers headlined the economic report to President-elect Kennedy by advisor Dr. Paul A. Samuelson stating that "we go into 1961 with business still moving downward," declining to forecast "exactly when this 4th post-war recession will come to an end," but predicting only a 1% increase this year in Gross National Product.

How manufacturers & merchandisers in consumer electronics intend to meet these economic facts of 1961 life is just beginning to take form. At the Mart and at distributor & dealer meetings, and in conversations & correspondence with industryites, we found these first straws in the 1961 wind:

Pricing: There's plenty of talk about GE's 19-in. transformer-powered portable at \$159.95 (Vol. 17:1 p15), some of it with overtones reminiscent of the same firm's 14-in. portable at \$99, which won for it industry unit-sales leadership in 1956. It's still too early to say, but at press time there seemed to be no rush by competitors to meet this price—although Philco showed a new version of its 19-in. leader portable at the same price as its old one—\$169.95—to which the retailer presumably will add \$1.75 under new 90-day parts-& labor warranty policy.

Nor does there seem to be large-scale trend to follow Zenith's fairly widespread TV & stereo price increases—yet. Price movements in early set introductions seem to be in both directions. In drop-ins & face-lifts, there's a tendency to slight melting of list prices at the low ends, somewhat higher prices in middle-of-line merchandise. Some of the lower prices are due to the introduction of 92-degree tubes and wider use of non-bonded tubes by some manufacturers.

Examples of these price trends in TV: Motorola introduced 23-in. table model at \$199.95, about \$20 lower than its earlier 23-in. table sets. Sylvania's cheapest 19-in. set which has a suggested list is priced at \$189.95 vs. that company's previous low of \$199.95. In radio, too—low-end prices are dropping a few dollars (example, Philco's clock radio at \$19.95), going up somewhat in the center of the line (GE's new clock radio at \$36.95 vs. former one at \$34.95).

New Set Innovations: Tuners are coming in for a lot of attention this year—apparently the snow-free picture's the thing. In addition to RCA's New Vista and Zenith's Gold Video Guard already mentioned, we now see a new low-noise tuner in Sylvania's 4 new sets, new Golden M chassis in Motorola's new low-end sets, still more sensitive 4-wafer frame-grid tuner in other Motorola sets. In tube sizes there is little new—except that Du Mont is returning to the 27-in. with a lowboy at \$450. (Details of new sets on p. 17.)

Picture Tube Dispute: Although the industry has accepted 19- & 23-in. tubes, it's plain that some didn't think the change was necessary—and there's lots of argument over various methods of providing implosion protection (bonded vs. non-bonded). Outspoken Magnavox Pres. Frank Freimann, opponent of annual model changes & "planned obsolescence," makes no bones about his views on what's happening to picture tubes and on Corning's "Operation Snowball" promotion campaign:

"It's about time the leaders of the industry realize that 'all the people can't be fooled all the time.' "

says Freimann. "The history of our misadventures shows this. In my opinion, the industry's shrinkage in sales & profits last year was at least partly attributable to the all-out promotion of the 23-in. 'square-cornered' tube sets. The consumer benefits here are not proportionate to the increased cost. We did succeed, through advertising claims, in convincing the public that the 17- & 21-in. sets were obsolete, with the consequence that almost half the 1960 TV sales (17- & 21-in.) were sold at liquidation, and there were fewer TV receivers sold than in 1959.

"There is ample evidence of public resentment against planned obsolescence. 'Operation Snowball' is going to add fuel to the fire. Magnavox will resist it just as vigorously as Corning will promote it." As to other manufacturers, Freimann says: "Let them do as they like, but we resent and will resist any attempt to drive our industry into a corner in an effort to develop a monopoly on claims of superiority [for the bonded tube]." The Magnavox president insists that his company obtains "a superior picture as to definition & contrast, using a conventional tube and an effective filter safety glass." (Note: Corning has changed the emphasis of "Snowball" to promote modern TV in general, dropping its stress on bonded tubes.)

Color Activity: Road to profits in the '60s lies in color, RCA insists. Big dealer wingding in N.Y. last weekend celebrated pledges of retailers in 67 RCA distributor areas to sell at least 51,501 color sets during the 4-month period ending Feb. 28. RCA Sales Corp. Chmn.-Pres. W. Walter Watts told them that with the anticipated improvement in the economic situation, "our dealers should sell double this volume in the 4th quarter of 1961 alone." And he added: "If you can multiply that quarter by 3 or 4, we all ought to make a lot of money."

RCA Chmn. Sarnoff & Pres. Burns addressed the dealer dinner at the Waldorf Astoria, beating the drums for the profitability of color. Plainly the highlight of the dinner was Gen. Sarnoff's free-swinging off-the-cuff talk in which he compared today's non-color TV manufacturers with the phonograph makers who refused to recognize & adopt radio, and with the radio makers who failed to recognize the potential of TV. He let dealers in on a little Sarnoff-type history-in-the-making, too, when he indicated that preparations are being made for an event reminiscent of RCA's introduction of TV at the 1939 N.Y. World's Fair:

"We look forward to the privilege of inaugurating international TV in color at the 1964 N.Y. World's Fair. From a technical standpoint, I am certain that the date is feasible, that it will be possible to televise the Fair opening in natural color over remote parts of the world by means of a satellite communications system." (For details of Gen. Sarnoff's remarks, see p. 18.)

Note: EIA's TV-radio production figures for 1960's final week, due at last week's end, have been delayed by slow reporting of some participants. The final week's figures, plus a roundup of the year's TV & radio production will appear here next week.

Magnavox has closed its Paducah, Ky. manufacturing plant, which employed some 700 in the production of TV-radio-phonos loudspeakers and electrolytic capacitors. Magnavox explained that "wage rates & not enough return on our investment account for the closing." The \$2-million plant was built in 1948. Because of labor difficulties & declining profits, Magnavox is discontinuing the capacitors line produced at Paducah, but may continue making speakers. Magnavox has been involved for 3 years in almost continuous arbitration of contract provisions with the IUE which represents employes at the Paducah plant.

Warwick's striking IUE employes ended their 3-week walkout at the Zion, Ill. TV plant Jan. 3 after approving a new 2-year agreement. The pact provides an 8¢ pay increase the first year, 5¢ the 2nd. The strike, involving over 1,000, began Dec. 8. Warwick is controlled by Sears, Roebuck; makes home-entertainment equipment for the chain.

EIA guide book to assist contractors in settling contract terminations is planned by the association's military relations dept. Heading the project is Collins Radio's Edwin James, chmn. of EIA's terminations committee.

Philco has acquired a "substantial minority interest" in Bendix Home Appliance France, a major manufacturer of refrigerators & laundry appliances in the French market. International div. Pres. Harvey Williams has also reported the appointment of J. J. M. van der Hagen to the new post of managing dir. of Philco's Swiss subsidiary, Philco Corp. S.A., of Fribourg. He will have "full responsibility for the development & coordination of all Philco interests on the Continent & in Great Britain, including the licensees & subsidiaries of Philco Corp. S.A. and approximately 20 distributors of Philco products in European countries where local manufacturing does not exist."

FM radio sales will increase 30-to-40% in 1961 over an estimated 1 million sold in 1960, Granco Pres. Henry Fogel predicted last week. He pointed out that production of FM radios rose 80% over 1959 last year, compared with a 10% increase for all radios. He also forecast a market "soon" for 100,000 FM auto radios a year.

Canada's Dominion Electrohome Industries is extending its warranties to one year from 90 days on all TVs, radios, phonos.

TV & RADIO SALES DOWN: November saw a drop in both TV & radio retail sales from Nov. 1959, official EIA figures confirmed last week. As reported in preliminary estimates last month, TV sales were down about 12% for the month, and radio's retail drop was its first for 1960 (Vol. 16:52 p23). November's radio sales were 7% below the figure for Nov. 1959.

For the year's first 11 months, however, radio sales were well above 1959, while TV retail sales were less than 3% ahead of last year's cumulative figure—indicating that full-year 1960 retail TV sales will be extremely close to 1959's 5,749,000 unit sales. Although 11-month TV production was well down from last year, output of uhf-equipped sets was higher. The official EIA production & retail sales figures with 1959 comparisons:

TELEVISION

Month	Total Production		Uhf Production		Retail Sales	
	1960	1959	1960	1959	1960	1959
January	626,494	437,026	50,119	35,841	590,867	501,704
February	503,453	459,492	43,537	34,678	507,673	448,173
March	549,500	494,032	45,411	32,112	501,829	425,751
April	422,551	389,251	39,240	20,501	351,214	263,998
May	442,176	431,911	32,295	28,247	334,283	279,536
June	518,870	571,004	34,245	29,064	371,661	344,795
July	268,854	350,360	14,621	21,022	392,858	370,575
August	462,286	547,446	26,829	32,847	429,346	492,449
September	678,937	808,337	46,161	51,555	620,810	684,773
October	499,999	706,503	38,999	55,113	554,478	637,147
November	429,767	660,770	34,381	46,544	521,886	598,070
TOTAL	5,302,877	5,756,210	405,838	387,524	5,176,905	5,046,971

RADIO

Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959
January	1,356,788	1,124,737	632,461	420,062	803,388	700,490
February	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	1,667,650	1,347,554	633,761	511,219	664,441	616,563
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	648,322	400,882
June	1,551,451	1,430,166	596,870	637,806	702,889	678,195
July	890,369	829,035	328,009	264,725	573,363	626,827
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
October	1,727,660	1,795,718	639,357	531,116	1,036,333	839,912
November	1,468,847	1,346,079	491,026	290,815	941,521	1,016,634
TOTAL	15,604,784	14,069,049	5,911,305	4,973,777	8,326,275	7,142,424

FM radio production (1969 figures in parentheses): Jan. 33,816 (30,235), Feb. 66,616 (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. 71,126 (42,866), Sept. 111,746 (76,942), Oct. 88,596 (62,959), Nov. 86,323 (50,131). Eleven-month total: 852,329 (480,894).

* * *

Factory picture-tube sales declined seasonally in November from October's volume. However, sales also dropped markedly from the year before: 732,359 units at \$14,625,632 in Nov. 1960 vs. 840,866 units at \$16,058,816 in Nov. 1959. The same sales pattern applied for receiving-tubes—down seasonally in November from October, and also below the year-ago level. Nov.-1960 sales were 30,024,000 units at \$25,627,000, compared with Nov.-1959's 37,211,000 units at \$31,600,000. In year-to-date reckonings, picture-tube sales trailed the 1959 cumulative in units, but ran ahead in dollar volume. Receiving tubes were behind the year-ago pace both in units & dollars. EIA's figures for November & year-to-date.

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January	795,250	\$15,831,430	31,367,000	\$26,872,000
February	741,233	14,495,480	32,734,000	27,881,000
March	794,375	16,664,281	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	15,605,481	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
October	771,324	16,478,435	33,506,000	27,628,000
November	732,359	14,626,632	30,024,000	25,627,000
Jan.-Nov. 1960	8,481,924	\$169,789,972	365,989,000	\$308,171,000
Jan.-Nov. 1959	8,705,769	167,830,882	395,688,000	336,471,000

TV-RADIO EXPORTS & IMPORTS: U.S. exports of TV sets continued to climb in September, latest Commerce Dept. estimates indicated. There were 8,164 complete receivers & 3,873 chassis shipped—a total value of \$1,289,189. Most other consumer electronics exports shared in the seasonal rise.

The import figures for September—not directly comparable with export statistics because of different product classifications & definitions—don't list TV sets. This doesn't mean there were no imports of TV into the U.S. during the month—2,300 were shipped here from Japan (Vol. 16:48 p18)—but simply that the Commerce Dept. hasn't yet established a commodity classification for them in its import statistics.

Here are summaries of selected Commerce Dept. electronics export & import data for Sept. 1960 (for August figures, see Vol. 16:48 p18).

U.S. EXPORTS—SEPTEMBER 1960

Product	Units	Value	Biggest Customer
TV receivers	8,164	\$1,147,048	Venezuela (1,962 at \$292,760)
TV chassis	3,873	142,141	Argentina, Philippines, Spain
Auto radios	5,007	90,849	Mexico (3,312 at \$47,656)
Home radios	10,407	286,705	Canada (4,444 at \$113,444)
Radio chassis	1,754	42,432	Viet Nam (1,000 at \$26,730)
Radio-phonos	693	57,804	Venezuela (133 at \$22,371)
Phonographs	2,897	181,716	Venezuela (1,261 at \$60,017)
Coin-op. phonos	1,376	866,704	W. Germany (396 at \$266,964)
Recorders & parts	—	1,119,630	Canada (\$222,190)
TV picture tubes	132,011	2,787,371	Argentina (25,683 at \$560,366)
Receiving tubes	1,985,363	1,538,207	Canada, Argentina
Transistors, diodes	933,057	1,249,554	Canada, U.K.
TV transmitters & parts	—	264,774	Argentina (\$81,214)
TV studio equip.	—	785,438	Canada (\$223,805)
TV camera tubes	136	96,544	Canada, Japan

U.S. IMPORTS—SEPTEMBER 1960

Product	Units	Value	Biggest Supplier
Transistor radios	668,193	\$5,273,290	Japan (661,294 at \$5,194,414)
Portable tube radios	13,685	109,307	Japan (12,546 at \$85,300)
Other radios	139,671	1,269,520	Japan (123,262 at \$805,260)
Radio-phonos	9,817	866,001	W. Germany (6,905 at \$738,600)
Phonographs	2,141	64,743	Japan (1,015 at \$21,042)
Changers, turntables	—	1,243,863	U.K. (991,133)
TV apparatus	—	178,469	Switzerland (\$76,255)
TV tubes & parts	—	11,367	Not given
Radio tubes	2,604,042	944,675	Netherlands (\$404,055)
Radio apparatus	—	1,138,834	Japan (\$597,855)
TV cameras, parts	—	193,425	U.K. (\$92,855)

* * *

World market for U.S. tubes & semiconductors continues to be good, despite lower-priced competition, according to a recent survey by the Electronics Div. of Commerce Dept.'s Business & Defense Services Administration. The last report in the 28-country study sees U.S. tube and/or semiconductor exports holding their level or expanding to Australia, Canada, Netherlands, New Zealand & Spain. Difficulties or declines may be met in Taiwan, Turkey, Union of South Africa and West Germany. In Japan, U.S. companies are benefiting from technological pacts & licensing deals. The latest report, covering 10 countries, is titled *Electron Tubes & Semiconductors—Production, Consumption, Trade, Selected Foreign Countries*—available for 30¢ from U.S. Govt. Printing Office or Commerce Dept. offices.

Boycott of Japanese fabrics is threatened by the Amalgamated Clothing Workers of America to force Nippon manufacturers to limit their shipments of finished garments. The union's general executive board, at its Feb. 13 meeting, will consider a motion that ACWA members stop cutting fabrics from Japan after May 1.

Tubes & Semiconductors in 1961: Sales of TV picture tubes will be about the same as in 1960, receiving tubes will decline, and semiconductors will set another record. That's the tube & semiconductor outlook for 1961 as forecast by GE electronic components div. vp-gen. mgr. L. Berkley Davis, who also is EIA president.

Predicting from his GE vantage point, Davis sees 1961 domestic factory sales of about 11 million picture tubes at approximately \$205 million—about the same as 1960. Replacements constitute 45% of this. Of the remaining 55%—earmarked for new TV sets—about 6 out of every 10 will be in 23-in. types, with perhaps one-third in 19-in. types. Davis expects no deflection angles wider than today's 110- & 114-degree tubes, but he sees a possibility that the trend to 92-degree tubes "may become more pronounced as styling advantages are de-emphasized in the interest of improved reliability & lower circuit costs."

The GE executive forecasts "an increase in number of sets employing tubes with integral implosion protection." Later in 1961, he says, "these will include other approaches than the present [Corning-type] bonded-glass construction." He forecasts "additional introduction of truly portable transistorized sets," but no significant quantities of special picture tubes for these. As to color, he sees a continuation of 1960's "small, steady increase," but no "important gains" without a "major tube innovation, not now foreseen."

Davis's other predictions:

Semiconductor sales will reach \$626 million—19% higher than 1960's estimated \$528 million. These sales are broken down this way: Transistors, 180 million (38% over last year's 130 million) at \$360 million (20% above last year's \$300 million)—\$50 million consumer, \$130 million industrial, \$180 million military. Semiconductor rectifiers, a record \$136 million, up 16% from 1960's \$116 million. Tunnel diode sales will continue to be "modest."

Receiving tube sales will total 385 million at \$322 million—about 4% below last year's 400 million at \$340 million. Power tube sales, \$300 million, 4% over 1960's sales. The military market "will experience a breakthrough in superpower tubes for defense radar, satellite tracking & space communications."

EIA has begun distribution of *Plus Values* (Vol. 16:49 p19), "a booklet dedicated to the proposition that it pays to do business with U.S. electronics manufacturers." Prepared by EIA's tube & semiconductor div., it emphasizes for OEMs & distributors the advantages of buying American-made tubes & semiconductors. The booklet is being distributed to 30,000 industry executives, govt. officials, distributors, purchasing agents, design engineers. Philco vp William J. Peltz, chmn. of the EIA div., noted: "Thousands of jobs in the U.S. industry already have been lost to foreign producers paying wages a fraction of those received by American workmen. In the Chicago area alone, according to a report to EIA from a labor union official, foreign imports have been the primary cause of a 20% decline in employment among 14 electronics manufacturing companies" • National Electrical Mfrs. Assn. took dire note recently of mounting battery imports. Its dry battery section called for "remedial govt. action" and announced it would launch an educational program for battery buyers.

Japanese-made electrical equipment has been misrepresented as domestic by 2 affiliated Rochester, N.Y. firms—Dialand Electric Sales Corp. & Elkee Corp.—according to an FTC complaint.

More about

NEW SETS INTRODUCED: Some lower prices in newly introduced promotional & low-end items, but a tendency to price firmness otherwise, is the continuing pattern in new models introduced last week (see p. 14). In TV, there's a definite trend toward use of more sensitive low-noise tuners, even in relatively low-priced models. Here's a summary of last week's new-set highlights:

Motorola—Four TVs, all with new "Golden M" chassis, full-year warranty. 23-in. table model, \$199.95; step-up model with more sensitive 4-wafer tuner, \$219.95; 19-in. portable (face-lift), \$199.95; 19-in. remote-control compact, \$249.95 to \$269.95. Also introduced "largest & most complete line of car radios ever presented to distributors," at \$39.95 to \$125.

Philco—One 19-in. portable at \$169.95 and a compact 19-in. at \$199.95. Seven 23-in. sets, 4 of them with open list. Philco announced that it is continuing its battery portable Safari. Also dropped in is a new 42-in. wide stereo hi-fi console at \$199.95 to \$219.95. Radio additions include a new price-leader 4-tube table model at \$17.95, a clock radio at \$19.95, step-up transistor portables at \$34.95 & \$39.95.

GE—Compact console phono, with or without AM-FM tuner, unpriced. In radio line, GE added an FM-only table model at \$39.95, a 5-transistor portable at \$29.95, a clock radio at \$36.95.

Sylvania—Four TVs with new low-noise tuner & bonded-shield tube. Price leader is 19-in. open-list table model, with step-up at \$189.95, a 19-in. console is \$299.95, consoles \$259.95 & \$279.95 (HaloLight).

Du Mont—A new 27-in. lowboy at \$450 (remote \$550) and three 23-in. consoles with basic list prices of \$299.

Radio import highlights—Two new sets from Japan look hot: (1) The Matsushita "Portalarm" 6-transistor pocket radio with 7-jewel watch alarm (including slumber switch) at \$49.95. (2) Delmonico's 5-tube AM radio listing at \$9.95. A report on the activities of 2 TV importers will be featured in next week's issue.

New plants & expansions: Cornell-Dubilier Electronics div. of Federal Pacific Electric is transferring its corporate hq to Newark, N.J. from South Plainfield, N.J. Some production activities will be continued at the South Plainfield location • Thompson Ramo Wooldridge's subsidiary, Space Technology Labs, has sold to the government for \$23.5 million 9 buildings on a 14-acre site in El Segundo, Cal. Space Technology will continue to use the facilities pending completion, by 1962, of its new \$25-million research center at nearby Redondo Beach (Vol. 16:50 p18) • Beckman Instruments has begun construction of a \$1.3-million, 100,000-sq.-ft. facility for its systems div. at Fullerton, Cal. The new plant, for production of electronic data-processing systems, is slated for May completion • General Instrument has opened its new \$3-million, 50,000-sq.-ft. semiconductor production plant & research center at Hicksville, N.Y. Chmn. Martin H. Benedek reports the facility will be in "large-scale" production early this year • GE will spend more than \$1 million in 1961 to enlarge the hq plant of its communications-products dept. at Lynchburg, Va. The plant produces 2-way radios, microwave gear. GE also is planning a \$1.5-million R&D lab for computers at Sunnyvale, Cal., near San Francisco • Muntz TV will build a \$1 million, single-story, 85,000-sq.-ft. hq & production plant in Wheeling Township, Ill., near Evanston. The plant will be completed around June 1.

More about

GEN. SARNOFF & COLOR: The nation's top sellers of color TV gathered in N.Y. as guests of RCA for a week-end of business & fun, beginning with a kick-off dinner Thursday (5) and an off-the-cuff address by the greatest color salesman of them all—RCA Chmn. Brig. Gen. David Sarnoff (see p. 15).

The dealers plainly enjoyed it as the General, in a mellow & reminiscent mood, discarded his prepared speech and recalled the early days of wireless, then swung out at the detractors of color. He put them in the same class with movie producers who wouldn't accept sound, phono manufacturers who believed radio was a fad, and radio makers who brushed aside TV itself.

Surrounded by a speakers' table full of RCA's top brass, he attacked rival TV manufacturers' "fear" of color, and their willingness to let others do the pioneering. "You would think that those in the business would be the first to embrace its possibilities." And he served notice: "There is no turning back . . . no possibility of color being a 'fad.'" He provoked chuckles when he chided "one manufacturer who shall remain nameless for friendly reasons," who had called Sarnoff a "televisionary" and said "TV would never get anywhere."

"I still like the future better than I do the past," said the RCA chairman. Then, in a conversational aside, he went back to the past to confide that he had been involved in payola, vintage 1906. "I can tell you of payola as far back as 55 years ago," he said, referring to his days with the old Marconi Wireless Telegraph Co. "We engaged in payola then and bribed captains of ships with a gold watch in order to get them to install wireless." They were naturally reluctant to give up their sovereignty to an owner's command from the shore. He related this reluctance to accept radio in the early days to other industry instances of resistance to change.

Because such large phono makers as the Victor Talking Machine Co. refused to enter the radio business, he said, "musical equipment dealers were prevented from handling radios. Instead, the electrical dealers got the business." In a reference to RCA's purchase of Victor with its "His Master's Voice" trademark, he quipped: "What happened then? The little dog changed his master."

Pres. John S. Burns told the dealers that color sales in some major markets are now approaching 5% of total sets in circulation. Reiterating that color TV, including servicing, parts, etc., "is more than a \$100-million-a-year-industry," he stated that color TV reached this point in 6 years, "while automobiles took 12 and oil 40 to get there."

"The past 6 years have seen a clear-cut initial victory in our race to establish color TV on a profitable basis," he said, after he and Gen. Sarnoff accepted from the dealers a bound volume of pledges to sell at least 51, 501 color sets during the current 4-month period ending Feb. 28.

Pledges were read off at the dinner meeting by dealers in each distribution area. Among the higher ones: Los Angeles, 4,489 sets; Chicago, 4,167; N.Y., 3,752; Philadelphia, 2,989; San Francisco, 1,700; Newark, 1,586.

Obituary

Mrs. Eldridge R. Johnson, 90, widow of the founder of the Victor Talking Machine Co., died Jan. 3 at her Bryn Mawr, Pa. home. Her husband, whose company was merged with RCA, died in 1945.

Trade Personals: Walter S. Bopp promoted from mktg. dir. to new post of vp-gen. mgr., Philco International div. . . . H. G. Place retires as chmn. of General Precision Equipment Corp., continuing as a consultant & dir. . . . Forrest W. Price, ex-Sylvania Home Electronics, appointed vp & gen. mgr., General Time Corp.

Harold Schulman promoted from mktg. mgr. to vp & gen. mgr., Knight Electronics, mfg. subsidiary of Allied Radio Corp. . . . Michael J. Marino named mktg. mgr., International Resistance Co.'s major industrial distributor program . . . David D. Bulkley, ex-ITT, named intercommunication-systems product mgr., Stromberg-Carlson commercial products div.

Ralph L. Bloom promoted from radio & high fidelity sales mgr. to district sales mgr., Sylvania Home Electronics Los Angeles office: Gerald P. Goetten appointed his asst. . . . Walter Boiko named senior sales engineer, Eitel-McCullough, headquartering in N.Y. . . . John J. Bohrer, International Resistance research dir., named a fellow, N.Y. Academy of Sciences.

Max Zagoren named electronics mgr., N.Y. div. of John M. Otter Co. (Philco distributor in Pa., N.J. & N.Y.). He succeeds Joe O'Brien, resigned . . . George Capsis, ex-IBM and Univac div. of Remington Rand, named RCA presentations & exhibits mgr.; B. J. Mezger named mgr. of RCA Service Company's new Eastern mktg. region, with hq in Washington . . . Kurt E. Hellfach named mktg. research mgr., GE radio receiver dept.

Edmond P. DiGiannantonio, Raytheon, named chmn., EIA military mktg. data committee . . . Donald J. Harrington named mktg. mgr., GE capacitor dept., Hudson Falls, N.Y. . . . Frank A. Saikley appointed controller, Indiana General Corp.; Richard S. Laney named div. controller, Indiana Steel Products div. . . . Wilbur S. Hinman Jr., technical dir. of Army's Diamond Ordnance Fuze Labs, Washington, receives President's Gold Medal Award for distinguished civilian service in developing new electronic techniques for military & civilian use.

Microwave "will take giant steps in 1961," forecasts Dec. 25 *N.Y. Times*, adding: "Up to now, the growth of the private microwave field has been limited by restrictive licensing by the FCC. In September, the Commission threw out all bars to large-scale development in a momentous decision. Licenses now are being issued to virtually any business organization wishing to set up a microwave system . . . Some leaders in the electronics industry estimate [private microwave communications] will gross \$2 billion a year in 5 years." • Microwave's financial picture and some of its smaller specialist companies are profiled by Dec. 29 *Herald Tribune*. Profiled: Douglas Microwave, Microwave Associates, Narda Microwave, Premier Microwave, Varian Associates.

"Total market for electronic equipment utilizing microwave devices is expected to climb from last year's \$2 billion to \$5 billion by 1965," reports Jan. 4 *Financial World*. Describing the microwave field as "one of the most promising branches of electronics," the publication notes: "It's estimated, for example, that 10,000 microwave stations may be in operation by 1966, as compared with less than 3,000 at present." The magazine lists the earnings of 14 companies "which concentrate a large measure of their activities in the field."

TV & radio equipment duties have been removed by Nicaragua in line with new import policies. Special import permits from the Ministry of Finance are required, however.

Finance

National Co., Malden, Mass. manufacturer of military & industrial communications equipment & electronic products, has revised its earlier forecast of sharply improved 1960 earnings. In view of an anticipated sales drop to about \$11 million from \$12.9 million in 1959, Pres. Joseph H. Quick now anticipates only a slight improvement over 1959's per-share earnings of about 39 cents. He described 1961's prospects as "very good," said sales could climb to \$13-to-16 million. Quick also reported that National soon will announce the acquisition of a commercial electronic components company.

Seven electronics companies are profiled by Dec. 21 *Financial World* in an analysis entitled "Bright Prospects for These Electronics." The 7: Beckman Instruments, Clevite, Daystrom, General Instrument, General Precision Equipment, Litton Industries, Varian Associates. Notes the magazine: "Here are 7 well-situated electronics issues that still have long range speculative possibilities. Although liberally priced, most are down from higher levels."

Boonton Electronics Corp., Morris Plains, N.Y. maker of precision measuring equipment, plans public sale of 60,000 common stock shares & attached warrants, according to an SEC registration statement (File 2-17411). Underwritten by Ross, Lyon & Co. Inc. and Globus Inc., the sale will be in units of one share plus ½ of a 2-year warrant. One full warrant will be required to purchase one share at \$5.50 the first year, \$6.50 the 2nd year.

Rixon Electronics Inc., Silver Spring, Md. producer of specialized electronic equipment, plans a 115,000-share offering of capital stock for public sale, according to an SEC registration statement (File 2-17441). An additional 10,000 shares will be sold by Pres. James L. Hollis to underwriter Auchinloss, Parker & Redpath. Price & underwriting terms weren't disclosed in the SEC application.

20th Century-Fox has agreed to sell to the Rank Organization its 49% share of theater firm Gaumont British. Price: \$11.2 million. Terms: \$1.4 million now, the balance payable in installments over 11 years at 4½% interest. Among 20th's reasons for selling: "We had a minority interest and the return has not been very great," a spokesman explained.

Emerson Pres. Benjamin Abrams says he knows of no corporate development to account for the recent strength & activity of the company's stock. Earnings in the 1960 fiscal year ended Oct. 31 "were not as good" as the preceding fiscal, he notes, because of general consumer-market conditions during the summer & fall. Nov.-Dec. sales, however, were "better" than during the 2 year-ago months.

Vacuum-Electronics, Plainview, N.Y. maker of electron tubes, vacuum systems, other electronic devices & components, has filed with SEC a registration statement for a proposed offering of 100,000 shares of common stock. Lehman Brothers was named principal underwriter. Proceeds from the proposed offering would be used for expansion.

International Resistance is "definitely interested in acquiring a semiconductor company," reports Pres. W. W. Slocum. He estimates a record profit of "about \$2 million or \$1.40 a share" on sales of \$22 million last year, compared with \$1.8 million (\$1.29) earned on \$19.8-million sales in the year ended Jan. 3, 1960.

Electronic & Missile Facilities has been listed for trading on the American Stock Exchange. Symbol: EMF.

Milo Electronics Corp., N.Y., wholesaler & distributor of electronics parts, plans public sale of 150,000 common stock shares through Myron A. Lomasney & Co. at \$5 per share. An SEC registration statement (File 2-17416) said \$601,500 proceeds would be added to the company's general funds to pay debts and increase inventory.

Wells Television, the N.Y. TV-set leasing company that was acquired last March by Tishman Realty & Construction (Vol. 16:19 p23), is expected to contribute to Tishman's profit picture a cash flow of more than \$1 million annually and the tax advantage of heavy depreciation write-offs, according to Tishman Pres. Norman Tishman.

W. L. Maxson will change its name to Maxson Electronics Corp., subject to stockholder approval at the Jan. 17 annual meeting. The N.Y. manufacturer of electronic equipment & components also will ask for authorization to double the number of common shares to 2 million.

Technical Materiel Corp., Mamaroneck, N.Y. manufacturer of high-frequency radio components & systems, has been listed on American Stock Exchange. Symbol: TM.

Perkin-Elmer has been listed for trading on the New York Stock Exchange. Symbol: PKN.

Esquire Radio & Electronics is slated for listing on the American Stock Exchange Jan. 12. Symbol: EE.

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Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Electronic Communications	1960—year to Sept. 30	\$24,130,561	\$(1,062,511)	\$ (607,511) ¹	—	597,209
	1959—year to Sept. 30	32,771,830	1,761,605	855,139	\$1.40 ²	590,076
A. C. Nielsen	1960—qtr. to Nov. 30	8,442,818	—	559,031	.33	—
	1959—qtr. to Nov. 30	7,286,006	—	484,788	.28	—
Screen Gems ³	1960—year to June 25	41,690,402	—	1,620,017	.72	2,250,000
	1959—year to June 27	40,411,092	—	1,097,902	.49	2,250,000
	1960—13 wks. to Sept. 24	6,218,374	—	152,545	.07	2,250,000
	1959—13 wks. to Sept. 26	7,448,113	—	384,303	.17	2,250,000

Notes: ¹After \$455,000 tax credit. ²After preferred dividends. ³From SEC reports (Vol. 16:52 p24).

Wometco Enterprises Inc., the corporation based in Miami, Fla., which recently acquired KVOS-TV Bellingham, Wash. for \$3 million (Vol. 16:48 p6), has registered an offering of 5 series of outstanding stock with SEC (File 2-17437). To be sold by Lee Higginson Corp. and A. C. Allyn & Co., the offering includes 18,591 shares of class A common; 19,155 shares each of class B, series B, C & D common; 23,944 shares of class B, series E common (15,000 to be reserved for sale to employees). Underwriting terms provide that the company will receive no proceeds unless the average price received by selling stockholders (less 7%) exceeds \$10, when 75% of the excess will go to Wometco. The shares were issued in connection with an agreement with the 2 underwriting firms when Wometco bought Marine Exhibition Corp., operator of the Miami Seaquarium. Other Wometco interests: WTVJ Miami, WFGA-TV Jacksonville, WLOS-TV & WLOS Asheville, 23 theaters, vending machines, the Pepsi-Cola franchise in the Bahamas.

Hazeltine's 1960 earnings are expected to approximate 1959's per-share profit of \$1.80. Vice Chmn. W. M. McFarland believes 1961 "ought not to be very much different from 1960," but 1962 should see "the start of an increase." Hazeltine's order backlog, he said, "is satisfactory and will increase in time to come."

Reports & comments available: Amphenol-Borg Electronics and AB-PT, reports, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • Sonar Radio, report, George, O'Neill & Co., 30 Broad St., N.Y. 4 • Walt Disney Productions, report, Sutro & Co., Van Nuys Bldg., Los Angeles 14 • Electronic & Missile Facilities, discussion, Hardy & Co., 30 Broad St., N.Y. 4 • Textron, review, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • Hallcrafters, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Litton Industries, review, William H. Tegtmeyer & Co., 39 S. LaSalle St., Chicago 3 • Hathaway Instruments, report, Adams & Peck, 120 Broadway, N.Y. 5 • Pathe Equipment, prospectus, Amos Treat & Co., 79 Wall St., N.Y. 5 • Bell Electronic, prospectus, Schwabacher & Co., 14 Wall St., N.Y. 5 • Del Electronics, report, Bruno-Lenchner, Bigelow Square, Pittsburgh 19.

Westinghouse 1961 sales should show an increase for the 4th consecutive year, Pres. Mark W. Cresap predicted recently, but "intense cost-price pressure on profits" will continue. He said 1960 sales will slightly exceed last year's \$1.91 billion, but 1961 sales won't match 1957's record \$2.01 billion. The adverse effect of the decline in prices, and increases in costs "will extend into 1961, although improvement is anticipated in the 2nd half." Consumer purchases of electrical products & home appliances "will equal or slightly exceed the industry's 1960 levels," Cresap said. "As the home-building market improves during the coming year, there should be an upturn in appliance sales during the 2nd half of 1961," he added.

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 5, 1961

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	19%	Magna Theater	2½	2%
Aerovox	8½	9%	Magnetics Inc.	7½	8%
Allied Radio	22½	24%	Maxxon (W.L.)	11½	12%
Astron Corp.	1½	2	Meredith Pub.	41	44%
Baird Atomic	23½	25%	Metropolitan Bcstg.	19	20%
British Industries	18	19%	Milgo Electronics	19½	21½
CGS Labs	6½	8½	Narda Microwave	3½	4½
Cetron	5½	6½	Nuclear of Chicago	39½	43
Control Data Corp.	64½	67%	Official Films	2½	2%
Cook Elec.	12½	13%	Pacific Automation	4½	5½
Craig Systems	15	16½	Pacific Mercury	5½	6
Dictaphone	29½	31½	Phillips Lamp	155½	161
Digitronics	22½	24%	Pyramid Electric	2½	2½
Eastern Ind.	14	15½	Radiation Inc.	24	26½
Eitel-McCullough	18	19%	Howard W. Sams	38	40%
Elco Corp.	14	15%	Sanders Associates	34	36%
Electro Instruments	24	26%	Silicon Transistor	4	5½
Electro Voice	7½	8½	Soroban Engineering	39	41%
Electronic Associates	27½	30%	Soundscriber	16	17½
Erie Resistor	9½	10%	Speer Carbon	18	19%
Excitone	20	22%	Sprague Electric	53	57
Farrington Mfg.	27½	29%	Sterling TV	1½	2
FXR	38	41%	Taft Bcstg.	12½	13%
General Devices	11½	12%	Taylor Instrument	38½	41%
G-L Electronics	9	10½	Technology Inst.	7½	8%
Granco Products	2½	3½	Telechrome	12½	13%
Gross Telecasting	20½	22½	Telecomputing	7	7½
Hallcrafters	33½	36%	Time Inc.	79	84%
Haydu	1/16	¼	Tracerlab	9	10½
Hewlett-Packard	28½	30%	United Artists	5	6
High Voltage Eng.	160	170	United Control	15½	17
Infrared Industries	17	18%	Universal Trans.	¾	1-3/16
Interstate Engineering	21½	23	Vitro	10½	11½
Itek	48½	52½	Vocaline	2½	3-1/16
Jerrold	7	7½	Wells-Gardner	21	22½
Lab for Electronics	45½	48½	Wometco Ent.	12%	13%
Lel Inc.	5½	6½			

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Storer Bcstg.	Q	\$0.45	Mar. 10	Feb. 24
Storer Bcstg. "B"	Q	.12½	Mar. 10	Feb. 24

WEEKLY **Television Digest**

JANUARY 16, 1961

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

SUMMARY-INDEX OF WEEK'S NEWS

EXCLUSIVE IN THIS ISSUE:

Our annual survey of telefilm pilots to be offered in the program market for next season (pp. 3, 8 & 9).

FCC

MINOW AS FCC CHAIRMAN—knowns & unknowns of young Stevenson protege weighed—but speculation ends with: "Wait & see" (p. 1 & 5).

PROGRAM-FORM REVISION IS NEAR. FCC is approaching agreement on station-reporting requirements—spots-per-hour, no composite week, etc. (p. 4).

FCC SUGGESTS CATV LAW—but is losing desire to push it as CATVs & stations continue to resolve conflicts (p. 4).

PAYOFF RULES ADOPTED BY FCC in line with Harris-Pastore Act requirements for agreements between applicants that eliminate competition for licenses (p. 6).

Stations

LANDIS DROPS SOME HINTS in WNTA-TV N.Y. interview. Presidential asst. for regulatory agencies speaks of exploration of govt.-produced programming, shift to uhf operation (p. 3).

COLLINS SCORNS "IMAGE" MAKERS in his maiden speech as NAB pres. He says industry shouldn't strive "to create images that are not the real thing" (p. 3).

Networks

CBS & NBC ENJOYED MANY SUCCESSES, many gains during 1960, according to year-end reports from the 2 networks. Both claim credit for "The Great Debate" (pp. 5 & 7).

NEW CBS DAYTIME PLAN puts the 10 a.m.-noon shows on a mandatory "rotating participation" basis instead of being sold in 15-min. segments (p. 6).

OCTOBER NETWORK TV BILLINGS rose 7.2% to \$63.3 million. Ten-months business gained 9.3% to \$557.6 million from \$510.3 million in Jan.-Oct. 1959 (p. 8).

Consumer Electronics

1960 TV PRODUCTION—5,716,268—was 3rd lowest since 1949. But 1960 was the 2nd biggest year in total radio (17,135,114 sets) & auto radio (6,438,658) output (p. 19).

QUALITY STRESSED AT MART. Price increases seen as inevitable, despite lower prices on leaders. Slow business spurs talk of electronics bolt from Chicago Mart (p. 19).

NEW SETS & FEATURES at markets: Westinghouse provides free decorating service for TV-stereo owners; Magnavox "TV light meter;" Philharmonic line revived (pp. 20 & 22).

TV IMPORTS INCREASE: Delmonico bringing in 4,000 Japanese TVs a month, Majestic introducing 2 German sets. Delmonico has 2 consoles, plans lower-priced portable (p. 23).

Programming

TV DEBATES ALONE DECIDE 6% (or more than 4 million) of all voters in the Presidential election, Roper survey determined. Figures revealed in Frank Stanton's magazine article (p. 14).

"UNTOUCHABLES" HASSLE finds protesting Dir. of U.S. Bureau of Prisons telling stations he'll go to FCC about it (p. 14).

Congress

GOVT. SUBSIDIES FOR TV in Presidential campaigns are urged by Sen. Mansfield, who proposes \$1-million grants to parties (p. 16).

Advertising

FTC'S KERN ASSAILS LANDIS, accusing President-elect Kennedy's agency advisor of trying to "sell out the public interest" in anti-trust recommendations (p. 18).

Other Departments

EDUCATIONAL TV (p. 15). **PERSONALS** (p. 18). **FINANCE** (p. 23).

MINOW—THE KNOWN & UNKNOWN: You can speculate endlessly about probable impact of Newton Norman Minow, (pronounced "minnow") as next chairman of FCC—but after a week of investigation we come up with this marvelously perceptive conclusion: "We'll just have to wait & see."

We can lay all pertinent factors before you for your consideration.

He's intelligent—first in his 1950 Northwestern U. law class, receiving "outstanding graduate" Wigmore Award, editor-in-chief of school's law review.

He's concerned about FCC's role—apparently believes it should be more active in regulating.

He's liberal—an Adlai Stevenson protege during virtually all his career.

He's young—35 tomorrow (17), thus 2nd youngest chmn. in FCC history. (Charles Denny was acting chmn. at 33, chmn. at 34.)

He's active, outgoing, civic, political- & social-minded (see p. 5 for background).

He's inexperienced in FCC matters—has never practiced before Commission, has had little to do with other federal regulatory agencies.

He's interested in TV's final product, programs—watches a lot, likes it, and criticizes it.

• • • •

Minow is one of Stevenson's law partners, almost all of whom have been tapped for high administration jobs. He will replace Republican Comr. Charles King, whose recess appointment expires June 30. Minow will take over as soon as he's confirmed by Senate & sworn in, and he'll have to be reappointed & reconfirmed by June 30 to continue after that date. If the Senate Commerce Committee chooses, it can consider him now for both the short & long terms and the Senate can assure him now of 7½ years at FCC. However, Committee Chmn. Magnuson (D-Wash.) hasn't said anything about that—and it's known he's miffed at the appointment because he was pushing his special counsel, Seattle attorney Kenneth Cox, for the job.

Magnuson could make things most disagreeable for Minow during the confirmation hearing (which presumably will come early in February)—but it's doubtful that Magnuson would cross Kennedy on a matter such as this. The talk revolves around the Landis Report, which urges a strong White House hand in FCC affairs—quite opposed to the traditional Congressional position that FCC is "an arm of Congress." Will Minow be pinned down to declare his allegiance? Everyone—Minow, Commerce Committee, administration—is in a bind on that one.

Minow's most important duty, by far, will be to deal with Congress. A chairman can do almost anything or nothing at FCC and get by with it. His "moment of truth" comes before Congress. Minow steps into the job at a most critical time, when the Commission will offer important & complex legislative recommendations. He'll have to call on every faculty he has.

Minow comes to Washington Jan. 17, will meet this week with Magnuson and FCC Chmn. Ford, among others, take in Inaugural activities. He has contacted Ford who offered him full cooperation, including a complete report by the staff on all major Commission problems & their suggestions for resolving them.

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There are some clues to Minow's thinking. He worked with Stevenson on the latter's proposal that the networks give candidates free time during the campaigns (Vol. 16:11 p13). Stevenson later testified that it might be better if govt. paid for it. Minow was counsel, though not before FCC, for the Midwest Council on Airborne TV Instruction, and gen. counsel for Encyclopaedia Britannica Films. He has done work for United Airlines, Ill. Bell and Airline Pilots Assn.

Two years ago, he participated in a Fund for the Republic panel on "Broadcasting & Govt. Regulation in a Free Society," with FCC Comr. Hyde, former FCC gen. counsel Benedict P. Cottone, Raymond F. Kohn of WFMZ Allentown, Pa., Herbert Alexander of Princeton, N.J., former FCC staff member Charles Clift, Princeton U. history prof. Eric F. Goldman, Fund representatives Frank K. Kelly & Robert W. Horton.

His participation was mainly in form of questions—but his questions certainly followed a "strong FCC" direction. He did have the last word in the discussion: "The fundamental concept, it seems to me, is that if you are going to have a democratic society in an age of mass communication, when people are spending so much time watching TV, the airways ought to be available for as much discussion as possible."

Minow also observed: "The point, it seems to me, is that a licensee makes certain promises, and the FCC never checks to see whether he performs, whether he delivers, despite the fact that under the statute it is its obligation to do so. I don't want to talk about cures, but is that the general fact?"

He was careful & affable in our interview with him, saying: "I'm not an expert on broadcasting and I am certainly the first to acknowledge that." As for the Landis Report, he said he had gone through it "and I'm certain it has great insight into the problems of the agencies," but that he hadn't studied enough to comment on specific problems. He did no work on the report, wasn't consulted by Landis.

There's lot of continued talk in Washington to effect that the administration would like to get another New Frontier man on FCC quickly, replacing one of the 3 incumbent Democrats—Bartley, Craven or Cross. Speculation is that one might be eased into another govt. job. All 3 tell us they know nothing of the idea, and it's our impression that none likes it very much.

OUR EXCLUSIVE PILOT STUDY IN THIS ISSUE: Action & adventure or the combination of both will be emphasized on TV next season. Comedy, which began a comeback in 1960, will be a strong runner-up. Our annual check of Hollywood production companies (extended this year to N.Y. and including some British pilots) discloses that a minimum of 70 action-adventure pilots are being filmed for presentation in this selling season (see p. 8).

Comedies have dropped from 70 pilots last year to 54 this season, but they remain a producer staple. The dip undoubtedly stems from the fact that few comedies have struck rating gold in this season's renaissance ("The Andy Griffith Show" and "My 3 Sons" were the exceptions, not the rule). On the other hand, the popularity of the action series, "The Untouchables," has prompted the production of pilots which some executives frankly confide are "like 'The Untouchables.'" (See p. 14)

Westerns—at least new ones—are in decline. This year's 9 compares with last year's 30.

Other data gathered in our survey: There is considerable variety in the overall picture of approximately 200 pilots—a figure that matches last year's. At least 24 dramatic series are in the offing; 4 anthologies, sports, travelogues, documentaries, musicals, audience participation, even a comedy-Western. (For the complete tabulation of our survey, see p. 9.)

LANDIS DROPS SOME HINTS: Kennedy administration may push for a stronger govt. TV hand, indicated James M. Landis in N.Y. Jan. 12. The man who is soon to become Presidential asst. for the regulatory agencies said, during a WNTA-TV interview by newsman Mike Wallace, that the general "tenor" of TV programming is within the province of govt. regulation. He cited "the lowest common denominator" as being a key target for programmers. "Now, if that's so," he added, "we ought to be able to lift it a little higher than that."

Asked, if he advocated govt. regulation of content, Landis said he meant the "tenor of it."

Possibility of govt.-owned network was also suggested by Landis during the interview. He thought there was "a lot to be said" for govt. TV operations such as Britain's BBC-TV and Canada's CBC-TV. Asked if he intended to push for govt. programming "to compete with commercial programming," Landis hedged somewhat, saying, "Not at this stage, certainly."

He didn't rule out a govt. network, however. "It might be that we can have so many channels available that it might be desirable to have the govt. at least condescend to do something for the fine arts . . . on TV as well as elsewhere." Summing up his feelings on govt.-produced TV programs for U.S. consumption, Landis said, "I think it should be explored."

Landis also tackled the always-hot uhf-vhf question. A shift to uhf, he said, "would open up a new market . . . give new opportunities." He agreed with Wallace that he was suggesting that the govt. create an opportunity "for men to go into the broadcasting business . . . with a view to introducing more competition into the field." Such a move, Landis declared, would "improve programming . . . give more employment . . . improve our entire facilities of communication."

COLLINS SCORNS 'IMAGE' MAKERS: In his maiden speech as industry's spokesman, new NAB Pres. Leroy Collins lashed out last week at those who "strive with elaborate efforts & great expense to create images that are not the real thing."

Broadcasters as well as politicians can be guilty of such "deception," ex-Fla. Gov. Collins told Federal Communications Bar Assn. at its annual banquet in Washington Jan. 13. He deplored "unmitigated conceit" by which public-relations practitioners presume "that regardless of what a man's inner self may be, they can dress him out in a way that no one will know the real man under the costume."

"If America is to do more than survive, the way is not to try to sell ourselves as something we are not, but to devote our chief energies toward making ourselves something better than what we are," Collins said. "And the same is true of broadcasting."

Collins promised "to be an advocate, not a referee, for broadcasting." He said TV & radio have made a "tremendous amount of progress," that "over & over again we should tell our good story." But he added: "Yet, also like America, broadcasting has had—and still has—some features of which it cannot be proud. These things must be, as they have been, regarded by broadcasting not as defeats but as challenges to do better."

NAB's new chief acknowledged that he's "new to broadcasting," begged off in his FCBA speech from getting involved with "such topics as vhf, uhf, pay TV, CATV, FCC, FTC, ABC, CBS, MBS or NBC." Instead, he said, he wanted to sketch broad outlines of his "hopes & aspirations" in the NAB office:

"Broadcasting moves goods and, thus, sparks American business. But it moves more than goods. It moves men's minds & hearts. Through broadcasting, men can learn to love or hate, to do good or evil, to be democratic or despotic, to be free men or slaves, to worship God or Baal.

"Broadcasting helps reflect, mold and direct the very essence of the society in which it functions. It is, therefore, a living, creative, independent part of America & American democracy. America's goals must be broadcasting's goals. For if broadcasting is to endure in a free society, the best interests of broadcasting must coincide with the public interest."

Collins also made it clear earlier in his first week at NAB hq that, in aiming for these goals, he plans to be no mere front man for the industry as a speechmaker. He told us in an interview that he intends to be in charge of "running the ship" with the help of "a sort of cabinet" of other hq officers who'll be called for conferences every Tues. "I believe strongly that the staff should give leadership to the board," he said.

"I am not going to be happy in this job unless I do a creative job," Collins told us. "I don't think I'd be worth the money [\$75,000 per year] unless I do. I don't undertake this as just an administrative job."

PROGRAM-FORM REVISION NEAR: FCC is nearing end of its work on application forms to change its quiz of stations' programming performance & plans. It discussed the subject for 3rd time Jan. 13, is expected to agree finally within a few weeks.

Most of FCC's plans are same as we disclosed earlier (Vol. 16:46 p4). However, it's expected that forms will be somewhat less specific in certain areas—following a suggestion of Comr. Craven. It looks as if the Commission will drop its system of requiring stations to analyze their schedules during a specific "composite week." Instead, they would be asked whether they have broadcast or plan to carry—"daily," "weekly," or "occasionally"—programs in these categories: Religious, instructive, public affairs, agricultural, news, sports, entertainment, other. Each would be defined, and stations wouldn't have to show what percentage of time is devoted to each.

It also appears that Commission will ask for a report on past & future spots-per-hour practice—but not a breakdown of spots by length. Rather, FCC is thinking of requiring a station to indicate the maximum number of commercial minutes it has carried or will carry per hour.

FCC SUGGESTS CATV LAW—BUT: Legislation for limited CATV regulation will be suggested to Congress by FCC, as indicated earlier (Vol. 16:51 p9), Chmn. Ford told an NCTA regional seminar in Washington last week. But we're informed privately that the Commission would be delighted to forget about legislation if stations & CATV can patch up relations and make regulation unnecessary. Whether Congress would feel the same way may be something else.

One FCC spokesman put it this way: "I hear that there are only a couple of CATV-station conflicts left and that these may be cleared up. If so, I see no reason to regulate for the sake of regulating. I believe in the free enterprise system. That's what built this country."

At any rate, Ford told the CATV group that law it has drafted has 2 major provisions: (1) Require CATVs to carry local-station signals. (2) Require, whenever necessary, that CATVs not duplicate local-station programs. All disputes, he said, would be handled on a case-by-case basis—with hearings when necessary.

NCTA board later reaffirmed its position that legislation is unnecessary.

Said new Pres. William Dalton: "Much progress has been made solving CATV problems at the local level, which is as it should be. We see no need for legislation."

CATV operators also heard report on small-market TV operations by Hamilton Shea, of WSVA-TV Harrisonburg, Va. which co-exists well with a local CATV system. Gist of his talk: Best thing for CATV to do is to carry local-station signals, so that some credit for local programming (news, weather, etc.) will "rub off on them." He also alluded to the potential problem facing both small-town stations and CATVs—invasion by vhf translators, particularly those operated by big-town stations seeking to extend their coverage areas. WRVA-TV (Ch. 12) Richmond has applied for Ch. 5 translators for Harrisonburg, Staunton & Waynesboro. Several other similar applications are on file, and it's expected that operators such as Shea will oppose them.

1960 AT CBS & NBC: Year-end reviews issued by CBS & NBC last week were bullish. Both reported gains in sales, ad revenue, programming, public-affairs activities, news reporting, sportscasting, spot sales, overseas deals and non-broadcast ventures (see p. 7).

NBC stressed "broad advertiser representation" in sales areas (daytime & nighttime buys), pointed proudly to hot 1960 rating scores rung up by its news coverage of the convention-debate-election cycle. Of the 2 networks, NBC easily led CBS in number of entertainment specials offered (almost 3 times as many), and was ahead in colorcasting and volume of sports shows.

CBS leaned heavily on hard sales & audience facts in its annual wrap-up, plugged for its "balanced" nighttime lineup in 1960, daytime strength, the success of several top specials, and its own heavy schedule of news & public-affairs programming last year—particularly "CBS Reports," which began in 1959 as a monthly show, eventually became a weekly prime-time series by 1960's end.

Both networks, in effect, claimed credit for TV debates between Kennedy & Nixon. Said CBS: They "... climaxed a continuing effort by CBS Pres. Frank Stanton, joined by industry leaders & the nation's publishers." Said the other network: "NBC, through its chairman, took the initiative in making possible 'The Great Debate' series."

In any event, it had obviously been an important, stimulating, exciting—and undoubtedly profitable—year for the 2 networks.

The FCC

More about

MINOW—THE MAN: Everyone who knows Newton N. Minow, FCC Chmn.-designate (page 1), starts out with the same sort of comment: "Nice guy. Very bright." Everything we can learn points to an extremely well-balanced young man.

He likes to watch TV, but it's hard to understand how he finds the time. Last year, the Chicago Junior Chamber of Commerce, in naming him one of the city's 10 outstanding young men, listed these among his activities:

Junior board of the National Conference of Christians & Jews. Board of the Northwestern U. Alumni Assn. Committees of the Chicago Bar Assn. Writings on the Chicago court system. Board of the American Jewish Committee and of the Jewish Community Centers of Chicago. Lectures at colleges. League of Women Voters' groups & schools. Led discussion groups sponsored by the Fund for Adult Education. Affiliated with many clubs, including the Economic Club, the City Club, the Legal Club, the Council on Foreign Relations. Secy.-gen. counsel of the National Business & Professional Men & Women for Kennedy-Johnson. Chmn. of Citizens for Kennedy in North Shore Suburbs. And still other projects.

Minow was born in Milwaukee, on Jan. 17, 1926, attended public schools there, served as an Army sergeant in the China-Burma-India Theater during World War II. He then attended Northwestern, received B.S. from the school of speech in 1949, LL.B there in 1950.

On graduation, he joined the Chicago firm of Friedlich, Spiess, Tierney, Brown & Platt. In 1951, he became a law clerk to U.S. Supreme Court Justice Vinson. In 1952, he joined Ill. Gov. Adlai Stevenson as administrative asst. When Stevenson's term expired, he went back to his law firm, remaining 2 years until 1955, when he joined Stevenson's new firm of Stevenson, Rifkind & Wirtz—where he's been ever since.

His wife is the former Josephine Baskin of Chicago and they have 3 daughters—8, 6 and 2. He's stocky, plays golf in mid-80's, tells a good story, speaks rapidly, likes movies as well as TV.

Administrative conference of 65 delegates to improve operations of federal regulatory agencies such as FCC has been blue-printed for President-elect Kennedy by U.S. Circuit Court Judge E. Barrett Prettyman. Named last August by President Eisenhower to head a White House Conference on Administrative Procedure (Vol. 16:36 p5 *et seq.*), Prettyman submitted to Kennedy through James M. Landis proposed bylaws for a continuing national assembly. Landis, the President-elect's asst. on agencies, endorsed such a setup in his report to Kennedy on agency faults (Vol. 17:1 p1). Prettyman said he'd call an organizational meeting of the conference—possibly late in February—if Kennedy follows Landis's recommendation. As outlined by Prettyman, the 65-member conference would be made up of 40 delegates from the govt. & 25 from bar groups, universities and accounting & engineering professions. Conference committees would hold closed meetings on agency problems, but the conference itself would meet in public sessions at least twice a year. It wouldn't investigate agencies but would try to persuade them to adopt recommendations for more efficient procedures.

Automatic logging of operational measurements in TV & radio stations should be permitted, NAB said in a rule-making petition to FCC, which now requires that such logs be kept manually. Engineering mgr. A. Prose Walker & his asst. George Bartlett argued in the petition that NAB-supervised experiments at stations in such cities as Winston-Salem, Washington, Philadelphia and Los Angeles demonstrated "superior accuracy" of electro-mechanical logging devices. Asking that licensees be authorized to maintain logs either manually or automatically, they said the apparatus (manufactured by RCA, Texas Instruments and Minneapolis-Honeywell) virtually eliminates improper maintenance of logs—most frequently cited category of FCC rule violations. The NAB petition maintained that remotely-controlled readings of output current, obstruction lighting, frequency deviation, etc., caused no degradation in stations' operating standards. Walker & Bartlett also called for relaxation of FCC rules for AM frequency-deviation readings. They said that reports from more than 1,700 stations showed that a 6-month average deviation rarely exceeded 3 cycles per second.

PAYOFF RULES ADOPTED: Formal implementation of Harris-Pastore Act provisions against pay-off deals to eliminate competition for TV & radio licenses was voted Jan. 11 by FCC, which adopted a new set of rules (Vol. 17:2 p6) effective Feb. 20.

At the same time, the Commission (Hyde, Craven and Cross dissenting) proposed further rule-making under Sec. 307(b) of the Communications Act covering "fair, efficient and equitable distribution of radio service" in communities where a single applicant for a license withdraws by agreement. Feb. 20 was set as deadline for comments on this.

In adopting the pay-off rules, FCC also issued an order extending the chief hearing examiner's authority so that he may make "appropriate disposition" of applications involved in competitive cases in which withdrawals aren't based on agreements between the parties.

This is how FCC describes the new rules:

"Applicants entering into an agreement which would result in removing a conflict between 2 or more pending applications for a broadcast facility must file with the Commission a joint request for approval of such agreement.

"Each applicant party to the agreement shall also file an affidavit setting forth full factual details concerning the agreement & any consideration which has been paid or promised in connection therewith.

"In those cases where a joint request for approval of an agreement has not been filed:

"(1) Any applicant for broadcast facilities seeking to amend or dismiss a pending application must file an affidavit as to whether or not he has received or been promised consideration where the effect of the amendment or dismissal would be to remove a conflict with another application.

"(2) Any applicant in a hearing concerning whose application a conflict would be removed by the requested amendment or dismissal of another application, or by dismissal of another application for failure to prosecute, must file an affidavit stating whether or not he has paid or promised to pay consideration for such amendment or dismissal."

In its proposed rules on amendments for withdrawals by lone applicants for facilities in a particular community, FCC would approve them "only after other persons have been afforded an opportunity to apply for a station on the same frequency, in the same community, and with substantially the same engineering characteristics."

The withdrawing applicants also would be required to "publish appropriate notice" of their intentions in their communities, and FCC then would accept other applications for 30 days.

Deadline for comments on FCC's proposed rules against quick-buck trafficking in station licenses (Vol. 16:50 p1) has been extended to Jan. 26 from Jan. 16, replies to Feb. 6. The Commission advanced the date at the request of NAB chief counsel Douglas A. Anello & others who said they needed more time. In his petition for a postponement, Anello said he knew of no licensee which favored trafficking, but that "questions have arisen with respect to the precise application of certain aspects" of the proposals.

FCC's non-policy-making internal procedures will be studied by management consultants Booz, Allen & Hamilton—part of the Budget Bureau's continuing examination of govt. agencies within its jurisdiction. The job will take about 5 months, cost about \$60,000.

Networks

New CBS Daytime Strategy: A form of "magazine concept" selling, effective Feb. 13, is being launched in the daytime CBS-TV schedule. Under the plan, shows scheduled between 10 a.m. and noon will no longer be sold in 15-min. segments but will be available only for 60-sec. participations. Advertisers will not be able to hold "fixed" spots but will "checkerboard" through the shows on a rotating arrangement.

The show lineup currently included in the new plan: *December Bride* (reruns), *Video Village*, *I Love Lucy* (reruns) and *The Clear Horizon*. Advertisers affected include: Vick Chemical, American Home Products, Borax Co., Lever Bros., Lipton, Best Foods, Colgate Palmolive.

CBS didn't go into detail on the reasons for the move, but some are evident. Sale of all the 60-sec. availabilities will gross more than the time sold in quarter-hour chunks, and CBS has long wanted to attract the small-budget & seasonal advertisers who now buy participations in NBC's *The Dave Garroway-Today* show and *The Jack Paar Show* (see NBC story, p. 7) and in ABC's participation-sold daytime shows.

CBS is also in a close competitive daytime race with NBC, with the latter claiming to be "in our best over-all daytime position since Dec. 1957." In the 2nd of Nielsen's Dec. NTI reports, NBC drew for the 10 a.m.-1 p.m., 2-5 p.m. period a score 4% higher than the average for CBS and 83% higher than the ABC average. The gains made by NBC have, in turn, produced a daytime revenue squeeze on CBS, which is currently eager to regain the spot as top daytime money-maker.

Prices for the new CBS plan: There'll be a "minimum buy" (still to be evolved). Each participation will cost \$3,200 gross in the winter, \$2,800 in summer. Of this price, \$1,000 is applicable toward the program charge, the balance represents network time. The time charges are subject to the usual discounts. There will be no reduction in station payments under the plan.

NETWORK SALES ACTIVITY

ABC-TV

Hawaiian Eye, Wed. 9-10 p.m., participations eff. April.
P. Lorillard (Grey)

Action cartoon series, Mon.-Fri. 5:30-6:30 p.m., participations eff. April.
General Foods (Foote, Cone & Belding)

Daytime programming, Mon.-Fri. participations eff. Feb.
Chemway (Cohen, Dowd & Aleshire)

CBS-TV

Presidential Inaugural ceremonies, Fri. 11 a.m.-12 noon & 1-2:30 p.m.
Savings & Loan Foundation (McCann-Erickson).

NBC-TV

Laramie, Tue. 7:30-8:30 p.m., participations eff. April.
Gold Seal (Campbell-Mithun)

Tales of Wells Fargo, Mon. 8:30-9 p.m., part. eff. March.
Corn Products (Lennen & Newell)

NIT Basketball Games, March 18 & 25, late aft., half-spon.
Wynn Oil (EWR&R)

More about

NBC IN 1960: Other highlights (see p. 5) from the year-end review of network activities issued late last week by NBC-TV (see also p. 5):

Programming: NBC's nearly 150 specials included "Peter Pan," "Macbeth," "Astaire Time," and the operas (in color). *Project 20* and special projects had a flock of their own, including "The Coming of Christ" and "Victory at Sea." Walt Disney signed to produce both regular & special shows. And the network "enlarged its activity in both the creation & production of wholly-owned program properties, and strengthened its creative participation in outside packages."

News & public affairs: "A year of unparalleled success for the NBC News organization." High on the achievement list—more than 80 special reports during the political year. Sponsorship jumped upward, with Longines-Wittnauer, American Motors Corp., Norelco, Purex, Timex and General Mills joining the public-affairs roster.

Sales: "For the 13th consecutive year, national advertisers invested more money than ever before in NBC-TV." The network also "led all TV networks in total number of advertisers (247) and had as clients 24 of the nation's 25 largest advertisers—also an industry high." In daytime, sales "in the fall increased to a level more than 30% ahead of 1959." NBC's 2 participation carriers, *The Dave Garroway-Today* show and *The Jack Paar Show*, had "their most successful year," grossing 17% over 1959.

Sportscasting: NBC "led its competition in televised sports coverage with 405 hours during 1960." Pro football games of the National Football League were added on a regular basis & climaxed by the NFL championship game. Several post-season & special Bowl games were covered. The World Series, both All-Star games, and major-league ball games on weekends were carried, as well as golf, tennis, racing, bowling, basketball and other sports events.

Color: "Carried over 1,000 hours of color during the year . . . more than 50% over 1959, and the rate of growth is increasing steadily." At year's end, "carrying almost 80% more color than in the comparable period a year ago." Introduced "the concept of continuous blocks of color."

Affiliate relations: Affiliated with 211 stations having "a combined coverage of more than 99% of the TV homes in America." At year's end, "179 affiliates were able to rebroadcast NBC's daily color schedule, 23 were equipped with color cameras and 52 could originate color programs."

Other activities: TV & radio o&o's set "new records for sales & profits," scoring "a 6.1% increase in revenues over 1959." Cal. National Productions, syndication offshoot, marked its 10th year "with the most diversified programming schedule in its history." Merchandising dept. expanded its licensing operations, resulting in "a 100% sales increase & significantly higher profits." Theatrical div. operated the Hudson Theater in a "successful" season, and invested in 4 Broadway shows. NBC International Enterprises made investment-management deals in France, Japan, Argentina and Mexico. NBC Spot Sales' TV-radio revenues were "at a new high."

Jurisdictional dispute between IATSE & IBEW over lighting a CBS-TV show should have been resolved by NLRB and not left to the network to decide, the Supreme Court ruled in a case stemming from a 1958 *Let's Take a Trip* incident (Vol. 15:31 p9). NLRB had held that CBS had the right to assign the lighting work, but the Supreme Court upheld Court of Appeals ruling against NLRB.

More about

CBS IN 1960: Other highlights (see p. 5) from the year-end review of network activities issued late last week by CBS-TV:

Programming: The network introduced 12 new night series (mostly situation comedies), and in daytime added 2 new serials, *The Clear Horizon* and *Full Circle*, and a game show, *Video Village*. It telecast 59 entertainment specials, including the 2-part 2-hour *Family Classics*.

News & public affairs: A heavy schedule of prime-time informational programming "accompanied by expanded sponsorship of such programming" was scheduled. Sponsors included Philip Morris, Firestone Tire & Rubber, Westinghouse Electric, General Electric, Travelers Insurance, and American Machine & Foundry.

Sales: "Gross time sales showed an increase over 1959 and were 15.2% greater than the 2nd network's during the first 9 months of the year (the most recent published figures)." Total of "153 different sponsors advertised their products. Of these, 25 were new to CBS-TV and 12 were new to network TV."

Sportscasting: Carried "more than 325 hours" of coverage, including the Winter & Summer Olympics, the *Sunday Sports Spectacular* series, post-season bowl games, 70 pro football games, and *Baseball Game of the Week*.

Affiliate relations: At year's end, "206 stations in the U.S. were affiliated," plus "48 stations in Canada, as well as stations in Puerto Rico, Guam, Bermuda, Virgin Islands and Mexico City." The network's Extended Market Plan, now in its 6th year, covers 39 stations, and carries 63 CBS-TV shows.

Stations div.: In a separate report, div. Pres. Merle S. Jones said that CBS-TV spot sales and CBS Films had "a 7% sales increase" last year. The network-owned rep concern, within that total, showed a 12% sales increase, "substantially higher than the rate of increase for the industry as a whole." International telecasting deals were made in Argentina, Peru, West Germany and Italy. (CBS Films had issued a year-end review of its own the previous week. See Vol. 17:2 p11).

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Judy Garland has dropped her \$1.3-million, long-pending (since Jan. 1957) lawsuit against CBS for "defamation of character" & "breach of contract". In return, CBS has agreed to drop its counter-suit. The settlement was made "amicably," according to CBS-TV Pres. James T. Aubrey Jr. He also noted that "negotiations are under way toward the possibility of her appearing on CBS-TV in the fall of 1961." Disposition of the suits lends an ironic twist to the prison sentence served by TV-columnist Marie Torre (Vol. 15:1 p4 *et seq.*) for refusing to reveal a source in connection with the legal dispute.

ABC's Miami meeting last week brought together the network's top executives (AB-PT Pres. Leonard H. Goldenson, ABC-TV Pres. Oliver Treyz, program vp Tom Moore, o&o vp Steve Riddleberger, *et al.*) and the heads of ABC's o&o stations for some 1961-62 planning. Later in the week, they were joined by executives from key network affiliates and the TV affiliates board of governors. It's understood that they covered (1) network program plans for next fall and their relationship to local programming on ABC stations, (2) the planned step-up in news & public-affairs programming under incoming vp James C. Hagerty, and (3) plans to improve ABC's status in network radio.

Network Television Billings

October 1960 and January-October 1960

For Sept. report, see TELEVISION DIGEST, Vol. 16:47 p8

Oct. Billings Up 7.2%: Network TV's Oct. 1960 gross-time billings rose to \$63.3 million—7.2% ahead of the \$59.1 million business that had been written in Oct. 1959. TvB's latest tabulation also shows that October billings increased the year-to-date total to \$557.6 million—9.3% ahead of Jan.-Oct. 1959's \$510.3-million billings.

NBC, for the first time in 1960, led the networks in monthly dollar volume, increasing business 9.6% over Oct. 1959 to \$25.1 million. Traditional dollar-leader CBS sagged 2.7% to \$23 million in October business, but retained its leadership in the year's cumulative billings—\$227.3 million vs. runner-up NBC's \$202.4 million. ABC, as usual, led the way in percentage gains: 21.2% for Oct. 1960 over Oct. 1959, 28.8% for Jan.-Oct. 1960 over 1959's first 10 months.

The 10-month nighttime billings of the 3 networks increased 13% to \$388.4 million from \$343.6 million in Jan. Oct. 1959. Daytime billings gained 1.5% to \$169.3 million from \$166.7 million. In Oct. vs. Oct. 1959, nighttime billings were up 3.8% to \$41.6 million from \$40.1 million. Daytime jumped 14.4% to \$21.6 million from \$18.9 million.

NETWORK TELEVISION

	Oct. 1960	Oct. 1959	% change	Jan.-Oct. 1960	Jan.-Oct. 1959	% change
ABC	\$15,200,940	\$12,537,020	+21.2	\$127,922,350	\$ 99,281,464	+28.8
CBS	22,973,089	23,610,441	- 2.7	227,319,114	218,961,251	+ 3.8
NBC	25,090,051	22,883,291	+ 9.6	202,377,062	192,071,765	+ 5.4
Total	\$63,264,080	\$59,030,752	+ 7.2	\$557,618,526	\$510,314,480	+ 9.3

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	21,103,437	18,436,653	51,415,170
October	15,200,940	22,973,089	25,090,051	63,264,080

Note: Figures revised as of Jan. 5, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time rates or before frequency or cash discounts.

James C. Hagerty's first N.Y. press conference in his new capacity (the Eisenhower aide joins ABC as news & public-affairs vp Jan. 23) was attended Jan. 9 by some 50 newsmen. They found Hagerty in fine form, but unproductive of much hard news. On a long-range basis, Hagerty said he hoped to make ABC a rival to other networks "by 1964," and that he planned to hire "several darn good people." Of immediate plans, Hagerty couldn't (or wouldn't) speak. He indicated that as ABC news chief he would not be averse to using public-affairs shows produced outside the network, and planned eventually to draw on the "great potential" of local newsmen working for newspapers which own ABC-affiliated stations. In reply to a question concerning his possible appearance as a newsman or commentator before TV cameras, Hagerty said he had "no such plans," grinned broadly when a reporter quickly queried, "Not even as a guest on *What's My Line?*"—the show mc'd by John Daly, whom Hagerty is replacing.

Film & Tape

More about

NEXT SEASON'S FILM SHOWS: Hollywood's annual pilot production is at its seasonal peak, with approximately 200 TV film pilots being prepared for next season (see pp. 3 & 9). The gamble (and it's just that) in producing them is a minimum of \$10 million this year—a record. Reason for the higher total expenditure: The unprecedented number of 60-min. pilots—51.

Last year, only 20 pilots of the nearly 200 were sold, and the figure probably won't be much higher than that this season. But production companies know of no better way to offer potential sponsors a series sampling.

The action-adventure category which will dominate next season's picture breaks down into 3 types of shows—action, adventure and the combination of both. Sometimes the difference is hairline-thin. (One producer, describing his pilot, told us "I don't really know if it's what you call action or adventure—so call it action-adventure.") An action show example is *The Untouchables*, in which the general approach & stress are on action. *Adventures in Paradise* typifies the adventure genre; adventure is the theme, action is incidental. Action-adventure, combining the 2, is illustrated in the minds of some by *77 Sunset Strip*.

Networks or their subsidiaries are heavily involved in the pilots, either through financing or production (Vol. 16:52 p7). ABC-TV has interests in 17 pilots, including the projects of ABC Films and the AP-PT subsidiary, Selmur Productions. CBS-TV is in 16 ventures, including CBS Films pilots. And NBC-TV and its subsidiary, Cal. National Productions, also have 16.

While the bulk of pilots is listed in our report this week, more may appear after completion of negotiations.

Court decision freeing James Garner from his Warner Bros. contract will be appealed by both sides—by WB because it lost the case, and by the *Maverick* star because he seeks \$46,000 damages instead of the \$1,750 awarded him by Los Angeles Superior Court Judge Arnold Praeger (Vol. 16:49 p8 *et seq.*). Garner's initial acting assignment since winning his breach-of-contract suit against Warner Bros. will be as a guest on CBS-TV's *Angel*. The segment's being filmed this week.

National campaign to curtail "runaway" (filmed abroad) production by U.S. producers has been renewed & intensified by the Hollywood AFL Film Council, composed of unions & guilds representing 24,000 movie workers. The Council said last week that runaway production takes from this country dollars that should be spent here, and this contributes to the gold crisis facing our govt. It urged all American union members to patronize only those movies made in this country—to "buy American." The Council also accused at least one major U.S. advertiser of having contracted for filming of TV commercials outside this country. It would not identify the company, but said it would recommend action upon completion of a survey by its foreign film committee.

Contract negotiations by TV-film & movie production companies with IATSE are under way in Hollywood. The union's principal demands are for a 25% wage hike and increased pension and health & welfare benefits. The present contract expires Jan. 30. IATSE locals include such workers as stagehands, publicists, carpenters, electricians.

Telefilm Candidates for Next Season's Programs

All are 30-min. shows unless otherwise indicated. Italicized titles are ready for showing; all others are in preparation.

Company	Series Title	Category	Producer	Stars
ABC Films	Beverly Hills Is My Beat	Action	Vernon Clark	Not cast
Allied Artists (with Lindsley Parsons, Inc.)	Patrol Boat 999 (60 min.)	Action-Adventure	Lindsley Parsons	Not cast
Ardley Productions (Eve Arden, Stanley Roberts)	The Colonel's Lady	Comedy	Stanley Roberts	Eve Arden
Arrowhead Productions (Richard L. Bare)	The Joan Davis Show	Comedy	Richard L. Bare	Joan Davis
	Jamaica Reef (60 min.)	Action-Adventure	Richard L. Bare	Not cast
ATV	Mr. Riviera	Action-Adventure	Dennis O'Dell	Charles Drake
Berwell Productions (Arthur Lake, Irving Cummings Jr., Ray Berwick)	Jimmy and Me	Comedy	Arthur Lake	Brad Berwick
	The Rolling Stones	Comedy	Irving Cummings	Not cast
Brogill Productions (E. J. Rosenberg, Frank Gill Jr., George C. Brown)	Miss Brewster's Millions	Comedy	E. J. Rosenberg	Helen Traubel
California Nat. Prod. (with Alexander Film Co.)	Police Surgeon	Drama	Henry Kessler	Not cast
	Cottage 54	Action-Adventure	Sam Gallu	Not cast
	No. 7 Cannery Row	Action-Adventure	Sam Gallu	Not cast
	The Wellington Bones Show	Cartoon	Bob Woodburn, Herb Johnson	
Cameron Enterprises (Rod Cameron)	Untitled	Adventure		Rod Cameron
CBS-TV	Beachfront (60 min.)	Action-Adventure	Danny Arnold	Not cast
	Hurricane Island (60 min.)	Action-Fantasy	Jack Harris	Not cast
	The Dragon and St. George (60 min.)	Action-Adventure		Not cast
	High Time	Comedy	Cecil Barker	Not cast
CBS Films (with Kenwood Productions)	Russell	Western	Gordon Kay	Fess Parker
	Call Me First	Adventure	Herb Meadow	Reed Maxwell
	The Hawk	Western	Aubrey Stone, Howard Koch	Richard Coogan
	Turnpike	Action-Adventure	Frank La Tourette	Frank Gifford
Dick Chevillat, Ray Singer	Baron Gus	Comedy	John Hess	Ricardo Montalban, Pippa Scott
	Mr. Dodd	Comedy		Not cast
	Untitled	Action-Adventure		Not cast
	Untitled	Action-Adventure		Not cast
Jack Chertok Television	Mother Climbs a Tree (with Revue Studios)	Comedy	Jack Chertok	Jan Clayton
	Untitled (60 min.) (with Revue)	Action	Jack Chertok	Not cast
	Untitled (60 min.)	Drama	Jack Chertok	Not cast
	Untitled (60 min.)	Drama	Jack Chertok	Not cast
Dick Chevillat, Ray Singer	Untitled	Action-Adventure	Jack Chertok	Not cast
	Marty and Me	Comedy	Dick Chevillat, Ray Singer	Not cast
Cooga Mooga Productions (Pat Boone)	Barnum the Great (for ABC-TV)	Comedy-Drama	Mort Abrahams	Not cast
	Baker's Half Dozen	Adventure	Mort Abrahams	Not cast
Hal B. Cook Associates	The Bonnie Prudden Show	Women's diet-beauty show	Hal Cook, Dorothea Petrie	Bonnie Prudden
Jackie Cooper Enterprises Inc.	Charley Angelo	Comedy-Drama	Jackie Cooper	James Komack, Larry Storch
Bing Crosby Productions	Ben Casey (60 min.) (tent. title)	Drama	James Moser	Not cast
	My Favorite Love Story (60 min.)	Anthology	Richard Collins	Not cast
Jaime del Valle	Bush Pilot	Action	Jaime del Valle	Not cast
	Untitled	Action	Jaime del Valle	Not cast

Company	Series Title	Category	Producer	Stars
Desilu Productions (Lucille Ball, Desi Arnaz)	My Wife's Brother	Comedy	Cy Howard	Rowan & Martin, Carole Cook
	Mickey and the Contessa	Comedy	Cy Howard	Eva Gabor, Mickey Shaughnessy
	Homicide (60 min.)	Action	Mort Briskin	Not cast
	Untitled	Western	Mort Briskin	Not cast
(with McCann-Erickson Productions)	You Can't Win 'Em All	Comedy	Bob Weiskopf, Bob Schiller	Not cast
	Counter-Intelligence Corps (60 min.)	Action	Joseph Shaftel	Not cast
	The Janis Paige Show	Comedy		Janis Paige
	The Man from Tele- graph Hill (60 min.)	Drama		Not cast
Dozo Productions (Frank Cleaver, John Florea)	M.R. (60 min.)	Action-Adventure	Frank Cleaver	Reed Hadley
El Camino Productions (Parke Levy)	Untitled	Comedy	Parke Levy	Not cast
Don Fedderson Prod.	Tramp Ship	Action	Don Fedderson	Neville Brand
	Oh Johnny (for ABC-TV)	Comedy		Johnny Carson
	Satan's Waitin' Hawaiian Hoike	Anthology Musical	Joel Malone	Ray Walston Not cast
	Observation	Audience Part.		Johnny Hamer
Film City Enterprises	The Big Fever (60 min.)	Action-Adventure	Herb Meadow	Not cast
Filmaster Productions (Robert Stabler)	Our Town	Drama	Nat Perrin	Not cast
	Mr. In Between	Comedy	Nat Perrin	Not cast
	The Number One (60 min.)	Drama	Nat Perrin	Not cast
	Untitled	Sports	Nat Perrin	Not cast
	Nightside (5-min.)	Documentary	Nat Perrin	Donna Reed
	Swiss Family Robinson	Drama	Fritz Goodwin	Not cast
Filmways TV (Al Simon)	War Birds (for Cal. National)	Action	Sam Neuman	Not cast
	Untitled	Comedy	Al Simon	Not Cast
John Florea, Norman Alden	The Eye and I	Comedy-Mystery	John Florea, Norman Alden	Norman Alden
Four Star Television (Dick Powell, David Niven, Charles Boyer, Tom McDermott)	<i>The Freshman</i> (Sold to General Foods)	Comedy		Gertrude Berg, Cedric Hardwicke
	McKeever and the Colonel	Comedy	Tom McDermott	Dennis Joel, Allyn Joslyn, John Gabriel, Virginia Gibson
	Our Man in Rome	Adventure	Sy Gomberg	Rossano Brazzi
	The Sea Rover	Adventure	Art & Jo Napoleon	Not cast
	Untitled	Comedy		Jimmy Durante, Eddie Hodges
	The Thurber Show	Comedy		Orson Bean
	Ensign O'Toole	Comedy		Dean Jones
	Untitled (60 min.)	Western	Vincent Fennelly	Not cast
	The Esther Williams Show	Comedy-Adventure		Esther Williams
	<i>The Shrimp</i>	Cartoon	Herb Klynn	_____
	The Jane Powell Show	Comedy		Jane Powell
	The Atoner	Action-Adventure	Aaron Spelling	Not cast
	Untitled (60 min.)	Drama	Morton Fine, David Friedkin	
<i>The Corrupters</i> (60 min.)	Action-Adventure	Leonard Ackerman, John Burrows	Stephan McNally, Robert Harland	
(with Blake Edwards, Tom Waldman)	The Boston Terrier (60 min.)	Private Eye	Tom Waldman	Robert Vaughn
(with Rory Calhoun, Vic Orsatti)	Untitled	Action-Adventure		Rory Calhoun
(Joint venture, with Latigo Productions, Robert Culp & Four Star)	Untitled	Action	Sam Peckinpah	Robert Culp
Arthur Gardner, Jules Levy, Arnold Laven	<i>Simon Battle</i>	Western	Gardner, Levy, Laven	Philip Carey
	<i>The Rambling Man</i>	Comedy-Western	Gardner, Levy, Laven	Gene Nelson
	Attorney General	Drama	Gardner, Levy, Laven	Not cast
	<i>Lariat Jones</i>	Western	Gardner, Levy, Laven	Dick Anderson
Girard-Lewis Prod. (Bernard Girard, Robert Lewis)	Room 63 (60 min.)	Adventure	Bernard Girard	Not cast

Company	Series Title	Category	Producer	Stars
Gomalco Productions (George Gobel, David O'Malley)	Untitled Untitled	Comedy-Anthology Comedy	Ed Simmons Everett Freeman	Not cast George Gobel
Goodson-Todman Prod. (Mark Goodson, Bill Todman)	Las Vegas Beat (60 min.) (for NBC-TV) Medical Detective Tiggero	Action Drama Action-Adventure	Andrew Fenady Howard Erskine Harry Julian Fink	Peter Graves, Bill Bryant Not cast Not cast
John Guedel Productions	Take My Advice	Panel show	John Guedel	George Fenneman, Hedy Lamarr, Carl Reiner, Bob Sweeney, Dr. Loriane Johnston
Les Hafner Productions	Pentagon	Action-Adventure	Les Hafner	Not cast
Hampshire Productions (Harry Tatelman)	Come a Runnin'	Drama	Harry Tatelman	Not cast
Harvey Productions	Mutt & Jeff (color) Hot Stuff (color)	Animated Cartoon Animated Cartoon		———— ————
Russell Hayden Productions	<i>Caribe Inn</i> (60 min.)	Action-Adventure	Russell Hayden	Jeffrey Stone, Don Dorrell, Tommy Cook
Heritage Productions (Paul Benton, Buddy Bregman)	The Lady in Red Ladies in Retirement (tent. title)	Adventure Comedy	Shirley Mellner Buddy Bregman	Suzanne Lloyd Estelle Winwood, Gladys Cooper
Nat Holt Productions	Untitled	Western	Nat Holt	Not cast
ITC	Sir Frances Drake	Action-Adventure		Not cast
Jerry Lewis Enterprises	<i>Permanent WAVES</i>	Comedy	Ernest Glucksman	Hope Holiday, Bev- erly Wills, Dee Arlen, Kathleen Freeman, Bob Clayton
Mark VII Ltd. (Jack Webb)	The Barbara Nichols Show	Comedy	Jack Webb	Barbara Nichols
MGM-TV (Robert Weitmann)	Cain's 100 (60 min.) (for NBC-TV) Woman in the Case (60 min.) (for NBC-TV) Darrow for the Defense Father of the Bride <i>Harry's Girls</i> Dr. Kildare	Action Anthology Drama Comedy Musical-Comedy Drama	Paul Monash Paul Monash Norman Felton Robert Maxwell Ralph Levy	Not cast Not cast Not cast ¹ Leon Ames Larry Blyden Not cast
NBC-TV	The Big Tent (60 min.) Panama Three Men and a Girl (60 min.)	Drama Adventure Comedy	 Howard Erskine	Not cast Not cast Not cast
Official Films	Profiles (5-min.) Do You Remember? (1-min.) Animal Land (5-min.) Biography Around the World with Delaplane	Documentary Documentary Documentary Documentary Travelogue	Sherman Grimsberg Sherman Grimsberg Sherman Grimsberg David Wolper James Delaplane	———— ———— ———— Mike Wallace ————
Omar Productions (Omar Garrison, Gordon Heaver, S. Earl Wright)	Sunday Theater (60 min.)	Drama	Gordon Heaver	Not cast
O-R Productions (Jess Oppenheimer, Aldo Ray)	Untitled (for CBS Films)	Action-Adventure	Robert Bassler	Aldo Ray
Frank Pitman & Andy White	Untitled Untitled	Western Comedy	Frank Pitman, Andy White Frank Pittman, Andy White	Not cast Not cast
QM Productions (Quinn Martin)	<i>The New Breed</i> (60 min.) (for ABC-TV) The Impatient Ones (for ABC-TV)	Action Action	Quinn Martin Quinn Martin	Leslie Nielsen Not cast

Company	Series Title	Category	Producer	Stars
Rainbow Productions	<i>Mr. Doc</i> (for CBS Films)	Drama	Ralph Nelson	Dean Jagger
Revue Studios	<i>The Green Horn</i> <i>17 Battery Place</i> <i>Tom Sawyer</i>	Comedy Action Drama	Howard Christie Richard Irving	Mickey Rooney Ron Randell Maureen O'Sullivan, Chuck Herbert Bob Cummings
	<i>The Bob Cummings Show</i> (Sold to R. J. Reynolds for CBS-TV)	Comedy	Bill Frye	
	<i>My Darling Judge</i>	Comedy	Sidney Lanfield	Fred Clark, Audrey Totter Jock Mahoney Lang Jeffries (with Nat Holt)
	<i>The Rangers</i> <i>The Denver & the Rio Grande</i> (60 min.)	Action-Adventure Action-Adventure	Al Ruddy Nat Holt	
	<i>Mr. Huggermugger</i>	Cartoon	David Fleischer	
Hubbell Robinson Productions	<i>The Lawyer</i> (60 min.)	Drama	Hubbell Robinson	Lin McCarthy
	Stage 61 (60 min.) (for ABC-TV)	Anthology	Hubbell Robinson	Not cast
	87th Precinct (60 min.) (for NBC-TV)	Action	Hubbell Robinson	Not cast
	The Family (60 min.)	Drama	Hubbell Robinson	Not cast
Roncom Productions (Perry Como, Alvin Cooperman)	<i>Now Is Tomorrow</i> Two for the Road	Anthology Comedy	Alvin Cooperman Alvin Cooperman	Charles Bickford Harvey Lembeck, Johnny O'Neill Not cast Not cast
	Her Honor, O'Connor Rio (60 min.)	Comedy-Drama Action-Comedy	Alvin Cooperman Alvin Cooperman	Not cast Not cast
Ross-Danzig TV Inc. (Bart Ross, Frank Danzig)	<i>Regulars at Large</i>	Comedy	Al Burton	Louis Nye, Bill Dana, Don Knotts, Joey Forman
Screen Gems	<i>The Hathaways</i> (for ABC-TV)	Comedy	Robert Sparks	Peggy Cass, Jack Weston, the Marquis Chimps
	<i>Shannon</i>	Action	Robert Sparks	George Nader
	<i>The Man in the Middle</i>	Action	Robert Sparks	Robert Sterling
	The Insiders (60 min.)	Action	William Sackheim	David Janssen
	Archie	Comedy	Harry Ackerman	Not cast
	Hazel	Comedy	James Fonda	Not cast
	Baron of Boston (60 min.)	Action-Adventure	Harry Ackerman	Not cast
	Safari (60 min.)	Action-Adventure	William Sackheim	Not cast
	Empire	Action-Adventure	William Sackheim	Not cast
	Bringing Up Mother	Comedy	Harry Ackerman	Not cast
	Untitled (60 min.)	Action-Adventure	Harry Ackerman	Not cast
	Riviera (for ABC-TV)	Action-Adventure	Russell Rouse, Clarence Green	Mike Connors, Quinn Redeker
	The Daring Deeds of Donnie Drew	Adventure	Clarence Green, Russell Rouse	Not cast
(with Freddie Fields Associates)	Grand Deception (60 min.)	Adventure-Suspense		Not cast
	Gidget	Comedy	Harry Ackerman	Not cast
	Occupation: Female	Comedy	Harry Ackerman	Polly Bergen
Selby Cottage (Rod Amateau, Max Shulman)	<i>Daddy-O</i> (for CBS Films)	Comedy	Rod Amateau	Don DeFore, Lee Philips, Jean Byron, Jack Duffy, Trudy Ziskind, Kathe Green
Selmur Productions (Selig Seligman, Leon Mirell, Peter Robinson)	Untitled (for ABC-TV)	Drama		Not cast
	Direct Line (for ABC-TV)	Documentary	Peter Robinson	
Starward Productions (Wilbur Stark, Al C. Ward)	Three White Hats (for Cal. National)	Action-Adventure	Wilbur Stark, Al C. Ward	Not cast
Tandem Productions (Bud Yorkin, Norman Lear)	Three to Make Ready (60 min.) (for Paramount)	Comedy	Bud Yorkin, Norman Lear	Not cast
	Meet Me at Danny's	Comedy	Bud Yorkin, Norman Lear	Michael J. Pollard
Televenture Inc.	Televenture Reports	Informational	Graham Young, Art Foley	

Company	Series Title	Category	Producer	Stars
Television Artists Producers Corp. (Bruce Eels)	T Men	Action		Not Cast
Telman Inc. (Joseph Shaftel)	<i>Dr. Kate</i> (60 min.) (for ABC-TV)	Drama	Joseph Shaftel	Jane Wyman, Rhys Williams, Rod Redwing, Willard Parker, Roy Barcroft
Temopic Enterprises, S.A. (Robert Young, Eugene Rodney)	Untitled (for CBS-TV)	Comedy	Eugene Rodney	Robert Young
Bill Thomas, Sam White	Ski Patrol (for NBC-TV)	Action-Adventure	Bill Thomas, Sam White	Not cast
Danny Thomas, Sheldon Leonard, Louis Edelman	The Joey Bishop Show All in a Day's Work My 15 Blocks	Comedy Comedy Comedy	Sheldon Leonard Sheldon Leonard Sheldon Leonard	Joey Bishop Dick Van Dyke Not cast
Todon Productions (Donna Reed, Tony Owen)	Love and Kisses (tent. title)	Comedy	Tony Owen	Jeanne Crain, John Vivyan, Jack Mullaney
Ivan Tors	Sky Divers	Action	Ivan Tors	Janet Lake, Ken Curtis
Towers of London (with NTA)	Mantovani	Musical	Harry Towers	Mantovani and orchestra
Trans-Lux	It's a Wonderful World	Travelogue	Carl Dudley	John Cameron Swayze
20th Century-Fox TV	Tanganyika (60 min.) (for ABC-TV)	Action-Adventure	Roy Huggins	Not cast
	The Jayhawkers (60 min.)	Western	Roy Huggins	Not cast
	Bus Stop (60 min.) (for ABC-TV)	Comedy		Not cast
	Monte Carlo (60 min.) (tent. title) (for NBC-TV)	Adventure		Not cast
	The Circus (60 min.) (for ABC-TV)	Drama	William Hawks	Not cast
	Silent Investigators (60 min.)	Action	Charles Russell	Not cast
	Ginger Rogers Show Margie	Comedy Comedy	William Self	Not cast Not cast
Warner Bros.	The Force (60 min.) Las Vegas File (60 min.) (for ABC-TV) Solitaire (60 min.) <i>Room for One More</i> (for ABC-TV)	Action Adventure Action-Adventure Comedy	Joseph Mansfield Jules Schermer Howie Horwitz	Not cast Peter Breck, Mike Road Ray Danton, John van Dreelen Andrew Duggan, Peggy McCay
WardSon Productions (Hal Hudson, Ralph Edwards)	My Client Is Innocent	Drama	Hal Hudson	Not cast
Yankee Productions (Wilbur Stark)	The Further Adventures of the Connecticut Yankee	Comedy-Adventure	Wilbur Stark	Not cast
Collier Young Associates	<i>Crime and Punishment</i>	Documentary	Collier Young	_____
Ziv-UA	<i>The King of Diamonds</i> Ross of the Everglades (for CBS-TV)	Action Action-Adventure	John Robinson Budd Schulberg, Stuart Schulberg	Broderick Crawford Not cast

HOLLYWOOD ROUNDUP

Careful pre-planning in the production & use of TV commercials is the best way to keep the new SAG-AFTRA contract rates (Vol. 16:51 p3) from hurting too much, Harry Saz, Ted Bates vp, told the Hollywood Ad Club last week. He was also of the opinion that local stations would not lose business under the new rates, except as sponsors cut down on duplicate coverage. Another panelist, Stanley Plesent, legal counsel for Y&R, pointed out that 90% of commercials are filmed and within SAG's jurisdiction; 10% are taped and within AFTRA jurisdiction.

NEW YORK ROUNDUP

Add syndication sales: Screen Gems off-network-rerun series *Tightrope* has been sold to WGN-TV Chicago, bringing the market total to 95 . . . Ziv-UA has added 17 more markets in its 4th-season sales for *Sea Hunt*, bringing the total to 121. New sales include WPRO-TV Providence and WISN-TV Milwaukee . . . Seven Arts sold its 40-feature post-1950 Warner package to 10 more stations, 9 of which bought colorcasting rights. Total market figure is now 31, with new sales including KTVU Oakland, WSB-TV Atlanta, WBRZ Baton Rouge.

Programming

Debate Effect on Voting Is Spelled Out: The speculation about TV's strong role in the recent Presidential election takes on the actuality of figures in a survey made for CBS by Elmo Roper and revealed for the first time by Pres. Frank Stanton in Jan. 14 *TV Guide*. The survey finds that:

(1) 57% of all voters polled said the *Debates* had helped them to make their voting decisions.

(2) 6% (or more than 4 million) of all U.S. voters made their decision on the basis of the TV-radio *Great Debates* alone.

(3) 72% of those 4-million-plus votes went to Sen. Kennedy, 26% to Vice President Nixon (2% wouldn't say which way they went).

"In view of this evidence," Stanton noted, "there ought to be no doubt that debates would not only become a permanent feature of all future Presidential campaigns, but would be extended to campaigns for all elective offices.

"That is not the case," he emphasized in his article entitled "An Appeal to the American People," which urges action to repeal Sec. 315. "Unless Congress takes action, such broadcasts will be illegal in 1964, in 1968, and in every future campaign. And only you—all of you who want more than campaign oratory on TV—can force Congress to act. The best way to do this is to tell your Congressmen how you feel . . . We must remember that the crippling Sec. 315 of the Communications Act is still on the statute books. And it will stay there unless we as citizens demand that it be repealed."

* * *

The Nixon-Kennedy debates "stimulated interest" in the election, and "may have been influential in the outcome," said Edward R. Murrow at the Jan. 12 RTES news-maker luncheon, but he thought "The Great Debates" were "mis-titled," and described them as "a puny contribution . . . putting a premium on glibness & fluency." He proposed a privately-financed national information institute to provide much-needed public education on mass-media methods. It would create, Murrow said, "a more favorable climate" for ideals & purpose, analyze & publicize threats to the public welfare, such as censorship, and expose improper news handling. "The public-information field has been unbelievably neglected by endowers," he said. "This proposal has been in my files since 1947, shelved for lack of funds. If it was urgent then, it is certainly more urgent now." Praising the healthy network competition which produced, between Sept. 1 and Dec. 1, 1960, prime-time public-service programming "in unprecedented amounts," Murrow noted broadcasting's "greater willingness to deal with ideas."

Broadcast news-coverage of all public proceedings conducted by federal, state and local govts. is a TV-radio "right" which no longer should be denied, NAB TV vp Charles H. Tower told the biennial legislative dinner of the Neb. Bcstrs. Assn. in Lincoln. "Our microphones & our cameras belong in any proceeding where the public belongs," he added. "Long since has it been proved that our presence is not disruptive. Long since has it been proved that the good sense of broadcasters can be counted on to accord fair treatment." Tower also renewed NAB's campaign for repeal of equal-time Sec. 315 of the Communications Act. "Archaic rules" circumscribing broadcasters' handling of politics must go, he asserted.

'Untouchables' Remain Untouched: Telegrams ricocheted like tommy-gun blasts last week and a new technique of censorship pressure appeared as James V. Bennett, dir. of the U.S. Bureau of Prisons, carried on a one-man war against ABC-TV & "Eliot Ness." Bennett's beef was the 2-part show, "The Big Train," which dealt with the transfer of Al Capone from Atlanta's federal penitentiary to Alcatraz, scheduled in *The Untouchables* for Thursday evenings Jan. 5 & 12.

Portrayal of U.S. prison officials was "utterly fantastic" in the Jan. 5 show, charged Bennett in a Jan. 10 wire to AB-PT Pres. Leonard H. Goldenson. "To picture honest & courageous officers as venal, and a public institution like the Atlanta penitentiary as toadying to a character like Capone is an unforgivable public disservice," he said. Bennett demanded that ABC yank the 2nd part of "The Big Train" until he could have a chance to discuss the matter with FCC and the Attorney General.

ABC tried to make peace with a soothing Jan. 12 reply from vp & gen. counsel Omar F. Elder, acting for Goldenson (who was in Miami at affiliates meeting—see p. 7). ABC, wired Elder, had "no desire or intention to imply any reflections" on U.S. prison officials. He added that "the portrayal of one or 2 individual guards in an unfavorable light" (i.e., taking a bribe) shouldn't be considered as casting a general stigma on other members of the group. But he drew the line at stalling *The Untouchables*—particularly since Part 2 was due on the air that very night. "This program has been reviewed carefully," Elder told Bennett.

Threat To Protest License Renewal

Then Bennett tried a new kind of pressure on ABC. Having determined that licenses of several ABC outlets were coming up for renewal, Bennett wired these stations that he considered the 2nd part of the show (which he hadn't seen) as being "defamatory." He would, he said, protest the stations' license renewals before the FCC if they carried the show. The stations: ABC's 5 TV o&o's—WABC-TV N.Y., KGO-TV San Francisco, WBKB Chicago, KABC-TV Los Angeles, WXYZ-TV Detroit—and WFGA-TV Jacksonville, WLOF-TV Orlando, WPST-TV Miami, WEAT-TV West Palm Beach and WTAE Pittsburgh.

Despite this last-ditch effort, ABC ran the episode anyway on Jan. 12 to no one's great surprise. (The Desilu-produced series is a powerhouse in ABC's nighttime lineup. In the 2nd of Nielsen's Dec. 1960 NTI reports, the show was in 9th AA rank nationally, with a 27.5 rating and a 12.4-million-home average.) As a precaution, however, ABC tossed in a disclaimer title at the end of the show to say that "The Big Train" wasn't intended as a slur on U.S. prisons. No stations dropped the showing.

When we talked to Bennett the day after the second show, he told us he planned to write to FCC Chmn.-designate Newton N. Minow (see p. 1), detailing his objections to *The Untouchables* and asking if Minow doesn't think FCC should exercise some controls over such programming. "There's far too much crime & horror on TV programs anyway," he said. "This one tops them all for carnage & gore." He said he was incensed personally by TV portrayals of law enforcement officers as heroes who themselves violate law & order.

Bennett didn't see the Jan. 12 Al Capone story on TV. He was attending a testimonial dinner for outgoing Attorney General William P. Rogers. But one of his Prison Bureau aides taped a sound recording of it, and Bennett asked ABC-TV for a video tape so that he could view the show later.

Bennett said that despite any disclaimers by producers of such crime shows, "there's no question but what the audience thinks it is seeing portrayals of actual incidents—and present-day law-enforcement practices, at that."

* * *

"The Untouchables" would be shot down in N.Y., if the state legislature should pass a bill proposed last week by Michael J. Capenegro (D-Queens). His measure—aimed at the show—would make it unlawful for TV & radio stations to broadcast programs which present any religious group, race or nationality in a degrading & criminal manner. *The Untouchables* has been charged with being less than complimentary in its portrayal of Italian characters.

* * *

Although "The Untouchables" is the best-liked show of viewers in the 18-to-34 age group, *Wagon Train* holds this honor from 35-to-49 and *Lawrence Welk* is No. 1 with the 50-and-older group. These facts were brought out by TvQ's December report. Interesting exclusivities also turned up. For instance, *Rifleman*, *Hawaiian Eye* and the *Flintstones* which appeared among the top 10 for the 18-to-34s did not achieve that list in the other 2 age groups. *Candid Camera* and *Rawhide* made the 35-to-49 top 10 only. And in the 50-and-over group, the top 10 included 6 titles which did not appear in the other two age groups: *Welk*, *Ernie Ford*, *I've Got a Secret*, *To Tell the Truth*, *The Price is Right*, and *Fights*.

— ■ —

TV Critic Proxmire Relents: One of broadcasting's harshest critics—Sen. Proxmire (D-Wis.), who filibustered against last year's Harris-Pastore Act on grounds that its TV-radio-FCC reforms weren't tough enough (Vol. 16:35 p3)—now has some kind words for the industry.

"There is still too much trivia on the air," Proxmire said in a Senate speech which he titled "TV's Great Contribution to American Democracy." But he said that "in the past few months" he's found there's "another side to this story" and that he wanted to acknowledge "the tremendous job TV can do when it aims high."

Proxmire told his colleagues that his own awakening started with the "magnificent contribution" to political education & participation made by TV networks in the *Great Debate* Presidential-campaign series. "Thanks to TV, this was the best informed electorate in my judgment in our history," Proxmire said.

And it didn't stop there, Proxmire said: "Other broadcasts have continued this high level of TV programming." He cited "fine programs" which "deserve recognition:"

NBC—"U-2 Affair," "Sit-In," "The Working Mother," "The Cold Woman," "Nigeria," "Minuteman Missile," "Birth Control," "Algeria," "Cuba," "Federal Aid to Education." CBS—"Harvest of Shame," "The Influential Americans," "Money & the Next President," "Turmoil in Tokyo," "Berlin—End of the Line." ABC—"The Man & the Mandate," "The Money Raisers," "Yanki No!," "Down the Road," "The Rag Tent," "Featherbedding?"

"I think it is time that the Congress recognize how this magic medium transforms our democracy," Proxmire said. He began putting transcripts of the shows into the *Congressional Record* to give his colleagues background reading matter on the subject.

* * *

Taped political shows featuring joint appearances by Pa. Sens. Clark (D) & Scott (R) are now carried in their home state (Vol. 16:51 p8) by 10 TV & 33 radio stations.

Mid-season replacement of *Witness*, a victim of low ratings, takes place on CBS-TV Feb. 9, despite CBS efforts to save it. Earlier this season the 60-min. show was out-rated by NBC-TV's (Thu. 7:30-8:30 p.m.) *The Outlaws*. On Dec. 15 CBS hopefully moved *Witness* to the 9-10 p.m. slot—opposite *The Untouchables*. The rescue attempt proved disastrous. The 2nd Dec. NTI gives *Witness* a 9.2 AA vs. *Untouchables*' sizable 26.3. *Witness* may possibly pick up in the January NTI ratings, but by the time they are available, *Gunslinger*, a new frontier series, will occupy that CBS 9-10 p.m. time period (under the full sponsorship of R. J. Reynolds, *Witness* co-sponsor). Another major mid-season shift is planned by ABC-TV, which is axing *The Islanders* (Sun. 9:30-10:30 p.m.). The show had an 18.7 AA in the first December Nielsen vs. 24.2 for the *Dinah Shore Chevy Show*, 26.3 for the *Jack Benny Show* & 24.2 for *Candid Camera*. It will be replaced April 2 by *Asphalt Jungle*, also an MGM 60-min. package.

Live TV & radio coverage of incoming President Kennedy's news conferences will be initiated 6-6:30 p.m. Jan. 25 at the first White House meeting with reporters following the Inauguration. The starting schedule for the precedent-making White House plan (Vol. 17:1 p2) was announced Jan. 11 in Palm Beach by Kennedy's press secy. Pierre Salinger, following agreement with the networks. Locale of the Kennedy conferences will be auditoriums in the State or Commerce Dept. Bldgs., Salinger said, explaining that a room in the executive offices bldg. adjoining the White House which has been used by President Eisenhower is too small.

TV & legislatures: KPHO-TV Phoenix telecast the complete opening session of the Arizona state legislature on Jan. 9, marking the first time live cameras had been permitted in the chambers • WIBW-TV Topeka made state TV history with a live remote pickup of Gov. John Anderson's address to the Kansas state legislature. Heretofore, TV cameras had been verboten.

Educational Television

Ford Foundation's ETV investment increased to an 8-year total of \$20 million in the 1960 fiscal year (ended Sept. 30). Grants totaled more than \$6.5 million: \$865,445 to 20 school systems for experiments in in-school TV teaching; \$500,000 to a number of college-level institutions to release faculty members for ETV programming; \$3.7 million to Midwest Program on Airborne TV Instruction; \$400,000 for a 3rd year of NBC-telecast *Continental Classroom*; others.

Federal-aid-to-ETV bill, reintroduced by Sens. Magnuson (D-Wash.) & Schoepfel (R-Kan.) to provide \$51 million for equipment purchases (Vol. 17:2 p3), is gaining bi-partisan support. Added co-sponsors of the measure (S-205) include Sens. Metcalf (D-Mont.) & Cooper (R-Ky.).

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Congress

Govt. Subsidies For TV: Election-reform proposals which pile up in Congress after each national campaign have been initiated at this session by Senate Majority Leader Mansfield (D-Mont.), who wants the public to help pay for political time on TV & radio.

He introduced a bill (S-227) last week which would authorize payment of up to \$1 million in govt. funds to the Democratic & Republican parties to reimburse them for broadcast expenditures in the campaigns for President & Vice President. Minority parties which got more than 1% of the popular vote in the preceding election would be eligible for \$100,000 TV & radio subsidies.

The idea of such political subsidies isn't new. Mansfield himself was a co-sponsor of similar legislation submitted to the last Congress by the late Sen. Neuberger (D-Ore.), who never got to the first legislative base of hearings with it (Vol. 16:3 p14 *et seq.*). Mansfield carries new influence in this session as his party's floor leader, however, and his new bill may have more weight. It was backed up in the House by Rep. Monagan (D-Conn.), who introduced a similar bill (HR-2501).

Arguing in a floor speech for the measure, Mansfield pointed out that in party budgets of "tens of millions of dollars" for Presidential campaigns, TV & radio are "a principal cost [and] the most important single devices of public discussion of the issues."

"I do not think it serves the national interests when the expenses for those who campaign to serve all the people must be financed by a relative handful of people & organizations which make large contributions directly or indirectly," Mansfield told the Senate.

He estimated that the \$1-million subsidies would pay for less than 10 hours of "full national network coverage on radio & TV" for each major party. Moreover, to qualify for the payments, the party would have to shorten its campaign by holding its nominating convention after Sept. 1 instead of in the summer.

Much-criticized USIA, target of repeated Congressional assaults for inadequate Voice of America programming overseas, was subjected to more prodding last week. A 9-member committee on Information Activities Abroad appointed by President Eisenhower reported that USIA & other projects must be stepped up—particularly in Africa & Latin America—if the U.S. is to cope with Communist threats. The group, which includes ex-USIA dir. George V. Allen, said "concrete, dramatic and timely" actions in a "progressively expanded" U.S. program are required. But the committee had little to say in criticism of VOA itself, concentrating its fire on what it said were shortcomings in educational & training assistance to other countries. The committee's recommendations followed a release of a USIA report which said that Communist broadcasts, in a stepped-up propaganda war, are heard around the world now in 55 languages. Meanwhile, Sens. Humphrey (D-Minn.) & Yarborough (D-Tex.) called for more VOA broadcasts to Cuba & other Latin American countries. And USIA came in for further criticism in one of a series of task-force reports to President-elect Kennedy on problems his administration will face. A Kennedy advisory group headed by State Dept. appointee George W. Ball said USIA should "improve the quality of existing programs" before it expands its operations. The new USIA dir. may be editor Jonathan Daniels of the *Raleigh News & Observer*.

Senate Commerce Committee headed by Sen. Magnuson (D-Wash.) probably will be unchanged in the 87th Congress. The 11 Democrats & 6 Republicans on the Committee last session were reassigned to it last week. The GOP Committee on Committees agreed to try to win more minority spots on major committees, but last session's Commerce ratio was retained in the initial assignments. Organization of House Committees for the new session wasn't completed, but little change was expected in the makeup of the House Commerce Committee under Rep. Harris (D-Ark.).

Stations

Radio Code Tightened: NAB's 9-man Radio Code Review Board under Cliff Gill (KEZY Anaheim, Cal.) voted last week to adopt Federal Alcohol Control Act definitions of alcoholic beverages to make sure no subscriber is confused about the industry's ban on hard-liquor commercials.

In other actions in 2-day Washington sessions, the Board also: (1) Set up a subcommittee to look over commercials for personal products. (2) Recommended that NAB's Radio Board act at its next meeting Feb. 8 in Palm Springs, Cal. to restrict the number of spots permitted on participating programs. (3) Voiced "concern" over commercials for some motion pictures and urged stations to work with advertisers to eliminate objectionable features.

Without referring to commercials for Kahlua coffee liqueur carried by non-subscribing KDAY Santa Monica (Vol. 17:2 p6), the Code Board reaffirmed its hard-liquor ban. It said that hereafter the distinctions between commercials for malt beverages & wines (permitted by the Code) and distilled spirits (banned) would be spelled out by the language of the Federal Alcohol Control Act. And the law makes it plain that liqueurs are distilled spirits.

Appointed to the special subcommittee on product & copy acceptability—to study the touchy question of advertising for personal products (such as hemorrhoid remedies which the TV Code frowns on)—were Cecil Woodland, WEJL Scranton; Elmo Ellis, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore.

New NAB Pres. Leroy Collins, marking his first week in office (see p. 3), sat in for part of the Code Board sessions. He also spoke briefly at a meeting earlier in Washington of NAB's AM committee, headed by C. L. (Chet) Thomas, KXOK St. Louis.

FAA tower hearings to determine whether new broadcast structures are a hazard to air safety would be "a tremendous waster of manpower, time & money," NAB TV vp Charles H. Tower testified last week. Appearing at a preliminary FAA hearing on its rule-making proposal for evaluation of towers (Vol. 17:2 p6), Tower pointed out that FCC is the final licensing authority anyway. He argued that "elaborate & extremely formal" hearings by FAA would be duplicative and would "only serve to make even longer an already time-consuming procedure." Tower was among 21 witnesses—many of them representing aviation interests supporting FAA's proposals—who turned up for the hearing. Generally backing NAB's position were Eugene F. Mullin, Assn. of Maximum Service Telecasters; Robert M. Booth Jr., Federal Communications Bar Assn.; A. H. Church, Storer Bestg. Co.

Move to new studio-office building by KHQ-TV (Ch. 6) Spokane was marked by a Dec. 9-11 open house at 4202 S. Regal. The station has also moved its transmitter from 4102 S. Regal to Tower Mt., where a 904-ft. tower is up.

NEW & UPCOMING STATIONS: CJCH-TV (Ch. 5) Halifax, N.S. began operation Jan. 1 as an independent outlet to raise that country's operating total to 79 stations. It's city's 2nd outlet; CBC's CBHT (Ch. 3) began in '54.

CJCH-TV has a 5-kw Canadian GE transmitter and is using a GE antenna on a temporary 124-ft. tower on Geizers Hill. It expects to have its 600-ft. Wind Turbine tower ready for use in February. Studios at 741 Robie St. are scheduled for completion by mid-March. The licensee also operates radio CJCH. Finlay McDonald is pres., gen. mgr. & principal owner. Don G. Hildebrand, ex-CKNX-TV Wingham, Ont., is asst. gen. mgr. & film buyer. Don Blois, ex-CBHT, is supervisor of TV; Dennis Benwell, operations mgr.; John Jay, dir. of engineering. Base hour is \$300. Reps are Young, Paul Mulvihill, A. J. Messner and Scharf Broadcast Sales.

* * *

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

KIFI-TV (Ch. 8) Idaho Falls, Ida., planning Jan. 16 test patterns, is keeping to its Jan. 23 target to start with NBC-TV, reports James M. Brady, pres.-gen. mgr. It has a 28-kw GE transmitter and the antenna is installed on a 100-ft. tower from Tower Construction Co. Base hour will be \$275. Rep will be Meeker.

KCDA (Ch. 3) Douglas, Ariz. has a 500-watt Electron transmitter scheduled for shipment Jan. 6 and expects to begin programming Jan. 27, according to Mort Zimmerman, pres. of owner Electron Corp. A Jampro antenna has been installed on a 100-ft. Rohn tower on the roof of the Gadsden Hotel in Douglas. Base hour will be \$150. Rep not chosen.

KAET (Ch. 8, Educational) Phoenix, Ariz. has begun construction and hopes to begin programming in January, according to production mgr. Sheldon P. Siegel, reporting for owner Arizona State U. The station has a Du Mont transmitter which was acquired from KVAR (Ch. 12) Phoenix and a 61-ft. tower with a 36-ft. antenna on South Mt. Richard H. Bell, dir. of Bureau of Broadcasting at the U., will be gen. mgr. Lynn E. Dryer will be chief engineer.

KFOY-TV (Ch. 9) Hot Springs, Ark. has a Feb. 1 target, reports gen. mgr. Harold E. King, ex-radio KOKL Okmulgee, Okla. It will be part of Donrey Media Group (Donald W. Reynolds) which operates KLRJ-TV Las Vegas, KOLO-TV Reno, KFSA-TV Fort Smith, Ark., 5 radio stations and a newspaper chain. KFOY-TV is conducting proof-of-performance tests with a 500-watt Gates transmitter and a 310-ft. Truscon tower with a 6-bay RCA antenna. Base hour will be \$150. Rep will be Headley-Reed (whose business is to be taken over by Bolling).

CFCF-TV (Ch. 12) Montreal, Que. plans to begin as an English-language outlet Jan. 20, writes business mgr. Vin Dittmer. Owner is Canadian Marconi Co. The station will get on the air by using temporary studios and a single 18-kw transmitter and a temporary tower with 3-bay Alford slotted ring antenna. Partial occupancy of the permanent Ogilvy Ave. studios is scheduled for Jan. 31. S. B. Hayward, ex-CKPT Peterborough, will be program mgr. Base hour will be \$1,000. Reps: Weed and All-Canada.

CHCB-TV (Ch. 10) Banff, Alta.—call letters pending approval—is expected to get on the air as a satellite by the end of January, reports G. A. Bartley, pres. of parent CHCA-TV (Ch. 6) Red Deer, Alta.

CHBC-TV (Ch. 5) Keremeos, B.C. will begin operation early this year as a satellite of CHBC-TV (Ch. 2) Kelowna, B.C., according to R. L. Sharp, sales mgr. It will begin as an automatic unattended repeater of CHBC-TV.

Advertising

FTC 'CAUGHT FIRE,' SAYS KINTNER: Anti-deception-&-monopoly policemen in FTC's force had their biggest & liveliest year in 1960, reaching peak activity in campaigns against payola & misleading TV commercials, Chmn. Earl W. Kintner boasted in a valedictory report.

"I like to believe that the Commission's staff has caught fire with enthusiasm for the purposes this agency serves," Republican Kintner said in a windup accounting, as he prepared to leave FTC for private law practice.

As FTC's "most conspicuous action," Kintner cited last year's anti-payola drive which produced 83 complaints & 90 cease-&-desist orders against record manufacturers & distributors accused of making under-the-turntable promotion payments to TV & radio disc jockeys.

Kintner also pointed with pride to the ad-policing agency's attacks on demonstrations in TV commercials which he said exaggerated the merits of one product over another. Camera trickery or distortions of facts were exposed by FTC in commercials for at least 7 widely-advertised products, he said. Another advance marked up by Kintner: FTC actions against sellers of reconditioned TV tubes represented as new.

All told, 560 FTC complaints & 410 orders last year—topping any performance figures in FTC's 46-year history—were totted up by Kintner. The number of 1960 complaints was 52% higher than in 1959, the previous record year. The number of orders went up 36% last year.

Meanwhile, President Eisenhower, in a courtesy gesture, renominated Kintner for a 7-year term on FTC from Sept. 26, 1960. The nomination was among several hundred dumped on the Senate Jan. 10 by the President in an end-of-the-administration move. Kintner was given no more chance of confirmation by the Democratic Senate than he had last year, when his name was passed up pending outcome of the Presidential election (Vol. 16:34 p5).

President-elect Kennedy's selection of a Democratic successor to Kintner was reported imminent last week. Speculation on his probable choice centered on 4 men: Ex-FTC attorney Paul Rand Dixon, staff dir. of the Senate Judiciary Anti-Trust & Monopoly Subcommittee (Vol. 16:47 p8). Ex-FTC member Albert A. Carretta, who left Commission in 1954 after a 2-year hitch. Ex-FTC staffer Everette MacIntyre, gen. counsel of the House Small Business Committee. Albert G. Siedman, FTC attorney in charge of the agency's N.Y. office.

* * *

Lanolin Plus Inc. has denied FTC charges that its advertising made false therapeutic claims for its vitamin-&-mineral preparation Rybutol. Asking dismissal of the complaint, Lanolin said FTC had taken Rybutol promotional statements out of advertising context to make a case. Among alleged misrepresentations cited by FTC were purported claims that the preparation provided "pep, strength and energy overnight."

Local TV & radio commercials—but not nationally-broadcast advertising—are covered by last year's excise-tax-law amendments that permit manufacturers to make deductions for co-op ads (Vol. 16:38 p17), according to proposed Internal Revenue Service regulations. If deductions are claimed for national advertising, they should be allowed only for portions of commercials which identify local retailers in co-op promotion plans, IRS said.

FTC's Kern Assails Landis: One of the 2 Democrats on the 5-man Federal Trade Commission came out swinging last week against President-elect Kennedy's regulatory agency advisor James M. Landis, accusing him of trying "to sell out the public interest" in his recommendations for FTC reforms (Vol. 17:1 p1).

In one of the few public statements made by any member of any govt. agency since Landis filed his highly-critical report with Kennedy, FTC member William C. Kern chose the forum of a Jan. 14 meeting of the Mechanical Contractors Assn. of Texas Inc. in Houston to blast away at it.

"I will not stand idly by & preside over the dismemberment of the Federal Trade Commission," Kern paraphrased Winston Churchill in a speech prepared for the Houston meeting. He said a Landis proposal to transfer FTC's anti-trust jurisdiction (except for Robinson-Patman Act cases) to the Justice Dept. would result in "emasculat[i]on [of FTC] in the important & vital area" of regulation.

"Any efforts to remove our jurisdiction in this vital area I regard as inimical to the public interest," Kern went on, pointing to "shackles" which he said the Justice Dept. already had placed on FTC's handling of anti-trust cases. Instead of recommending that Justice take them over, Landis should have urged that FTC's prosecution powers be strengthened, Kern said.

Describing himself as a "very partisan" Democrat, Kern said: "I assure you that for me to be compelled to oppose even a single proposal made in a report released by the Democratic National Committee gives me no satisfaction."

But Kern protested that the Landis recommendation would weaken enforcement of FTC & Clayton Acts. He said he couldn't "understand how the present leadership within my party can tolerate any tinkering with these 2 great statutes which were basic keystones of 'the new freedom' under Woodrow Wilson." He added: "I don't believe that on mature reflection the architects of 'the new frontier' will tolerate the emasculation of those great statutory monuments."

Kern joined FTC in 1941 as a trial attorney. He was promoted to Commission membership in 1955 by President Eisenhower for a 7-year term.

* * *

New "sales talk" concepts may have to be learned by some ebullient TV advertisers if they want to keep out of FTC trouble, broadcast-monitoring chief Charles A. Sweeny told the Chicago Advertising Executives Club. He said it's one thing for an old-fashioned pitchman to peddle his products on the street with absurd claims—and something else again when the technique is used on TV. Or as Sweeny put it: "We may reach the point where we recognize a distinction between the oral representation 'mine is the greatest product in the world,' and a demonstration on TV which is interpreted factually when it visually depicts mine with somewhat exaggerated values, and competitive products in a less fortunate light. We have all learned to recognize a sales talk when we hear it. But that which we actually see demonstrated on a TV screen somehow becomes a factual & authoritative presentation which we are not adjusted to so discount, and therefore believe literally." Sweeny also stressed a warning given previously to TV advertisers by FTC Chmn. Earl W. Kintner: The quality of a product may be unquestioned, but commercials for it will be challenged if they employ TV trickery (Vol. 17:2).

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Personals: Michael P. Boland, ABC asst. treas., elected vp. Other ABC vps elected: Robert L. Coe, vp in charge of TV station relations; Bert Briller, vp in charge of TV network sales development; Elton Rule, Ben Hoberman & David M. Sacks, vp-gen. mgrs. of o&o's KABC-TV L.A., radio KABC & KGO-TV San Francisco respectively.

Francis P. Barron, ex-gen. sales mgr., WJW-TV Cleveland, named gen. sales mgr. of Storer's new national TV sales rep organization . . . Louis J. Hummel Jr., formerly in charge of Peters, Griffin, Woodward Detroit office, moves to Chicago office, succeeded in Detroit by James R. Sefert, ex-Crosley Bestg. Co.

Ann Corrick of WBC's Washington news bureau becomes first woman president of Radio-TV Correspondents Assn., governing body of Senate & House TV & radio galleries . . . Walter Cronkite named "outstanding TV & radio personality of 1960" by Ad Club of Baltimore.

William T. Klumb resigns as national sales mgr. of WTMJ-TV Milwaukee to enter a new business . . . Hill W. Hastings, ex-Remington Rand, named RAB promotion mgr.

George Wilson promoted to promotion-publicity dir. of WSTV-TV Steubenville-Wheeling . . . Harold J. Albus, ex-NTA, named trade & business news dir., Metropolitan Bestg. Corp. Mary Garcia, ex-McCann-Erickson, named MBC international media research mgr.

Creutz, Steel & Snowberger is the new name of the former Page, Creutz, Steel & Waldschmitt organization, Washington engineering firm. Esterly C. Page and Joseph A. Waldschmitt have withdrawn. The partners are John Creutz, David L. Steel Sr. & Arthur Snowberger; Willis C. Beecher is an associate.

FCC Chmn. and Mrs. Frederick W. Ford are expecting their first child in July. He has a daughter, Mary Carter Ford, 14, by his first wife, who died in Feb. 1958. Mrs. Ford is the former Mary Margaret Mahony of Blackstone, Mass. They were married in Oct. 1959.

Meetings this week: RTES timebuying & selling seminar (January 17). Robert (Bucky) Buchanan, J. Walter Thompson TV-radio group head, will speak on Ford Motor's use of broadcasting, Hotel Lexington, N.Y. • Advertising Assn. of the West mid-winter conference (21-22), Pioneer Hotel, Tucson.

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

1960 TV PRODUCTION—5,716,268: EIA closed the book on 1960 TV-radio production last week. Its tally showed 5,716,268 TVs produced last year, and 17,135,114 radios. The latter figure included 6,438,658 auto radios.

Thus TV winds up the year with production, distributor sales & retail sales almost perfectly in line—after several hectic months when production far outstripped the sharply curtailed sales which began to show up in the latter half of last year. Last year's TV production was the 3rd lowest yearly figure since 1949, exceeding only the 4,920,428 of 1958 and the 5,384,798 of 1951—both considered "recession" years. Here's lineup of annual TV production since 1947:

1947	178,571	1952	6,096,280	1957	6,399,345
1948	975,000	1953	7,215,827	1958	4,920,428
1949	3,000,000	1954	7,346,715	1959	6,349,380
1950	7,463,000	1955	7,756,521	1960	5,716,268
1951	5,384,798	1956	7,387,029		

Radio production presented a completely different picture, the 17,135,114 sets made in 1960 being 2nd highest amount ever produced in a single year. That sum is exceeded only by post-war 1947's estimated 20 million. In only one other year—1948—has radio output even come within million units of last year's figure.

Last year also saw the 2nd highest annual production of auto radios. Almost a million units higher than 1959, apace with last year's high new-car sales, 1960's car radio output of 6,438,658 units was surpassed only in the peak year of 1955 (6,864,000 units).

To complete the 1960 weekly production count reported in these pages, here is the picture from EIA of the final statistical week of 1960 (ended Dec. 30) with comparative figures (year's totals subject to slight changes after final EIA audit):

	Dec. 24-30	Preceding wk.	1959 wk.	1960	1959
TV	31,511	81,762	76,643	5,716,268	6,349,380
Total radio	127,045	271,255	218,846	17,135,114	15,622,357
auto radio	94,579	91,631	94,868	6,438,658	5,555,155



TV layoffs & plant shutdowns were reflected in EIA's production figures for 1961's first week (actually a 4-working-day week because of New Year's Day holiday). TV output was less than half that of 1960's first week (5 working days). Here is EIA's production report for Dec. 31-Jan. 6, 1961 (corresponding first-1960-week figures in parentheses): TV production, 50,853 sets (104,953); total radios, 194,904 (306,636); auto radios, 89,389 (175,138).

QUALITY STRESSED AT QUIET MART: TV-stereo quality, reliability & furniture value received greatest attention yet at last week's International Home Furnishings Market and at various sideshows of non-participating manufacturers. Despite the presence of some dumps & winter-market specials, at week's end there was no sign of a price collapse—and some set makers were predicting increases. Fewer midwinter drop-in models were introduced than usual.

The market's new format—10 consecutive days starting on Friday—brought near-unanimous complaints from TV-radio manufacturers and provided added ammunition for a revival of "let's-get-out-of-the-Mart" drive by several consumer-electronics makers. At Saturday & Sunday sessions, TV sets on Chicago Merchandise Mart's 11th floor far outnumbered people—but this year's format is due for another try next year

before there can be thought of returning to the old schedule of 2 weeks beginning Monday & excluding Saturday & Sunday.

Here are highlights of this year's winter International Home Furnishings Market, and the Chicago fringe showings, as we observed them:

New Sets & Features: Most manufacturers were pulling out all the stops in touting the "quality" of their sets. Drop-ins were relatively few, most lines being left pretty much intact. Magnavox, with no annual model change, threw in a brand new feature—new to U.S. TV at any rate: a "TV light meter," which automatically adjusts contrast & brightness to room light. It is initially on four 27-in. models, but eventually will "be incorporated throughout the line," adding about \$10-to-\$15 to the retail price.

Stress on TV-stereo furniture gained momentum, and, in what is probably the ultimate in "furniturizing," Westinghouse unveiled its long-in-preparation offer to provide individualized mail-order home-decoration service to all customers who buy console TVs or stereo during February & March. That manufacturers are giving increased attention to the public's furniture desires was evidenced by the increase in stress on walnut & hand-rubbed oil finishes, Danish modern cabinets. (Details of new sets & innovations on p. 22.)

Warranties: Emphasis on quality also was reflected by liberalized warranty programs, announced & in the wind. Philco's 90-day inboard labor & parts warranty for all its TVs (Vol. 17:1 p17) unquestionably is the forerunner of an industry trend. Others, of course, already have some form of increased warranty protection: Westinghouse, with labor & parts coverage on all 19-in. portables and on low-end stereo; Magnavox, whose "Gold Seal Warranty" on all above-\$279 TVs & stereos guarantees labor for 90 days, parts for one year. GE, RCA, Admiral are typical of manufacturers which have made liberal warranties available, at the discretion of distributors.

Outlook now is for industrywide labor & parts guarantees, in the opinion of manufacturers we spoke with in Chicago. Consensus: Set quality today is so good that service needed in first 90 days has dwindled to an easily absorbed rate. Ergo, offer of labor & parts protection, either inboard or out, is essentially "a merchandising gimmick," as one maker put it. "Gimmick" or no, liberalized warranties hypo the set maker's quality story, and all manufacturers we talked to are checking into stretchability of their current policies.

Prices: While leader models in TV, radio & stereo lines are trending downwards in most cases, there's real determination to hold the price line generally, and to jockey into position for spring & summer rises. Some manufacturers already have sneaked through some middle-of-the-line boosts, while Zenith has widespread rises in its revamped line (Vol. 17:1 p15). Others silently nod assent to the view of Admiral Sales Corp. electronics vp Ross D. Siragusa Jr., who told us: "Costs keep going up. We hope to pass this on, and we're going to try by March 1."

Opinion was pretty evenly divided on GE's neat-looking 19-in. portable at \$159.95. Some thought it a good traffic-building move and step-up bait, pointing out that several competitive open-list 19-in. leaders could be sold profitably at the same price or lower. There were some complaints that such prices will remove profits at all levels, but no new announcements of competitive list prices by major manufacturers. Several manufacturers, however, did show 19-in. sets at \$169.95.

There were the usual midwinter specials, giveaways, premiums, etc. And one new line—Symphonic Electronic's private-label "Philharmonic" TV for large-scale key accounts. Symphonic officials were touting the success of the Philharmonic debut in a recent promotional sale at Boston's Jordan Marsh dept. store, which featured lowest-yet price leaders—19-in. portable at \$116.90 and 23-in. console at \$139.90 (see p. 22). New clock radios shown at Mart generally began at \$19.95 (4-tube), U.S.-made 6-transistor sets at \$24.95.

Color: Same old story. Those with color like it, those without it are bearish. With no fanfare (in order not to hurt sales of holdover sets), RCA showed pictures on its new "high-fidelity color tube," now in all but 2 models. Pictures were sharper, brighter (up to 50%, claims RCA), with no trailing or smearing in action scenes. Admiral called color "fantastic," with sales running 30% ahead of last year. Olympic said its color combos were selling as well as its comparably priced b&w sets.

Picture Tubes: Battle over picture-tube shielding continued hot & heavy. More non-bonded models were seen at this year's mart than last. Striking hard at Corning bonded-tube claims of eye ease & freedom from reflection, Magnavox demonstrated its own external safety-glass feature alongside 2 sets with

Corning shields in a back room behind its exhibit. Magnavox tilts the entire picture tube, frame and tinted filter glass 3 degrees downward to avoid reflections, claims this is a simpler, more effective approach. Several large manufacturers expressed enthusiasm about the new simplified Pittsburgh Plate Glass bonded-tube process, but nobody's using it yet. (RCA had considered it for its new color tube, but dropped the idea, at least temporarily.)

Corning's "Operation Snowball" TV-industry promotion drive seemed to be marking time, and suffered because its exhibit was 3 floors above the TV showcases. Sylvania was the sole manufacturer displaying "Snowball" placards, but several others with whom we talked indicated they would probably go along if they could be convinced it wasn't a drive to promote bonded tubes. Corning officials hope to make a revised pitch to TV makers after the mart, eliminating bonded-tube pitch (Vol. 16:52 p17).

Imports: There was more talk among TV manufacturers about competition from imports this year. Reason: This competition is an established fact, thanks to aggressive Delmonico International, importing Japanese TVs & TV-stereo combinations at the rate of 4,000 a month. In addition to its 19-in. portable (list \$159.95), Delmonico showed a 19-in. TV-stereo-FM-AM combo at \$299.95 and 23-in. combo at \$449.95, both to enter distribution early in February. It also plans soon to have a lower-priced 19-in. portable, which will be Underwriter's Labs approved.

Only other mass importer of TV sets—Majestic International—indicated it's going to peddle TV sets more in earnest this year, albeit still only in high-end models. Replacing its former fancy \$2,995 TV-stereo combo is a 23-in. Grundig-made German combo (with U.S. tube) listing at \$795 (which could be sold profitably at about \$595) and a 23-in. console at \$475 (to be discounted at \$399?)—both with some unique features. Majestic brought more than 500 TV sets in from Germany last month. (For details on Delmonico & Grundig-Majestic TV sets & plans, see p. 23.)

New Consumer-Electronics Show? "This market is a ridiculous habit of the trade. After this show, we're going to get out & invite dealers to our conventions instead. Even our competitors can come if they want." So said one long-time Merchandise Mart exhibitor in the latest round of ditch-the-Mart talk. Requesting that his identity be withheld, this marketing topkick said: "We used to sell 8-to-10,000 pieces at this show. Now the dealers just come in & say, 'What's to dump?'"

At least 3 manufacturer officials were discussing the possibility of a completely separate consumer-electronics trade show—including TV, phonos, radios, hi-fi components and possibly even parts. There was some talk of approaching EIA (co-sponsor of the May Parts Show) to assume sponsorship.

Equal & opposite reactions were easy to find, too. Several manufacturers said the value of the Mart—particularly the summer market—was that it provides contact with furniture dealers, just as the NAMM Music Trade Show brings in music dealers. There was near unanimity, however, that the NAMM show is now becoming bigger in consumer electronics than the Chicago Mart. There was some sentiment for combining the summer Mart with the NAMM show.

Business Trends: The bubbling optimism of last year's Mart was completely missing. In its place was a silent prayer of thanks—by both manufacturers & dealers—that inventories are in good shape and things could be far worse. Gloom-&doom talk was absent, and the magnitude of announced promotion campaigns gave evidence that just about everybody plans to scratch hard for business. Westinghouse TV-radio mktg. mgr. C. J. Urban summed up the general view when he said: "People are willing to spend money if you give them value."

Motorola consumer-products exec. vp Edward R. Taylor, who is also chmn. of EIA's consumer-products div., was mildly optimistic for 1961 in a Mart news conference. He didn't rule out the possibility of a business boom this year—due to possible international developments or Kennedy administration anti-recession moves. And he had this advice:

"Whichever way the economy goes, the best bet is to play it close to the vest. Keep a tight rein on costs & overhead . . . play inventories safely . . . don't go in for any unnecessary expenses. This is no time for anticipating—but it's a good time to be alert & ready to move & move fast when the indicators show up."

Harman-Kardon's new address is Plainview, L.I., N.Y. (Overbrook 1-4000). The company has completed its move from Westbury, N.Y. to its new 52,000-sq.-ft. plant.

List of govt. publications on electronics, electricity, radar & radio, revised & enlarged, is now available from U.S. Govt. Printing Office, Washington 25.

More about

NEW SETS & FEATURES: The International Home Furnishings Market last week at Chicago's Merchandise Mart brought little really new in sets or features (see p. 19). Most of the relatively few new TV models introduced this winter had already been shown to dealers by distributors. These have been reported in recent issues (Vol. 17:1 p15, 2 p17).

The still-mushrooming trend to better furniture—to put TV & stereo into the "home furnishings" class—was the most obvious feature evident at the manufacturers' displays. Among minor trends: (1) Increasing interest in 27-in. sets, as exemplified by Magnavox's heavy promotion of its recently introduced 27-in. price leader at \$339.50; Du Mont's introduction of a 27-in. model at \$450; and reports that Warwick is preparing to resume 27-in. production for Sears Roebuck. (2) Continuing emphasis on TV-stereo combinations as a step-up product that can be sold to both TV & stereo prospects. (3) Broadening of lines of FM radios, U.S.-made transistor sets and addition of low-priced clock radios.

In stereo, reverb has settled down to the status of a "feature"—it's apparently not the "revolutionary new type of sound reproduction" some thought it would be. Just about every phono maker (exception: Columbia) is making it available for customers who want it, at the very least. Many include it in all high-end sets as an extra feature. Almost completely missing from this winter's show were claims of "3-channel stereo." Although some manufacturers still have 3 speaker systems or 3 amplifiers, they have stopped muddying the stereo waters with "3-channel" claims.

The only really & obviously new feature observed at the Mart is Magnavox's "TV light meter." This highly demonstrable gadget consists of a light-dependent sodium resistor mounted in a small circular window near the picture tube. It varies the potential on the screen grid of the video amplifier tube on the basis of the amount of room light, automatically changing the brightness & contrast. Magnavox says it has filed for a patent on the system, which it claims is simpler than the photocell method used by several European manufacturers (including Grundig, whose imported photocell set is described on p. 23). The light meter, of course, will result in a price increase in the four 27-in. sets which now use it, and eventually in other sets when it is incorporated in them.

Here's a rundown on new sets & features not previously reported:

Magnavox—"Golden Spectacular" 27-in. at \$339.50, lowboy color set (Magnavox's 2nd) at \$699.50, three 23-in. combos at \$349.90 to \$545, a 24-in. combo at \$650, two 27-in. combos at \$799.50 to \$850, two 27-in. sets with FM radio tuners. The latter 4 sets have automatic light meter. In stereo, Magnavox added phonos at \$169.50 & \$199.50, six radio-phonos from \$199.50 to \$495. Also added was an FM-AM table radio at \$49.95. Magnavox claims that combinations now comprise 30% of its TV sales, as opposed to less than 4% for the industry as a whole.

Westinghouse—Now in the 2nd year of its fine-furniture promotion, Westinghouse has launched a Feb.-March interior-decorating plan, under which leading decorators will suggest, by mail, arrangement of furniture, color schemes, etc. based on personal specifications of Westinghouse console purchasers. Westinghouse's "Curio Chest Collection" of really elaborate cabinets available separately to house its 19-in. TV sets is also getting a big play.

Westinghouse added no TVs. New phonos: Portable 3-sound-system stereo, \$79.95 with 90-day parts & labor warranty; monaural portable, \$24.95. New radios: 4-tube clock radio, \$19.95; 5-tube clock radio, open list; 6-transistor radio, \$24.95.

Motorola—In addition to the 4 sets reported last week, Motorola added four 19-in. table models at \$169.95-\$199.95.

Philharmonic label has returned to TV—the pioneer brand having been restored by Symphonic Electronic Corp. as a special private label for direct selling to dept. stores and other key accounts. An early private-label TV manufacturer, the old Philharmonic Radio & TV Corp. has since been merged with Symphonic. At its showrooms in Chicago's Conrad Hilton Hotel during market week, Symphonic was telling dealers the story of its huge Philharmonic promotion at Jordan Marsh dept. store in Boston—the same store where the Philharmonic label made its debut 10 years earlier.

Prices of the Philharmonic TVs sold at the special sale which began Jan. 3 started at \$116.90 for 19-in. portable, \$139.90 for 23-in. console, \$299.90 for 23-in. TV-stereo-FM-AM combo. Although many of the Philharmonic sets displayed last week were identical to the Symphonic line, company officials said the lines will become separate & distinct next summer.

* * *

DC-restoration circuit, an engineering rarity in TV sets, is now standard in all RCA color & 23-in. black-&-white sets. This technique, long known but little used, provides blacker blacks & whiter whites, prevents washout of picture details in contrasty scenes. Use of this circuit in RCA & Zenith sets (Vol. 17:1 p18) may be the forerunner of its more extensive employment in high-end receivers.

Trade Personals: L. S. Thees promoted from gen. commercial mgr. to new post of div. vp, gen. sales, RCA Electron Tube div. . . . Walter S. Holmes Jr., C.I.T. Financial Corp. controller, elected a vp. He was formerly RCA controller.

Samuel Schwartzstein, former gen. mgr. of Admiral N.Y.-N.J. branch distributing operation, appointed vp in charge of Admiral distributing branches . . . Frank R. Demmerly, ex-RCA, named Philco controller, John Bewley appointed general auditor . . . George R. Loux, ex-mfg. vp, named operations vp, National Co. . . . William H. Rous appointed Amphenol-Borg vp, international operations.

Jerome B. Wiesner of MIT, noted electronic scientist, appointed President-elect Kennedy's special asst. for science . . . Donald M. Krauss, formerly with GE's projection & industrial TV projects, named to new post of mgr. of scanner projects, Gulton Industries . . . Edwin O. Cole, ex-Bendix, promoted to new position of dir. of industrial relations, Fairchild Camera & Instrument.

William Grady named to new post of mfg. vp, Columbia Records . . . Glenn R. Lord named govt. mktg. vp, Raytheon; George Ingram Jr. appointed Raytheon finance vp.

Obituary

T. J. Newcomb, 63, mgr. of Westinghouse TV-radio div. from 1952 until his retirement in 1955, died Jan. 11 at his home in Margate City, N.J., after a brief illness. He joined Westinghouse in 1929 as supervisor of domestic refrigeration. His wife survives.

More about

TV IMPORTS RISE: The only 2 active importers of TV sets—Delmonico & Majestic—displayed their wares last week in Chicago coincident with the International Home Furnishings Market (see p. 19).

Gratified with the initial response to its 19-in. portable made by Victor of Japan, Delmonico introduced 2 new TV-phono-AM-FM models—19-in. listing at \$299.95 and 23-in. at \$449.95—both due early next month. Delmonico also is anticipating introduction of a new 19-in.—with less deluxe circuitry—in April or May.

The new set will have series-string filaments instead of a power transformer, 2 IF stages instead of 3 in the current \$159.95-list model. It will use some U.S.-made components (present Delmonico portable uses U.S.-made picture-tube only) in order to get UL safety seal. This model will be salable in U.S. communities which now ban non-UL-approved electrical goods. And, significantly, it can be sold by mail-order houses—such as Sears Roebuck—which don't list non-UL goods in their catalogs. Sears recently sold 4,000 Delmonico sets in a special promotion at \$128 (Vol. 16:50 p18), and there are hints that the new Delmonico portable will become a regular Sears catalog item—either under Delmonico or some other trade name.

Delmonico's goal, as reiterated to us last week by exec. vp Herbert Kabat, is 1% of the TV market—or 50-to-60,000 sets a year. "We look upon ourselves as another source of TV for the industry," he said. Does he expect to see other Japanese makes of TV in this country? "It's very possible," says Kabat, but he doesn't foresee a flood comparable to the transistor radio deluge. He points out there are only 10 TV manufacturers in Japan, and therefore only 10 sources of TV sets—not hundreds as in the transistor radio business.

As to battery portable TVs and color sets from Japan—"not ready," says Kabat.

Majestic International, which previously had some top-of-the-line TV combos, showed a 23-in. German Grundig-made console and a TV-stereo-AM-FM-SW combination at the lowest prices of any German TV sets it has offered so far—but they're still high-end items at \$475 & \$595 lists.

The sets have some unique features: Photocell control which automatically adjusts picture brightness to room lighting, similar to the new Magnavox feature (see p. 22); a signal-seeking push-bar channel selector, which automatically stops only at channels with pictures, while a traveling light indicates which channel is tuned in; all controls concealed under hinged panel. Like the Delmonico sets, the Grundig TVs use U.S.-installed picture tubes. Sonic remote control (volume, channel, brightness) is available to the dealer at \$40 extra, adds \$75 to the list.

The German-American Metz TV-stereo hybrid, which made its debut about a year ago (Vol. 16:2 p20), was again represented in Chicago last week, after a highly successful year. This time, two 23-in. combos were shown—incorporating German-made stereo-radio combinations & U.S.-made TV chassis. It's understood Philco chassis are now used.

In radio imports, Delmonico appeared to be assuming a far stronger position, having taken over the Japan Victor radio line (it previously had the TV franchise only) from Petely Enterprises. Japan Victor, incidentally, is wholly owned by Matsushita, whose imports are handled by Matsushita of America.

On the surface, it would appear that the tide has turned away from Japanese-made transistor radios as a result of: (1) Lowered prices & improved quality of U.S.

products. (2) Japanese govt. quotas on radio exports to U.S. & Canada. (3) Near-record demand for & sales of radios in U.S. Nevertheless, most American set makers were still gloomy about the whole situation, pointing to the huge transistor surplus in Japan and predicting widespread cut-price dumps of Japanese goods.

Certainly the Japanese competition has made American radio manufacturers explore new markets and stretch their ingenuity to the fullest. Admiral, for example, has expanded its distribution to jewelry & specialty chains, distributing directly to them. Admiral's Ross Siragusa Jr. estimates that such direct sales now account for 10-to-12% of his company's radio business. Such markets as jewelry stores were originally opened up to radio business by Japanese radios.

Japanese competition is cutting into British electronics exports to the U.S., Commerce Dept. figures for first-half 1960 indicate. The Dept.'s Business & Defense Services Administration reported that last year's first-half U.K. electronic product exports to the U.S. totaled \$9.1 million, down from \$9.4 million in the same 1959 period. The declines were in consumer products & tubes, partially offset by increases in communications, navigation & radar equipment. Six-month shipments of record-playing mechanisms were down 20% to \$3.6 million from \$4.5 million in the 1959 period (423,900 units vs. 492,700 units); phono parts & accessories, down 58% to \$345,000 from \$830,000; radio receivers, down 18% to \$119,000 from \$146,000 (5,100 vs. 4,800 units); speakers & microphones, down 11% to \$275,000 from \$310,000 (49,000 vs. 60,800 units); tubes & transistors, down 15% to \$966,000 from \$1,260,000 (1,667,800 vs. 2,553,200).

Remote control is "best single sales feature" in TV, according to *Mart* magazine's annual dealer survey, reported in the January issue. Digesting responses of 176 appliance & TV dealers, *Mart* found that remote control jumped to first place as "best sales feature," 17 dealers selecting it. "No printed circuits," dropped from first place in last year's survey to 2nd this year, with 15 votes. Others, in order: Service free or reliable, 12 votes; quality construction, 11; furniture styling, 9. Other TV-stereo highlights of the survey: (1) Stereo was listed as 2nd most profitable item in 1960, with 20% of dealers selecting it as No. 1 (automatic washers were first, chosen by 26%). TV was 3rd, selected by 15%. (2) The majority of dealers (126) don't plan to change the number of TV brands they handle in 1961. Of the remainder, 27 will decrease, 10 will increase brands, and the rest either didn't answer or replied that they don't handle TV.

Finance

Electronics Capital Corp., the small-business investment company, expects its earnings to total between \$160,000 & \$170,000 (9¢ a share) for the year ending next June 30, Pres. Charles Salik told the Los Angeles Society of Security Analysts last week. He predicted gross income of about \$1 million. For the last fiscal year, gross was \$892,580, earnings \$145,334 (8¢ on each of its 1.8 million shares). Said Salik: "Earnings are the least of our objectives. Capital gains are our primary objective—we want to see these companies we've invested in grow so our investors' money will grow with them." To date, Electronics Capital has invested \$7 million and committed \$3 million more to 15 electronics companies.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AT&T	1960—year to Nov. 30	\$7,880,384,000	—	1,205,954,000	\$5.52	218,491,000
	1959—year to Nov. 30	7,351,310,000	—	1,100,781,000	5.16	213,144,000
	1960—qtr. to Nov. 30	2,009,775,000	—	312,155,000	1.40	223,454,000
	1959—qtr. to Nov. 30	1,876,587,000	—	284,575,000	1.33	214,393,000
General Instrument ¹	1960—9 mo. to Nov. 30	53,213,971 ²	\$ 4,826,158	2,431,558	1.01	2,415,523
	1959—9 mo. to Nov. 30	49,115,212	4,017,315	1,888,755	.88	2,147,980
	1960—qtr. to Nov. 30	19,851,137 ²	2,248,457	1,123,023	.47	2,415,523
	1959—qtr. to Nov. 30	18,800,500	1,985,870	926,645	.43	2,147,980
Itek ³	1960—year to Sept. 30	35,053,837	—	886,337	.81	—
	1959—year to Sept. 30	28,886,836	—	679,174	.65	—
Magnavox Story below.	1960—year to Dec. 31	124,500,000 ²	—	6,500,000 ²	2.75	2,360,000
	1959—year to Dec. 31	107,758,000	—	4,679,458	1.99	2,360,000
	1960—qtr. to Dec. 31	44,600,000 ²	—	2,966,000 ²	1.25	2,360,000
	1959—qtr. to Dec. 31	35,000,000	—	2,295,000	.98	2,360,000
MGM	1960—12 wks. to Nov. 26	30,902,000	4,902,000	2,177,000	.87	2,506,129
	1959—12 wks. to Nov. 26	27,633,000	4,352,000	1,852,000	.71	2,608,888
Muntz TV Story below.	1960—qtr. to Nov. 30	2,688,500	—	298,261	.25 ⁴	1,175,876
	1959—qtr. to Nov. 30	3,088,864	—	378,668	.32 ⁴	1,165,376
Pacific Industries	1960—qtr. to Nov. 30	4,374,023	—	431,663	.30	1,415,354
	1959—qtr. to Nov. 30	4,490,718	—	93,221	.08	1,145,354
Stanley Warner ⁵	1960—13 wks. to Nov. 26	33,351,153	2,670,615	1,470,615	.73	2,025,374
	1959—13 wks. to Nov. 26	32,366,397	2,540,448	1,210,448	.60	2,025,374
Storer Bcstg.	1960—10 mo. to Oct. 31 ²	24,874,884	8,294,814	4,104,879	1.66	2,474,750
	1959—10 mo. to Oct. 31	22,723,228	—	4,156,453	1.68	2,474,750
Walt Disney Productions ⁶	1960—year to Oct. 1	46,409,572	(2,642,037) ⁷	(1,342,037) ⁸	—	1,626,023
	1959—year to Oct. 3	58,432,399	7,300,228	3,400,228	2.15	1,581,011
Webcor	1960—qtr. to Sept. 30	6,888,000	—	137,000	—	—
	1959—qtr. to Sept. 30	8,783,000	—	135,000	—	—

Notes: ¹Including merged General Transistor on a pro-forma, pooling-of-interest basis. ²Record. ³Including merged Hermes Electronics. ⁴After preferred dividends. ⁵From SEC report. ⁶Including Disneyland

Park. ⁷After \$6-million write-down of inventory (Vol. 16:49 p24). ⁸After \$1.3-million tax credit. ⁹Including WAST Albany.

Magnavox sales & earnings rose to record levels in both the final quarter & the full year 1960 (see financial table). For the year, profits rose 40% on a 15.5% sales gain. In the December quarter, sales climbed 28% & earnings increased to \$3 million from the \$2.3 million of the year before. "The sizable sales increase," explained Pres. Frank Freimann, "is largely attributable to the company's military & industrial products div., where sales for the last quarter were approximately double those of last year." TV & stereo sales produced a "modest" gain over 1959.

Collins Radio anticipates a 20% profit decline in its 1961 fiscal year ending July 31. The company had previously forecast gains of up to 10%. Exec. vp R. S. Gates attributed the downbeat estimate to increases in R&D outlays, and the failure of an anticipated 20% increase in non-military business to materialize.

Muntz TV, which experienced a 17% sales drop in the first quarter of its 1961 fiscal (see financial table), expects the total year (ending Aug. 31) to about equal the \$860,451 (74¢ a share) profit on \$9.8-million sales produced in fiscal 1960. Secy.-treas. Daniel J. Domin looks for a 2nd-half recovery to wipe out the first-half lag. Pres. Wallace Keil reports that Muntz hopes to introduce a 27-in. TV this year.

Corporation	Common Stock Dividends		Stk. of Record
	Period	Amt. Payable	
Allied Radio	Q	\$0.08 Feb. 28	Feb. 14
Howard W. Sams	Q	.15 Jan. 25	Jan. 10
Wurlitzer	Q	.20 Mar. 1	Feb. 10

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 12, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	18 3/4	20 7/8	Magna Theater	3	3 1/2
Aerovox	8 1/2	9 1/2	Magnetics Inc.	7 1/2	8 3/8
Allied Radio	22 1/4	24 1/2	Maxson (W.L.)	10 1/2	11 1/2
Astron Corp.	1 3/4	2 1/8	Meredith Pub.	42 1/2	45 1/2
Baird Atomic	23	24 1/2	Metropolitan Bcstg.	20 1/2	22 1/2
CGS Labs	8 3/4	9 1/4	Milgo Electronics	20	21 1/4
Cetron Electric	5 1/2	6 1/4	Narda Microwave	5 1/4	6
Control Data Corp.	63 1/2	66 3/4	Nuclear of Chicago	37 1/2	40
Cook Elec.	12 1/2	13 3/8	Official Films	2 3/4	3-1/16
Craig Systems	14 1/2	16	Pacific Automation	4 1/2	5 1/2
Dictaphone	34	36 3/8	Pacific Mercury	7	7 1/2
Digitronics	22 1/2	24 1/2	Phillips Lamp	149 1/2	155 1/4
Eastern Ind.	14 1/2	16 1/2	Pyramid Electric	2 1/2	3 1/8
Eitel-McCullough	17 1/2	18 1/2	Radiation Inc.	27	29 3/4
Elco Corp.	13 1/2	15 1/2	Howard W. Sams	40 1/4	43 1/2
Electro Instruments	24 1/2	27 1/4	Sanders Associates	38	41 3/8
Electro Voice	8 1/2	8 3/4	Silicon Transistor	4 1/2	5 1/8
Electronic Associates	28 1/2	30 3/4	Soroban Engineering	45	48 1/2
Eric Resistor	10 1/2	11 1/2	Soundscribe	15 1/4	16 1/4
Executone	20	22	Speer Carbon	18 1/2	20 1/2
Farrington Mfg.	27	29 3/4	Sprague Electric	54	57 1/2
FXR	36	39 3/4	Sterling TV	1 1/2	2
General Devices	11	12	Taft Bcstg.	12 1/4	13 3/4
G-L Electronics	10	11 1/4	Taylor Instrument	37	40 3/4
Granco Products	3	3 3/8	Technology Inst.	7 1/2	8 1/2
Cross Telecasting	20 1/2	22 1/2	Telechromé	12 1/4	13 3/4
Hallcrafters	34 1/4	36 3/8	Telecomputing	7 1/2	8 1/4
Haydu	1/16	1/4	Time Inc.	83	87 3/4
Hewlett-Packard	27 3/4	29 3/4	Tracerlab	9 1/2	10 1/4
High Voltage Eng.	168	180	United Artists	5 1/2	6 1/2
Infrared Industries	15 1/4	17	United Control	16 1/2	18
Interstate Engineering	22 1/2	24 1/2	Universal Trans.	7 1/2	1 1/8
Itek	51 1/4	56	Vitro	11 3/4	12 3/4
Jerrold	7 3/8	8 3/8	Vocaline	2 3/4	3-3/16
Lab for Electronics	46 1/2	49 3/4	Wells-Gardner	23	24 1/2
Lel Inc.	5 1/2	6	Wometco Ent.	13	14 1/4

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SUMMARY-INDEX OF WEEK'S NEWS

WITH THIS ISSUE:

Index to 1960 Television Digest Newsletters & Special Reports, key to year's TV news, superseding quarterly Indexes.

FCC

STATIONS BLAST PROPOSED TRANSFER RULES. They call the 3-year-minimum unfair, unnecessary, time-wasting, etc. (p. 1).

Auxiliary Services

FCC, NEAR FINAL GREEN LIGHT for pay-TV test, instructs staff to draft decision. But no start in Hartford until next year (p. 2).

CATV AT RTES provides lively luncheon workshop session, with divergent views presented on CATV's industry role (p. 4).

Stations

FM NEW STARTERS STILL OUTNUMBER AMs rising 80 in 6 months while AM increased 63. On-air totals Jan. 1: FM, 821, AM, 3,547 (p. 2).

U. S. & CANADIAN OUTLETS START: KIFI-TV (Ch. 8) Idaho Falls, Ida. began Jan. 23 with NBC-TV and CFCF-TV (Ch. 12) Montreal, Que. began Jan. 20 as an English-language independent (p. 6).

CANADA'S SET PENETRATION rose to 85% of homes last fall, and total TV households to 3,793,400, reports BBM (p. 6).

Advertising

JWT PITCH TO FORD for the 1957-58 season—hitherto a close secret—is unveiled to N.Y. RTES audience by the Thompson agency—with Ford's permission (p. 2).

Programming

PRODUCT BOYCOTT AGAINST SPONSORS of "The Untouchables" is threatened by N.Y. Congressman Alfred E. Santangelo unless ABC calls off its "stereotyping" of Italians (p. 7).

Consumer Electronics

MARKETING "THE WORLD OVER" is Philco specialty under Philco International Pres. Harvey Williams. Philosophy behind its \$100-million overseas appliance-TV business (pp. 14 & 17).

6-FT. WALL TV proposed for each of 900 Chicago apartment units by TelePrompter. It would employ rear-screen projection & new Dalto projectors (p. 16).

NARDA—"SNOWBALL" & NIPPON: Corning's TV promotion is endorsed at the dealers' Chicago convention. Keynoter, Admiral Pres. Ross Siragusa, raps competition from "cheap-labor" countries (p. 16).

MORE EMPHASIS ON MONO shown in November retail phono figures, as stereo dips to 60% of unit sales. Total phono sales for month are down 18% from year before (p. 18).

Film & Tape

"RED" MOVE ON MOVIES & TV seen by House Un-American Activities Committee Chmn. Walter (D-Pa.), who protests rehiring of studios of once-blacklisted employes (p. 8).

Technology

PORTABLE TV PROJECTOR, to retail at \$1,950, is demonstrated by N.J. flight-simulator firm. TPT buys first 10 units (p. 12).

IRE CONVENTION to be highlighted by panel on new energy sources. Session to hear paper on new video recorder (p. 13).

Other Departments

FOREIGN (p. 5). **FCC** (p. 10). **ETV** (p. 10). **CONGRESS** (p. 11). **NETWORKS** (p. 11). **PERSONALS** (p. 12). **FINANCE** (p. 19).

STATIONS BLAST PROPOSED TRANSFER RULES: FCC's proposed rules to tighten station sales (Vol. 16:50 pl), which would require hearings on sales of properties that are held less than 3 years (with certain exceptions), were roundly lambasted in several dozen comments filed last week. Opponents marshalled long list of arguments, including:

(1) Congress never intended to make licensees hold stations any minimum period.

(2) FCC has plenty of power now to curb abuses.

(3) Prospective investors will be driven away.

(4) Station employe morale would suffer during long periods of uncertainty pending decisions after hearings.

(5) Hearings will swamp FCC—with 3-year periods passing while transfer applicants are waiting for hearings & decisions—making whole process both moot & ludicrous.

(6) It's unfair to make 3-year periods applicable after grants of "major changes" of facilities—penalizing veteran broadcasters just because they've improved their properties.

(7) No other industries using public facilities have such restrictions.

Westinghouse Bcstg. Co. was a partial dissenter. It approved the proposed changes except for 3-year restriction on sales following grants of major facilities changes.

FCC NEAR FINAL PAY-TV TEST GREEN LIGHT: To no one's surprise, FCC has taken the penultimate step toward approving the RKO-Zenith Hartford pay-TV test. Following usual practice in such matters, it announced that it had instructed its staff to draft a decision giving the project its go-ahead.

It will take the staff a month or so to work up the necessary words for a final vote affirming last week's preliminary vote. FCC said it planned to approve the test "under specified conditions"—and it's understood that these will follow those recommended by the Broadcast Bureau (Vol. 16:49 p2). They're designed to enable the Commission to keep close tabs on the experiment.

After final approval, it's assumed that exhibitor opponents will exhaust all further procedures at FCC, then go to court. This should take 6 months or so. Then, RKO-Zenith has said, it will need 6 months to get started. So, don't look for actual operations in Hartford for about a year.

Meanwhile, other pay-TV hopefuls may be encouraged to apply to test other systems in other cities—and RKO-Zenith might ask FCC to change the ground rules to permit it to test in additional cities. It is now limited to one.

FM NEW STARTERS STILL OUTNUMBER AMs: Trend in AM & FM station growth continues as it has for the last year or two. Both AM & FM are in strong demand, but clogged AM pipelines at FCC permit FM to outstrip the older service in terms of new starts. Our figures as of Jan. 1, as reflected in our new Radio Directory, now in hands of printer, show that operating FMs total 821, up 80 in 6 months, while AMs total 3,547, up 63 in same period.

Applications for new FMs stand at 105, for AMs at 794. Applications for improved AM facilities total 807. Herewith are AM & FM totals at close of each year since end of World War II:

AM			FM		
Year	Licenses & CPs	On Air	Year	Licenses & CPs	On Air
1945	1056	913	1945	288	48
1946	1579	1027	1946	684	140
1947	1961	1586	1947	1010	374
1948	2131	1877	1948	976	687
1949	2246	2045	1949	791	728
1950	2351	2199	1950	706	672
1951	2410	2306	1951	654	640
1952	2516	2377	1952	648	612
1953	2644	2451	1953	602	550
1954	2782	2662	1954	583	549
1955	2941	2814	1955	557	536
1956	3140	3024	1956	559	528
1957	3289	3180	1957	588	537
1958	3423	3318	1958	686	571
1959	3527	3456	1959	839	677
1960	3667	3547	1960	1018	821

Advertising

JWT'S PITCH TO FORD: When an ad agency makes a presentation of a multi-million, multi-program TV campaign to a client, the "pitch" is usually a closely held secret and remains so. But just such a presentation became public industry knowledge last week in N.Y. when J. Walter Thompson TV-radio program vp Robert E. ("Bucky") Buchanan took the wraps off a JWT

presentation covering Ford Motor Co. broadcast activity for the 1957-58 season. "Ford," Buchanan told a Jan. 17 RTES luncheon meeting, "has given JWT permission to share with you our actual presentation," since it was recent enough to have industry interest but not recent enough to tip Ford's hand to competitors.

"Broadcast media can be properly used only if you know ahead of time exactly what you want to accomplish, whom you want to reach, how often and—the heart of the

matter—what you want to do with your specific commercial message,” Buchanan said. As presented originally by JWT (80 pages of text, 43 visual exhibits), the gist of the presentation was this:

In general, the TV-radio lineup had to (1) be “compatible with the Ford div. image,” (2) have evening time periods “between 8 & 11 o’clock,” (3) be in a good network slot in terms of competition & discount, (4) have a coverage factor of 95%, (5) provide “9 minutes (of commercials) per week, reaching 85% of TV homes in a 4-week period,” (6) attract a “40% per program” share of audience, (7) offer a cost efficiency “better than the average,” (8) and be flexible enough in format to be improved.

Specifically, JWT recommended 4 shows—*Tennessee Ernie Ford*, *Zane Grey Theater*, *Suspicion* and a series of *Desi-Lucy* 60-min. specials.

1. *Tennessee Ernie*, JWT felt, was a good buy because of his “strength in rural, older age groups,” a “favorable cpm,” the flexible opportunities for personal salesmanship by Ernie, his “popularity with dealers,” the obvious Ford sponsor identification, and because “by pure coincidence he would obviously never work for Plymouth or Chevrolet.”

2. Four Star’s *Zane Grey Theater*, as JWT saw it, had “appeal to younger families,” provided a good contrast to Ernie, had a “greater unduplicated audience” measured against the first recommendation, offered the “personal salesmanship of host Dick Powell,” and was liked by dealers and the public.

3. *Suspicion* was, again, a strong contrast to the other 2 shows, had a later time period & an attractive price. Further: “Drama, particularly suspense drama, has a high appeal for upper-income brackets.”

4. A final contrast to the above 3 shows was offered, JWT proposed, by the *Desi-Lucy* specials, and gave Ford something with which “to combat the effect of 52 Chevrolet hours” each year via *Dinah Shore*. The specials also offered various merchandising opportunities & the services of the show’s stars as “personal salesmen.”

Car Radio Listening Complements TV Viewing

The TV efforts should be backstopped, JWT said to Ford, with some choice radio buys: A capsule (5-min.) series with Bing Crosby and Rosemary Clooney, a morning news show, an afternoon *Arthur Godfrey Show*, and an evening newscast with Edward R. Murrow. The “2 media will complement each other,” said JWT, enabling Ford to reach “the man in his car across the nation.”

Did the Ford recipe bake up into a successful TV-radio cake? “Yes,” JWT’s Buchanan told the RTES group. “It was highly successful. Estimates on our TV shares came out so close I was surprised.”

Ford, as a TV client in action, is “no better and no worse than any other,” Buchanan said. “We have told Ford that mother-in-law surveys are strictly out.’ We hold no brief for a client who suddenly becomes an artistic genius, but within limits we will go along with changes.”

One notable change made in the JWT-recommended shows in the 1957-58 season: *Tennessee Ernie Ford* had developed as a folksy, cornpone type in daytime TV. However, when the show shifted to a nighttime spot for Ford, the producer chose to have Ernie appear on the opening show in white tie & tails, backed by a choral group in formal black robes and low-key, arty lighting. It was near-disaster. The sponsor complained loudly to the agency, which agreed heartily, and had a series of production conferences with the show’s producer. Result: Back to corn went the show, up went ratings.

Beer & ale rules for Canadian TV & radio stations would be liberalized under a proposal announced last week by the Board of Broadcast Governors—but they still would not permit the TV display of brew, bottle or carton. The TV regulations would permit the naming of the brewery & its products and visual display of the label. Radio rules would allow mention of brewery & products. Current regulations permit mention of names of products only. BBG has scheduled public hearings Feb. 22 for the new rules, which would apply only in the 3 provinces where advertising of alcoholic beverages is permitted—Ontario, Quebec & Newfoundland.

TV quaffed major portion of the brewing industry’s 1960 ad budget of \$169,650,000, reports Jan. 20 *Printers’ Ink*. Runner-up media: outdoor, radio, newspapers, magazines. Spot accounted for the lion’s share of the TV.

James M. Landis, President-elect Kennedy’s advisor on regulatory agencies (Vol. 17:2 p2), will be the main-session lead-off speaker at the 3rd annual mid-winter Washington conference of the Advertising Federation of America Feb. 1 in the Statler-Hilton Hotel. Other speakers will include Rep. Boggs (D-La.), discussing “Censorship by Taxation,” and Rep. Wilson (R-Cal.), giving his views on the ad industry. A special luncheon guest will be Commerce Secy.-designate Luther H. Hodges. A reception for members of Congress & officials of the Kennedy administration will close the conference.

Agency entry into film production for the 1961-62 season is via a McCann-Erickson-Desilu Productions series-to-be, *Counter-Intelligence Corps* (Vol. 17:3 p10). The co-production venture is the “first between a major producer & an agency” and includes a 2-part pilot (shooting of which begins Feb. 1) and 12 additional 60-min. episodes. The agreement covers foreign distribution rights to the 2-partner as a future theatrical film release.

Ad People: Edward L. Bond named exec. vp-gen. mgr., Young & Rubicam . . . Alfred S. Moss, ex-Don Kemper & Co., joins Kastor Hilton Chesley Clifford & Atherton as a senior vp . . . Robert Keith Gray, secy. of President Eisenhower’s cabinet, elected a vp of Hill & Knowlton & dir. of the Washington office . . . Carleton L. Spier, vp, dir. & copy supervisor, retires after 43 years with BBDO & its predecessor agency.

Jerome R. Feniger promoted from TV-radio programming vp, Cunningham & Walsh, to TV vp for TV dept. programming operations, account service & business affairs . . . Dr. Carl H. Rush named vp-research dir., Ted Bates . . . Greene Fenley III named a Dancer-Fitzgerald-Sample vp . . . Ralph W. Nicholson, vp & mgr., Fuller & Smith & Ross, appointed U.S. Asst. Postmaster General . . . Nat Kameny, Kameny Associates, elected pres., League of Advertising Agencies, succeeding Alfred Siesel, H. J. Siesel Co.

U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
KABC-TV Los Angeles	\$3500 (no change)	\$900 to \$1000	Jan. 1
WTAE Pittsburgh	1800 (no change)	500 to 550	Jan. 1
WTCN-TV Minneapolis	1200 to \$1500	340 (no change)	Jan. 1
WLWC Columbus, O.	1100 to 1150	250 (no change)	Jan. 1
KMJ-TV Fresno	700 (no change)	190 to 200	Dec. 1
KDAL-TV Duluth	550 to 660	125 to 150	Jan. 1
WSTV-TV Steubenville, O...	550 to 600	140 (no change)	Jan. 1
KPHO-TV Phoenix	450 to 500	100 (no change)	1
KVIP-TV Redding, Cal.	250 to 275	55 to 70	Jan. 1

¹Not reported.

Auxiliary Services

CATV SESSION AT RTES: The "co-existence problem" between CATV operators & licensed-station broadcasters is still a problem—and likely to remain so until there's a clear-cut set of industry or govt. (or both) rules covering community antennas. That was the impression, if not the immediate intent, of an RTES workshop luncheon meeting in N.Y. Jan 18 which bravely tackled the question of CATV's relationship to the broadcast industry.

On hand to state their viewpoints, and to answer floor questions, was a guest panel including: William Dalton, new pres. of National CATV Associates Inc.; Mrs. Dorothy Mugford, promotion mgr. & CATV liaison for WNEP-TV Scranton-Wilkes-Barre, Pa.; NAB TV vp Charles Tower; and Milton J. Shapp, pres. of Jerrold Electronics Corp. Moderator for the session was Sol Cornberg, pres. of Sol Cornberg Associates and chmn. of the RTES workshop.

Reflecting opinions held by many broadcasters, Tower stated that "CATV is a limited type of pay TV supported by people who subscribe . . . and by the advertisers & broadcasters of the TV industry who provide a no-cost source of raw material. CATV systems perform a useful service. They have to because the American public is sensitive to a gyp operation."

"Free TV Is Primary Service"

Problems between CATV operators & broadcasters, Tower said, have come "from relatively few situations where CATV people have refused to make relatively few concessions to reconcile interests involved. Were they more farsighted, we wouldn't have the problems we have today . . . CATV interests must recognize that free TV is the primary service, not only because it serves the overwhelming majority of Americans, but also because it provides the free product which makes CATV possible."

It is "essential," said Tower, to have legislation recognizing "that CATV systems, if not a part of the nationwide allocations program, have at least a substantial impact upon it." FCC, Tower added, should be given authority "to control, where necessary, the relationship between free TV & existing CATV and also to control the possible future development of CATV."

In his first public appearance as a CATV spokesman, Dalton had, prior to Tower, stuck closely to the everything's just-dandy point of view. "CATV," he said, "is not a competitor . . . not the broadcaster's boogie man . . . not the advertiser's, or the ad agency's, enigma . . . not the forerunner of pay TV. CATV is nothing more than a master antenna service."

Not a single one of the common criticisms of CATV—ranging from claims that CATV blocks new TV stations to its role as "a young monster"—are factual, Dalton said. He noted that the TV industry itself is frequently under attack from outside. Without mentioning Kennedy aide James M. Landis by name, Dalton made a fairly obvious reference to Landis' recently-stated (Vol. 17:3 p3) views, saying, "There are some who believe that government should step in & produce TV shows, thereby improving facilities, providing more employment, introducing more competition."

A middle-of-the-road stance was taken by the panel's lady guest, Mrs Mugford. A CATV operation can become "an integral part" of a station's community service, she indicated, and can even contribute to the station's public-

affairs activities. "CATV must never . . . restrict the growth of local stations. This is not only unfair to the broadcaster, but to CATV subscribers," she warned.

With this opinion spectrum from which to choose, it was only natural that audience questions would reflect even sharper divergence—and so they did. Samples: Q: "Who makes the choice of what stations will be fed to a CATV system if you have a multiple choice?" A: (from Mrs. Mugford) "Where there's a choice, it's usually the stations with the strongest signals, although generally a system tries to cover all 3 networks." Q: "CATV services put the stress on network shows. Why don't they carry full schedules of local shows?" A: (from NCTA's Dalton) "I believe CATV operators are more conscious of their responsibilities than ever before." Q: "Boosters seem to be the answer, not CATVs. Would you agree to non-duplication (of programming from different sources) to prevent an economic bind for new local stations?" A: (from Jerrold's Shapp) "Only 3 out of the 100 stations that have gone on & off the air since 1952 have claimed that CATV was a direct cause. CATV works on the law of economics." Q: "What about CATV's originating pay-TV programming, such as the Patterson-Johansson fight?" A: (from Chmn. Cornberg) "Ladies & gentlemen, I believe our time today is about up . . ."

Newhart Draws 30% for Telemeter: Bob Newhart's live pay-TV show in Toronto earlier this month (Vol. 17:2 p9) attracted just under 30% of the 6,000 Telemeter homes in the area for the original & repeat showings. So estimated Telemeter in N.Y. last week on the basis of tapes from pay-TV units processed so far (11%). By all evidence, there's no profit at all for Telemeter in the deal, which the Paramount subsidiary considers experimental. Program charge for the Newhart show was \$1.25, which would mean a gross (before operational and collection charges) of about \$2,000. Newhart's usual nightclub fee is about \$10,000.

Toronto viewers, and nearly all U.S. TV homes, had a chance, following Newhart's pay-TV venture, to watch him do his "submarine" monologue on the *Ed Sullivan Show* for free. And on Jan. 20, N.Y. viewers could catch his "Abe Lincoln" monologue in a guest shot on *Playboy's Penthouse*. He was also planning other TV appearances, it was reported.

We discussed the Newhart pay-TV show last week with a spokesman for comedian Dick Shawn, who has a nightclub act (and a nightclub price) not unlike Newhart's. Shawn believes that night club comics should never perform their bistro act—their real stock in trade—on TV, and has turned down everything from standing offers from Perry Como and Ed Sullivan to pay-TV nibbles. He isn't averse to TV—but only in a straight dramatic role.

Formerly-illegal vhf booster operators have been given 2 months' grace by the FCC, which extended from Feb. 1 to April 1 the deadline by which they must file applications for translators complying with new Commission rules. The reason, FCC said, was "the present limited availability of type-accepted vhf translator equipment." It announced that only one had FCC approval: Type No. HRV, made by Electronics Missiles & Communications Inc. However, before the week was out, 2 more had been accepted: RX-17B by Mid-American Relay System, and T-1 by Benco TV Associates Ltd. No more applications are pending although several manufacturers, including Adler, have announced plans to make them.

No Pay TV Now for Soo: That proposed "Charge-A-Vision" wired pay-TV system for Sault Ste. Marie, Ont. (Vol. 16:41 p9) is definitely not in the cards—at least for the time being. A merger of 2 firms planning to wire up that Canadian city (one of them including the Charge-A-Vision principals) will result in a deluxe CATV system with programs from the 3 U.S. networks piped across international border, in addition to signals from local CJIC-TV.

The system, however, will have a total capacity of 9 channels—meaning 5 to spare—and the officials of the firm announced that it "will be capable of carrying local originations & movies as & when required." Added T. A. Cross, Pres. of Rediffusion Inc., in answer to our specific question: "The system is flexible so pay TV can be added later."

The new firm will be controlled by Rediffusion Inc., Canadian affiliate of big British-operated Rediffusion Ltd., which runs a 16,000-subscriber CATV system in Montreal. A large minority interest will be held by Superior Community TV Ltd., which also had been planning a Sault Ste. Marie CATV system and includes principals of the proposed Charge-A-Vision project.

Believed to be the first CATV system to pipe programs across the Canadian-U.S. border by cable, Rediffusion-Superior TV Ltd. (as the firm probably will be called) will pick up network programs from "a common carrier system already existing in Sault Ste. Marie, Mich.," just across the border—presumably the carrier which supplies signals to the CATV in the Michigan city (Soo Cable TV Inc.).

Cross said installation of 150 miles of cables in Sault Ste. Marie and the townships of Korah & Tarentorous will begin by March 15, with service due to start June 1. He estimated a potential of 5,000 subscribers. The firm's office will be at 169 East St., Sault Ste. Marie, Ont.

Jerrold has petitioned U.S. Supreme Court to reverse last July's District Court anti-trust ruling which bars it from acquiring CATV systems without Court permission before April 2, 1962 and forbids it from tying in exclusive servicing or purchasing contracts with its sales of equipment (Vol. 16:31 p8). Jerrold argued in its appeal that it is a small company competing with giants and asked whether it can legally be barred from buying CATV systems, since these systems "consume, rather than re-sell" Jerrold's products.

Jerrold sales of CATV equipment will climb to a record of more than \$3.3 million in the 1961 fiscal year ending Feb. 28, reports community-sales div. mgr. Lee Zennick. Sales & installations are running at a rate 50% higher than a year ago. He says Jerrold-built systems installed this year have brought multi-channel TV to more than 250,000 viewers in 12 states.

Systems Management Inc., Daniels Bldg., 2930 E. 3rd Ave., Denver, has been established by CATV broker Bill Daniels to aid newcomers in the management of CATV systems. Pres. of the new organization is Carl Williams, who is a partner with Daniels in the brokerage. The firm provides overall management, engineering, accounting, public relations, promotion, etc.

Closed-circuit color-TV system will be installed in the Air Force's Pentagon hq by Foto-Video Electronics Inc., Cedar Grove, N.J., supplementing a system now in operation in the Joint Chiefs of Staff war board room. The Air Force installation will include a studio & control room and 12 rooms outside the main area with color monitors.

Fayetteville, Ark. CATV system plus radio KHOG and a Muzak franchise, in which Sen. Fulbright (D-Ark.) & his family held an interest, have been sold to Southwestern Trans-Video Corp., headed by C. A. Sammons of Dallas—price not disclosed, negotiated by Daniels & Associates. The CATV system has 3,800 subscribers. Fred J. Stevenson, who continues as mgr., at the same time purchased the Rogers, Ark. system which has approximately 1,000 subscribers. Sammons now controls 14 systems serving 16 communities with a total of 40,000 connections, and said to be the largest holdings in the industry.

Uhf translator grants: Ch. 72, Mason Tex., to Fort Mason Translator System. Ch. 71, Fish Lake Valley, Nev., to Esmeralda County TV district. Ch. 80, The Dalles, Ore. & Goldendale, Wash., to Mid-Columbia Community TV Corp. Ch. 73, 75 & 83, Wellington & Dodson, Tex., to Greenbelt TV Translator System Inc. Ch. 70 & 74, Grand Marais, Minn., to Grand Marais Lions Club.

On-channel uhf boosters whose power is limited to one watt could be operated by uhf translator licensees under an amended rule proposed by FCC. The Commission invited rule-making comments by Feb. 17 on the change, which was requested by Blue Mt. TV Assn., North Powder, Ore., to permit filling in small shadow areas.

Vhf repeater applications by Carbon County, Utah, for authority to operate 3 stations serving Helper have been dismissed by FCC on grounds that they weren't constructed before its July 7, 1960 legalizing deadline. Carbon County was advised to file applications for translator CPs.

Yuma station-CATV conflict was washed out by FCC last week when it dismissed KIVA's protest, at the station's request, against microwave grants to Antennavision Service Co., which has bought the station.

Add pay-TV protests: Citizens' petitions against subscription TV continue to flow into the House (Vol. 17:2 p9). Among the latest is one from Norwich, Conn., introduced by Rep. Seely-Brown (R-Conn.).

RCA translator equipment (TRA-1A series) has been announced as available for delivery within 60 days of orders. Single conversion (cross band) translators are priced at \$1,995, dual conversion (low or high band) units at \$2,450.

Translator starts: K75AU & K78AU Maupin, Ore. began Dec. 18 repeating KGW-TV & KPTV Portland.

Vhf translator grant: Ch. 6, Tex., to KFDA-TV (Ch. 10) Amarillo.

Foreign

Uhf comes to Japan: The first uhf outlet programming in Japan—and the first U.S. Armed Forces station in that country—is Ch. 73, now telecasting to troops at Misawa Air Base on Northern Honshu. Japan, however, will get its own uhf stations soon. The Postal Ministry reportedly has decided to set up 100 booster or translator stations this year to eliminate blackout areas. Uhf outlets will serve areas surrounding large cities, while boosters along the Inland Sea & Northern Kyushu will be vhf.

New drama chair has been established at England's University of Manchester by commercial programmer Granada TV, to provide specialized instruction in TV, theater, and films.

Licensed TV sets in Sweden now number more than one million, compared with only 15,000 at the start of telecasting in 1957. There were 600,000 a year ago.

Stations

NEW & UPCOMING STATIONS: KIFI-TV (Ch. 8) Idaho Falls, Ida. received program test authorization Jan. 18 for start Jan. 23 as the area NBC-TV affiliate. It takes over from KTLE (Ch. 6) Pocatello, whose mgr. Gloria Dillard says the station will quit unless it gets a network affiliation. The new starter raises the U.S. operating total to 580 (91 uhf) outlets. In Canada CFCF-TV (Ch. 12) Montreal, Que. started programming Jan. 20 as an independent English-language outlet, raising the Canadian on-air total to 80 TV stations.

KIFI-TV has a 28-kw GE transmitter & a 100-ft. tower from Tower Construction Co. on Little Butte Mt. where CBS-ABC affiliate KID-TV (Ch. 3) Idaho Falls also has its transmitter. It has news & advertising offices in both Idaho Falls & Pocatello. Control of KIFI-TV & KIFI is held by the J. Robb Brady Trust. James M. Brady is pres., gen. mgr. and sales mgr.; Arthur S. Wiener, ex-KOLD-TV Tucson, operations mgr.; Blair G. Nelson, from radio KIFI, chief engineer. Base hour is \$250. Rep is Meeker.

CFCF-TV is using an 18-kw Marconi transmitter & a temporary tower with a 3-bay Alford slotted ring antenna to put out 80-kw visual ERP. It will go to a full 325-kw picture next summer after a second 18-kw Marconi transmitter is delivered in May and the 330-ft. tower it will share with CBC's two Montreal outlets is completed. Owner is Canadian Marconi which has operated Montreal radio CFCF for 40 years. S. M. Finlayson is pres. of both Marconi & CFCF-TV; R. E. Misener, from CFCF, is gen. mgr.; Vin Dittmer, CFCF, business mgr.; R. J. Johnston, ex-CKLW-TV Windsor-Detroit sales mgr.; S. B. Hayward, ex-CKPT Peterborough, program mgr.; James Boyd, ex-CKSO-TV Sudbury, operations mgr.; P. A. Tweedie, CFCF, promotion mgr.; J. C. Douglas, CFCF, chief engineer. Base hour is \$1000. Reps are Weed and All-Canada.

* * *

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

WBNB (Ch. 10) Charlotte Amalie, V.I., with delivery of its 200-ft. Utility tower delayed until Dec. 31, has changed target for programming with CBS-TV & NBC-TV to Feb. 15. The information comes from Robert Moss, pres. & gen. mgr. A Gates 500-watt transmitter is being installed in the studio-transmitter building on Mountain Top Estate, St. Thomas. Base hour will be \$60. Rep will be Caribbean Networks.

WIPM-TV (Ch. 3) Mayagüez, P.R. has again changed target—now Feb. 15—for operation as a non-commercial outlet of the P.R. Dept. of Education, reports R. Delgado Marquez, gen. mgr. of the Dept.'s other station, WIPR-TV (Ch. 6, educational) San Juan. A 6-kw RCA transmitter is ready, but antenna won't be installed on the 202-ft. Ideco tower until the end of January.

CJOH-TV (Ch. 13) Ottawa, Ont. has advanced its programming target to March 1, reports W. O. Morrison for Pres. E. L. Bushnell. The transmitter house was scheduled for completion by Jan. 15 and an 18-kw Marconi transmitter is scheduled to arrive this month. Construction of a 600-ft. Microtower is scheduled for completion by Feb. 15, as is the work on the temporary studio building. Base hour will be \$475. Reps will be Young and Stovin-Byles.

WUSN-TV Charleston, S.C., an NBC-TV affiliate for 6 years, has signed as an ABC-TV primary outlet.

Canadian Set Census: Canada's TV set penetration rose last fall to 3,793,400, or 85% of the country's 4,459,100 households, according to the latest sampling survey of the Bureau of Broadcast Measurement. This is an increase of about 300,000 TV homes in the year since BBM's fall 1959 survey (Vol. 16:4 p13), when penetration was 81%.

The full survey results, by counties & census districts, will be included in the forthcoming Spring-Summer TELEVISION FACTBOOK. Here are BBM's estimates of TV households in Canada (excluding Yukon & Northwest territories) as of Nov. 1960:

Province	Population	Households	% TV	TV Households
Newfoundland	463,000	89,100	58	51,300
Prince Edward Island	104,000	24,000	71	17,000
Nova Scotia	728,000	170,100	86	146,700
New Brunswick	605,000	132,000	81	107,000
Quebec	5,166,500	1,143,900	92	1,054,400
Ontario	6,173,400	1,593,100	90	1,432,700
Manitoba	905,000	232,000	78	180,200
Saskatchewan	914,000	249,900	72	179,100
Alberta	1,307,000	350,000	75	262,000
British Columbia	1,628,000	475,000	76	362,900
TOTAL	17,993,900	4,459,100	85	3,793,400

"Do-not-patronize" circulars constitute illegal secondary boycotts when they are aimed at broadcast sponsors who themselves aren't involved in labor disputes, according to NAB broadcast personnel & economics mgr. James H. Hulbert. He obtained NLRB permission to file a formal brief arguing NAB's position in a case involving IBEW Local 662 & radio WOGA Chattanooga. Hulbert said it's NAB's conviction that the 1959 Landrum-Griffin Act specifically banned all secondary boycotts against "service" organizations such as broadcasting. IBEW distribution of lists of WOGA sponsors, asking listeners not to do business with them, could give the union a "stranglehold" on the station, Hulbert maintained. He said the IBEW-WOGA case has raised "a vital issue" not only for the Chattanooga station but for all TV & radio stations.

NAFI Corp.'s broadcast division is negotiating for an additional TV station, we're informed by Alvin Flanagan, pres. of the div. Flanagan, who declined to identify the station at this time, spiked as completely "untrue" a published report that NAFI is "disenchanted" with its broadcast operations and is considering liquidation of those interests. "Those who have approached us for purchase [of our properties] have been so informed," he said. NAFI stations are KCOP Los Angeles; KPTV Portland, Ore., KTVT Fort Worth and radio KXYZ Houston.

Report that Hearst Corp. is negotiating for KFSD-TV San Diego was denied last week by that station's vp-gen. sales mgr. Jay Grill. He told us the station had been taken off the market, and there are no negotiations for it now. He added that the news that *Newsweek*, which owns 45.2% of the stock, wanted to get out of TV started a "parade of potential buyers." United Artists TV was the last to negotiate but decided not to buy. "All these brokers made things very upsetting, so we took it off the market," explained Grill.

Record spending for promotion by TV-radio stations in 1961 was forecast last week by Bcstrs. Promotion Assn. Pres. John F. Hurlbut. His survey of BPA membership found that 63% of the more than 350 stations have increased their promotion budgets—by an average 18.3%. Radio's average increase was 1.3 percentage points higher than TV's. Audience promotion & image building were listed as the prime reasons for the increased spending, getting mentions on 62% in the survey. Runners-up: more sales promotion (18%) and trade-paper advertising (15%).

Programming

More Headaches for 'Untouchables': On the heels of the hassle stirred up by U.S. Bureau of Prisons Dir. James V. Bennett (Vol. 17:3 p14), a new problem faced ABC-TV and *The Untouchables* last week: An organized boycott by Italian-American viewers of products made by the show's sponsors (Liggett & Myer Tobacco, Beech-Nut Life Savers Inc., Armour & Co., American Home Products).

Announcement of the boycott plan (always a potent weapon in TV pressure plays) came last week from N.Y. Congressman Alfred E. Santangelo, who's also state pres. in N.Y. of the Federation of the Italian-American Democratic Organizations. Santangelo (whose nephew, Michael R. Santangelo, is the steam-heated publicity dir. of Westinghouse Bestg. Co.) also announced another anti-*Untouchables* move. On March 9—"Amerigo Vespucci Day"—the ABC hq at 7 West 66th St., N.Y. will be picketed by FIADO to protest "dramatizations which continually depict Italians as gangsters, racketeers & violators of the law."

The picketing & the boycott would be called off, Congressman Santangelo stated, "only if Mr. Goldenson meets personally with a committee of U.S. Congressmen serving on the board of governors of the Federation" to halt what the Federation believes is "stereotyping." The committee consists of representatives Joseph P. Addabbo (Queens, N.Y.), Victor L. Anfuso (Brooklyn) and Santangelo.

In Washington, Rep. Santangelo told us that all House members of Italian descent are with him all the way, but that he hasn't approached Senators about it. "We haven't gone to the FCC yet," he said, "because we want to see what Goldenson does first." He said that our roundup of next-season pilots (Vol. 17:3 p3) had been called to his attention and that he's "very disturbed" by the apparent increase in "crime shows like *The Untouchables*."

* * *

TV violence "is hurting" the nation's young viewers, writes columnist-TV host Ed Sullivan in February *Good Housekeeping*. "I wouldn't allow any youngster under 14 to watch any TV Western at any time. Youngsters, imaginative and impressionable, don't find it so easy to distinguish between real life and make-believe. An 8-year-old may see a lynching and have nightmares for a week. I get a bang out of roaring back to the terrible twenties, but I hate to think of any youngster sopping up the weekly doses of whippings, chokings and wholesale slaughter that *The Untouchables* dishes out," Sullivan writes. But he is "dead set against censorship, either by govt. or by organized pressure groups," wants "more control by parents."

* * *

Filmed misrepresentations of "our nation or its people" which might damage U.S. prestige abroad are deplored in a House resolution (H. J. Res. 115) introduced by Rep. Smith (R-Cal.). It calls on the movie industry "to take appropriate action to make certain" that false pictures of American life aren't distributed.

CBS-TV's "Harvest of Shame," documentary on migrant farm workers narrated by Edward R. Murrow, has come under attack in Congress. Rep. Weis (R-N.Y.) said she didn't see the show herself but that she'd been told it "did not represent a balanced picture of the true situation." She used the *Congressional Record* to reprint a statement by Wayne County (N.Y.) Farm Bureau Pres. Donald Holdridge, who complained that the program "depicted the worst possible conditions."

Index of U.S. Home TV Usage

There's been a steady gain in TV viewing, both day & night, during the 1960-61 season as compared with the previous season. October 1960 audience was larger than that of the previous October (see chart below, prepared for us by A. C. Nielsen Co.). The same is true of November viewing, thanks in part to heavy TV viewing sparked by the Presidential election early in the month.

	Average Audience Per Average Minute		Daily Avg. Hrs. per home per day
	Day (10 a.m.-5 p.m.) %	Night (7-11 p.m.) %	
Oct. 1959	19.2 (8,544,000)	57.8 (25,721,000)	5 hrs. 3 mins.
Oct. 1960	21.0 (9,492,000)	56.3 (25,447,600)	5 hrs. 13 mins.
Nov. 1959	19.4 (8,633,000)	59.8 (26,611,000)	5 hrs. 25 mins.
Nov. 1960	21.7 (9,808,400)	60.5 (27,346,000)	5 hrs. 47 mins.

Streamlined for TV, Inauguration was carried by all 3 networks Jan. 20, from 11 a.m. to about 4 p.m. The parade itself, which traditionally runs well over 4 hours, was "cut" to less than 3 to permit extensive TV coverage. No Inauguration sponsorship was in effect on any of the networks Jan. 20. However, there was a lot of "marginal" sponsor activity on CBS & NBC when Sen. John F. Kennedy took the Presidential oath. On CBS-TV, the motorcade to the Inauguration and the parade away from it were sponsored by Savings & Loan Foundation. Later that night on CBS-TV, Firestone sponsored *Eyewitness to History* show (10:30-11 p.m.), containing a taped re-play of the Inauguration and a live cut-away to the Inaugural Ball. Still later, Hanes Hosiery Mills sponsored an 11:15 p.m. to midnight pickup from the ball with Walter Cronkite & Nancy Hanschman as commentators. On NBC-TV, the Jan. 20 *Dave Garroway-Today* show (participation sponsors) originated in Washington and was devoted in its entirety to the Inauguration ceremonies. Purex sponsored NBC's coverage of the motorcade & parade, and an Inaugural Ball remote hosted by Arthur Van Horn & Phyllis Batelle.

Fire at the Inaugural was stymied by WSB-TV Atlanta exec. dir. J. Leonard Reinsch. Spotting smoke curling up from beneath the lectern during the invocation by Richard Cardinal Cushing, Reinsch went into action, drawing this on-camera comment from CBS-TV's Walter Cronkite: "Len Reinsch has dumped a cup of coffee down there, and I think the trouble is all over." The trouble: a faulty electric heater.

CBS will stretch *Guns smoke* to 60-min. this fall, scheduling it for 10-11 p.m. Sat. The expansion will "give the series added scope in terms of greater character & plot development," says CBS-TV program vp Oscar Katz. (Although a failure when tried with *The Lineup* in the 1959-60 season, the trick of taking an air-tested 30-min. format and elongating it to an hour has worked nicely this season for Screen Gems' *Naked City* series on ABC-TV.) Also in line to double to 60-min. is CBS's 1959-60 *Tightrope* series. The Clarence Greene-Russell Rouse production team has a version for the 1961-62 season. The backlog of 30-min. *Guns smoke* episodes, meanwhile, has become part of another CBS plan. Instead of launching it on the syndication market as a rerun package, CBS intends to sell backlogged episodes as station reruns—but using network lines to carry them. Under a title yet to be selected, the 30-min. reruns will be fed to affiliates, starting this fall, at Tue. 7:30-8 p.m. in station-option time. Stations will pay syndication-type program fees to the network for the series, and will then sell spot announcements in the show.

Film & Tape

'Red' Move on Movies & TV: The motion picture industry & related TV film producers are making "a complete mockery" of the so-called "Waldorf Declaration of 1947" against employment of Communists & suspected Communists, according to House Un-American Activities Committee Chmn. Walter (D-Pa.).

Re-employment of once-blacklisted writers, producers and others is a "dismal & discouraging aspect of current developments in the film & TV industries," Walter told the House. "Now the Communists are openly moving back" into Hollywood jobs from which 300-400 "since-identified Communist Party members" were once ousted, said Walter.

Citing FBI dir. J. Edgar Hoover as the authority for his indictment, Walter also said: (1) "Adultery, abnormality and adulation of criminals are the theme of a substantial number of today's film offerings." (2) "There are some unscrupulous leaders in the film & TV industries who value money above morals and whose lust for bigger & bigger profits leads them to turn out so-called entertainment of this type."

But Walter also found at least one "recent incident in the entertainment industry that is encouraging, heart-warming and inspiring." He had praise for the performance of Barbara Stanwyck in "Dragon by the Tail," scheduled for *The Barbara Stanwyck Show* on NBC-TV Jan. 30.

At one point in this "drama which highlights the threat Communism poses to the United States," Miss Stanwyck "was so carried away she forgot her lines," Walter said, and "there were tears in her eyes when it ended." He reported she had ad-libbed a line to a Chinese Communist agent in the show: "Now you & your pals in Peiping, you keep your cottonpicking Red hands off my country."

Urging his colleagues to watch the NBC-TV show, Walter said that "this, too, is Hollywood—the Hollywood of the real America."

* * *

KTTV Los Angeles showed the Stanwyck scene on a news show. Our attempts to determine whether Miss Stanwyck had actually ad libbed, drew no pertinent answers from her network, her press agent, her agent or her home.

CBS-TV program vp Oscar Katz, in Hollywood last week for discussions on programming for next season, had an explanation for why the mid-season casualty list in TV film hasn't been as large as was expected. Said he: "There are a number of shows with moderate ratings which are sufficient to warrant a 26-week renewal for the remainder of the season, but not good enough for next season." TV has gotten more competitive than ever, he pointed out, acknowledging that Thursday has been CBS-TV's weak night this season. Of the 7 new shows in the last Nielsen top 40, 5 are CBS-TV, Katz said—*Candid Camera*, *The Andy Griffith Show*, *Route 66*, *Pete & Gladys* and *Checkmate*. He couldn't see, on the basis of what's happened this season, any foreseeable trends for next.

BBDO clients have canceled 2 film series & renewed one for next season. Du Pont Textile Fibers division, cutting back on its budget, axed *The Du Pont Show with June Allyson*, produced by Four Star Television, and Westclox has axed *The Tab Hunter Show*, produced by Shunto Productions. At the same time, Rexall Drug, an alternate sponsor of *National Velvet*, produced by MGM-TV, has renewed that series for next season. General Mills, the other alternate, hasn't reached a decision.

Intercontinental's 3 Packages: Walter Reade, Jr. announced last week the formation of Intercontinental Television Inc., a TV production-packaging-distributing company owned by Continental Distributing Inc. and affiliated with the Walter Reade Group. Continental Distributing Pres. Irving Wormser (also pres. of the new company) said his firm hoped to attract "a tremendous home audience through selective programming," starting with 3 TV packages: *International Playhouse*, *Continental Feature Films* and *Golden Time*.

International Playhouse is a 13-film series of 90-min. features produced by John Woolf for British commercial TV. It is aimed at the "lost" TV audience—"those people who have refused to recognize TV because of what they consider to be excessive commercialism," according to Wormser. Laurence Harvey, Hildegard Neff and Louis Jourdan are among personalities featured in the films.

Continental Feature Films is a package of features from Continental Distributing's post-1954 library, including a pre-war film classic, "Grand Illusion."

Golden Time is a 39-episode, 30-min. animated show adapted from the Simon & Schuster children's series of Golden Books and records in a co-production deal with Fremantle International. The original S&S writers, artists and musicians will contribute to the series, which will be sold internationally by Fremantle. All 3 packages will be offered first to networks and, barring acceptance, will be syndicated by Intercontinental.

Wolper-Sterling Productions has sold its tentatively-titled film special, "The Legend of Valentino," to Peter Pan Foundations which plans to place it in 27 major markets for early-May airing. The 60-min. biography of the silent-screen star is constructed around old clips & private film collections. It will include many Valentino shots "never seen before," according to Sterling TV Pres. Saul J. Turell. Sterling announced 2 other major contracts recently: An additional cycle of *Silents Please* for ABC-TV, and a distribution deal on Theodore Granik's current events series, *Youth Wants to Know*. Sterling expects to gross over \$2 million on the 3 deals in the next 3 years.

IATSE negotiations with Alliance of Television Film Producers and Assn. of Motion Picture Producers are progressing "satisfactorily," insiders report (Vol. 17:3 p8). IATSE's contract with the TV-film & movie studios expires Jan. 31. IATSE International Pres. Richard M. Walsh is participating for the unions; Richard Jencks, Alliance pres. represents his group, and AMP vp Charles Boren is negotiator for the majors.

Official Films has acquired exclusive world TV rights to Paramount Pictures' newsreel library. The 7½ year agreement is a "first," according to Official Films Pres. Seymour Reed who plans to use the film—10 million feet covering events from 1928 to 1958—for 30- & 60-min. documentaries & TV specials.

Screen Actors Guild members have voted by 99.3% to approve the TV-commercials contract recently negotiated with the networks, advertising agencies and producers (Vol. 16:51 p3). The contract had been negotiated jointly by SAG and AFTRA.

"Tarzan" tackled the N.Y. rating race—and won Jan. 9 when WCBS-TV N.Y. aired the first of its Banner Films 26-feature "Tarzan" library. The picture drew an 18.9 Arbitron in the early show, highest in the showcase's history.

NEW YORK ROUNDUP

Music on the air has done much to stimulate the public's interest in everything from concert-going to record-collecting, points out Broadcast Music Inc. (the broadcast-industry-created firm which licenses the music of many U.S. composers & publishers) in a brochure recently published to celebrate BMI's 20th anniversary. There were, said BMI, 250 symphony orchestras, large & small, in the U.S. in 1939 and 15 million people played musical instruments. In 1960, the orchestra figure had jumped to 1,200 and 31 million Americans were making their own music. Last year, 1,262 of the country's AM & FM stations programmed an average total of 13,300 total hours of concert music each week, or 10.5 hours per station per week.

Screen Gems' Fred Flintstone, cartoon star on the Hanna-Barbera animated show on ABC-TV, begins a personal appearance tour next month. A life-size animated statue of Fred, electronically rigged to speak in the voice (actor Alan Reed's) of the TV character, has been made available to the ABC-TV affiliates. Over 35 stations have signed for the promotion stunt. "Live" appearances by Huckleberry Hound and other Hanna-Barbera characters are also being promoted by SG (Vol. 17:2 p12).

Ziv-UA 1960 sales were up 26% over 1959, a substantial rise considering the generally poor syndication season. Sponsor deals—both national & regional—led station buys, and sales were made to all 3 networks, the film company announced. Ziv-UA programs were seen in 92% of the 321 U.S. markets and on 89.1% of the 531 commercial stations. In nearly 40 top markets including N.Y. & Chicago, Ziv-UA had shows on every station.

Screen Gems' Yogi Bear has a busy season ahead. A new 30-min. TV series based on the Hanna-Barbera character debuts on 130 stations at the end of this month. On Feb. 5 Yogi Bear goes into 80 McNaught Syndicate Sunday newspapers. Some of the papers which will carry the TV-born color comic strip are the *N.Y. Herald-Tribune*, *Chicago Tribune*, *Washington Star* and the *Los Angeles Times*.

Add syndication sales: UAA's *Popeye* cartoon series, has been bought by WIIC Pittsburgh for the 5th consecutive year . . . 7 Arts has sold its 40-feature post-1950 Warner Bros. package to 3 more stations, upping total markets to 34. New sales: WTOP-TV Washington, D.C., WJXT Jacksonville, KARK-TV Little Rock.

Movietone News-UPI's first production venture into the N.Y. TV documentary field is "De Gaulle and the 6-Year War." The filmed program spans the rise & fall of 4 French republics and includes films of the recent referendum on Algerian self-determination. It will be telecast on WPIX N.Y. Jan. 24 (10-10:30 p.m.).

BBC-TV visitors Frank Muir & Denis Norden are here to "study American TV." The British comedy-writing-performing team, known for their 12-year-run BBC Radio series *Take It from Here*, will be in the U.S. until the end of the month to confer with U.S. writers & producers.

People: Norman Katz has resigned as UAA dir. of foreign operations to become Television Industries foreign operations vp . . . Abert S. Goustin, formerly Ziv-UA Eastern div. sales mgr., has been named gen. mgr. of the company's new special plans div.

HOLLYWOOD ROUNDUP

WNTA-TV N.Y. will show a film presentation to ad agencies & potential clients this week in Los Angeles (Jan. 23) & San Francisco (Jan. 24). Attending the West Coast meetings will be the station's Henry S. White, vp-gen.-mgr.; spot sales vp Donald J. Quinn; Mike Wallace, narrator of the film, and David Susskind. Next month the film will be shown to agencies in N.Y. & other cities.

Desilu Productions' *Harrigan & Son*, which stars Pat O'Brien and is on ABC-TV, has been renewed by Reynolds Metals for 24 more segments this season. . . . Desilu's *Guestward Ho!* (Joanne Dru, J. Carrol Naish, Mark Miller and Flip Mark) has also been renewed for the rest of the season—by Ralston-Purina & Seven-Up.

Four Star Television's pilot, *The Freshman*, starring Gertrude Berg & Sir Cedric Hardwicke, has been sold to General Foods for next season—39 first-run segments; no network yet selected. It's the second Four Star sale for next season. First: NBC-TV's 60-min. Dick Powell-hosted anthology series.

CMW Productions producer Charles Marquis Warren has finished this season's production of *Rawhide* for CBS-TV, and is filming 26 segments of *The Gunslinger*, 60-min. series starting on CBS-TV in February. Tony Young and Midge Ware star in the new show. Warren will resume production on *Rawhide* for next season April 30.

Gomalco Productions' comedy-anthology series (Vol. 17:3 p11) is based on Ogden Nash works, will be hosted by a comedian. Gomalco, owned by George Gobel & David O'Malley, is also planning a musical version of *Rip Van Winkle*, a 90-min. film special starring Gobel.

MGM-TV has shelved plans for co-production of 2 pilots, *Cafe Bravo* and *Two for the Money*, with Arena Productions (owned by Norman Felton). MGM-TV has also dropped *Zero One*, which it had planned as a co-production with BBC-TV.

Television Film Assn. has re-elected John P. Ballinger of Screen Gems as pres.; Jack M. Goetz of Consolidated Film Industries, vp, and Nicholas C. Muskey of Bekins Film Service Center, secy.-treas.

Hugh O'Brian Productions, owned by the cowboy star, is packaging a situation comedy and an anthology series, *Fright*, in association with ABC-TV.

Bill Burrud Productions and the Jerry Ross organization are packaging & producing *U.S.A.*, a half-hour series to be filmed in color.

Curtleigh Productions, independent company owned by Tony Curtis, will produce TV film series as well as movies.

Format Films will pilot an animated TV film series, *Kcemar, the Invisible Boy*.

People: Harold Goldman, former NTA vp and more recently with Famous Artists agency, has left Famous to develop TV & movie properties for his Television Enterprises Corp. . . . John Erman is named casting director at 20th Century-Fox TV . . . Walter Pidgeon has been appointed to Screen Actors Guild board . . . Earl Booth is named story editor on MGM-TV's *The Asphalt Jungle* . . . Warner Bros. has signed John Monks Jr. to write *The Force*, a 90-min. movie which will serve as the pilot for a series about the Royal Canadian Mounted Police.

The FCC

Agencies Get Modest Budget Hikes: FCC's 1962 fiscal budget, as proposed by the Eisenhower Administration, but subject to revision by the Kennedy Administration, provides for an over-all appropriations increase to \$12,525,000 from \$11,789,000 in funds obligated for fiscal 1961. No sharp step-ups in any FCC programs were outlined in the figuring by the out-going Administration for the year ending June 30, 1962.

Among the items: \$2,935,000 vs. \$2,616,000 for broadcast activities; \$1 million (same as in the current year) for the special N.Y. uhf project; \$10,439,000 vs. \$9,936,000 for salaries of an average of 1,366 employes instead of the present 1,297. In submitting the budget to Congress, President Eisenhower also recommended legislation to "strengthen the position" of the FCC chmn. by assigning executive & administrative duties specifically to him.

Relatively modest increases for FTC also were proposed in the Eisenhower budget. It would get a total appropriation of \$9,640,000 vs. \$8,010,000 for the current fiscal year and its payroll would be raised from an average of 850 employes to 1,020. "In 1962, field investigation & trial of deceptive practice cases will be expedited," the budget said.

Recommended for USIA was a 1962 budget of \$110,600,000 vs. \$103,485,000. Its budget included \$18,814,000 (up from \$18,052,000) for radio (Voice of America) service, \$1,871,000 (up from \$1,370,000) for TV service.

Prospective new FCC Chmn. Newton N. Minow spent a busy 2 days in Washington Jan. 18-19 before the Inaugural. The first day, he lunched with Senate Commerce Committee Chmn. Magnuson (D-Wash.), and conferred with Sen. Pastore (D-R.I.), Commerce Communications Subcommittee chmn. He spent the entire next day at FCC, discussing activities with bureau chiefs & Chmn. Ford, lunching with the other Commissioners (Hyde & King absent). Commission sources say they're very favorably impressed with Minow, note that he & Ford "seem to hit it off very well." Said one observer: "He's modest, unassuming, makes no bones of the fact that the field is new to him. His questions were intelligent & he listened well. He's certainly personable—has a sense of humor." Magnuson has set no date for his confirmation hearing but it's expected in early February, and he'll probably report for full-time duty in Washington about March 1.

Spectrum allocation study by a 5-man federal commission has again been proposed by Sen. Hartke (D-Ind.). In a resolution (S. J. Res. 32) he revived his plan—first advanced last year (Vol. 16:27 p6)—for a "study & report on the organization of the FCC and the manner in which the radio spectrum is allocated in the agencies & instrumentalities of the federal govt." Commission members would be appointed by the White House, Senate, House and FCC. Asking for action on his resolution, Hartke said: "There is no over-all telecommunications policy. This is deplorable." In the House, Rep. Harris (D-Ark.) has reintroduced a bill (HR-1162) to establish a Presidentially-appointed 3-member Frequency Allocation Board with authority to set policy for FCC and make allocations on its own initiative (Vol. 17:2 p3).

New TV CPs granted by FCC: Alpine, Tex. Ch. 12, to Big Bend Bcstrs. (Electron Corp., P.O. Box 5570, Dallas). Flagstaff, Ariz. Ch. 9, to Coconino Telecasters Inc., 15 Broad St., N.Y.

Ex-FCC Chmn. John C. Doerfer, now practicing law in Washington, has been designated secy.-treas. & dir. of Nemir Industries Inc., Bethesda, Md. plastics-processing company in which the Storer Bestg. Co. has interests. An exhibit (No. 13-m) attached to a Storer stock-offering statement filed with SEC (Vol. 17:1 p20) disclosed that Nemir agreed to make Doerfer an officer as one condition of a contract, dated Sept. 20, 1960, under which Storer loaned Nemir \$190,000. The agreement also gave Storer an option to buy 50% of the Bethesda company's stock for \$400,000. Storer dirs. George B. Storer Jr. & Stanley F. Willis were placed on the Nemir board along with Doerfer, whose salary as secy.-treas. wasn't reported in the SEC statement. The contract specified that not more than \$25,000 per year would be paid to Pres. Clarence T. Nemir of the plastics firm, whose subsidiaries include American Fibre Co. and American Bowl 'N' Cup. Other diversified Storer interests include the *Miami Beach Sun* and Standard Tube Co. Doerfer resigned from FCC last March after acknowledging at a House Commerce Legislative Oversight Subcommittee hearing that he had accepted plane-&-yacht hospitality from Storer Pres. George B. Storer (Vol. 16:11 p3).

Another short-term renewal of a broadcasting license has been ordered by FCC. Radio WSTS Massena, N.Y. was given an extension only to April 1, 1962. It was called on meanwhile "to rectify certain past technical violations involving transmitter operation & equipment readings & measurements by unlicensed personnel, and failure to maintain operating logs as required by the rules." The first such short-term renewals were handed out to Richard Eaton for his WMUR-TV Manchester, N.H. & 4 radios (Vol. 17:2 p13). In the Massena case, FCC also ordered a 2-month suspension of the first-class operator license of WSTS staffer Jack F. Kessler.

Ed Craney's sale of his KXLTV & KXLTV Butte, Montana and KXLJ-TV & KXLJ Helena to Joseph S. Sample, operator of KOOK-TV Billings (Vol. 16:42 p11), has been approved by FCC. The price was \$1,575,000, and Craney agreed not to compete in TV or radio for 7 years within a radius of 35 miles of Butte or Helena. At the same time, FCC approved the subsequent sale of the Helena stations by Sample for \$400,000 to Helena T. V. Inc., local CATV operator with which Craney had feuded.

Allocations actions by FCC: Finalized: (1) Adding educational Ch. 36 to Milwaukee, substituting Ch. 52 for Ch. 51 in Beaver Dam. (2) Adding Ch. 19 to Bay City, Mich., substituting Ch. 25 for Ch. 19 in Midland and Ch. 21 for Ch. 25 in East Tawas. Denied: Petition by WCTV (Ch. 6) Tallahassee-Thomasville (Ga.) to reallocate Ch. 6 to Tallahassee, Commission holding there was "no compelling public interest" reason for the change.

Educational Television

Federal aid to ETV got another boost in Congress with introduction by Rep. McIntyre (R-Me.) of a bill (HR-2910) providing \$1-million govt. grants to each state & D.C. for station equipment purchases. The McIntyre measure is identical with one (HR-965) sponsored by Chmn. Harris of the House Commerce Committee (Vol. 17:2 p3).

ETV equipment manual, prepared by an EIA task force headed by Motorola's Philip A. Jacobson, has been published at \$4.95 by McGraw-Hill Book Co., 330 W. 42nd St., N.Y. The illustrated book covers technical applications of such facilities as translators, video tape, closed-circuit library-reference systems.

Congress

Congressional investigation of press & TV handling of Richard M. Nixon's campaign for President has been demanded by the *Davenport Daily Times* in an editorial endorsed by Rep. Schwengel (R-Ia.). Complaints by Nixon that some coverage of his campaign was unfair "have more substance than the pucker of sour grapes," Schwengel told the House. Inserted in the *Congressional Record* by Schwengel, the newspaper's editorial called for an official probe of such incidents as "the ruined TV presentation" of President Eisenhower & Vice President Nixon in end-of-the-campaign appearances on Ia. & Ill. stations. "While failure of a mechanical device was blamed, the fact remains programs preceding & following the campaign broadcast were not affected," the *Daily Times* said darkly.

Senate "watchdog" hearings on TV & radio compliance with the Communications Act's equal-time Sec. 315 in the 1960 election campaign (Vol. 17:2 p4) may be scheduled this week by the Commerce Freedom of Communications Subcommittee. Chmn. Yarborough (D-Tex.) had hoped to set dates & witnesses for equal-time hearings last week, following the full Committee's confirmation hearing for new Commerce Secy. Luther H. Hodges, but was unable to get his 3-man unit together for a planning session. Meanwhile, Sen. Pastore (D-R.I.) announced that his Commerce Communications Subcommittee will conduct hearings Jan. 31 to learn from FCC, networks & NAB how the suspension of Sec. 315 for Presidential candidates worked during the campaign.

Kudos to NBC-TV have been awarded by Senate Majority Leader Mansfield (D-Mont.) for the network's *White Paper* documentaries on "The U-2 Affair" and anti-segregation sit-in demonstrations in the South. He told the Senate NBC-TV "is to be highly commended for its successful efforts to originate & present programs of such unique national importance." Sen. Proxmire (D-Wis.) also singled out "The U-2 Affair" for praise. Inserting the script of the program in the *Congressional Record* as another example of good TV (Vol. 17:3 p15), Proxmire said it showed how the medium "can change history."

Rep. John Bell Williams (D-Miss.), ranking majority member of the House Commerce Committee who had been slated for a purge because he bolted his party in the Presidential election (Vol. 16:47 p6), apparently is set for another Congressional session. The seniority of Bell & other Miss. Democrats who opposed John F. Kennedy's election seemed assured when the Democratic Committee on Committees abandoned a plan to remove Rep. Colmer from the powerful rules committee.

Smaller-market stations would be exempted from overtime pay provisions of the Fair Labor Standards Act under terms of a bill (HR-2746) reintroduced by Rep. Abernethy (D-Miss.). Similar exemptions for broadcasters were contained in wage-hour law amendments which died in a Senate-House conference in last Congress (Vol. 16:36 p5).

Hardy perennial of Congressional proposals—legislation to extend radio daytimers' operating hours to 6 a.m.-6 p.m. from sunrise-to-sunset—has appeared again. Rep. Abernethy (D-Miss.), author of a daytimer bill last year (Vol. 16:3 p6), was first in line with another one (HR-2745).

"National AGVA Week" would be observed officially June 4-10 under terms of a resolution (H.J. Res. 149) sponsored by House Judiciary Chmn. Celler (D-N.Y.).

Networks

CBS has closed its Production Sales unit in N.Y. Its functions—custom production of video-taped commercials & programs—will be absorbed within the network. Reasons: (1) The tape-producing corporate offspring was operating semi-autonomously, building up a large gross income but making little or no profit because of extended overhead & administrative personnel (some of whom will now be pink-slipped). (2) CBS is closing down 3 more of its N.Y. live TV studios, thereby relieving the pressure to keep studios occupied. NBC is continuing the semi-autonomous identity of its NBC Telesales unit (tape commercials, pilots, etc.) under Dir. Jerry Madden.

Another foreign network sale was scored by ABC-TV last week. Parker Pen Co. (through local market agencies) and Vick Chemical (through Morse International) signed a 26-week contract to start in March with the Central American TV Network, which ABC represents and in which it has an interest. Similar deals were recently made by Nestle (Vol. 16:45 p9) and Goodyear (Vol. 16:50 p4). Parker & Vick will co-sponsor a Spanish-dubbed, weekly half-hour series, the *Ida Lupino Show* (actually, retitled episodes of *Four Star Playhouse*). ABC also announced that its 4-market foreign affiliate in Venezuela—CVT—"Telecumbre" (Vol. 16:33 p9) will begin operations Feb. 1.

Directors Guild of America has granted an extension of its contract with the TV & radio networks, which expired Dec. 31. The networks asked for the extension because they have been so involved in negotiations with SAG and AFTRA. Negotiations begin in N.Y. March 15, and April 10 is the deadline under the extension.

NBC and Japan's Fuji Telecasting Co. have signed a contract for cooperation in TV broadcasting technology. The pact, first of its kind in the telecasting field, has been authorized by the Japan Foreign Investment Council.

"Slight loss" for ABC Radio continues, although 1960 gains have "cut that loss impressively and present a very favorable picture for the current year." ABC radio vp Robert Pauley so summarized 1960 activities last week.

NETWORK SALES ACTIVITY

ABC-TV

- Championship bridge, Sun. 4-4:30 p.m., part. eff. Feb. *Amana* (Maury, Lee & Marshall)
- Hawaiian Eye, Wed. 9-10 p.m., part. eff. April. *American Chic* (Ted Bates)
- Stagecoach West, Tue. 9-10 p.m., part. eff. April. *Simoniz* (Dancer-Fitzgerald-Sample)
- The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Jan. *Peter Paul* (Dancer-Fitzgerald-Sample)
- Daytime programming, renewed part. eff. this month. *Minute Maid* (Dancer-Fitzgerald-Sample)
Lever Brothers (Foote, Cone & Belding)
Chesebrough-Ponds (Compton)

NBC-TV

- The Shirley Temple Show, Sun. 7-8 p.m.; Michael Shayne, Fri. 10-11 p.m., part. eff. April. *Fedders* (Hicks & Greist)
- Americans, Mon. 7:30-8:30 p.m.; Laramie, Tue. 7:30-8:30 p.m.; Michael Shayne, Fri. 10-11 p.m.; Outlaws, Thu. 7:30-8:30 p.m., part. eff. Jan. *Gillette* (Maxon)

Television Digest

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Personals: William C. MacPhail appointed vp, CBS-TV Sports, a new dept.; James M. Dolan named to similar post, CBS Radio . . . Richard McCutcheon, ex-CBS-TV public affairs producer, named to head new *Time & Life* N.Y. best. news bureau. Wallace J. Jorgenson named managing dir., WBTV Charlotte, N.C., succeeding Kenneth I. Tredwill Jr., resigned.

Orville J. Sapher appointed engineering dir., WOR div. of RKO General . . . Howard D. Duncan Jr. promoted from gen. sales mgr. to gen. mgr., WEHT Evansville, Ind., succeeding Edwin G. Richter, formerly named mgr., KGUN-TV Tucson, Ariz. James H. Manion promoted to gen. sales mgr., WEHT . . . Mike Schäffer, ad & promotion dir., WFIL-TV & WFIL Philadelphia, named publicity dir., BPA. . . Sylvia Kessler, ex-private law practice, rejoins FCC in Office of Opinions & Review . . . Evelyn Eppley, ex-legal asst. to FCC Comr. King, shifts to Rules & Standards Div.

Richard Eaton was honored by the Washington Ad Club Jan. 10, receiving its "achievement award," for his "contributions to broadcasting" (Vol. 17:2 p13) at a luncheon featuring speeches by Sen. Jackson (D-Wash.) and Randolph (D-W.Va.). Jackson lauded Eaton for operating his stations "to meet the daily needs of his communities," stating that they had achieved several "firsts"—in 24-hour operations, educational programs, and hiring of a Negro disc jockey. Randolph called attention to Eaton's non-broadcast activities, including the adoption of 5 refugee children and establishment of a fellowship which brings a French physician to the U.S. annually for a year's study. Head-table guests included Sen. Williams (D-N.J.) and FCC members Bartley & Lee. Eaton owns WMUR-TV Manchester, N.H. and radios WJMO Cleveland, WANT Richmond, WOOK Washington, WINX Rockville, Md., WSID Baltimore, WBNX N.Y., WFAB Miami.

Meetings next week: American Institute of Electrical Engineers winter general meeting (Jan. 29-Feb. 3), Statler-Hilton, N.Y. • Advertising Federation of America annual mid-winter conference (31-Feb. 1) and Congressional reception (1). James M. Landis, asst. on regulatory agencies to President John Kennedy, will speak. Statler-Hilton, Washington • Military Electronics winter convention (Feb. 1-3), sponsored by National Professional Group on Military Electronics and IRE Los Angeles section, Biltmore, L.A.

Meetings this week: Okla. Bcstrs. Assn. (Jan. 23-24). FCC Comr. John S. Cross will speak. Biltmore Hotel, Oklahoma City • Academy of TV Arts & Sciences (24). Subject: foreign films. Beverly Hilton, Beverly Hills • RTES timebuying & selling seminar (24). Harry Renfro, head of TV-radio at D'Arcy Advertising, will speak on use of spot announcements, local programs or syndication. Hotel Lexington, N.Y. • Ga. Radio & TV Institute (24-26), sponsored by Ga. Assn. of Bcstrs. and Henry W. Grady School of Journalism, U. of Ga. Speakers include: Maurice B. Mitchell, Encyclopedia Britannica Films pres.; Arthur Hull Hayes, CBS Radio pres.; Harold R. Krelstein, Plough Bestg. Co. pres.; Robert F. Hurleigh, MBS pres.; Norman E. (Pete) Cash, pres., TvB. U. of Ga., Athens • S.C. Bcstrs. Assn. annual winter convention (24-26). Charles H. Tower, NAB vp, will speak. Hotel Columbia, Columbia.

TV-radio welfare foundation to aid needy industry veterans has been established by the N.Y. chapter of Broadcast Pioneers. Eligible for health & financial aid are persons engaged in radio for 20 years or more or in TV for over 10. The organization also announced an annual mike award to be presented to outstanding stations. The first will go to Crosley Bestg. Corp.'s pioneering radio outlet, WLW Cincinnati.

New FAA administrator is Najeeb E. Halaby, secy-treas. of the Aerospace Corp., Los Angeles, who replaces Elwood P. Quesada. His private research firm has been the main technical advisor for Air Force ballistic missiles & space programs. Halaby was 1948-54 deputy asst. defense secy. for international security.

Technology

PORTABLE TV PROJECTOR: A simple, low-cost TV projector, weighing only 67 lb., has been put into production by Dalto Electronics Corp., Norwood, N.J., manufacturer of aircraft flight simulators. It's designed for school, club, hotel, business-meeting—and possibly home—use. TelePrompter, which has been looking in on the development for several months, has snapped up the first 10 units.

TelePrompter is now putting a prototype unit through its paces—but its officials are already enthusiastic enough to make the new Dalto projector the nucleus of a proposed home "communication wall" with 4½ x 6-ft. rear-screen "picture-on-the-wall" TV. TelePrompter is currently negotiating with builders of a 900-unit Chicago apartment development for installation of the wall set in all units. (For details, see p. 16.)

For more immediate use, TelePrompter is interested in the projector for installation in military briefing rooms, small hotel & restaurant business-meeting set-ups and in schoolrooms. "Its reliability, flexibility, ease of operation are superior to anything on the market," we were told by TelePrompter communications vp Nat C. Myers Jr.

Observing a demonstration of the Dalto projector—designated, for some obscure reason, the "Amphicon 108"—we saw a sharp, clear picture projected on a 9 x 12-ft. beaded movie screen in a semi-darkened room. The brightness was somewhat below that of more elaborate TV projectors. Dalto officials said that with a 9 x 12-ft. image on a beaded screen, highlight brightness is about 4 foot-lamberts, as opposed to about 5 for existing systems. With a 4½ x 6-ft. screen, brightness is said to be about 10 foot-lamberts.

The Amphicon 108 will list at \$1,950, covering TV

tuner, power supply and projection unit, and will be distributed through manufacturers' reps, closed-circuit specialists and/or audio-visual equipment dealers. The list price is said to include "good markups" all along the line.

Secret of the Amphicon is a new cathode-ray tube and direct refraction optics—it's the first major TV projector which doesn't require an imported Schmidt optical system. The refraction optic principle is the same as that used in conventional slide projectors—and the projection lens focuses in the same way.

Dalto has also developed a 3-tube color version of the Amphicon, hopes to market it within 6 months at about \$4,500. Among other projection-TV projects in the works at Dalto, according to engineering vp Arthur R. Tucker: A higher-priced version with Schmidt optical system and same high-brightness tube which should give "theater quality brightness" of 15-foot lamberts; an *f*1 lens (current model has *f*1.5) which should double the brightness of the present refractive system.

Dalto is already advertising the projector in magazines aimed at club executives and audio-visual dealers. One big selling point is simplicity—only 2 operator controls on the black-&-white model, 4 on color set (vs. as many as 57 on some color projectors). Says Tucker: "It's the first TV projector simple enough for a school teacher to operate."

The projector is an outgrowth of Dalto's development of TV readout systems for airline flight simulators. It uses a flat-faced 5-in. CR tube (replacement cost \$90). The complete equipment—power supply, TV tuner, projection head, audio system—is housed in 2 cases, 9 x 18 x 22 and 6 x 9 x 17 inches. Dalto is manufacturing the tube, tuner and projection system.

The company has produced 12 prototypes, is now at work on a 2nd group and will have production units in 60 days, according to Tucker.

"First thermoelectric power generator for industrial application" has been built by Westinghouse for the Northern Ill. Gas Co. The 100-watt unit will be used to supply DC current to prevent self-corrosion of the utility's pipelines and to charge batteries of a microwave relay communications system. The generator's heat source is propane gas. It weighs 75 pounds, stands about 24-in. high. Westinghouse semiconductor dept. gen. mgr. D. W. Gunther says that thermoelectric units with ratings of 5-to-500 watts are also available.

Experimental space-test authorization granted by FCC to ITT Federal Labs will permit the use of 2120 mc or 2299.5 mc to bounce signals off the moon & passive satellites. The Commission asked ITT to conduct measurements to help determine whether such transmissions would interfere with ground-based microwave fixed stations. After July 1, only 2299.5 mc may be used.

Navy experiments with ducts—the region between dry & wet air layers—recently produced 2,600-mile transmissions on 220 & 445 mc. Using aircraft, Navy engineers achieved California-Hawaii transmissions through ducts which ranged from 1,000 to 7,000 ft. above ground. They said too little is known about duct transmission to tell if reliable or year-round use of the technique is possible.

Report on Russian video-tape recorder, 9 pages, has been translated and is available for 50¢ from Commerce Dept.'s Office of Technical Services. Among other reports available: *Television: Radio-Relay Television Lines with R-600 Equipment and the Country's First Color Stereoscopic Television Installation*—24 pages, 75¢.

IRE Convention Highlights: Top spot on the program at the 1961 IRE Convention March 20-23 in N.Y. will be occupied by a panel session on new energy sources—such as thermoelectricity, magnetohydrodynamics, thermionic converters, fuel cells & solar energy. And, as usual, there'll be something for each of the expected 70,000 attendees among the 275 papers & 850 exhibits at the Waldorf-As-toria Hotel & N.Y. Coliseum.

A paper on an "improved video recording system" by Frank Gillette, General Precision Inc., may highlight the broadcasting sessions. In the advance program released recently, here are some highlight sessions of interest to engineers in broadcasting & consumer electronics:

BROADCASTING (2 sessions)—Adolph B. Chamberlain, CBS-TV, & Clure Owen, ABC, chairmen.

ABC Scan Converter—A. W. Malang, ABC.
Minimizing the Effects of Vidicon Lag with a Broad-Band Delay Line—W. L. Hughes, Iowa State U.

Improved Video Recording System—Frank Gillette, GPI.
Recent Advances in Vidicons—Martin Rome, Machlett Labs.
Improved Loudness Indicator—J. L. Hathaway, NBC.

VOA International Broadcasting System—E. T. Martin & George Jacobs, USIA.

FCC Lab Observations of Precision Frequency Control of TV Stations—E. W. Chapin, FCC.

CBS NetAlert System for Network Signaling—A. A. Goldberg, A. Kaiser, G. D. Pollack, CBS Labs, & D. M. Vorhes, CBS Radio.

BROADCAST & TV RECEIVERS—John F. Bell, Zenith, chairman.

Midwest Program of Airborne TV Instruction—T. F. Jones, Purdue.
TV for Regular Graduate Courses—Wayne B. Swift, U. of Wis.

Subminiature Tubes for TV Tuners—T. E. Gausman, Sylvania.
Horizontal Scan Non-Linearity in TV Receivers & the Saturable Reactor—H. W. Claypool, Westinghouse.

ELECTROACOUSTICS—Philip B. Williams, Jensen Mfg. Co., chairman.

Low-Noise Microphone Preamp—A. B. Bereskin, U. of Cincinnati.
Transient Distortion in Loudspeakers—R. J. Larson & A. J. Adducci, Jensen.

Artificial Reverberation Facilities for Auditoriums & Audio Systems—G. A. Brooks & R. L. Fisher, Westrex.

MISCELLANEOUS PAPERS:

Picture-Tube Improvement through Controlled Environment & Ultrasonic Techniques—J. C. Halbrook, RCA (Product Engineering & Production session).

Transistorizing the Industrial Image-Orthicon Camera—Richard W. Cook, Dage (Industrial Electronics Applications session).

Analog Recording on Thermoplastic Film—W. C. Hughes, GE (Data Recording & Storage session).

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 19, 1961

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	19	20 3/4	Magnetics Inc.	7 1/4	8 3/8
Aerovox	8	8 7/8	Maxson (W.L.)	10 3/8	11 3/8
Allied Radio	22	23 7/8	Meredith Pub.	41 3/4	44 1/4
Astron Corp.	1 7/8	2 3/8	Metropolitan Bcstg.	20 7/8	22 3/4
Baird Atomic	22 1/4	24 1/2	Narda Microwave	5 3/8	6 3/8
CGS Labs	8 1/2	10	Nuclear of Chicago	38 1/2	42
Cetron	5 1/2	6 1/4	Official Films	2 7/8	3-5/16
Control Data Corp.	67 1/2	71	Pacific Automation	4 7/8	5 1/2
Cook Elec.	14	15 1/2	Pacific Mercury	6 3/4	7 3/8
Craig Systems	14	15 3/8	Philips Lamp	149 1/2	155
Dictaphone	34 1/2	37 1/2	Pyramid Electric	3	3-7/16
Digitronics	21 1/2	24 1/4	Radiation Inc.	25 1/2	27 1/4
Eastern Ind.	15 1/4	16 1/2	Howard W. Sams	43	47
Eitel-McCullough	16 3/4	18 1/2	Sanders Associates	38 3/4	41 3/4
Elco Corp.	16	17 3/4	Silicon Transistor	4 3/4	5 1/4
Electro Instruments	26 1/2	29 3/8	Soroban Engineering	44	47 1/2
Electro Voice	9	10	Soundscribe	15 1/4	16 3/4
Erie Resistor	11 1/4	12 1/2	Speer Carbon	19 1/4	20 3/4
Executone	20	22	Sprague Electric	55	58 1/2
Farrington Mfg.	26	28 1/2	Sterling TV	1 3/4	1 7/8
Foto-Video	3 1/8	3-11/16	Taft Bcstg.	12 1/4	13 3/8
FXR	36	39 3/4	Taylor Instrument	39 1/2	42 1/2
General Devices	9	10 1/4	Technology Inst.	8 1/4	9 1/2
G-L Electronics	7 3/4	8 7/8	Telechrome	12 3/4	13 1/2
Gross Telecasting	20 1/2	22 1/2	Telecomputing	7	7 3/4
Hallcrafters	34 1/2	36 7/8	Telemeter	10 1/2	—
Haydu	1/16	1/4	Time Inc.	83 1/2	87 3/4
Hewlett-Packard	27 1/2	29 3/8	Tracerlab	9 1/2	10 1/4
High Voltage Eng.	166	178	United Artists	5 3/4	6 1/4
Infrared Industries	14	15 1/4	United Control	17 3/4	19 3/8
Interstate Engineering	20 1/2	22	Universal Trans.	7 1/2	1-5/16
Itek	51	55 1/2	Vitro	13 1/4	14 1/4
Jerrold	7 1/4	8	Vocaline	2 3/4	3-3/16
Lab for Electronics	46 1/4	49 1/2	Wells-Gardner	23	24 7/8
Lel Inc.	4 3/4	5 1/4	Wometco Ent.	13 5/8	14 5/8
Magna Theater	2 3/4	3-5/16			

Consumer Electronics

MANUFACTURING, DISTRIBUTION, FINANCE

PHILCO AND MARKETING ' . . . THE WORLD OVER': Revival of its old slogan, "Famous for Quality the World Over," seems particularly appropriate these days for Philco, whose widespread network of 18 foreign manufacturing subsidiaries, affiliates & licensees is doing a \$100-million-plus business and selling more than 600,000 Philco & Bendix products a year overseas.

The \$100-million sales figure, reached in 1959 by Philco's overseas operations, is (for comparison purposes) a sum equal to more than a quarter of the total 1959 sales reported by parent Philco Corp. (but because Philco doesn't own all of its licensees, overseas operations don't contribute anywhere near this amount to Philco's gross). With 11 manufacturing subsidiaries—only 3 of them wholly owned—and 7 non-owned licensees, plus distribution in most of the world's market areas, Philco & Bendix are trade names to be reckoned with almost anywhere in the free world.

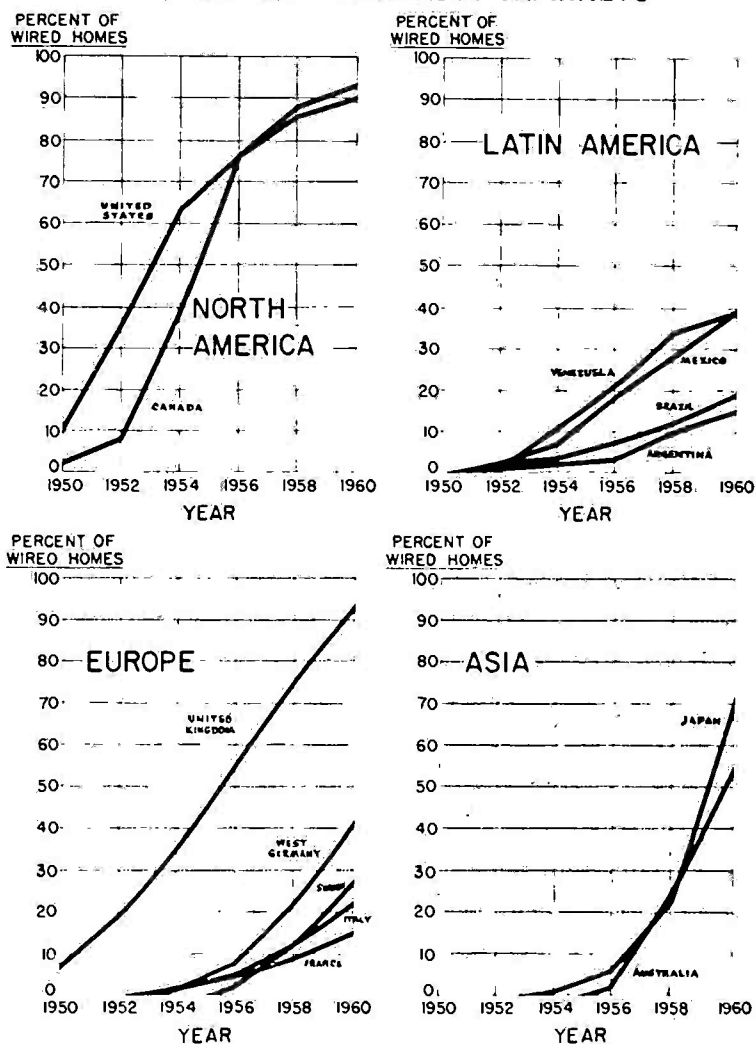
Behind Philco's worldwide expansion is Philco International's globe-circling president, Harvey Williams, who has turned his attention from world marketing of food products (as head of international operations of H. J. Heinz Co.) to washing machines & refrigerators (Crosley-Bendix) and more lately to the most phenomenal consumer product of all—TV.

Particularly intriguing to Williams is "the tremendous suck of TV." Pointing to charts prepared by Philco researchers, he explains: "Where people have a choice between reasonably-priced TV sets and refrigerators or washers, they buy TV. The desire to own a TV set is phenomenal, compared with all other consumer hard goods—and wherever TV is introduced it goes up in saturation faster than any other major consumer durable product."

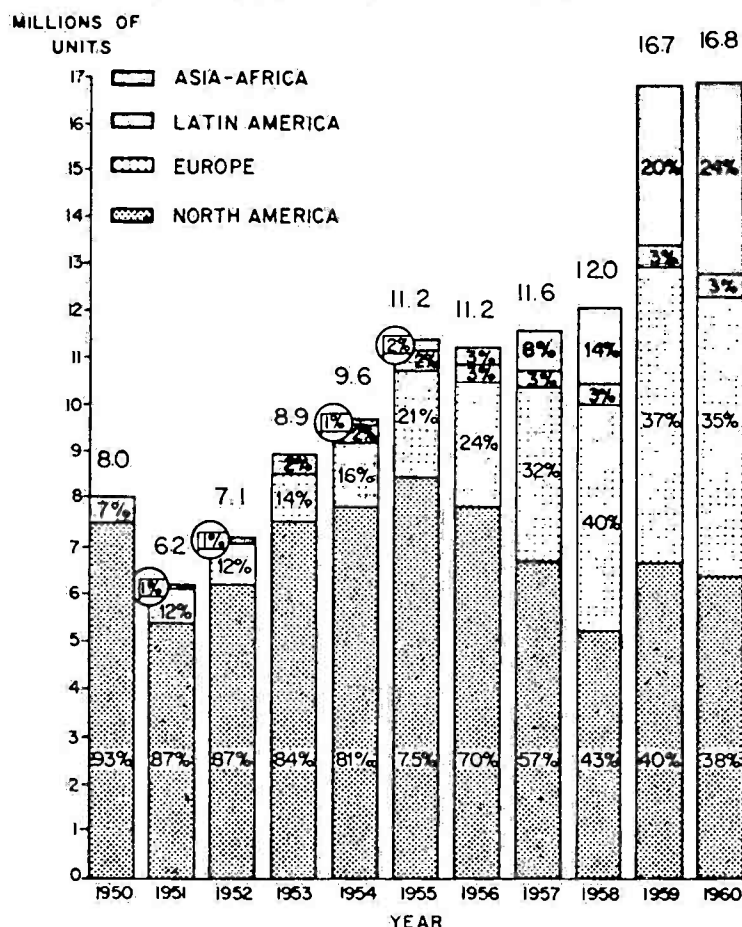
Studying saturation curves in various countries (right), Williams points out, astute marketers can find the same kind of opportunities overseas in non-saturated countries that existed in the early days of TV, refrigerators & washers in the U.S. He notes that TV sales curves seem to follow a definite pattern: While they ascend far more steeply than those of other consumer hard goods, they reach a peak, then drop and level off—as did U.S. TV sales after 1955. Great Britain, for example, is currently at the "hump" where the U.S. was during that all-time record sales year.

Why foreign-market operations are necessary for the growth of large TV manufacturers is graphically shown in Philco chart on opposite page. As TV expands worldwide, U.S. market becomes less significant in the over-all picture. Of an estimated 16.8 million TV sets sold in the free world last year, only 38% were sold in North America—down from 98% of the total 10 years ago.

ESTIMATED TV SATURATION IN 12 KEY FOREIGN MARKETS



FREE WORLD TV SET SALES BY YEAR AND TRADE AREA



"An American industry that's intelligent is going to play this thing both ways," says Williams—imports as well as exports. "And remember," he adds, "any item must be profitable on the domestic market before it can be exported."

"Business can't be run as an island," comments Williams. "You must always be looking around to see what you can take from one place and use elsewhere. If we make radios in England which can be specialty items here, we're foolish not to salt them into our line." Basically, however, each area has its own particular needs, and products must be tailored locally to fit those needs. "They don't need clock radios in Brazil—but they do need a heavy-duty battery-operated 7-band 'coffee-grower' set for the isolated back country, and that kind of radio is one of our best sellers there. It's not chrome-plated, and it wouldn't be selective enough to play in the U.S., where we have so many stations—but it fills the bill perfectly in keeping rural Brazilians in touch with the world."

In TV as in its other major products—radios, washers, refrigerators—Philco knows that local preference & custom are all-important. While American engineering advances are incorporated into foreign sets, the final say in this area—as well as in design, merchandising, advertising, etc.—is local. For example, a stunning advance-design set made by Philco Italiana—even more modern in appearance than the ill-fated Predicta—is a hit in Italy, but nothing like it has ever been introduced here. Another example: Britain's Thorn makes Philco TVs for export to Sweden—but they're put in Swedish-designed & built cabinets on arrival.

Will imported TV ever be substantial factor on U.S. market? Williams thinks not, citing these barriers: Shipping costs, space, breakage, import duty per unit, American preference for American design. And perhaps biggest barrier of all is the increasing mechanization & automation of U.S. industry—made possible by huge production runs—which is putting this country in position to compete price-wise with imports.

"We can compete with the Japanese now" on the transistor radio market, Williams believes—again citing large runs and automation as counterbalancing price advantages of cheaper foreign labor. Philco, incidentally, has no Japanese subsidiary or licensee, has never imported Japanese transistor radios.

For more about Williams of Philco and his philosophy & practice of international trade, see p. 17.

Philco International's Harvey Williams, a leading expert on international trade and—perhaps equally important—on international public relations, makes his philosophy strongly felt throughout the company's world organization. Among the keystones of Philco's world: (1) Local management & relative local autonomy in affiliate & licensee organizations. (2) Technical, product design, engineering & management assistance from parent company to all affiliates—including licensees as well as subsidiaries. (3) Strong distributor organizations, gained by making Philco-Bendix franchise as valuable as possible through providing broadest selection of goods from a variety of sources. (4) "An international point of view" toward marketing.

This international viewpoint is best exemplified by Philco's recent announcement that it will test-market in the U.S. a line of radios & phonos made by its British licensee, Thorn Electrical Industries (Vol. 16:49 p19). These sets differ radically from Philco's U.S. line—most of the radios have shortwave bands—and Williams considers this non-competitive line a "specialty" in U.S. marketing. It wouldn't be economical for Philco to tool up its U.S. production lines for the few thousand shortwave radios that might be sold here—but a few thousand extra can easily & profitably be turned out on British lines already set up for them.

6-FT. WALL TV PLANNED FOR APARTMENTS: Built-in "communication wall," proposed for each of 900 deluxe Chicago apartment units in late 1962, would contain stereo phono, AM-FM radio—and a 4½x6-ft. picture-on-the-wall TV.

This is no Buck Rogers dream—all equipment is available, and negotiations are now under way among equipment supplier, architect & builder for installation of the wall with its huge TV in new section of a cooperative apartment development.

Developer of the communication-wall idea is TelePrompter Corp. The TV unit used would be the new projection system now in production by Dalto Electronics, Norwood, N.J., described on p. 12. TelePrompter's communication-wall system envisions modification of the Dalto units for rear-screen projection, planting them inside the wall, with only the translucent screen showing on the wall. The same screen also could be used for home movies & slides.

Dalto's unit makes possible practical home projection TV for the first time, we were told by TelePrompter communications systems vp Nat C. Myers Jr., because of its simplified & inexpensive refractive optical system (which replaces complicated Schmidt systems used in other TV projectors). With a 4½x6-ft. rear-projection picture, Myers says, the highlight brightness of Dalto's TV picture is about 10 foot-lamberts—not as bright as direct-view TV, but adequate for daylight viewing.

TelePrompter hopes to lease the communication walls rather than sell them. Although price of the Dalto system is high for home use (list price \$1,950), volume production presumably could bring costs down substantially. Myers, who requested that the name of the apartment development be withheld, estimates that the building will be ready for occupancy in 18 months to 2 years. Negotiations are now in the serious stage, he says, and TelePrompter hopes to install communication walls in all 900 apartments.

Even if the proposed deal falls through, the Dalto-TelePrompter development seems certain to revive serious talk about projection TV for the home—for the first time in more than 10 years. And at the very least, Dalto's development of low-cost portable projection TV seems to have strong implications in the school, institutional, military & hotel fields.

Note: EIA's weekly TV-radio production statistics, usually carried in this space, were not available as we went to press, because of the Inauguration Day holiday in Washington (where EIA headquarters are located). A summary of 2 weeks' production figures will be carried in next week's issue.

NARDA—'SNOWBALL' & NIPPON: Japan's competition & Corning's "Operation Snowball" represented most of the excitement at the National Appliance & Radio-TV Dealers Assn. convention in Chicago Jan. 13-15. Corning's industry-wide program for spurring TV sales won the endorsement of NARDA's executive committee. And Nippon manufacturers received the latest in a series of blasts from Admiral Pres. Ross Siragusa, who doubled as the convention keynoter.

In his address, titled "A Look Ahead for the Electronic-Appliance Industry," Siragusa made these forecasts for 1961: "In TV, I believe we will reach a plateau in the first half, with a gradual rise in the second. The industry should come very close to hitting 1960's total of 5¾ million sets. The bright spots in TV are the increasing interest in combinations & a higher unit-dollar sale.

"Color is another very bright spot, increasing 35% in sales this year. We expect to do even better in 1961. And remember, one color sale is equal to 2½ b&w sales.

"In stereo, we look for the same leveling in the first half & a climb in the 2nd, to repeat 1960's 4½ million units.

"It is expected that the radio sales boom will continue at its present levels. This year we should set an all-time record in FM sales. Total home radio sales are expected to exceed the 11-million figure."

The appliance picture, Siragusa said, has brightened,

and the outlook is for an industry sales rise this year. "We at Admiral have backed this outlook with our new appliance line that represents \$8 million in tooling costs alone," he noted, adding: "This sales rise will occur in a more stable climate, with newer, fresher products & firmer pricing across the board."

Having done with forecasting sales, Siragusa sailed into "cheap-labor foreign competition." Stressing Admiral's 2-year fight to blunt foreign-product invasions, he declared: "Admiral's campaign to promote our products as 'Made in America, by American craftsmen, with American quality components,' has finally won the support of official industry associations. Both EIA & NEMA recently announced they will wholeheartedly support our program . . . I propose that NARDA join EIA & NEMA in supporting these measures & actively promoting the 'Buy American, Sell American' program."

U.S. imports of Japanese radios with 3 or more transistors increased 10% in 1960 from 1959 to some 4.5 million units, he pointed out, adding: "Our exports to Japan are primarily in coal, cotton, wheat, soybeans and the like. These are basic raw materials that help sustain only 100,000 American jobs. On the other hand, Japanese exports to this country are finished products & components that eliminated half a million American jobs . . . Latest figures show an estimated loss of 60,000 jobs in the electronics industry alone."

The "Operation Snowball" program was outlined by Corning ad & sales promotion mgr. Joseph S. DeMaio. With NARDA's endorsement will come a special committee, to be named by newly elected Pres. Victor P. Joerndt, charged with working with Corning on means for implementing "Snowball" at the point-of-sale level.

* * *

Japan's threat to U.S. electronics is spelled out by EIA exec. vp James D. Secrest in the January (& premiere) issue of the new *NARDA News*, which has changed from a weekly to a monthly. "The time has come when Congress & the executive branch of the federal govt. must give serious consideration to the development of reasonable & effective import controls," warns Secrest, adding: "Failure to act now, we believe, cannot fail to bring the U.S. electronics industry down the road of drastically shrinking sales & massive employment cutbacks that has already been followed by the watch, plywood, fabricated steel, and other industries hard hit by imports."

* * *

Boycott of Japanese TV-radio parts has been voted by IBEW Local 1031, whose 23,000 members are employed in 137 TV-radio-electronics plants in the Chicago area. The local has notified employers that its membership will not handle foreign-made parts after May 1. A spokesman says that the local's membership has declined from 47,000 in the past 2 years, that in the last 6 months alone 5,700 members have lost their jobs because of imports. The local's action won the immediate support of the Electronic Parts & Equipment Mfrs. Assn.

* * *

Japan imports electronic brain: Tokyo Electric Power has ordered a \$2-million Univac from Remington Rand.

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Japanese TV-Radio Output: Production of TV sets in Japan in 1960 is estimated at more than 3,360,000 units—up from 2,873,000 in 1959—while radio output totaled about 11 million, compared with 10 million sets in 1959.

Last year's output brings total TV sets produced in Japan since the start of telecasting there in 1953 to about 8,530,000. The average retail price per set has declined to \$118 now from \$340 in 1953.

Japan's Economic Planning Agency predicts domestic sale of nearly 2 million sets a year for the next 10 years, with a total of 22.5 million sets in use by 1970.

Japanese TV manufacturers are having problems with newly introduced & high-priced TV sets. Both color & transistor portable sets have failed to gain volume sales. Nevertheless, several manufacturers have announced plans for larger-scale output in an attempt to cut prices. Toshiba says it plans to produce 1,000 color sets (17-in.) a month in its new color-TV plant; Hitachi, Matsushita & Mitsubishi each has announced that its monthly color-set output will be stepped up to 500 sets. Prices of 17-in. sets currently run \$1,115-to-\$1,254. Sony, meanwhile, has dropped its 8-in. transistor portable TV and is producing a 14-in. model.

* * *

Export check prices of Japanese transistor radios may be discontinued in March, pending the outcome of an investigation by the Ministry of International Trade & Industry (MITI). The present check price (floor price) for a 6-transistor pocket radio is \$11, but actual going prices are \$8-9. "Current price movements," according to reports from Tokyo, "indicate that the quota system is operating efficiently enough to hold market prices at their present level."

More about

PHILCO & THE WORLD: At 60, spry, athletic Harvey Williams, president of Philco International Corp., is conducting a world-wide sales campaign among Philco affiliates & foreign distributors themed (coincidentally or not) to the slogan, "Success in the Sixites."

Elaborating for us on his own formula for success in world-trading of consumer heavy goods (see p. 14), he outlined these basic facts of life in international commerce:

The world is made up of 100 to 120 basic markets, depending on the definition of a market. Less than 20 markets can afford their own manufacturing facilities for such heavy items as refrigerators or TV—which means 80 must be supplied by imports.

"If you need your own factories in 20 markets, you need darn good distributors in the other 80 or so." But all 80 don't buy from the same source. "Madagascar may have more French francs than pounds or dollars, Portugal more pounds than francs, and so forth. The manufacturer in the foreign market must be able to supply from more than one source to meet the needs & capabilities of its distributors."

Exports come basically from 9 countries—5 major manufacturing countries (U.S., U.K., Germany, France, Japan) and 4 lesser manufacturing countries (Belgium, Italy, Netherlands & Switzerland). Production in all 9 exceeds pre-World War II levels, and each has an exportable surplus. Countries in the rest of the world don't have exportable surpluses of consumer goods. Brazil, for example, makes consumer durables for the domestic market, but not in quantities to export at competitive prices.

"We must analyze the needs of our distributors in the 80 non-manufacturing countries to give them the opportunity to penetrate their own markets to the greatest possible extent. To do this, we must offer them the broadest selection of goods, and give them the chance to buy in 2 or 3 different currencies. In this way we are making the distributor's franchise really valuable."

Wholly Owned Subsidiaries vs. Licensees

Then, adds Williams, "is the time to start out to get manufacturing sources." In some cases, wholly owned subsidiaries are organized—but this puts complete responsibility for management & finance on the parent company ("How would you like to have to appoint 20 general managers, 20 sales managers and so forth?").

Alternative methods are licensing of non-owned companies (as in the case of Thorn of England) or setting up partially-owned firms (as Philco Italiana, established in 1959 with Philco as biggest shareholder, but also with Italian & French ownership). A big advantage is local management, with intimate knowledge of the market, local govt. & national mores.

Parent Philco Corp. provides many of the same services to its non-owned and partially-owned licensees as it does to its wholly owned subsidiaries: Technical & product-design information, engineering & management assistance. "We believe in strong team play. We give our affiliates the benefits of our experience in the U.S. We want to get thinking started . . . This worked in the U.S. Will it work here? How can it be modified for this market? . . . and so on."

Williams has been identified at the top echelons of business since 1928. One of the original organizers of Avco (then Aviation Co.) that year, he was on the board & exec. committee until 1933. He then moved to H. J. Heinz Co., where he headed the giant food firm's international operations. In 1953, he returned to Avco and organized its

international div., going to Philco in 1956 when that firm took over Avco's Bendix line.

* * *

Philco's world domain, which Williams oversees, is complex. Here is a breakdown of its subsidiaries & licensees: Wholly owned subsidiaries of parent Philco Corp. (Philadelphia): Philco Corp. of Canada; Philco Radio e Televisao, Brazil; Philco Corp. S.A., Switzerland (non-manufacturing). Partially owned subsidiary of Philco Corp.: Philco S.A., Mexico. Wholly owned subsidiary of Philco Corp. of Switzerland (in turn wholly owned by Philco): Philco International Ltd., London. Licensees of Philco of Switzerland in which Philco has minority interests: Philco Argentina; Bendix Home Appliances do Brazil; Industrias Nacionales de Enseres Electricos, Colombia; Bendix Home Appliances France; Philco Italiana; Cia. Mercantil Internacional, Mexico; Semiconductors Ltd., U.K. Licensees of Philco of Switzerland in which Philco has no financial interest: Kenig, Cazzaniga & Co., Argentina; Philco Chile; Sociedad de Industrias Electricas Nacionales, Chile; Charles Begg & Co., New Zealand; Fisher & Paykel Ltd., New Zealand; Bendix Home Appliances, U.K.; Thorn Electrical Industries, U.K.

Speaking at a recent N.Y. Chamber of Commerce meeting, Philco's Harvey Williams summed up his policies of public relations for U.S. firms doing business in foreign lands in these sentences:

"We do not parade the United States before the nationals of other countries. We avoid being patronizing to the people of other nations. We try to practice Christian humility. True, we exert management influences internally, but externally we build up local programs, local companies and local personnel. We try to be constructive in terms of the local economy and sympathetic with & sensitive to its traditions, customs and way of life."

Transistor radios plus civil defense tie-in rewarded Purolator Products Inc. with plenty of free publicity mileage and Sylvania with extra radio sales which may exceed 100,000 units. With OCDM Dir. Leo A. Hoegh acting as a sort of public-spirited super-salesman, Purolator ("in conjunction with the OCDM") is offering the 150,000 service stations of the U.S. a promotional package of 27 Purolator oil filters plus a Sylvania radio & battery for \$49.95. By throwing in some civil defense posters and pointing out that the radios are marked with the Conelrad frequencies, Purolator was rewarded with: (1) A letter from Hoegh to all service-station operators urging them to buy the package to help do their part "in safeguarding American homes in the event of enemy nuclear attack." (2) Pledge of cooperation from "nearly every major oil company."

Transistor agreement signed by Texas Instruments and ITT provides for an exchange of non-exclusive patent licenses & technical information on semiconductor components. A joint announcement stated that "Texas Instruments will also supply a portion of ITT's needs for semiconductor devices & components." TI Pres. P. E. Haggerty stated that the pact "provides us with important business, especially for our plant in England and our new plant in France as well as access to the latest technical requirements of systems development." ITT Pres. H. S. Geneen hailed the agreement as providing "an assured source of high-quality semiconductor components & technical know-how" for his firm's worldwide telecommunications & consumer electronics business.

MONO SELLS, STEREO DULL: EIA's retail phono-sales report for November shows business down in more ways than one: (1) Total unit sales of phonographs were nearly 18% below the Nov.-1959 level. (2) A large percentage of these sales appeared to be concentrated in the extremely low-end price bracket represented by monophonic phonos.

The figures show that monophonic sales accounted for a full 40% of the unit total in Nov. 1960, as opposed to 28% in Nov. 1959. While Nov. 1960 showed the year's highest monthly sales of mono units, the figure was still lower than Nov. 1959's mono sales. Stereo sales in Nov. 1960 were nearly 44% below Nov. 1959.

The stereo-to-mono ratio for 1960's first 11 months contrasts sharply with Nov.'s percentage. Stereo sales constituted more than 72% of the retail sales units vs. 60% for the first 11 months of 1959. Total phono sales declines, particularly in October (down 19% from year-before) & November, practically wiped out 1960's lead over 1959. Eleven-month retail sales were just 2% ahead of '59.

Factory phono sales for November (the highest in any 1960 month) indicated a pre-Christmas buildup, but they were lower than the corresponding 1959 month for only the 2nd time in 1959 (first time was October). Nevertheless, total 11-month factory phono sales outpaced retail sales by a little more than 12%. EIA phono sales statistics:

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	182,962	33,356	89,827	123,183
June	69,293	198,407	267,700	44,976	152,900	197,876
July	70,992	222,559	293,551	44,591	168,668	203,259
August	109,321	307,517	410,838	65,179	277,545	342,724
September	146,997	384,289	531,286	102,399	377,785	480,184
October	143,160	391,821	514,980	139,579	456,471	596,050
November	177,786	343,006	520,792	167,879	455,582	623,461
TOTAL	1,059,617	3,044,702	4,104,319	1,113,207	2,628,092	3,741,299

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	68,787	180,949	239,736	82,742	124,979	207,721
August	79,364	257,581	336,945	98,132	198,926	297,058
September	115,863	264,636	380,499	132,686	257,858	390,543
October	126,807	272,101	398,908	152,248	343,428	495,676
November	174,801	263,182	437,983	183,774	469,048	652,822
TOTAL	995,784	2,663,330	3,659,124	1,423,148	2,151,948	3,575,096

Anti-trust indictment has been filed by a federal grand jury in Dayton, O., against International Resistance Co., 3 other manufacturers and 2 individuals, alleging that they conspired to fix prices of composition electrical resistors used in TV, radio and other communications equipment. Named with International Resistance in the charges—which could result in one-year prison sentences and/or \$50,000 fines—were Allen-Bradley Co., Stackpole Carbon Co., Speer Carbon Co., Allen-Bradley sales mgr. George W. Vater and Speer Carbon marketing vp Edward W. Butler. The indictment alleged that the defendants started in 1955 to maintain uniform prices for resistors packaged for commercial & military customers. Their sales in 1959 alone totaled \$43 million, the grand jury said. Filed at same time by Justice Dept. was a civil suit seeking a federal court injunction against any collusive practices.

Trade Personal: Victor J. Joerndt elected NARDA pres., succeeding Carroll D. McMullin; McMullin replaces Joerndt as treas.; Gail K. Pinkstaff resigns April 15 as NARDA exec. vp . . . Harold W. Schaefer promoted from vp-gen. mgr., appliance planning & product development, to vp-engineering dir., Philco consumer products div. . . Pat A. Calobrisi appointed product planning mgr., Motorola consumer products div., succeeding K. Warren Snider, reassigned to a special assignment on the West Coast.

John A. Mayberry, ex-Sylvania, named merchandising mgr., CBS Electronics distributor sales . . . William H. Rous named international operations vp, Amphenol-Borg . . . Walter H. Powell, industrial relations vp, International Resistance Co., named also operations vp . . . Robert F. Stewart appointed mktg. vp, Gabriel Electronics; David Fales III, ex-Martin Co., named chief engineer.

Herman R. Henken, ex ad mgr., RCA industrial electronic products, named ad & sales promotion mgr., RCA electronic data processing div. . . Douglas C. Lynch, RCA International pres. & managing dir., named also a dir. of RCA Victor Co., Canada . . . David J. Gardam appointed plant personnel mgr., RCA electron tube div., Marion, Ind., succeeding Paul Thompson, now plant personnel mgr., RCA electronic data processing div., Palm Beach, Fla.

Harold J. Schulman, promoted from mktg. mgr. of sound products and Knight-Kits to vp & gen. mgr., Knight Electronics Corp., Allied Radio wholly-owned subsidiary . . . Henry Feldmann, FXR founder & chmn., resumes company presidency, succeeding Tore N. Anderson, resigned . . . Frank A. Gunther, former exec. vp-gen. mgr., elected pres. of Radio Engineering Labs.

Charles A. Tepper appointed vice-chmn., Industro Transistor, succeeded as pres. by Ira R. Becker, promoted from secy.-treas.; Tepper named also chmn. of subsidiary Poly-Chem Materials Corp . . . Edwin L. Davis named to new post of industrial & military products sales mgr., GE receiving tube dept. . . Robert V. Jordan named to new post of product mgr., microwave devices, Sylvania electronic tube div.; William J. Peterson appointed product mgr., receiving & cathode-ray tubes. John Spitzer appointed ad & sales promotion mgr., Sylvania semiconductors.

Phillip L. Gundy, Ampex Corp., has been elected president of Western Electronics Mfrs. Assn. New vps are Arthur N. Curtiss, RCA; Kenneth C. Stone, Kinetics Corp.; William C. Webber, Tektronix; Burgess Dempster, Electronic Engineering Co. Emmet C. Cameron, Varian Associates, is the new secy.-treas.

Stuart L. Bailey, pres. of Jansky & Bailey Inc., was elected IRE treas., succeeding the late Dr. W. R. G. Baker. Re-elected were Secy. Haraden Pratt, Editor Ferdinand Hamburger Jr. and Dirs. Alfred N. Goldsmith & Patrick E. Haggerty. Elected new dir. was Motorola's D. E. Noble.

Most TV manufacturers will get into color "within the next 2 or 3 years," RCA Chmn. Brig. Gen. David Sarnoff said last week. The General's statement was released by RCA in the form of a correction to an interview with him by Marie Torre in Jan. 19 *N.Y. Herald Tribune*. Miss Torre's account of the interview caused some raised eyebrows in the industry by stating that Gen. Sarnoff "offered the educated opinion that there'll be color TV in almost every American home within 2 years, 3 at the most." Said Gen. Sarnoff's subsequent statement: "This is incorrect." He said his comment had been in answer to the question, "When did I think most other manufacturers in the electronics industry would be in the color-TV business?"

Finance

Mergers & acquisitions: Ling-Temco Electronics has acquired San Antonio-based Ed Friedrich Inc. and Friedrich Refrigeration Inc. in a "multi-million-dollar cash transaction." The 2 Friedrich companies make & market air conditioning & refrigeration equipment. Ling-Temco also reports that it has obtained "a strong position of ownership" in Chance Vought. Indications are that Ling-Temco has acquired at least 10% and possibly up to 40% of the Dallas-based aircraft-electronics-trailers firm's 1,189,390 shares • Westinghouse has purchased Teletronic Systems Corp., TelAutograph's 80%-owned subsidiary, for \$600,000 cash. Teletronic makes electronic consoles for use in plant security systems. Its employees own the other 20% of stock • Lynch Corp. (Symphonic Electronic) is negotiating to purchase "a leading manufacturer of instrumentation & test equipment" whose stock is listed on a major exchange. The acquisition, via a stock exchange, is expected to be completed by mid-February • Fairchild Camera & Instrument has purchased Pacific Mercury Electronics' Joplin, Mo. cable production plant. The cash transaction includes production equipment & materials.

Trading in 16 Japanese securities, including those of 5 leading electronics corporations, will be made simpler through a move just taken by the Japanese Finance Ministry. The Ministry last week approved plans for 4 U.S. banks to issue American Depository Receipts (ADRs) representing shares in the companies. ADRs are certificates that represent the deposit of foreign shares in correspondent banks overseas; in addition to handling the ADRs, the issuing banks handle collection of dividends and their exchange into dollars. Morgan Guaranty Trust Co., N.Y., has filed registration statements with SEC for handling ADRs of 5 major Japanese companies, including Sony Corp., Toshiba and Hitachi. Irving Trust Co., N.Y., will also handle Hitachi, Nippon Electric and 3 other firms.

SEC case echo: Pres. Morton Carlin of Judson Commercial Corp., N.Y. factoring firm which was involved in SEC cases against Skiatron Electronics & TV and ex-MBS Pres. Alexander L. Guterma's operations with F. L. Jacobs Co. stock, has been charged with grand larceny. N.Y. District Attorney Frank S. Hogan announced Carlin's arrest on a grand jury indictment alleging that he swindled 7 customers out of \$1.3 million by misusing stock they pledged with the Judson firm as collateral against loans.

Progress Webster Electronics Corp., Chester, Pa. manufacturer of electronic components, plans public sale of 150,000 common stock shares at \$4.50 per share through underwriters headed by Marron, Sloss & Co. Inc. An SEC registration statement (File 2-17468) said that the proceeds would be added to working capital.

ITT has sold for "more than \$12 million" a portion of its holdings in Nippon Electric Co. Ltd. of Japan. The sale, which reduced ITT's working interest to 15% from 22%, was made to Japanese interests headed by the Daiwa Securities Co. and the Sumitomo group. ITT continues to be a principal stockholder of Nippon Electric, Japan's largest manufacturer of telecommunications equipment. ITT's association with Nippon Electric dates from 1899.

MGM has registered 157,579 common stock shares with SEC (File 2-17457) for use in stock-option plans. The registration statement said 126,100 shares were reserved for issuance under outstanding options, and that the rest already had been issued to executive officers.

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 Electronic Labs	1960—year to Nov. 30	\$ 2,691,419	—	\$ 73,127	\$0.73	—
	1959—year to Nov. 30	1,999,091	—	53,297	.53	—
Beckman Instruments	1960—6 mo. to Dec. 31 ¹	31,300,000	—	1,550,000	1.12	1,381,223
	1959—6 mo. to Dec. 31	25,442,965	—	1,262,172	.93	1,363,094
Electronic Assistance	1960—9 mo. to Oct. 31	3,139,897	—	183,859	.31 ²	584,004
	1959—9 mo. to Oct. 31	232,595	—	(2,923)	—	500,000
	1960—qtr. to Oct. 31	999,955	—	44,453	.08 ²	584,004
	1959—qtr. to Oct. 31	100,003	—	8,921	.02 ²	500,000
IBM	1960—year to Dec. 31 ¹	1,436,053,085 ³	—	168,180,880 ³	9.18	18,310,954
	1959—year to Dec. 31	1,309,788,037	—	145,633,212	7.97	18,268,943
Loral Electronics	1960—9 mo. to Dec. 31 ¹	27,000,000	—	950,000	.55	1,740,444
	1959—9 mo. to Dec. 31	10,553,469	—	379,053	.22 ⁴	1,740,444 ⁴
Howard W. Sams	1960—6 mo. to Dec. 31	4,891,092	—	359,020	.84	425,450
	1959—6 mo. to Dec. 31	4,815,122	—	299,112	.70	425,450

Notes: ¹Preliminary. ²After preferred dividends. ³Record. ⁴Adjusted for July-1960 5% stock dividend and Oct.-1960 3-for-1 stock split.

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

Allied Artists. Albert Zugsmith bought 600, held 171,500.
 AB-PT. James G. Riddell sold 100, held 1,500.
 American Electronics. Charles L. Jones sold 200, held 500.
 Ampex. Herbert L. Brown bought 750, held 2,673. Thomas L. Taggart bought 1,500, held 4,470.
 Amphenol-Borg. C. Marshall Borg exercised option to buy 400, held 1,066 personally, 2,666 in trust, 23,000 in estate. Harold R. Egenes exercised option to buy 1,000, held 2,033.
 Arvin Industries. Eldo H. Stonecipher bought 300, held 2,425.
 Avco. John Mihalic Jr. exercised option to buy 1,000, held 7,300.
 Belock Instr. Harry D. Belock sold 2,000 in private sale, held 221,496.
 Capital Cities Bestg. Lowell J. Thomas sold 3,200, held 164,767.
 Cinerama. Nicholas Reisin bought 6,800 through Robin International, held 94,450 in Robin International, 350,000 personally.
 Collins Radio. H. V. Gaskill sold 600, held 822.
 Corning Glass. William H. Armistead exercised option to buy 1,000, held 2,000. Paul T. Clark exercised option to buy 575, held 2,500. William C. Decker exercised option to buy 4,000, held 18,937. R. Lee Waterman sold 400, held 1,460.
 Daystrom. John W. McLaren bought 100, held 100.
 Decca Records. Albert A. Garthwaite sold 200, held 3,500. Harold I. Thorp sold 500, held 500.
 Desilu Productions. Edwin E. Holly bought 300, held 2,300. Milton A. Rudin bought 100, held 100 personally, 187 in partnership.
 Electronic Research. Max W. Shapiro sold 1,000, held none.
 Electronics Capital. L. J. Rice Jr. bought 500, held 3,500. David Salik bought 200, held 15,956.
 Electronics International Capital. Charles T. M. Collis bought 100, held 100. Charles E. Salik bought 2,100 through Fleetwood Securities and 45 more through Salik & Co., held 2,100 in Fleetwood Securities, 45 in Salik & Co., 7,877 personally.
 Filmways. James C. Kellogg III sold 1,500, held 50.
 GE. John W. Belanger sold 500, held 17,068. Ralph J. Cordiner exercised option to buy 9,000, held 21,090. Hershner Cross exercised option to buy 480, held 913. Milton F. Kent bought 450, held 2,081. Harold A. Olson sold 2,000, held 2,327. Charles K. Rieger exercised option to buy 3,106, held 7,931. Willard H. Sahloff exercised option to buy 2,445, held 7,554. Charles V. Schelke sold 114, held 3,969.
 General Instrument. Herman Fialkov exercised option to buy 799, held 24,891. Louis Scadron sold 500, held 6,878.
 General Telephone & Electronics. Jacob B. Taylor exercised option to buy 750, held 2,695. Ralph D. Heusel sold 100, held 2,100. Walter G. Wright exercised option to buy 300, held 13,800.
 Globe-Union. Ralph W. Conway exercised option to buy 100, held 2,450. John S. Owen bought 500, held 1,000. Remington H. Warner exercised option to buy 100, held 660 personally, 280 for wife.
 Hazeltine. James F. Harrigan bought 100, held 1,403.
 Lear. William P. Lear Jr. exercised option to buy 175, held 13,849.
 Ling-Temco Electronics. D. H. Byrd bought 3,800, held 76,803.
 Oswald G. Villard Jr. sold 1,600, held none. Lee D. Webster bought 400, held 1,000.

Litton Industries. Charles R. Abrams Jr. sold 400, held 5,000. Roy L. Ash sold 1,000, held 118,489 personally, 2,460 as custodian, 14,178 in partnership. Lewis W. Howard received 307 in exchange for Triad Transformer Corp. stock, held 6,772. Fred R. Sullivan sold 1,000, held 15,260. Charles B. Thornton transferred 7,400 from community property interest, held 284,246 personally, 31,191 in partnership.
 National Theatres & TV. W. J. Friedman bought 2,000, held 3,000.
 Oak Mfg. E. A. Carver bought 1,000, held 1,000.
 Philco. Gaylord P. Harnwell bought 286, held 1,000.
 Raytheon. N. B. Krim exercised option to buy 661, held 661.
 Thompson Ramo Wooldridge. A. T. Colwell exercised option to buy 2,000, held 12,000. Harold L. George sold 1,000, held 28,035.
 Trans Lux. Harry Brandt bought 1,190 personally, 500 through Brapick Inc., 100 for foundations, held 164,090 personally, 4,000 in Brapick Inc., 34,280 in foundations, 17,000 for wife, 100 in Barvic The-

atres, 200 in Marathon Pictures, 400 in Bilpam Corp., 400 in Pamela Amusement.

Transitron Electronic. Charles Rimkus sold 139, held none.
 Tung-Sol. H. Merle Darling bought 207, held 4,062. George E. Hallett bought 100, held 1,540.
 Walt Disney Productions. W. H. Anderson bought 400, held 900.
 Lawrence E. Tryon bought 200, held 200.
 Webcor. Titus Haffa bought 61,540, held 66,790 personally, 57,304 in joint tenancy.
 Westinghouse. J. H. Jewell exercised option to buy 5,260, held 5,260.

Reports & comments available: International Resistance, review, Blair & Co., 20 Broad St., N.Y. 5 • Radio Shack, study, Granbery, Marache & Co., 67 Wall St., N.Y. 5 • Multi-Amp Electronic, report, G. Everett Parks & Co., 52 Broadway, N.Y. 4 • Standard Kollsman Industries, report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • Official Films, discussion, H. Hentz & Co., 72 Wall St., N.Y. 5 • Gulton Industries, review, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • General Tire & Rubber, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Wilcox-Gay, report, Webber-Simpson & Co., 208 S. La Salle St., Chicago 4 • Reeves Soundcraft, prospectus, Emanuel, Deetjen & Co., 120 Broadway, N.Y. 5.

Columbia Pictures' earnings in fiscal 1961's 2nd quarter (ended Dec. 26) will top the \$510,000 earned in the preceding quarter and the \$307,000 of the year-ago period. First vp Leo Jaffe said that 2nd-quarter results will include part of the more than \$11 million Columbia is to receive on its recent sale of post-1948 movies to TV (Vol. 16:49 p6).

Pacific Industries has been listed for trading on the American Stock Exchange. Symbol: PI.

Over-the-counter stock quotations will be found on p. 13.

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Gross Telecstg.	Q	\$0.40	Feb. 10	Jan. 25
Gross Telecstg. "B" ...	Q	.07½	Feb. 10	Jan. 25
Paramount Pictures ...	Q	.50	Mar. 10	Feb. 23
Republic Corp.	Q	.15	Feb. 15	Feb. 3
Rico Electronics	Q	.22½	Feb. 24	Feb. 3
Taft Bcstg.	Q	.10	Mar. 14	Feb. 15
Taft Bcstg.	Stk.	2½%	Mar. 14	Feb. 15
Thompson Ramo Woold.	—	.35	Mar. 15	Feb. 28

WEEKLY **Television Digest**

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

SUMMARY-INDEX OF WEEK'S NEWS

FCC

FCC READY TO WRAP UP ALLOCATIONS POLICY: All-channel receiver law, vhf-uhf simulcasting, ETV uhf reservation, removal of uhf assignment table, deintermixture (p. 1).

COURT OKAYS FCC BOSTON CH. 5 ACTION, sends the case back for a new choice of winner among 3 applicants. WHDH-TV and Mass. Bay to suffer demerits (p. 3).

FCC's "TRAFFICKING" PROPOSAL draws more station opposition, all asserting that Commission has plenty of power now (p. 4).

Programming

ANOTHER TRIUMPH FOR TV is achieved by live coverage of President Kennedy's first news conference (p. 2).

12 SHOWS EVICTED thus far this season. Believed to be a third of final total (p. 5).

Auxiliary Services

3 PAY-TV INSTALLATIONS PLANNED in U.S. by Telemeter, but "test case" before state agency may delay the wired system in Little Rock. TelePrompTer plans 2 systems (pp. 3 & 9).

Congress

SEC. 315 INQUIRY IS SET for 2 days of Senate hearings as the opening FCC-TV-radio event of the new Congressional session. Top industry brass is billed for the witness stand (p. 8).

Film & Tape

OZZIE NELSON SIGNS with Writers Guild of America 3 days after their strike call against him (p. 10).

Consumer Electronics

LABOR DECLARES WAR on imports: IBEW local's boycott threat against Japanese components is likely to spread to other labor groups, influence negotiations, spur legislation (pp. 15 & 17).

PITTSBURGH BONDED TUBE is being shown to set & tube manufacturers, but new laminated picture-tube processes are too late for "1962 models," now frozen (p. 15).

GOVT. PREDICTS RISE of 6% in electronic equipment output, 5% in components, in Commerce Dept.'s annual outlook (p. 16).

ELECTRONICS EXPORTS ROSE 12% in 1960 to \$450 million, exceeding imports by more than 4 to 1. Consumer-electronics exports dropped, however, Commerce Dept. says (p. 17).

Finance

EMERSON PROFIT-SALES SAG: Earnings dropped 41.5% on a 5.5% decline in volume in the 1960 fiscal year (p. 19).

Advertising

RISING MEDIA COSTS are analyzed by Grey Advertising, which finds that it costs 20% more to maintain 1957's schedules (p. 7).

TV GAINED 8% IN NOVEMBER while total national ad volume rose 4% from the year-earlier month (p. 7).

Stations

ARIZONA & OREGON ETV STATIONS START: KAET (Ch. 8) Phoenix and KOAP-TV (Ch. 10) begin Jan. 30. A review of vhf outlets that have left the air (p. 14).

Other Departments

TECHNOLOGY (p. 6.) **FOREIGN** (p. 9). **NETWORKS** (p. 12).

FCC READY TO WRAP UP ALLOCATIONS POLICY: FCC continues to zero in on its proposed TV allocations policy—the most important problem in its domain. Very soon, the Commission will give Congress its recommendations. We've followed FCC thinking extremely closely, and major aspects have been foreshadowed here (Vol. 16:50 p2, 16:52 p2, 17:2 p1, etc.). It's understood that policy has almost congealed, and unless there's a totally unexpected reversal, here it is:

(1) Legislation requiring that all sets shipped in interstate & foreign commerce be capable of receiving all vhf & uhf channels—with FCC to be given authority to prescribe minimum performance. FCC is considering telling Congress that such law is "of utmost importance to the national welfare." This shows how much steam is behind measure.

(2) Uhf is asserted to be absolutely vital to a nationwide TV system, and it must be stimulated.

(3) A pool of uhf channels will be set aside for existing vhf operators, who will be encouraged to telecast on both simultaneously.

(4) A pool of uhf channels will be reserved for educators.

(5) All other uhf channels will be available to newcomers on a first-come, first-served basis—to encourage fast applications for choice low channels, reduce or eliminate hearings for contested channels.

(6) Vhf drop-ins, with short co- & adjacent-channel spacings, will be assigned to a few major markets—not more than 10.

(7) Operating requirements for uhf stations will be relaxed—e. g., elimination of vestigial sideband filter, reduced power & height.

(8) Uhf & vhf will be deintermixed wherever FCC believes public will gain more than it may lose.

Some Commissioners, perhaps all, favor following language justifying recommendations:

"Without the receiver legislation, the program will necessarily lose a large portion of its effectiveness. Certainly development of uhf stations will be retarded. In the face of the limited use of the large portion of uhf spectrum space now allocated to TV broadcasting, it may be necessary to surrender substantial portions for other pressing needs. The result will be the ultimate confinement of TV broadcasting to the wholly inadequate 12 channel vhf system.

"It is clear that the 12 vhf channels do not provide adequate opportunities for growth to meet the demand of our expanding economy. Moreover, any attempts to squeeze in any substantial number of additional vhf stations can only result in serious degradation of the quality of TV service to metropolitan areas, and virtual elimination of such service to many rural areas. Obviously, such a program could not provide an adequate solution to this problem.

"Failure of the long-range program would handicap the nation with a limited TV system with inadequate opportunities for local outlets & effective competition. We could expect the inequities & monopolistic elements in the present system to become magnified, and costs of sponsoring programs to significantly increase to the point where only the large advertisers can participate. This would be a result opposed to our national policy & desire for increased competition, and inevitably pressures will mount for the adoption of strong measures to overcome the shortages. This may include breakdowns in the technical standards to squeeze in more assignments in the vhf, and such regulatory measures as rationing of time on stations."

ANOTHER TRIUMPH FOR TV: "The traditionalists of journalism, from an era when reporters clustered around a President's White House desk and exchanged sparkling repartee, can quit yearning. Live TV has become the new arm of Presidential communication with the public."

TV's precedent-shattering achievement Jan. 25 in carrying President Kennedy's first news conference live to millions was underlined that way by UPI in its overnight lead from Washington. It reflected the general (but not unanimous) applause (however reluctant & rueful) from the press for all hands responsible for the New Frontier event which challenged the newspaper's pre-eminence as the White House news medium.

"A solid hit," said UPI. "Altogether successful innovation for both govt. & TV," said Jack Gould in N.Y. Times. "Press conferences televised live are here to stay," Washington Post acknowledged, adding editorially that the first one "simultaneously met expectations & aroused high hopes." N.Y. Herald Tribune saw live TV making White House conferences "an important political instrument—perhaps more important than ever before."

There were some press misgivings & dissents. "This new type of Presidential appearance, of course, is here to stay," Wall St. Journal editorialized. But it yearned—somewhat surprisingly—for the FDR days when there was "great flexibility" in White House conferences & less chance of Presidential slips-of-tongue getting out. Philadelphia Inquirer commented: "At a time when a wrong interpretation placed on a Presidential remark could set off an international crisis that would be hard to control later, it appears stupid to jeopardize our welfare just to furnish a good TV show." In some second thoughts on the subject, N. Y. Herald Tribune warned that televised conferences mustn't be occasions for "political propaganda."

Such TV hazards were discounted by N.Y. Times editorial, however. It said "benefits are likely to be greater than the risks," concluded: "The nationally televised press conferences can be of tremendous service in bringing the govt. a little closer to the people." President Kennedy himself said "this system has the advantage of providing more direct communication." And his asst. press secy. Andrew Hatcher added: "So far as we are concerned, there will be many more televised press conferences." Frequency, he said, will be up to the networks themselves. Schedules for upcoming conferences will alternate regularly from 10 a.m. to 4 p.m., with evening sessions (such as the first one) planned for every 6 or 7 weeks.

Networks' technical handling of initial 6 p.m. conference, which ran 39 minutes in the sparkling new auditorium of the State Dept. Bldg., 8 blocks from the White House, was nearly flawless. Crews worked from 8 glassed-in broadcast booths. Newspapers gleefully played one bobble: ABC's John Edwards announced: "Now—President Eisenhower's press conference." (It had to happen to Hagerty.)

TELEMETER PLANS 3 U.S. PAY SYSTEMS: Patterned after the pilot wired pay-TV system in Toronto area, 3 U.S. Telemeter installations are now in active planning stage, says Paramount's International Telemeter. It announced location of one—Little Rock, Ark.—but reports from Little Rock indicated the start may be delayed pending decision of a "test case" before the state Public Service Commission to determine whether the telephone company can be required to provide pay-TV cable service.

Telemeter plans another system—in the N.Y. city area, possibly in Rego Park, Queens, which has been widely rumored as a Telemeter site. Location of 3rd new area hasn't been revealed. Meanwhile, TelePrompTer says it is planning 2 pilot wired pay-TV systems—in Liberal, Kan., and in Henry Kaiser's new Hawaii-Kai luxury housing development.

Telemeter has teamed up with a powerhouse in the community-antenna business—Midwest Video Corp., which owns CATV systems in 8 communities—for the Little Rock project. Although its headquarters in Little Rock, Midwest currently has no CATV there. Exec. vp G. R. Morrell told us Midwest expects to carry the 3 Little Rock stations on its system in addition to 3 Telemeter channels. The Little Rock metropolitan area has 78,100 households.

Midwest Video has asked Southwestern Bell Telephone Co. to install & maintain the Little Rock cable system as Canadian Bell Telephone System is doing in the Etobicoke, Ont., Telemeter installation. In its petition to Ark. Public Service Commission, Midwest said Bell had turned down the request. The complaint stated this constituted discrimination, and asked PSC to require Bell to establish rate schedule & provide this type of service.

Southwestern Bell vp-gen. mgr. Warren E. Bray denied his company had turned down Midwest's request. "This is a type of service we don't presently offer," he told us. "But we are in the communications business and we certainly plan to negotiate & study this open-mindedly." Nevertheless PSC member John R. Thompson foresaw "a battle of the titans" before his Commission. PSC rules permit other parties to intervene in proceedings, so it's not unreasonable to speculate that local TV stations & movie exhibitors may come forth to oppose Midwest's petition. (More about Telemeter-Midwest project on p. 9.)

Test of TelePrompTer's "Key TV" system is slated to begin in late spring or early summer on the 2,400-home TelePrompTer-owned CATV system in Liberal, Kan. Probability is that a few hundred homes on the system will get Key TV boxes for test. Unlike Telemeter's coin-in-the-slot system, the Key TV plan lets the viewer select his pay-TV program now, and pay later (Vol. 16:42 p7). The viewer choice is registered on tape at central hq, and he's billed at end of month, along with his regular CATV fee. TelePrompTer people are also enthusiastic about Key TV for ETV (push-button combinations permit viewers to take multiple-choice tests by TV) and for merchandising (push button to order merchandise displayed on TV). It's likely that both these non-pay-TV uses for Key TV will be tested in Liberal. TelePrompTer owns its own cables & poles in Liberal, therefore is not dependent on the telephone company.

Key TV will be used in super-deluxe Hawaii-Kai CATV system (which will be owned jointly by TelePrompTer & Kaiser Industries—Vol. 16:49 p24) to bring Honolulu stations to homes in the plush Hawaii-Kai development. The system will be wired for Key TV from the start, according to TelePrompTer officials. Underground cables will be laid at same time as homes are being built (first of the initial 2,000 homes will be started next spring). Eventual goal is city of 25,000 homes. A possibility being considered by Kaiser is built-in color TV in every home.

The FCC

Court Okays FCC Boston Ch. 5 Action: Court of Appeals, its ruffled feathers smoothed by FCC, gave the Commission what it wanted and put the Boston Ch. 5 "influence" case back into FCC's hands.

After the Commission last July 14 decided that WHDH-TV should lose its CP but be allowed another (though handicapped) crack at Ch. 5 along with its original 3 competitors, the Court decided that FCC had violated an earlier Court order to maintain the status quo (Vol. 16:29 p1, *et seq.*). In last week's ruling, the Court

said that it is now satisfied with the Commission's findings & recommendations to the Court. These findings, in brief, were that the CP to WHDH-TV should be set aside; that another comparison of applicants be made and Ch. 5 be given to the best applicant; and that both WHDH-TV and Mass. Bay Telecasters be given demerits in the comparison, because their principals attempted to influence FCC through the back door. The 3rd applicant is Greater Boston TV Corp.; a 4th, Du Mont Labs, has dropped out.

FCC's next move isn't certain, but it will probably ask each of the 3 competitors to file briefs supporting their cases, hold an oral argument, then issue a final CP.

FCC'S 'TRAFFICKING' PROPOSAL: Surely few people care for FCC's proposed rule to restrict sales of stations held less than 3 years. More comments filed last week echoed the views of those submitted in the previous week (Vol. 17:4 p1).

NAB, for one, asserted there's "no magic in numbers," and "we believe the imposition of a time limit as the determining factor as to whether or not a hearing should be held is both artificial & unnecessary." NAB believes that FCC now has adequate power to deal with speculators.

If FCC insists on "some rule-of-thumb," NAB said in the comments submitted by counsel Douglas A. Anello, it ought to include more exceptions for when it would waive hearings. It suggested that these might include: Station operating consistently at a loss, and "assignments or transfers which are not *pro forma* as such but which would result in the continuity of service & policy by existing management." NAB also termed "very unrealistic" the FCC proposal to apply the 3-year rule to any station obtaining a major change in facilities.

Storer Bestg. Co. stated that the proposal would be "unworkable," overloading FCC's hearing processes & causing 18-to-24-month delays in transfer approvals. In addition, Storer said, "a transferor's good faith & integrity would be placed in issue" when it was designated for hearing and its "staff would be demoralized, advertising sales & revenues would be damaged, programming would be impaired, and in most cases the transferor would be forced to withdraw his application to avoid complete disruption."

Storer claimed that FCC has produced no facts to prove that trafficking has increased in recent years—and that Congress never intended a minimum holding period.

Several other stations—including KHVH-TV Honolulu, radio WDNG Anniston, Ala. & WJOB Hammond, Ind.—suggested additional circumstances in which exceptions should be allowed. Among them: "Divorce settlements, gifts to children, basic unhappiness in living conditions in the community, complete dissatisfaction with the broadcast business, desire to settle issues of significance (such as the recent broadcaster-community antenna system controversy), plans to expand & enter new markets."

Station broker James Blackburn, after stating that the rule wouldn't affect his business much because most of his clients have held their stations more than 3 years, asserted that the "proposed amendment would change the whole nature of broadcasting, making it less attractive to owners, and reducing its ability to operate in the public interest."

Ethics in govt. agencies and legislation against conflicts of interest will be subjected to another study in Washington. Asking for a report on the perennial problems by March 15, President Kennedy set up a special 3-man panel to recommend: (1) Measures "to ensure that all activities of the federal govt. are conducted with the highest possible standards of ethics." (2) "Approaches to strengthening the conflict of interest laws." Panel members are retired Circuit Court Judge Calvert Magruder, U. of Pa. Law School Dean Jefferson B. Fordham, Yale Law School Prof. Bayless Manning.

More short-termers: Radio WITT Lewisburg, Pa. & WKVA Lewiston, Pa. have been granted 15-month renewals. FCC stated that the authorizations were "with admonishment about previously indicated unauthorized transfer of control of WITT to WKVA, application for which was subsequently dismissed."

FCC Hits Reluctant Witnesses: FCC supported chief examiner James Cunningham to the hilt last week, affirming his stand against the Hollywood witnesses who refused to produce testimony that the Commission wanted in the TV film hearings last October. As expected (Vol. 16:45 p5), the FCC voted to order the following to produce: MCA's Taft Schreiber, Dick Fishell, Betty Langley, Mary Rothschild, Dick Fishell & Associates, Promotions Unlimited.

MCA said it would go to court. It may go first to the Federal District Court in Los Angeles, then to Washington's Court of Appeals or even to the U.S. Supreme Court if it continues to lose along the line. It's assumed that the Fishell group will do likewise.

In last week's order, the FCC directed the parties to appear at a time & place designated by Cunningham—and if they don't, "an action to require their testimony [will] be instituted forthwith in the U.S. District Court."

FCC has again asserted that it has final jurisdiction over tall towers, but it buried its statement in the text of a recommendation to Congress for a minor amendment of the Communications Act. Asking Congress to give it authority to require adequate painting of towers no longer used for transmissions, the Commission said, in passing: "Further, the FCC is the federal agency which has final authority to authorize the construction of towers to be used as part of a licensed radio station . . . In addition, the FAA, which is the federal agency having primary responsibility over the navigable airspace, recognized the FCC's authority in the field of antenna towers." To bear this out, FCC quoted from the Aug. 1950 *FAA and Airspace*, issued by FAA, which, referring to "radio or TV transmitting towers which may involve or create an aeronautical hazard," stated: "The final action on these cases is taken by the FCC." FCC also forwarded to Congress a recommendation that it amend the law to eliminate the requirement that applications be accompanied by an "oath or affirmation." FCC believes its processes will be speeded and that other laws are adequate to cover false statements.

FCC critic James M. Landis, President Kennedy's special asst. for regulatory agencies, lit no new fires under the Commission in a Jan. 22 appearance on NBC-TV's *Meet the Press* (see also p. 7). Questioned about the new administration's plans to implement his scathing report on the agencies (Vol. 17:1 p1), Landis performed with more restraint than he had on Mike Wallace's WNTA-TV N.Y. show Jan. 12. He said then that FCC should be able to raise the "tenor" of TV programming, that there's "a lot to be said" for govt.-run networks (Vol. 17:3 p3). On *Meet the Press* Landis confined himself to such observations as: (1) It will be tough to get Congressional approval of agency reorganization plans. (2) It's hard to draw legislative lines between proper & improper off-the-record approaches to agencies. (3) The Kennedy administration has "no desire to increase regulation for regulation's sake." (4) "New blood" will help the agencies operate better. (5) The biggest problem is disposing of case backlogs. Sen. Hart (D-Mich.) told the Senate later that the *Meet the Press* performance should demonstrate that Landis doesn't want to "upset or erode the independence of the independent agencies." Hart inserted the transcript of the show in Jan. 26 *Congressional Record*.

Uhf translator CP granted: Ch. 73, Baker, Elgin, La Grande & Union, Ore., to Blue Mountain TV Assn., to translate KHQ-TV Spokane.

Programming

12 Shows Evicted: Eleven film series and one live show have received their eviction notices to date. This total is believed to represent less than a third of the total expected to be reached in the next few months—which is the principal reason why 200 pilots are being prepared (Vol. 17:3).

Additions to the casualty list last week were 2 entries from Four Star Television—*Dante* (Howard Duff) and *Peter Loves Mary* (Peter Lind Hayes & Mary Healy)—which we learn will not be back next season. P&G has until April 17 to decide on renewal of the Hayes-Healy series, but in any event it's doomed on NBC-TV.

Previous TV film casualties were *Dan Raven*, Screen Gems; *Riverboat*, Revue Studios; *The Westerner*, Wanted—*Dead or Alive* and *The Du Pont Show with June Allyson*, all from Four Star; *The Garlund Touch*, Paramount TV; *The Islanders*, MGM-TV; *Klondike*, Ziv-UA; *The Tab Hunter Show*, Shunto Productions. The live casualty, *Witness*, is produced by David Susskind.

A longtimer that is not returning—although not canceled—is *Dick Powell's Zane Grey Theater*. Powell, instead, will host a new 60-min. anthology series on NBC-TV next season. The pace on buys for next fall hasn't been as rapid as that of the casualties. Other purchases are *The Freshman*, a comedy, from Four Star; *The Bob Cummings Show*, a comedy, produced by Revue. *Walt Disney's Wonderful World in Color* has been slotted for 7:30-8:30 p.m. Sundays on NBC-TV next season. And NBC-TV is expected to schedule a 60-min. 20th Century-Fox TV newcomer, tentatively called *Monte Carlo*.

* * *

Casualty rate is rising for network nighttime TV programs, reports Jan. 23 *Sponsor*. Since 1955, a new Nielsen study shows, the number of new shows which returned the succeeding year declined annually (with the exception of 1957) from 55% in 1955 to 38% in 1959. In that same period, the number of new shows increased annually from 42 to 50. Other findings: Single sponsorship of programs dropped to 27.8% in 1960 from 49.6% in 1958. The nighttime schedule consumed by 30-min. shows declined in those 3 years to 49.3% from 65.1%; the 60-min. share increased to 45.8% from 32.6%.

Dramatic programs, news & special events, and feature films won the largest percentages of viewer votes in a recent survey by Pulse Inc. for *Television Age*. Asked which categories should get more TV time in 1961 than they got in 1960, 500 N.Y. viewers requested more of these 3 categories at the rates of 52.4%, 48% and 44% respectively. Another high scorer was comedy, which got 41.8%. The category which had the lowest score among viewer requests for more time was crime & mystery (15.2%). Asked which categories should get less time, 44.6% of the viewers awarded the scallion to that category. Only 3% of the respondents thought there should be less news & special events in 1961. Two-thirds thought they would spend the same amount of time watching TV in 1961 as they did in 1960; 17.2% said more time and 16.8% said less.

Broadcast headlines thrown into 5-min. news shows don't constitute responsible electronic journalism, NAB board member Allan Page, mgr. of radio KGWA Enid, Okla., told a 4-state TV-radio news clinic at U. of Kan. He said broadcasters should spurn news "gimmicks" & develop fewer stories, but in greater depth.

Ratings & Program Mortality: While ratings may be the most important factor in deciding whether a show stays on the air or is canceled, they obviously don't tell the whole story. As networks prepare for mid-season axings, Nielsen notes there is no absolute cut-off point in ratings, below which a show is dropped and above which it stays.

The average rating of the approximately 50 shows canceled at the end of 1959 was 13.9 (Vol. 16:51 p10), but a more detailed breakdown of the Nov.-Dec. 1959 AA ratings indicates that some low-rated shows are staying on the air (24% of those programs whose ratings were less than 15), while a few shows which rated between 22 & 30 were dropped. This table, prepared for us by Nielsen, indicates the percentage of programs returning in 1960 in each rating category:

1959 AA Rating	No. of Shows	% Returned in 1960
30 or more	2	100
25-29.9	15	93
22-24.9	14	93
20-21.9	13	69
15-19.9	31	53
Under 15	38	24
18.2 (average)	113 (total)	56% Returned

Danger of TV censorship was seen last week by U.S. Supreme Court Chief Justice Warren, speaking for the dissenters in a 5-4 decision that upheld a Chicago ordinance giving the city authority to require its approval before a movie may be exhibited. The decision, Warren said (joined by Justices Douglas, Black & Brennan), "presents the real danger of eventual censorship for every form of communication, be it newspapers, journals, books, magazines, TV, radio or public speeches." The suit was brought to the Court by Times Film Corp., which had refused to submit its movie "Don Juan" for approval by city censors, who then refused to allow its exhibition. • In Hollywood, MPAA Pres. Eric Johnston strongly urged TV to join the movie industry in the fight against censorship, warning that TV, radio and other media will ultimately face censorship too if they don't combat it now. The Supreme Court decision, he said, may be a "stimulation" to more censorship boards.

Vatican guidance on TV shows is being published for Roman Catholics who view Italian programming. The guidance, "indicative" and considered not binding as in the case of film & theater judgments, comes from the Catholic TV Center of Italian Catholic Action.

NBC International supplied 15 film hours of Inaugural-day coverage to 6 foreign countries (Holland, Denmark, Italy, Germany, Australia, Philippines). In a separate agreement, BBC was supplied with a special 30-min. film. CBS News Film subscribers in 30 countries were serviced with Inauguration day films, and Australian Bestg. Corp. bought complete CBS kinescope. ABC radio supplied Voice of America with its audio coverage, but no foreign TV deals.

TV "is here to stay" and it's time for newspapermen to "lay down the sword" & accept the medium as an established news competitor, President Kennedy's press secy. Pierre Salinger said Jan. 25. Addressing a National Press Club luncheon in Washington just before the President went before live TV network cameras for his first White House press conference (see p. 2). Salinger said the new arrangement didn't mean TV was favored over newspapers.

Block-booking injunction order will be filed by the Justice Department this week. A Jan. 26 conference at N.Y. federal court adjourned before completion of the action, which is based on the Dec. 2 decision by Judge Archie O. Dawson that TV sales of features in blocks are illegal (Vol. 16:50 p5).

TV & radio cultural exchanges between the U.S. & USSR aren't working out, Radio Moscow complained in a broadcast accusing American officials of reneging on pledges. The same situation prevails in exchanges of movies, the Russians said. In reply, the State Dept. put out a 3,000-word statement calling the broadcast a "totally unwarranted & insupportable attack." Said the State Dept.: "Everyone knows that Soviet Premier Khrushchev has received liberal radio & TV time" here—more than any U.S. official ever got in Russia. Moreover, the U.S. reply said, packaged Russian TV & radio shows offered for U.S. programming haven't been satisfactory. TV shows don't meet U.S. technical standards and radio shows aren't shipped in time to meet schedules, the State Dept. maintained. As for movies, the State Dept. reminded the Russians that 8 Soviet films have been purchased by U.S. theater exhibitors under the 1959 exchange agreement—and that they've had wide distribution & gala openings.

Exploitational & commercial aspects of the present broadcast-journalism award system "negate the aims of the honoring organizations," charged MBS Pres. Robert F. Hurligh last week. He was addressing a symposium at the U. of Georgia Henry W. Grady School of Journalism conducted in association with the Ga. Bestrs. Assn. Hurligh called for a procedure similar to that used for the Ayer typography awards to newspapers: Set aside 2 weeks in the year for entry submission, thus eliminating "sporadic, award-seeking forays." He also criticized award categories for "failing miserably" to keynote programming changes. Network development of daily world events documentaries is going "unrecognized & unsupported by the very groups priding themselves as the watchdogs of the media's cultural, ethical & educational developments."

Winner of Montreux international TV festival (May 15-27) may be seen by over 300 million viewers. Rules of the contest, released Jan. 29, encourage competitors to telecast the winning musical or variety program over their outlets. Networks from some 35 nations, independent & govt.-owned members of the European Bestg. Union which is endorsing the contest, are expected to take part in the Swiss-sponsored contest. The rules also specify the payment of copyright dues which "could result in the payment of substantial sums to the company & artists who produce the Golden Rose winner." Entries must be especially prepared for TV during the 12 preceding months.

U.S. took top honors at the recently concluded international TV festival in Monaco, copping prizes for the best dramatic program ("Medea"), best non-dramatic ("Very Important People") and best current events program (Yul Brynner's "Rescue"). Other awards went to England's Sir Laurence Olivier for his performance in the American "The Moon and Sixpence" & Argentina's Violeta Antier for "Judith." Japan's Minao Joskida won the best direction prize for "Underground," and Sosuke Pugi won the prize for the best writing of an original dramatic work with "The Last 30 Minutes."

Flexibility of the NBC-Gulf Oil contract paid off Jan. 24. In a matter of hours after the disappearance of the Portuguese ship Santa Maria, NBC went into action with a 30-min. (10-10:30 p.m.) special, "Piracy in the Caribbean," pre-empting the first half-hour of "Life in the 30s." The Frank McGee-narrated summary of the event's political implications included a reading of the radiogram sent to NBC by rebel leader Capt. Henrique Malta Galvao, audio pick-ups from Santa Lucia in the Windward Islands, and a report from a Washington-based naval officer.

Early rating results for live telecasts of President Kennedy's first news conference (see p. 2) came as a surprise to NBC-TV, which has become accustomed to a strong lead in political programming (the 1960 conventions, Election, Inauguration). In the 7-city Arbitron, which recorded 9 million viewers for the 6-6:45 p.m. period, the CBS audience share of 12.9 had the edge over NBC's 12.6. "We expect to pick up considerably in the national Nielsen," an NBC official told us. According to the N.Y. Nielsen, WNBC-TV did only slightly better than the network in the multi-city area. It captured an audience share of 14.8 against a 12.4 for WCBS-TV. The homes-using-TV figure for the 6-6:30 p.m. period in N.Y. stood at 55.8 (2,315,000 homes) against the "normal" 43.1 for the time period. But NBC broke its own TV audience record Jan. 20. In the 29-market Trendex, the network scored a 50.4 share of the 11 a.m.-3 p.m. Inauguration Day viewers—against a 32.3 for CBS, reaching 28 million homes. (Huntley & Brinkley reached 27,700,000 TV homes on Election night).

Goldwater-McCarthy debate (*Face the Nation*, CBS-TV, Thu. Jan. 26, 10-11 p.m.) pulled a mere 5.0 against ABC-TV's 23.8 for *The Untouchables* and NBC-TV's 16.3 for *Groucho Marx*, according to the ARB 7-city ratings.

Special citation has been awarded to CBS-TV by the American Institute of Architects for "Big City—1980," the Nov. 21 program in the *Tomorrow* series sponsored by American Machine & Foundry. Another CBS program attracting special notice is "Harvest of Shame," the Nov. 25 report on migratory workers (Vol. 17:4 p7). It is being shown to members of Congress this week (Jan. 30).

Technology

Satellite communications experiment for one year has been authorized to AT&T by the FCC which granted 6325-6425 mc for tests of various kinds of transmissions, including TV. NASA will do the launching of up to 6 satellites, will be reimbursed at cost—estimated at \$3 million each. Each earth station will cost about \$106,000, satellites about \$250,000. Ground stations will feed 3 kw into the antenna, satellites 5 watts. FCC has also turned down as "premature" AT&T's petition for the allocation of non-common-carrier frequencies 6425-6925 mc to space communications. Lockheed Aircraft Corp. last week submitted to FCC a recommendation that it be permitted to become a "common carrier's common carrier"—supplying satellite service to other carriers. The presentation was made to a meeting of officials of FCC, NASA, OCDM & Congressional space committees. It was based on a big survey by the management firm of Booz, Allen & Hamilton and a legal analysis by Pierson, Ball & Dowd. Ex-FCC Chmn. John Doerfer is also associated with the project. The Lockheed position is that FCC is the only agency empowered to get the ball rolling now. Lockheed envisioned a program to cost \$260 million during a 6-year initial period, placing 2 satellites 22,300 miles out in space and 20 stations on earth—4 of them in the U.S. NASA last week invited bids by March 6 on an 85-lb. active satellite—"Project Relay"—capable of carrying TV, multi-channel telegraphy and data handling, and due for launching in mid-1962. Specifications were outlined to representatives of 41 industries last week.

Digital TV, an encoding technique which offers potential for closer station spacing, improved signal-noise levels, better fringe service, narrower bandwidth, etc., will be discussed & demonstrated in Washington Feb. 13 by Bureau of Standards under IRE auspices.

Advertising

Rising Media Costs: Today's advertiser will have to spend 20% more in real dollars just to maintain his 1957 schedule, concludes Grey Advertising in a study of cost trends during the past 4 years. Prime factors in the rising costs: inflation, changes in coverage, increased competitive pressures. Following are Grey's analyses of TV, magazines, newspapers:

TV: A \$100,000 network-TV schedule in 1957 cost \$24,000 more in 1960. In that time span, although total U.S. households increased only 5%, TV saturation increased 10% and the number of TV-owning homes jumped 15%. If 1960's advertiser spent only what he did in 1957, he reached 12% fewer people and received no benefit from the population growth.

Magazines: A \$100,000 magazine ad schedule in 1957 cost \$27,000 more in 1960. In the intervening 4 years, magazine circulation increased 13% and the proportion of homes that bought magazines rose 8%. If the advertiser made no change in 1960 from his 1957 budget, he lost 15% of his previous market coverage.

Newspapers: A \$100,000 newspaper ad schedule in 1957 cost \$11,000 more last year, and failure to increase would have cost the advertiser 17% of his previous coverage. In the 4-year period, while U.S. households put on that 5% increase, the proportion of homes buying newspapers slumped 4%. (For another study, see Vol. 16:15 p7.)

FTC's Kintner Lauds Landis: Unexpected words of praise for President Kennedy's regulatory-agency advisor James M. Landis came last week from Republican FTC Chmn. Earl W. Kintner, whose Commission was among those lambasted by the White House aide (Vol. 17:1 p1).

Landis was absolutely right in pointing out "the crying need of the administrative agencies for effective personnel," Kintner said in a 54-page FTC "Apologia" written for the anti-trust law section of the N.Y. State Bar Assn.

"I support Mr. Landis's views on this subject completely, and I earnestly hope that the new administration will implement them without favor or reservation," Kintner said. He added that the views of the Landis report "on the selection of agency members, and his brief for the centralization of executive & administrative responsibility in the agency chairmen, strike most responsive chords with me."

Kintner had only mild criticism for another section of the Landis report which urged transfer of some of FTC's anti-trust jurisdiction to the Justice Dept. This recommendation had been assailed earlier by Democratic FTC member William C. Kern as "inimical to the public interest" (Vol. 17:3 p18). Kintner merely recorded his "respectful disagreement" with the Landis proposal.

The lame-duck Republican chairman, who is awaiting replacement by a Kennedy appointee, also had some words of advice for his FTC successor:

"The regeneration of agency policy must not be limited to the recruitment of new personnel. The enthusiasm & imagination of veteran staff members, often dormant or repressed, must be kindled. Advancement of the meritorious must be sure & swift, and quiet harbors must be found for those who are exhausted or incompetent."

Another speaker at the N.Y. lawyers' meeting was Landis himself. He conceded he had "stepped on some toes" in his report to President Kennedy, and that maybe it would be better to strengthen FTC than to take away any of its present functions. For one thing, Landis said, FTC needs more authority to stop "false & deceptive" TV advertising.

Net TV Up 8% in Nov.: The total national ad volume rose only 4% in November above the Nov.-1959 level, despite healthy increases by outdoor (22%), newspapers (15%) and network TV (8%). These gains were whittled by magazines' 5% & radio's 4% declines, *Printers' Ink's* latest index shows.

With the sole exception of radio—down 1%—all major media showed cumulative gains. The leaders: TV & magazines (10% each), business (7%). Total year-to-date business ran 7% ahead of 1959's Jan.-Nov. volume.

Only TV & radio improved in November from Oct. 1960, producing respective gains of 1% & 5%. Newspapers repeated the preceding month's volume, and all other media showed losses, topped by magazines' 16% decline.

Medium	Index		% Change from		% Cumulative Change
	Nov. 1960	Nov. 1959	1 month ago	1 year ago	
General Index	234	224	-5	+4	+7
Total Magazines	175	184	-16	-5	+10
Weekly	185	200	-24	-8	+12
Woman's	141	142	-4	-1	+9
General Monthly	231	230	-4	+8
Farm	91	122	+7	-25	-9
Newspapers	202	175	+15	+2
Network Television ..	513	476	+1	+8	+10
Network Radio	22	23	+5	-4	-1
Business Papers	244	240	-1	+2	+7
Outdoor	166	136	-2	+22	+5

All indexes have been seasonably adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-1959 except for the TV base, which covers the years 1950-52.

"Guaranteed"-product advertisers should bone up on answers to 7 questions, according to FTC attorney George J. Luberda. Assigned to evaluate complaints pouring in from consumers who say they've been taken in by broadcast claims & print-media ads, Luberda drew up this list of questions for consumers to ask: (1) "Who is going to make good on the guarantee?" (2) "Does the product have to be returned to the seller?" (3) "Is the entire product guaranteed, or just those parts that rarely, if ever, wear out?" (4) "Who pays the labor charges involved in the product's repair?" (5) "Is routine servicing covered by the guarantee?" (6) "Is the guarantee based on the price you actually pay for the product or is it pro-rated on a manufacturer's 'list' or 'suggested retail' price?" (7) "Is the guarantee in writing or is it contained only in the salesman's smiling assurance?"

New reps: KGUN-TV Tucson to Young Jan. 1 from Headley-Reed • WLOF-TV Orlando, Fla. to Young Jan. 1 from Headley-Reed • WCIA Champaign, Ill. to Peters, Griffin, Woodward Jan. 1 from Hollingbery • KTEN Ada, Okla. to Weed Jan. 1 from Raymer • KCMC-TV Texarkana, Tex. to Blair Television Associates Jan. 1 from Venard, Rintoul & McConnell • WEAU-TV Eau Claire, Wis. to Young Jan. 1 from Hollingbery • WKBT La Crosse, Wis. to Avery-Knodel Jan. 1 from H-R Television.

Ad People: M. Michael Griggs and Jack Goldsmith appointed BBDO vps . . . Herman Davis and Maxwell Sapan named Compton vps . . . Robert Dolobowsky, ex-Grey, named Doherty, Clifford, Steers & Shenfield vp . . . Carleton Spier retires as vp, dir. & copy supervisor, BBDO.

Ralph Zeuthen named Compton vp . . . A. O. Buckingham becomes Y&R senior vp & member of the plans board, N.Y. office. He is succeeded as Y&R Ltd. London managing dir. by James P. Wilkerson . . . Paul Bradley, Kenyon & Eckhardt vp, resigns to form his own PR & sales development firm, Bradley & Associates.

Congress

SEC. 315 INQUIRY SET: Broadcasting's big brass is lined up for the opening FCC-TV-radio event of the new Congressional session—the 2 days of Senate hearings this week on how networks & stations behaved themselves politically during the 1960 Presidential election campaign (Vol. 17:4 p11).

FCC Chmn. Ford has been summoned by Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) as the lead-off witness at 10 a.m. Jan. 31 (Room 5110, New Senate Office Bldg.). He will report on the industry's operations under suspension of the Communications Act's Sec. 315 for the top candidates.

Scheduled to follow Ford to the stand—with the industry's own reports on the experimental lifting of equal-time requirements—are CBS Inc. Pres. Frank Stanton, NAB Pres. LeRoy Collins and NBC Pres. Robert E. Kintner. ABC Washington vp Alfred Beckman & MBS Pres. Robert F. Hurleigh will testify Feb. 1.

Unlike industry witnesses in other Congressional investigations in recent sessions, they aren't expected to be given a hostile reception by the 5-man Communications Subcommittee. Pastore has had nothing but praise for the non-equal-time Kennedy-Nixon Great Debate series & other network campaign shows.

The likely outcome of the Senate proceedings is development of Capitol Hill support for permanent suspension of Sec. 315 for major-party nominees for President & Vice President. Commerce Committee Chmn. Magnuson (D-Wash.) has already submitted legislation (S-204) to regularize the equal-time exemption (Vol. 17:2 pp3&4).

It's unlikely, however, that the testimony will bring Congress much nearer to NAB's longtime legislative goal—outright repeal of Sec. 315 to free broadcasters of all political broadcast inhibitions.

Yarborough's Plans for Watchdog Hearings

Still to be heard from on the broader Sec. 315 issues is Sen. Yarborough (D-Tex.) and his Commerce Freedom of Communications Subcommittee. He had announced plans for "watchdog" hearings before the end of January to explore complaints that broadcasters had discriminated against candidates for lesser offices (Vol. 17:2 p4).

At last week's end Yarborough had been unable to arrange a "watchdog" hearing schedule, however. His Subcommittee's operating appropriation runs out Jan. 31, but he planned to ask for an extension to keep his tiny staff together, and was determined to go ahead with his plan for a public airing of Sec. 315 beefs.

Meanwhile, the Yarborough Subcommittee's chief counsel Creekmore Fath was busy reading proof on documented Sec. 315 background evidence—a half-dozen volumes containing scripts of political broadcasts in 1960. The first volume was due Jan. 30 from the Govt. Printing Office. Fath told us no meeting of the Subcommittee to plan hearings had been scheduled for this week, but that Yarborough will try again to get together with other members—Sens. McGee (D-Wyo.) & Scott (R-Pa.).

On the House side, the usually-turbulent FCC-TV-radio investigative front was quiet for a change. Rep. Harris (D-Ark.) & his House Commerce Committee, not yet fully reorganized for the new session, marked time.

Sec. 315 was on the legislative agenda of the Harris Committee, too—along with network regulation, trafficking in station licenses, *ex-parte* hanky-panky in regulatory agencies, etc. (Vol. 17:2 p2). But the Commerce Committee

probably won't get going in these areas this session until it sets up a unit to replace its headline-winning legislative Oversight Subcommittee.

Harris also was awaiting ammunition for an investigative foray into still another broadcasting sector—TV & radio audience rating services and how they are used for program, network and station promotion. A special study of the systems by the American Statistical Assn., commissioned last year by the Oversight Subcommittee, had been scheduled for delivery this week (Vol. 16:52 p3). The lengthy ASA report wasn't finished last week, however. And a 3-man ASA team headed by Dr. William Madow was told by the Oversighters' counsel Robert W. Lishman to take its time. A companion study of rating services by FTC field agents looking for unfair trade practices (Vol. 16:36 p8) also has been under way since last year.

Ban on racing information is proposed in an anti-crime bill (S-528) co-sponsored by Sens. Wiley (R-Wis.) & Bennett (R-Utah). In addition to prohibiting use of leased-wire services for gambling purposes, the perennially introduced measure says: "No radio or TV broadcasting station, for which a license is required by any law of the United States, shall broadcast or permit to be broadcast any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run, or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer. This section shall not preclude the broadcasting of, or information concerning, a horse race where such broadcast is carried as a special event, provided that no more than 2 horse races shall be broadcast by any station or chain of stations per day." Similar legislation (HR-3022) is sponsored in the House by Rep. Cramer (R-Fla.).

Strict good-conduct rules for govt. employes—and members of Congress, too—are proposed in package legislation (S-603 & 637 and HR-3450 & H Con. Res. 121) introduced by Sens. Javits & Keating and Rep. Lindsay (R-N.Y.). Among other things, the measures would: (1) Set up a joint Congressional committee to draft a permanent code of ethics for legislators & legislative employes. (2) Codify & update conflict-of-interest laws. (3) Require that "any written or oral communication" between members of Congress or their staffs and regulatory agencies be placed in public records. In a similar legislative move, Sen. Proxmire (D-Wis.) submitted a resolution (S. J. Res. 39) to establish a 9-man Commission on Ethics. Proxmire's plan was supported in the House by Rep. Bennett (D-Fla.). Separate conflict-of-interest bills (HR-3411 & 3412) were introduced by Reps. Celler (D-N.Y.) & McCulloch (R-O.).

Reorganization authority of the White House which expired in 1959 would be restored under a bill (S-153) approved by the Senate Govt. Operations Committee. Co-sponsored by Sens. Humphrey (D-Minn.) & Ervin (D-N.C.), the measure would permit the President to revamp structures of federal agencies unless the Senate or House vetoed his plans (Vol. 17:2 p3).

Far-reaching probe of "national & international telecommunications and the use of communications satellites" is on the agenda of the Senate Commerce Committee. Chmn. Magnuson (D-Wash.) introduced a housekeeping resolution (S. Res. 74) asking for \$315,000 to carry on 2-year inquiries in the communications areas & in such other committee jurisdictions as fisheries, wildlife and weather.

Touchy Untouchables: Rep. Santangelo (D-N.Y.) continued his campaign against ABC-TV's *The Untouchables* last week, on his charge that the series over-emphasizes gangsters of Italian origin, obtaining an agreement that ABC officials would meet with him & other Congressmen in Washington Feb. 1.

Santangelo said that representatives of Sons of Italy had met with ABC officials in N.Y. last week, but that "they were sloughed off with some sort of promise to clean up the program for next season. That's not satisfactory to me," he said.

He's not completely grim on the subject, however, relating that someone had suggested a counter-measure to the program: "Have it followed with a program featuring Gina Lollobrigida, Sophia Loren and other Italian beauties—and call it *The Touchables*."

Ex-Attorney General Rogers added his weight to the blast by James V. Bennett, dir. of the Bureau of Prisons (Vol. 17:3 p14). He wrote to Sen. Schoepel (R-Kan.), who had been aroused by Bennett's complaint about the Al Capone episodes. "I am advised," Rogers wrote, "that none of the events, or anything like them, actually occurred. The transfer of Capone & the other prisoners was routine and made without a single untoward incident or effort to escape. Mr. Bennett, who was an asst. dir. of the Prison Bureau at that time, says the whole program 'was as phony as the payola quiz shows' . . . The program here involved seems to me, like payola & the quiz shows, another example of broadcasters failing to fulfill their duties as trustees for the public. For it should have been obvious to them & the producers that the use of the semi-documentary form would mislead many watchers into believing that the venality & brutality of the officers of the prison service in fact existed."

Joint Committee on the Budget, to study & screen budget proposals of federal agencies & departments, would be set up under a bi-partisan bill (S-529) introduced by Sen. McClellan (D-Ark.). The new 14-member group would be empowered to pass on all money requests before they reach Senate & House Appropriations Committees.

"National AGVA Week" would be celebrated Oct. 9-15 under a House proposal (H. J. Res. 157) by Rep. Halpern (R-N.Y.). Rep. Celler (D-N.Y.) suggested June 4-10 for the observance in an earlier resolution (Vol. 17:4 p11).

Another daytimer bill (HR-3334), to extend operating hours of sunrise-to-sunset radio stations to 6 a.m.-6 p.m., has been introduced in the House by Rep. Pelly (R-Wash.). Similar Communications Act changes (HR-3469) were proposed by Rep. Shipley (D-Ill.).

Foreign

Formosa will get color TV, if Chiang Kai-shek accepts an offer of technical & economic assistance from Matsutaro Shoriki, chairman of Japan's Nippon TV Network. "If President Chiang so desires," Shoriki said, "NTV is prepared to send technicians and to furnish funds to start color TV." He said an outlay of 100-to-200 million yen (\$280,000-560,000) would be ample to introduce color TV in Taipei & nearby communities.

Roving radio station, equal in power to "4 top U.S. stations" and ready to be flown "almost anywhere on the globe," is planned by Voice of America dir. Henry Loomis. The portable truck-mounted transmitter would be available for emergency service to supplement VOA installations.

Auxiliary Services

More about

TELEMETER'S U.S. PLANS: Midwest Video Corp., the multiple-CATV owner picked as the first announced U.S. Telemeter operator (see p. 3), hopes to run Telemeter installations in other cities in addition to Little Rock, we were told by a Midwest spokesman. One distinct possibility is Austin, Tex.

Midwest Video's backers are substantial. Its president, C. Hamilton Moses, an attorney, is former chmn. of Ark. Power & Light Co. and Louisiana Power & Light Co., is currently a dir. & exec. committee member of the Ark. power firm, and is past president of Ark. State C. of C. Others associated with Midwest: Winthrop Rockefeller; Sterling Stores Pres. David Grundfest; Walter E. Hussman, pres. of South West Newspapers and of KCMC-TV & KCMC Texarkana, Tex.

Midwest currently has contract to wire up one-station Austin, Tex. for CATV, and contemplates eventually adding a Telemeter installation there. Midwest officials declined to estimate timetables or costs for either the Little Rock or the Austin system—but at least in Little Rock, timing depends on the length & outcome of PSC proceeding.

Commenting on its Midwest Video tie-up, Telemeter Pres. Louis A. Novins announced: "We are now prepared to move ahead in selected situations in the U.S. which are representative of large sections of the population. The development of Telemeter in our country will be on a 'grass roots' basis. In each area, Telemeter rights will be licensed to a local group that includes important local interests with high standing in that community."

Last-minute reprieve from the White House was hoped for at last week's end by Walter Reed Hospital's medical TV center dir. Dr. Paul W. Schafer, to save his million-dollar installation from budget-economy dissolution (Vol. 17:2 p9). "Whether we live or die at 5 p.m. Jan. 30, when we've been ordered to close down, is up to the President's office now," Dr. Schafer told us. Spurned by Surgeon General Leonard D. Heaton, who initiated the shutdown order, Dr. Schafer enlisted active Congressional support—including Sen. Humphrey (D-Minn.) & Rep. Flood (D-Pa.)—to carry his case to the White House. They asked President Kennedy's legal aide Myer (Mike) Feldman, a broadcasting veteran, to try to see to it that the budget slash is held up at least long enough for another look at the TV center's operations.

Re-match between heavyweight champion Floyd Patterson & contender Ingemar Johansson March 13 will be a fund-raiser for N.Y. Heart Association. TelePrompTer, which is handling TV closed-circuiting (Vol. 17:1 p11) will feed the Miami fight to a Madison Square Garden audience of 12,000 and the Heart Assn. will collect proceeds on all sales (except the lowest-priced \$5.50 seats). "Golden Circle" seats will sell at \$100. TelePrompTer also announced that BBC has bought TV & radio rights for \$50,000. Adding this to the \$300,000 from ABC for radio rights, the bout will yield "more money than any previous fight in history," said TelePrompTer Pres. Irving B. Kahn.

Add anti-pay-TV bills: House Judiciary Committee Chmn. Celler (D-N.Y.), long a foe of pay-as-you-see TV, has reintroduced a measure (HR-3020) prohibiting charging of fees for home viewing.

Film & Tape

WGA-Nelson Conflict Settled: One of the Writers Guild of America's shortest strike calls ended late Friday when producer-director-star Ozzie Nelson verbally agreed to sign a contract, 3 days after the Guild had called its strike against him. At the same time, Stage 5 Productions, which films Nelson's ABC-TV series, *The Adventures of Ozzie & Harriet*, signed with WGA.

Originally Nelson had refused to sign with WGA, basing his stand on a legal point, on an outspoken resistance to the royalty concept for writers written into the new contract, and on opposition to the pension plan.

WGA said that last fall, 3 writers who work for Nelson on his ABC-TV series, *The Adventures of Ozzie & Harriet*, joined the Guild: Dick Bensfield, Perry Grant, and Don Nelson, the producer's brother. Consequently, WGA tried to sign Ozzie Nelson, who has never been a signatory in his 9 years in TV film. He refused.

Prior to the settlement, Nelson explained that inasmuch as he had signed the 3 writers prior to their joining the Guild, WGA, by calling them out on strike, would be "forcing them to commit an illegal act" (breach of contract). "I am not against unions," he added. "I was a member of the old Screen Writers Guild. But there have to be a couple of voices in the wilderness to alert the people that our free enterprise system is going down the drain."

He told us he could see why actors should have pensions and should share in residuals ("they have short-lived careers, as a rule; writers don't"), but he saw no reason for extending these benefits to writers. He said he had paid his writers over scale for years, even though not a WGA signatory. Pensions for writers are "ridiculous," he remarked, mentioning that his writers are "3 years younger than I am." "The writer today gets unemployment insurance, social security, royalty and a pension. The Guild is telling the companies in effect: 'These writers are idiots who can't take care of themselves, so you, the employer, must put money away for them.'" As for the royalty concept of residuals, Nelson said "I don't want partners."

He added that the Guild hadn't called him in the 19 years he had been on TV & radio, and he couldn't understand the belated interest. Kenyon replied that there was nothing WGA could have done about Nelson's operation previously, because his writers had been non-Guild scripters until last fall.

Public-affairs series, *Face of the World* (30-min., 13-episodes, on international social, religious & economic customs), produced by Westinghouse Bestg. Co. & the Jesuit Missions National Information Center, debuted Jan. 15 on the 5 WBC stations. WBC has also sold it to WNEW-TV N.Y. and may offer it for general distribution. Reports on customs of Korea, Japan, Iraq & India are highlights.

Myrna Fahey has been signed by MGM-TV as the "bride" for its *Father of the Bride* pilot. Leon Ames is "father." Robert Maxwell is producer . . . Bob Hope will mc the Oscar Awards April 17, to be telecast on ABC-TV . . . Albert J. Cohen has been replaced as producer of *The Racer* by Phil Shuken as exec. producer and John Greene & Herb Stewart as co-producers . . . Joe Naar, ex-Revue Studios producer, has joined Screen Gems . . . Herbert Marshall stars in *The Atoner*, Four Star Television pilot to be seen on Dick Powell's *Zane Grey Theater* . . . Mark Richman stars in the pilot of MGM-TV's *Cain's Hundred*, being made for NBC-TV.

Film's Export Problems & Promises: Complex & often frustrating problems face American TV film companies seeking to sell their wares abroad. And the problems are growing. This was the consensus expressed last week at an Academy of Television Arts & Sciences meeting in Hollywood by panelists Richard Dinsmore, West Coast sales mgr. for Screen Gems; Robert Lewine, CBS Films program vp, and Henry White, gen. mgr., WNTA-TV N.Y.

"We haven't scratched the surface in the overseas market yet," said Dinsmore, who thought England posed the greatest current problem because of its stringent quota restrictions. And Japan is another problem because it won't pay more than \$500 for any U.S. film.

Still another headache looms south of the border, the SG executive went on, disclosing that each South American country now wants U.S. telefilms dubbed in the country where they are shown. The cost of such an operation would be exorbitant, he pointed out. Dinsmore said, too, that Latin America is shying away from U.S. telefilms which contain too much violence, and a number of these nations plan to produce their own shows. Nevertheless Latin America was optimistically described as the largest potential customer for American films. Most of the problems are associated with a surge of nationalism, and Dinsmore expressed confidence that they will be resolved. He said he looked for the new Washington administration ("and this would be true no matter who had won") to pour a lot of money into South America, which will inevitably help the U.S. telefilm companies selling product there.

Lewine attributed quota systems such as England's to the fact that "people overseas prefer American films to their home-grown product." There is resentment abroad that more foreign-made films aren't seen in the U.S., but such films would never be acceptable to the mass market here, he declared.

White said in this connection that foreign producers are becoming increasingly alert to American tastes and are turning out shows with the U.S. market as their principal target. There is an increasing aggressiveness in the selling of foreign TV films to the U.S. market, he added.

Dinsmore predicted that eventually Germany would be the best market for American TV films, Brazil second.

Films produced in England, Japan, and France, as well as commercials from England & Japan, were shown.

Cautious optimism for an IATSE settlement with the TV & movie producers was expressed last week by some sources engaged in the talks. Negotiators appeared eager to reach agreement on a new contract as soon as possible. The present one expires this Tuesday (Jan. 31). One leading TV-film executive told us: "We feel labor & management are completely aware of the mutuality of the problems, and are trying to find a way to their solution." Both sides were reported working on compromise proposals. Key IATSE demands are a 25% across-the-board wage hike; increase in pension and health & welfare benefits, and compensation from movie producers for post-1948 movies sold to TV. Among those taking part in some of the intensive negotiations as observers were Revue Studio Pres. Taft Schreiber, Four Star Television Pres. Dick Powell, MGM Pres. Joseph R. Vogel, and Paramount Pictures Pres. Barney Balaban.

Flying A Productions, Gene Autry's TV film company which has been inactive for several years, may return to production this year, we're told by Autry, who adds that he is considering starring in a series.

NEW YORK ROUNDUP

Add syndication sales: Trans-Lux has sold the Westinghouse-produced series, *The American Civil War*, to the 5-circuit Armed Forces TV Network . . . Ziv-UA's *Miami Undercover* is now in 102 markets; new sales include WGN-TV Chicago, KONO-TV San Antonio, WRBL-TV Columbus, Ga. . . . Javelin Productions (new ITC div.) has sold *The National Football League Presents* (60-min. films of the 1960 NFL games) in 38 markets. Sales include WPIX N.Y., WBBM-TV Chicago, WMAR-TV Baltimore . . . UAA's post-1948 UA package has been bought in 3 new markets, including WNBQ Chicago, bringing the total to almost 60 . . . MCA-TV sold its off-network 30-min. mystery-adventure series, *M-Squad*, in 14 new markets, upping the total to 30. New sales include KYW-TV Cleveland, KPIX San Francisco, WHEN-TV Syracuse.

N.Y. chapter of Academy of TV Arts & Sciences has formed a new local stations committee, to be headed by Frank J. Shakespeare, Jr., WCBS-TV vp-gen. mgr., and Bennet H. Korn, Metropolitan Bestg. exec. vp for TV. "We feel it is now incumbent upon us to serve the interests of the 7 local N.Y. TV stations and to stimulate the cooperative effort on behalf of the N.Y. community," said ATAS N.Y. Pres. Henry S. White.

NTA has sold 17 of its feature films, many of which have been telecast, to theatrical distributor Exclusive International Films. Included in the deal are "High Noon," "Cyrano de Bergerac" and "The Bells of St. Mary's." EIF Pres. Edward Gray said a recent sampling proved "exhibitors are still interested despite their TV-exposure."

WPIX N.Y. has scored one foreign & 2 domestic sales for its newest 60-min. station-produced documentary, "Castro, Cuba and Communism," less than 24 hours after its pre-telecast release in syndication. KBTW Denver, KHVH-TV Honolulu and a TV station in Holland bought the film, which gets its initial airing on WPIX Feb. 16.

People: Henry Traiman has been named Gerald Productions vp & exec. producer . . . Harold Winston appointed Screen Gems de Mexico, S.A. gen. mgr. . . . Anthony Azzato has resigned as NTA syndication sales supervisor, effective Jan. 31 . . . Joseph Kotler named Ziv-UA N.Y. sales vp . . . Jerry Bredouw, ex-Y&R, has joined 20th Century-Fox TV as asst. to production chief Roy Huggins . . . Dennis (Gunsmoke) Weaver's 3 sons, Robert, Rick and Rustin, make their acting debut in a *Gunsmoke* segment being directed by their father . . . Shirley Jones, Connie Stevens and Vic Damone star in "The Jimmy McHugh Story," 60-min. taped special being made by Heritage Productions . . . James F. Delaney has been named ABC Films Southern div. mgr. . . . Ziv-UA associate producer-dir. Larry Dobkin has resigned.

ORDER YOUR 1960 BOUND VOLUME

We will bind & index all 1960 copies of TELEVISION DIGEST, Vol. 16, including supplements and special reports. This embossed hard-cover volume—the authoritative record of the television industry in 1960—is available at \$25.00. Orders will be accepted through February 1, 1961.

HOLLYWOOD ROUNDUP

Screen Actors Guild is voting by mail on a new contract negotiated for non-theatrical industrial & educational movies. All minimum wage increases would be retroactive to last July 21. Principal benefits: (1) Producer to pay an additional 5% of gross compensation for the pension and health & welfare plans, with limitation of \$25,000 per actor per picture. (2) Day-player minimum raised from \$80 to \$85 as of last July 21, and to \$90 July 21, 1961. (3) Weekly free-lance rate raised from \$300 to \$318.75 and then to \$337.50. (4) Three-day contracts eliminated. (5) Additional compensation for restricted TV & theatrical rights, with player to be compensated on basis of his actual salary, up to \$150 a day and \$562.50 a week, rather than on minimum rates, as provided in the old contract. The contract would expire July 20, 1962.

U.S. Court of Appeals in San Francisco upheld writer Ray Bradbury's claim that his novel, *Fahrenheit 450*, had been pirated for a *Playhouse 90* show on CBS-TV entitled *Sound of Distant Drummers*. The Appellate Court reversed a lower court decision which had held there was no similarity between the Bradbury story and the Robert Alan Aurthur teleplay. It ordered Federal Judge Leon Yankwich to assess damages against CBS-TV & Aurthur. Bradbury had asked \$50,000. The Appellate Court did not alter a previous decision absolving ex-*Playhouse 90* producer Martin Manulis from any involvement in plagiarism.

General Foods is negotiating for Lucille Ball to star in a filmed 60-min. special next season. Desi Arnaz would produce it . . . Producing Artists Corp. is projecting a series called *Mr. Broadway Presents*, using old musical hits. . . . Desilu Productions will pilot *The Holidays Abroad*, starring Dan Duryea. Joseph Shaftel will produce.

Screen Gems plans a new 60-min. series, *Reckless*, written by W. R. Burnett . . . Roncom Productions will pilot *Column 8*, a 30-min. newspaper drama created by Frank Fenton & John Resner. Exec. producer Alvin Cooperman will film the pilot in mid-February at Desilu studios.

Ziv-UA chalked up some kind of speed record last week when director Monroe Askins brought in a segment of *Lock Up* in a little more than one day's shooting. Ordinary time for a 30-min. film is 2 to 3 days, sometimes more.

Four Star Television will pilot *Wyoming Mustang*, starring Don Burnett & Jim Beck. The film will be seen as part of the *Stagecoach West* series, produced by Vincent Fennelly.

People: Wayne Preston, Don Francks, Basil Rathbone and Hoagy Carmichael are signed to star in *War Birds*, the Filmways pilot being produced for Cal. National . . . In other CNP pilots, Robert Knapp will star in *7 Cannery Row*; Joseph Campanella, Ron Foster and L. Q. Jones in *3 White Hats*; Richard Garland in *Cottage 54* . . . Desilu producer David Heilweil (*Guestward Ho!*) has left TV to produce movies for 20th Century-Fox . . . Janet Gaynor & George Murphy star in *Sweet 16*, a comedy. Home-James Productions will film the pilot at Desilu Gower for NBC-TV. Ed James is producer . . . Jack Minor, ex-sales-ad dir. for 3 Chrysler lines, has joined Don Feddersen Productions as sales & development vp . . . Bud Yorkin & Harry Sosnik will produce the Academy of TV Arts & Sciences Emmy show on NBC-TV May 16 . . . James Best & Adam West star in *Riv*, 60-min. Roncom Productions' pilot.

Networks

NBC-TV's financial details have never been divulged by parent-company RCA, reminded NBC vp Sydney H. Eiges last week when we asked him about *Variety's* Jan. 25 story on the subsidiary's earnings. There is no reason for placing any credence in these figures, the result of sheer guesswork, we were informed. "All we can say," said Eiges, "is that this has been the greatest profit year in our history—which is what we said in our annual report" (Vol. 17:3 p7). NBC-TV cleared a mere \$2 million profit from a \$220 million outlay, said the trade paper, but NBC as a whole, and before deduction of colorcasting costs, not only made over \$17.5 million in 1960, but has told the RCA board it will overtake \$24-million profit-maker CBS Inc. in 3-4 years. *Variety* based its estimates on the fact that despite the network's "bits & pieces" nighttime business, daytime schedule earnings soared, news & public affairs cut losses and picked up big sponsors like Purex and Gulf, o&o's are making big profits, NBC International earned a "substantial profit" from foreign station ownership & program sales, and Cal. National Productions—the NBC telefilm arm—is "doing nicely."

CBS-TV lit a slow fuse in the affiliates camp with its new 10 a.m.-12 noon rotating participation plan (Vol. 17:3 p6). While affiliates committee Pres. Richard A. Borel (WBNS-TV Columbus) would say only that "we're involved in a study as prelude to a letter we'll send to the network, probably next week," another (but understandably anonymous) committee man maintained that the letter will deal directly with the situation. Stations, which see the network cutting into their spot market, reportedly will draw the line this time, using affiliation and clearances as clubs.

CBS & NBC have both announced reciprocal arrangements with RAI, Italy's only TV-radio network. Although similar services will be rendered by both U.S. networks, their plans differ in intent. CBS-TV stations div. will assist RAI with exchange of information on technical developments, production, public-affairs & promotional techniques, personnel & equipment. NBC's plan calls for assistance in the development of RAI's "2nd network" and color TV. It'll give advice on studio design, layout and facilities.

Public-issues series *Briefing Session*, produced last year by NBC-TV in cooperation with the National Educational TV & Radio Center, will be continued by NET for its 48 affiliates, with the AFL-CIO splitting production costs. The first 30-min. film in the new series, produced by N.Y.'s Joel O'Brien Productions, probably will be available to ETV & non-competing commercial stations in February.

"Meet the Press" 1960 co-op sales revenue was up 300% over 1959, announces NBC-TV. Number of stations selling the program more than doubled during the year to a total of 53. Banks & insurance companies were the most frequent buyers. The station lineup reached 118, also a record total.

Network affiliation changes: KMSP-TV Minneapolis gets ABC-TV affiliation April 16, taking over from WTCN-TV there • WISN-TV Milwaukee, formerly with ABC-TV, joins CBS-TV. Former CBS-TV affiliate WITI-TV joins ABC-TV next April.

CBC directors will meet in Quebec Feb. 13-15—their first conclave in that city since BBG was set up in 1958. The board assembles in various Canadian cities in order to acquaint itself with CBC outlets & their problems.

NETWORK SALES ACTIVITY

Sports sponsor Gillette put \$2,700,000 into entertainment TV last week. The investment, intended to "supplement" its present ABC-TV sports shows (*Fight of the Week*, Sat. 10-10:45 p.m.; *Make that Spare*, Sat. 10:45-11 p.m.), will be divided evenly between ABC and NBC over the next 6 months. Company officials termed a Jan. 25 trade paper report that Gillette is "retrenching from ABC" "obviously inaccurate." Said Gillette vp & ad dir. A. Craig Smith: "We want to give our products exposure during the first half of the year, comparable to what they receive on ABC [sports shows] during the 2nd half." (See below.)

ABC-TV

- Action cartoon series, Mon.-Fri., 5:30-6 p.m., part. eff. Mar. B. F. Goodrich (Foote, Cone & Belding)
- Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. April. Speidel (McCann-Marschalk)
- Hawaiian Eye, Wed. 9-10 p.m., part. eff. March. Corn Products (Lennen & Newell)
- The Islanders, Sun. 9:30-10:30 p.m.; Stagecoach West, Tue. 9-10 p.m.; The Roaring Twenties, Sat. 7:30-8:30 p.m.; The Asphalt Jungle, Sun. 9:30-10:30 p.m.; part. eff. Feb. 5, April, June 17, & April respectively. Gillette (Maxon)

CBS-TV

- Masters Golf Tournament, Sat. April 8, 5-6 p.m. & Sun. April 9, 4-5:30 p.m. co-sponsorship. American Express (Benton & Bowles) Travelers Insurance (Young & Rubicam)
- The Red Skelton Timex Special, Fri. April 21, 8:30-9 p.m. full sponsorship. U.S. Time Corp. (W. B. Doner)
- The Gunslingers, Thu. 9-10 p.m.; part. eff. Feb. 9. Gillette (Maxon)

NBC-TV

- The Americans, Mon. 7:30-8:30 p.m., part. eff. Feb. & May respectively. Max Factor (Kenyon & Eckhardt) Fedders (Hicks & Greist)
- Michael Shayne, Fri. 10-11 p.m., part. eff. Jan. & Feb. resp. Philip Morris (Leo Burnett) Max Factor (Kenyon & Eckhardt)

Educational Broadcasting

Canada's first ETV station is in the works. A Toronto outlet, for which a Ch. 19 application will be filed in February by the Metropolitan Educational Television Assn. of Toronto, will "likely" get the approval of the Board of Broadcast Governors, says Chmn. Dr. Andrew Stewart. BBG regulations covering educational TV will have to be drafted as there are none at present. META expects to have the outlet in experimental operation by 1962.

Educational FM stations may use subcarrier transmissions, effective Feb. 2, for multiplex broadcasts of specialized programs, following last week's finalization of rule-making by FCC. Said the Commission: "These multiplexed transmissions can be made only simultaneously when the main channel is being programmed. They can present material for which the only consideration is the matter furnished and or the payment of any line charges involved. No commercial announcements or references are permitted."

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Personals: John T. Madigan, acting dir. of ABC News & Public Affairs (Vol. 17:2 p13), named dir. . . . Lester Gottlieb, ex-General Artists Corp., named special-programs dir., NBC-TV, succeeding Richard Linkroom, who returns to studio production . . . Harry Mandel named pres., RKO Theatres, succeeding Sol Schwartz, appointed a Columbia Pictures vp. Matthew Polon named vp.

Peter Mead Abel of CBS-TV legal dept. elected asst. secy. of CBS and named asst. general attorney of CBS corporate legal dept. & secy.'s office . . . Clifford M. Kirtland, treas. & controller, elected a vp of Transcontinent TV Corp. . . . O. W. Myers promoted from national sales mgr. to gen. mgr. of WHTN-TV Huntington-Charleston, W. Va., recently purchased by Reeves Bestg. & Development Corp.

Roger W. LeGrand appointed mgr., WITI-TV Milwaukee, succeeding Joseph W. Evans Jr., who assumes same post at WSPD-TV Toledo, replacing Peter Storer, recently named head of Storer's new national TV spot sales company. William J. Flynn, ex-WAGA-TV Atlanta, named gen. sales mgr. and E. Dean McCarthy, operations mgr., WITI-TV. McCarthy reassumes his position after organizing & operating for a year Storer's quality-control dept., and replaces Glenn G. Boundy Jr. Flynn replaces Emmett A. Hassett. All are Storer stations.

David Fuchs promoted from mgr. to dir. of sales presentations, CBS-TV . . . Don Heath named head of new MBS West Coast news bureau in San Francisco . . . Jack F. Brembeck named director of community services, KABC-TV Los Angeles, continuing as promotion-publicity director . . . Martin Weldon named news & specials events dir., Metropolitan Bestg. Corp.

James Robertson named network affairs vp, NET. Paul Owen promoted from associate dir. to dir., station relations . . . Robert A. Bicks, Asst. Attorney General in charge of Anti-Trust Div., resigned as of Jan. 20, returning to N.Y. as partner in firm of Freed, Abbott & Morgan . . . William P. Andrews promoted from gen. sales mgr. to syndication vp, ITC . . . Thomas I. King appointed promotion & PR dir., KOOL-TV & KOOL Phoenix; succeeding Tom Calhoun.

Gerald Clayton Beadle, BBC-TV dir., has been knighted. Peter Dimmock, head of BBC-TV's outside broadcasts, has received the Order of the British Empire . . . Bill McBride, WOW-TV Omaha program dir., addressed the Neb. Unicameral Legislature on "The Challenge We Face," during a seminar on cold war strategy.

Roger LaRcau promoted from account exec. to Edward Petry vp & client relations dir. . . . Jim Smith named mgr. of new Adam Young Boston office (129 Newbury St., Congress 2-1145).

Wallace Turner, news dir. of KPTV Portland, Ore., ex-Portland Oregonian reporter and Pulitzer Prize & Heywood Broun Award winner, appointed public affairs asst. to HEW Secy. Abraham A. Ribicoff . . . Jean-Marie Beaudet, secy.-general of Canadian Music Centre, Toronto, named CBC asst. programming vp . . . Marvin Blumberg advanced to partnership in A. D. Ring & Associates, Washington consulting engineers.

NAB Pres. LeRoy Collins met the press at a Jan. 24 reception at the Broadcasters Club in Washington. Guests of NAB at the party included Washington TV & radio correspondents, local newspaper columnists and trade-publication staffers. Representatives of the networks & Washington stations also attended. NAB Policy Committee Chmn. Clair R. McCollough and top NAB staff members accompanied Collins at the reception.

New OCDM chief is Frank Burton Ellis, 53, senior partner in the New Orleans law firm of Ellis, Lancaster & King, and 1952-54 Democratic National Committeeman from La. Announcing his choice of Ellis as the successor to OCDM dir. Leo A. Hoegh, President Kennedy said "a partner in the New Orleans law firm of Ellis, Lancaster & mobilization programs" would be the agency's "first order of business."

Meetings next week: Hollywood Ad Club luncheon (Feb. 6). RAB Pres. Kevin Sweeney will speak on "Radio 1961." Hollywood Roosevelt Hotel • U. of Tex. journalism seminar (6-7). "The Role of the Mass Media in a Democratic Society." U. of Tex., Austin.

NBC's David Brinkley has received a public service award from La Salle College, Pa. citing his "fair, thorough reporting in an exacting medium, and refreshing originality [in] the purveying of news."

Obituary

Norman Siegel, 54, ex-CBS-TV publicity dir. in Hollywood, dropped to his death from the roof of a Hollywood building Jan. 24. The coroner said it was suicide. Siegel was West Coast editor of *Photoplay* magazine at the time of his death. He had formerly been publicity dir. for Paramount Pictures, the Academy of Motion Picture Arts & Sciences and the Screen Directors Guild.

Stations

Unbuilt WCIV (Ch. 4) Charleston, S.C. will have changed ownership under terms of an application filed with FCC. Present owner Atlantic Coast Bestg. Corp. will hold 33 1/3% in a new corporation, First Charleston Corp. The balance will be held by 10 prominent business & professional men of the area. President will be attorney Henry F. Sherrill. Atlantic Coast's share will be split: George Clinton, 40%; Charles E. Smith, 40%; Dorothy A. Marks, 20%. The 10 newcomers will put \$66,000 into the company which also has a \$150,000 bank commitment.

Radio WSAI Cincinnati has been sold for \$1.2 million by Consolidated Sun Ray Inc. (radios WPEN Philadelphia & WALT Tampa) to Jupiter Bestg. Inc., which is owned 50% each by investment firms Fox, Wells & Rogers and Payson & Trask.

NEW & UPCOMING STATIONS: Two educational outlets started programming Jan. 30—KAET (Ch. 8) Phoenix, Ariz. and KOAP-TV (Ch. 10) Portland, Ore. This raises the non-commercial on-air total to 54 (15 uhf).

As reported last week, KTLE (Ch. 6) Pocatello, Ida. left the air Jan. 23, stating that it must make other arrangements for programming now that NBC-TV affiliation belongs to KIFI-TV (Ch. 8) Idaho Falls (Vol. 17:4 p6). FCC has given the station permission to remain off the air until April 23. With KTLE dark, the U.S. on-air grand total, including educational outlets, is 518 (91 uhf). Although WWTV (Ch. 13) Cadillac, Mich. is off the air because of fire (opposite column), we're not subtracting it from the on-air total, since it plans to resume soon.

KTLE is the 11th U.S. commercial vhf outlet to go dark because of economic difficulties. The 11 failures include Ch. 6 in Nampa, Ida., Ch. 13 Honolulu, and Ch. 12 in Lincoln, Neb. But the total does not include the mergers of share-time stations in Phoenix, Kansas City, Minneapolis & Monterey-Salinas. Also left out was the move of Ch. 9 from Hattiesburg, Miss. to Baton Rouge, La. because Ch. 7 had replaced it in Hattiesburg.

KAET Phoenix has a Du Mont transmitter which was acquired from KVAR (Ch. 12) Phoenix and a 61-ft. tower with a 36-ft. antenna on South Mountain. Owner is Arizona State University. R. H. Bell, dir. of the U.'s Bureau of Broadcasting, is gen. mgr.; Sheldon P. Siegel, also from the Bureau, production mgr.; Philip M. Rock, producer-dir.; Lynn E. Dryer, from the Bureau, chief engineer.

KOAP-TV Portland has a 5-kw RCA transmitter and a 200-ft. Fisher tower on Healy Heights, West Portland. Owner is State Board of Higher Education, which also operates KOAC-TV (Ch. 7) Corvallis, Ore. Owner's hq are in Eugene, where it operates U. of Ore., which has a medical & dental school in Portland, as well as a General Extension Div. It also operates Portland State College in that city. Chief engineer Anton H. Schmidt, ex-KOAC-TV, is the only employee reported thus far for the station.

* * *

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

CFTM-TV (Ch. 10) Montreal, Que. has changed target to Feb. 13-18 with movies & news, and official opening Feb. 19, writes Maurice Doucet, technical dir. It has installed an 18-kw Marconi transmitter and will use a temporary 125-ft. tower, pending its move next summer to a special tower which will provide space for all Montreal TV & FM stations. At that time its 3-bay Alford antenna will be mounted 354-ft. above ground. Base hour will be \$1,000. Reps will be Forjoe, Paul L'Anglais Inc. and Stovin-Byles.

CHBC-TV (Ch. 5) Keremeos, B.C. expects to start in mid-February as a satellite of CHBC-TV (Ch. 2) Kelowna, B.C. Licensee is Keremeos-Cawston Television Society, headed by H. Blakeborough, but all construction work has been done by CHBC-TV, with funds furnished by the society. It will be the 5th in the chain of low-power, unattended, automatic repeaters of CHBC-TV.

Communications excise tax is applicable to payments by TV & radio stations to news services for the telegraphed & telephoned information which is not collected by the stations as part of their general news service to the public, the Internal Revenue Service has ruled (Rev. Rul. 61-14). Exemptions from the tax are permitted only when news-service subscribers certify that they utilize the service for disseminating news, IRS said.

TV & radio need religion to help them stay on "the responsible path of service," Sen. Hartke (D-Ind.), a Commerce Committee member, said last week. Addressing the annual convention of National Religious Bcstrs. Inc. in Washington, he urged the organization to lend its "respected voice to the concern over the problems of broadcast operators, the regulating agencies and the allocation of broadcast frequencies." As for the TV & radio industry itself, Hartke said its leaders had displayed "prompt & effective reaction" to responsibilities placed on them by Congressional suspension of the Communications Act's equal-time requirements for Presidential tickets. Another convention speaker was Sen. Mundt (R-N.D.), who said religious broadcasts on "the perils of Communist subversion & perversion" should be beamed to audiences at home & abroad. Mundt also said TV & radio "have a tremendous impact & a great value at hearings of Congress." NAB greetings to the religious broadcasters were brought by Pres. LeRoy Collins, who addressed the convention briefly, as did FCC Chmn. Ford.

WWTV (Ch. 13) Cadillac, Mich. transmitter house & contents were totally destroyed by a fire early Jan. 24. Pres. John E. Fetzer estimated the loss at about \$500,000, and expressed hope that operations could resume within about 2 weeks, using temporary facilities. The 1,282-ft. tower & antenna, 7 ft. from the building, were not damaged. Cause of the fire is thought to have been a defective blower motor in the duct system. Firemen were hampered in fighting the blaze by the weather—a 35-mile wind and 20 below zero—which froze hose lines.

WROC-TV (Ch. 5) Rochester, N.Y. is being sold for \$6.5-million by Transcontinent Television Corp. to Ch. 10 share-timers WVET-TV & WHEC-TV. They will adjust their shares of the cost between them. WHEC-TV (owned by Gannett Co. Inc.) will wind up with Ch. 10. WVET-TV (owned by Veterans Bcstg. Co. Inc.; Ervin F. Lyke, pres. & treas. and largest stockholder) with Ch. 5. Transcontinent will be free to seek another vhf station elsewhere. Negotiations depend on satisfactory settlement of labor contracts.

Westinghouse Bcstg. Co. Pres. Donald H. McGannon, who is also chmn. of the bcstrs. committee of the Bcstrs. for Radio Free Europe campaign, is announcing Jan. 30 that European trips will be awarded to the 4 stations offering the "greatest general support" during the Feb. 1-14 drive. Promotional material sent last week to all U.S. stations included film spots for TV, and 17 appeals (ranging from 10-sec. to 3-min. announcements) for radio.

NAB will sponsor the 6th annual conference of state broadcasters association presidents Feb. 22-23 at the Shoreham Hotel, Washington. NAB industry affairs vp Howard H. Bell will preside at the sessions, to which state groups have been urged to send more than one delegate. Expenses of one rep from each state will be paid by NAB. The second-day conference luncheon speaker will be NAB Pres. LeRoy Collins.

WTOP-TV Washington & WJXT Jacksonville are in the final stage of negotiations to move their spot business to TV advertising representatives (TvAR), switching from CBS-TV Spot Sales which has been ordered out of the field by FCC. TvAR, owned by Westinghouse Bcstg. Co., currently represents only the WBC stations. Also reported considering joining TvAR: WBTW Charlotte, N.C. & WBTW Florence, S.C.

Fee system for licensees was again rejected recently by FCC in reply to request for comment by Budget Bureau.

Consumer Electronics . . .

MANUFACTURING, DISTRIBUTION, FINANCE

LABOR DECLARES WAR ON IMPORTS: Unprecedented boycott action against electronics imports launched by the International Brotherhood of Electrical Workers' largest Local, 1031 in Chicago (Vol. 17:4 p17), very likely will trigger a rash of similar moves by other labor groups in this & other industries. More significantly, IBEW's vote to handle no Japanese parts after May 1 unquestionably will influence contract negotiations in the electronics industry, will add impetus to moves for protective legislation.

"You can bet your hat that negotiations with electronics firms will deal with imports from low-wage countries," an executive of international IBEW in Washington told us last week. Although he described the Windy City action as purely local & in no way a "test case," he does foresee other import-affected locals quickly adopting the boycott as a counter-offensive.

"We've never had any objections to imports from England, West Germany and similar countries which produce quality products & components at costs comparable with ours," he pointed out. "However, products from Japan and other low-wage countries hurt everybody. They hurt Americans who make parts & components, they hurt Americans who assemble the finished products, they hurt Americans who buy these products which just don't have American quality."

Encouraging responses & assurances already have come from "many" of the 132 Chicago-area TV-radio-electronics plants involved, Local 1031 Pres. Frank Darling told us. He added: "All the manufacturers we've heard from so far are in accord with our position. We have yet to hear from those who may not be. We've also had dozens of letters from other locals throughout the nation saluting our stand & supporting our move. We aren't against world trade. We certainly don't seek to injure U.S. manufacturers. What we do want is to focus public attention on the plight of our membership resulting from Japanese imports."

For more on the IBEW boycott, see p. 17.

PITTSBURGH BONDED TUBE BEING SHOWN: The die is just about cast for the so-called "1962 models"—so it's unlikely there'll be any significant number of TV sets using either of the 2 new approaches to laminated-safety-shield picture tubes. Industry thus gets welcome breather & nearly a full year to test & evaluate the tubes sponsored by Pittsburgh Plate Glass & du Pont (Vol. 16:50 p15, 16:52 p16).

Majority of 23-in. models will feature Corning laminated safety glass—although there will be plenty using conventional external glass, and a smattering (specifically Wells-Gardner, some Motorola & others) using "dry-seal" approach, in which curved safety glass is positioned between mask & picture tube by vinyl gasket (Vol. 16:48 p14). Most 19-in. sets will use external glass or plastic implosion plates.

Du Pont's bonded Mylar implosion shield continues to be controversial—and developmental. Manufacturers are still awaiting production samples for evaluation. Pittsburgh's bonded-glass technique seems to be further along in development.

Tube & set makers are taking good hard look at newly improved Pittsburgh process—which laminates curved plate glass to front of picture tube. Pittsburgh has set up specially developed laminating equipment in its lab, invited tube makers to play with it. At least one tube manufacturer has set up its own machinery to turn out samples. Reactions aren't in yet, but consensus is that if Pittsburgh method makes possible cost savings it will find some adherents. (This is an especially relevant point right now, with prices of 19-in. bulbs & tubes due to rise March 1.)

Pittsburgh claims to have achieved "significant reductions" in cost of both the gray glass & the resin used to cement it to face of tube. Final answer on costs will come when manufacturers have more experience in sample production runs.

Process requires use of new Pittsburgh-developed taping machine in addition to modified standard tube laminating equipment. Here's how Pittsburgh safety glass is applied to tube:

Picture tube is placed in machine face up. The cover window, or cap, is placed on tube, jiggled for precise location. Cap is then raised by highly accurate suction-cup device so that it doesn't touch tube, leaving air space between tube & cap. Strip of 1-mil Mylar adhesive tape is wrapped around assembly where tube & cap join, forming seal around air cell. Tube is turned face down, warmed to 115-120° F. Resin is injected into air space between cap & tube under pressure of 60-70 lb. per sq. in. Resin sets in 15-20 minutes.

Pittsburgh's taping machine performs all operations automatically, at speed of little less than 3 tubes per minute. Pittsburgh will assist machine manufacturers in construction of machines, or can supply blue-prints, and offers to shake machines down in its own labs before delivery.

TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 20 (3rd week of 1961):

	Jan. 14-20	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	100,152	100,889	141,303	251,894	384,292
Total radio	257,037	282,186	354,098	734,127	971,451
auto radio	82,389	104,576	143,371	276,354	456,888

GOVT. SEES ELECTRONICS RISE: The Commerce Dept. last week predicted a record year for the electronics industry, as the Electronics Div. of its Business & Defense Services Administration issued its annual comprehensive *Outlook & Review*, based on industry opinions. The division, headed by Donald S. Parris, forecast a 6% increase in the value of electronics equipment output this year over 1960 and a 5% increase in total components (including tubes & semiconductors). It estimated 1960's equipment production at \$6.4 billion, components at \$3.28 billion, up from \$5.79 & \$2.97 billion in 1959. (Equipment & component figures can't be totaled because of overlap due to components designed for original equipment.)

BDSA reiterated the commonly accepted view that the first half of the year probably will be slower and the 2nd half stronger than last year. Summarizing BDSA's view of 1961's outlook in various electronics industry branches:

Consumer products—Slightly higher than 1960, returning to seasonal pattern of nearly 60% of output produced in 2nd half. Black-&-white TV production to decline moderately to about 5.5 million units at \$810-million factory value (from 5.72 million units in 1960). Factory sales of color sets "to increase substantially [and] may reach the \$100-million mark." Radio production & sales to be below 1960 levels, partly due to a predicted decline in automobile production. FM equipment sales should increase. Phono output to "increase moderately." Other consumer products—recorders, citizens radio, electronic ranges, electronic toys, garage-door openers, etc.—also expected to increase moderately. "The growth in 1961 in this sector of the electronic industries, which has greater potential than any other major consumer-product area except color TV, will only be a beginning."

Military equipment & systems—Production to increase about 10%, "owing largely to increased electronics content of military weapons systems, rather than a general increase in military hard-goods production." Military R&D expenditures to level off in 1961, but increase in 1962 as new generations of weapons systems undergo development.

Commercial & industrial equipment—Substantial stimulation of microwave equipment sales because of FCC action making channels available to firms other than common carriers. Data-processing gear, production-control

equipment & other aspects of this market "could be developed even more rapidly by more aggressive product development & promotion."

Tubes—Output to continue at about 1960 levels.

Semiconductors—Factory sales should rise to around \$610 million, up from \$535 million in 1959 and \$395 million in 1958.

Other components—Following upward trend in equipment output, and inventory replenishment by equipment manufacturers, factory sales to rise about 5% to \$2 billion.

In its review of 1960, BDSA noted that all segments shared in the 10% (factory output) advance over 1960, although consumer products rose only 2%—the 18% increase in phono production being the brightest spot in the consumer field. Military equipment sales increased 15%, commercial & industrial 10%, semiconductors 35%, tubes decreased 2%, other components increased 10% in value of factory shipments.

BDSA gives this breakdown of 1960 electronics factory output: Consumer TV-radio & related products \$1.83 billion (up from \$1.79 billion in 1959), all other electronic equipment \$4.57 billion (up from \$4 billion), tubes \$845 million (down from \$865 million), semiconductors \$535 million (from \$395 million), other components \$1.9 billion (from \$1.71 billion).

Another table graphically shows the declining role of consumer products in the electronic-equipment complex. Whereas in 1929 consumer goods comprised 97% of total electronic equipment, the percentage has declined to 29% in 1960. It was 30% in 1959.

For BDSA's comments & data on electronics foreign trade, see story on p. 17.

New manufacturing process for selenium rectifiers, announced last week by GE, is claimed virtually to eliminate circuit failure and to be completely automatic. GE says that rectifiers made by this process—called "ACE" for automatic continuous evaporation—would have an operating life of 80,000 hours or more. A refinement of a non-automatic German development, the ACE process uses a metal globe 4 ft. in diameter, lined with aluminum sheets to be coated chemically. The spheroid is sealed into an oven where the aluminum is automatically plated with a series of electrode layers, eliminating human error. GE says ACE will obsolete other methods of making the rectifiers.

More about

IBEW VS. IMPORTS: An interesting & significant show-down is shaping up in Chicago between IBEW's Local 1031 & users of electronic components imported from Japan (see p. 15). The local has notified 132 TV-radio-electronics employers that after May 1 the union membership will refuse to handle parts brought in from low-wage countries (Vol. 17:4 p17).

The foreign invasion, local Pres. Frank Darling reports, has brought distress to his membership and many of their employers also are suffering from the competition. The local's membership in the past 2 years has dropped from 47,000 to 23,000. In 1960's final quarter alone, 5,700 members lost their jobs.

"The workers in our radionic industries have now decided that they will not remain passive & helpless as they witness the erosion of their working standards & the disappearance of their jobs & working opportunities resulting from the impact of this unfair foreign competition," the union wrote the employers. "Moreover, these employes believe that your self-interest as an employer, in this situation, would actually be best served by your continuing purchase of American-made products."

Darling reports that favorable responses already have been received from "many" manufacturers. However, direct comments from them are hard to come by. It is known, however, that one of IBEW's largest employers, Webcor, has posted a bulletin-board notice to the effect that it agrees "wholeheartedly with the Buy-American" concept and is taking every measure to replace its made-in-Japan parts with U.S. products. Chicago's majors aren't involved: Motorola is non-union, Zenith has no IBEW contract and doesn't import, and Admiral wouldn't be caught dead with a Japanese component.

Experts tell us that in their opinion the IBEW boycott stands on a thin legal leg, and the strong odds are that the boycott is unenforceable. However, union officials are confident that the threat of a boycott will succeed as a moral persuader and won't get entangled with Taft-Hartley and/or Landrum-Griffin law provisions. In short, IBEW stands in a highly favorable & sympathetic position—right under the American flag. As Frank Darling told us: "we don't feel bad about competition from countries which pay about the same wages as we do. However, when competition from low-wage countries takes jobs away from Americans, it's time to take protective measures. We are not opposed to imports—only to unfair competition."

President Kennedy expressed concern at last week's TV press conference "about those imports which adversely affect an entire industry, or adversely affect the employment of a substantial number of our citizens." Asked his position on a proposal for abolishment of all restraints of the Reciprocal Trade Agreements Act, he stated, however: "I do think we should realize that the balance of trade has been in our favor and the gold flow would have been substantially worse if we had not had this favorable balance of trade."

Japanese electronic imports are a "serious problem" to U.S. manufacturers, Rep. Pucinski (D-Ill.) assured the House in urging support for his bill (HR-1070) to adjust import tariffs & quotas to competitive wage differentials abroad (Vol. 17:2 p3). The text of a NARDA convention speech by Admiral Pres. Ross Siragusa, spelling out dangers of foreign competition (Vol. 17:4 p 16), was inserted in the Jan. 25 *Congressional Record* by Pucinski.

But Exports Are Rising, Too: Alarm over the rapid increase in electronics imports (see p. 15) sometimes obscures the fact that America's electronics balance-of-trade is favorable, exports exceeding imports by more than 4 to 1. U.S. exports of electronic products in 1960 were estimated last week by the Commerce Dept. to have exceeded \$450 million—more than 12% over 1959. The Department's Business & Defense Services Administration predicts that the U.S. electronics export market "may well approach the half-billion-dollar level in 1961."

Electronics imports also set a record—\$103 million, or 25% over 1959—in 1960. BDSA sees no slackening in the import of consumer end products in 1961 and predicts continued increase in component imports.

While a large part of the increase in imports is represented by consumer products, consumer exports have fallen off. Total U.S. electronics exports rose from \$401 million in 1959 to \$454 million in 1960, but exports of consumer electronic products dropped from \$76 million to \$70 million. Every major category of consumer electronics (except recorders) saw a falling-off from 1959 to 1960. TV sets went down from \$18 million to \$14 million. Home & auto radios and phonos also declined.

The other 2 major categories of electronics exports increased in each of the 2 years, however. Commercial-industrial-military equipment exports rose from \$211 million in 1959 to \$245 million in 1960. Within this category, TV-radio broadcast equipment went up from \$18 million in 1959 to \$20 million last year. Components (including tubes & semiconductors) increased from \$113 to \$139 million.

The \$103 million in electronics imports last year compares with \$82 million in 1959 and \$34 million in 1958. The category "radio apparatus & parts" accounted for about 90% of the imports in 1960—\$91.5 million (an increase from \$72.7 million in 1959). Increases over 1959 were shown last year in imports of TV cameras & parts (\$1 million vs. \$227,000), TV tubes & parts (\$500,000 vs. \$387,000), "other TV apparatus & parts" (\$91.5 million vs. \$72.7 million), tubes & tube parts (\$2.4 million vs. \$1.4 million).

Emertron Inc. has begun operation as a wholly-owned subsidiary of Emerson Radio, acquiring all assets & business of Emerson's govt. & industrial electronics div. in exchange for 2 million shares of common stock. Emertron, headquartered at Jersey City, N.J., has an authorized capital of 250,000 shares of pfd. & 5 million shares of common stock. Emerson Pres. Benjamin Abrams said Emertron's contract backlog is about \$30 million and that its staff has more than 1,000 persons. Officers of Emertron, announced last week: Morton P. Rome (Emerson vp), pres.; Dr. Harold Goldberg (ex-Emerson vp in charge of research labs), exec. vp; A. A. Vogel, (Emerson vp-controller), secy.-treas.; Leonard S. Hermelin, vp; George Rappaport, mktg. vp; Stanley Schneider, vp. Board of directors (all Emerson or Emertron officers): Rear Adm. John D. Small (ret.) chmn.; Benjamin Abrams, Max Abrams, Dr. Goldberg, Dorman D. Israel, Rome, Vogel.

Tuner makers Standard Kollsman and Sarkes Tarzian have extended warranties from 90 days to a full year for their TV & FM tuners. The extension is in recognition of the longer warranties now being offered to consumers by set manufacturers. Prices are unchanged.

Wells Electronic Co. Inc., Cedarhurst, N.Y., has signed an FTC consent order prohibiting the Long Island firm from misrepresenting rebuilt TV picture tubes as new. The agreement settled a 1960 FTC complaint (Vol. 16:38 p19).

New models: Ampex offers its lowest-priced consumer products to date—two 4-track stereo tape players (not recorders) designed for use with hi-fi installations. They are priced at \$199.50 (without preamplifiers) & \$249.50, to be used with separate amplifiers • Arvin announces lower prices on its new radios, including 6-transistor miniature with case, battery & earphone at \$24.95 (last year's "comparable" model \$39.95), same without accessories, \$19.95; seven-transistor leather-covered portable, \$34.95 (last year \$54.95); seven-transistor miniature, with accessories, \$29.95 (from \$41.95); clock radio, \$19.95 (\$24.95) • Packard Bell introduces 5 TVs—19-in. portable at \$189.95, two 23-in. Roto-Remote sets at \$339.95 & \$389.95, two 23-in. consoles at \$269.95 & \$309.95—plus 6 stereo AM-FM consoles at \$249.95 to \$565 (for reverb model). Distributor-dealer showings will be held in San Francisco (Jan. 30), Seattle (Feb. 1), Albuquerque (Feb. 3) • Motorola announces a line of custom & universal auto antennas.

Industrial electronic-equipment sales statistics will be compiled quarterly by EIA, under a new program established by the manufacturer association's Industrial Electronics Marketing Data Committee. Data will be reported by participating manufacturers, and assembled by EIA, in these major categories: Testing & measuring equipment; computing & processing equipment; control & processing equipment; communications & navigational aids; miscellaneous equipment, including medical electronics, power supplies, etc. The first report, covering 1960, will be followed by the quarterly reports, to be distributed to reporting companies.

What is a "small business" in the electronics industry? The Small Business Administration will conduct hearings in Washington Feb. 21 to consider revisions in the size standards for electronics-electrical industry businesses to fit within the small-business definition. The definition is important since it determines which firms are eligible for assistance from SBA in the form of business loans & govt. procurement aid. Those wishing to participate in the hearings have been requested to file written statements or notify SBA of their intention to make an oral statement. Dir. Samuel S. Solomon of the Office of Small Business Size Standards, SBA, Washington 25, is in charge.

Expansion of Philco's Colombia licensee Industrias Nacionales de Enseres Electricos S.A. (INDELSA), Bogota, will be financed by Philadelphia International Investment Corp., a subsidiary of Philadelphia National Bank, under a \$450,000 investment program, providing an option for the investment company to acquire shares in the Colombian firm. Proceeds will be used to develop new product lines, including TV & home appliances, and to expand current lines of tube & transistor radios. Philco owns a minority interest in INDELSA, whose directors include Philco International Pres. Harvey Williams and W. S. Rolston, dir., Latin American operations, Philco Corp. S.A. (Switzerland).

Herold Radio & Electronics Corp. went into bankruptcy last week, and a spokesman said its assets will be sold at public auction to settle outstanding debts. The company had failed in an attempt to continue operations under Chapter XI of the Bankruptcy Act. Herold estimated secured debts at \$2.5 million, non-secured debts at \$2 million, outstanding debentures of \$1.5 million—totaling about \$6 million. American Stock Exchange suspended trading in Herold stock following the bankruptcy declaration. Steelman Phonograph & Radio Co. and Roland Radio Corp. are wholly owned Herold subsidiaries.

Canadian TV sales to dealers dropped again in November—to 35,469 units from 46,125 a year ago and 44,812 in Oct. 1960. The year-to-date volume totaled 311,380, compared with 373,757 TVs sold in 1959's first 11 months. The 11-month breakdown (1959 figures in parentheses): Portables, 58,865 (63,629); table models, 62,821 (98,905); consoles, 173,496 (198,443); combinations, 16,198 (12,780). For November (vs. Nov. 1959): Portables, 7,013 (7,244); table models, 6,869 (13,368); consoles, 19,018 (23,366); combinations, 2,569 (2,147).

New plants & expansions: GE's computer dept. will build a \$4-million addition to its hq & manufacturing facility near Phoenix. Construction is slated to start in April, be completed early in 1962 • Jerrold Electronics has increased the area of its Huntingdon Valley, Pa. lab to more than 20,000 sq. ft. • Harman-Kardon has formally opened its new 52,000-sq.-ft. hq at Plainview, N.Y. • National Video has occupied the 50,000-sq.-ft. addition to its Chicago picture-tube plant, which increases its production capacity by about 15%.

Hoffman Electronics has established an international trade dept., headed by former patent attorney Bruce L. Birchard as international trade director. Hoffman's potential "in many world markets is greater today than at any time in the past," commented Pres. H. Leslie Hoffman, adding: "Our new international trade dept. will be responsible for capitalizing on this potential in the corporation's area of interest and will be responsible for coordinating related interests of Hoffman's 5 divisions in the international field."

Magnavox will close its Greeneville, Tenn. cabinet plant this week because of high operating costs. Pres. Frank Freimann said that cabinets are available from "outside sources" at prices below Magnavox's production costs. The company closed its Paducah, Ky. loudspeaker & capacitor production plant earlier this month (Vol. 17:2 p. 15). The shutdowns were protested by IUE Pres. James B. Carey in a demand for a 2-state investigation of the company's policies. In telegrams to Ky. Gov. Burt Combs & Tenn. Gov. Buford Ellington, he asked for appointment of a joint commission. The union, Carey said, wanted to protect IUE members against unemployment and to "forestall the resultant crises in these communities."

Sylvania will close its Mill Hall, Pa. receiving-tube production plant over the next 6 months and transfer its production operations to other facilities. Matthew D. Burns, Sylvania senior vp & electronic tube div. pres., said that the abolition of the oldest of Sylvania's 6 receiving-tube plants will not affect total production capacity.

FM stereo standards are at least 2 months from FCC approval. The Commission isn't expected to consider them again for a month or so. After that, it could take another month or more for a final decision to be drafted & issued. That's the minimum, of course. The process could run into several months more, as it usually does in such matters.

Model-year tag would be required on all TVs, radios, phonos & appliances if a model year is used by the manufacturer, under a bill filed in the N.Y. state senate by Sen. Hunter Meighan. The proposal would also require the model year to be included in all advertising.

Electronics Leasing Corp. is the new name of Tel-Hotel Corp., which retains its quarters at 342 Madison Ave., New York, N.Y. The company rents TVs, radios & electronic systems to hotels, hospitals and others.

Trade Personals: Dr. Bernhard E. Bartels elected GT&E Labs vp and appointed research dir. of the company's Bay-side (N.Y.) labs (formerly Sylvania labs), succeeding Dr. Robert M. Bowie, who has been assigned to GT&E Labs N.Y. hq staff . . . George P. Lyon appointed marketing administrator, C. John Borlaug promoted to chief service engineer, Sylvania Home Electronics Corp.; Borlaug succeeds Donald E. Winters, now mgr. of quality control for the home electronics div.

Norman R. Huey, former merchandising mgr., named to new post of mgr. of new-product projects, GE radio receiver dept.; Andrew E. Kimball, GE receiving tube mgr. of mktg. research, named mktg. research mgr. of GE electronic components div.'s new advanced product planning operation . . . Robert H. Eddington named asst. secy., Hoffman Electronics; William D. Van Dyke named gen. mgr. of Hoffman's new instruments div.

N. A. Anderson, former Havana distributor (Distribuidora Electro Mecanica Industrial), elected pres., Westinghouse Electric Co. S.A. (Westinghouse's sales & service subsidiary for Latin America & Canada, headquartered in Puerto Rico). He succeeds J. H. Compton, resigned.

Max Lehrer, former asst. staff dir., Senate Committee on Aeronautical & Space Sciences, named to new RCA post of defense-business development dir., RCA defense electronic-products div. . . . Herbert T. Brunn named div. vp, RCA international operations.

John F. Dabrowski, ex-Motorola & Raytheon, named commercial sales mgr., Gabriel Electronics . . . Curtis A. Haines, ex-Sylvania Electronic Tubes vp, named product & facilities planning vp, Sylvania Electronic Systems . . . Ronald J. Gray promoted to ad & PR mgr., Servo-mechanisms Inc., succeeding Warren C. Wilson, who has become Eitel-McCullough ad & sales promotion mgr.

D. Scott Bowman, ex-Carborundum Corp., appointed mktg. dir., Amphenol-Borg . . . Alfred Akeroyd promoted to mgr. of licensee services, International Resistor.

H. Raymond Jacobus, ex-Tung Sol & RCA, named mgr., Eitel-McCullough negative grid-tube div. . . . Harold R. Terhune, ITT Federal Labs, elected pres., Standards Engineers Society . . . Paul May promoted from housewares buyer to merchandise mgr. (TV-radio-appliances), Gimbels, N.Y., replacing Richard Falcone.

Distributor Notes: Admiral names Legum Distributing Co. for Baltimore, replacing Kaufman Distributors Inc. • Robert A. Rosen, ad & sales promotion mgr., Zenith Radio Corp. of N.Y., a 2nd lieutenant in the N.Y. Air National Guard, named 105th Fighter Group information-services officer • Craig Electronics Inc. is new name of Keirulff & Co., Southern Cal. Motorola distributor, which has been acquired by Craig Corp. (Robert Craig). The former Kierulff organization remains intact, Craig dropping distribution of the Columbia phono line, which henceforth will be handled by a factory branch • Dan Jacobs elected sales vp, Motorola products, Cooper Distributing Co., Newark • Charles H. Belzer named gen. mgr., Robert J. Flanagan Milwaukee district sales mgr., Sylvania Home Electronics Corp. • Astrex Inc., exclusive distributor of Du Mont tubes, will merge with Radio Electric Service Co., Philadelphia parts jobber.

Obituary

Karl William Waterson, 85, former AT&T vp for personnel relations, died Jan. 24 after a long illness. He was a dir. of Bell Labs. Surviving are a son and daughter.

Finance

Emerson Profit-Sales Sag: Emerson Radio & Phonograph experienced a 41.5% drop in earnings on a 5.5% decline in sales in its 1960 fiscal year ended Oct. 31 (see financial table). Pres. Benjamin Abrams said the profit drop "was due in considerable measure to substantially lower sales of transistor radios. The huge increase in imports of transistor radios from Japan . . . has seriously affected all domestic producers."

Other factors in Emerson's profit & sales setback: (1) The general business fall-off in the 2nd half; (2) payment of \$475,000 to Mrs. Edwin H. Armstrong in settlement of her suit charging infringement of her late husband's FM patents (Vol. 16:8 p19); (3) cancellation by the govt. of a contract on which Emerson had spent \$2.3 million. The company is disputing the govt. cancellation, executed "for alleged failure to meet contract specifications."

Abrams noted that unit sales of Emerson TVs were "moderately lower" than in the preceding fiscal year, but profits were "substantially unchanged." He reported increased sales for the higher-priced Du Mont TV line. "Our 1960 sales volume of air-conditioning room units was more than double the sales of the previous year," Abrams said. "The backlog of the govt.-electronics div. is more than 50% higher than at the end of fiscal 1959." Looking to the year ahead, Emerson's president said he was confident the industry "would soon resume its normal growth pattern."

* * *

Mergers & acquisitions: American Electronics and Electronic Specialty have canceled their merger plans (Vol. 17:1 p20) because "we simply weren't able to agree on a ratio for the exchange of stock," reports American's Pres. Philip Zonne. Electronic Specialty Pres. William H. Burgess says the merger breakdown does not affect his company's planned amalgamation with D. S. Kennedy Co., Cohasset, Mass. • Sonotone and Loral Electronics reportedly have had preliminary discussions about a merger • Amphenol-Borg Electronics will purchase for \$475,000 from Toronto-based Almer Co. 50,000 shares of Borg Fabrics Ltd., Elmira, Ont. which it owns jointly with the Toronto concern • Ling-Temco Electronics has offered to purchase all Chance Vought common stock which is offered before 3 p.m. Feb. 1 (Vol. 17:4 p19) • Douglas Aircraft and Midwestern Instruments (Magnecord tape recorders) are negotiating to "give Douglas a substantial interest in Midwestern through acquisition of newly issued stock."

Westinghouse's total 1960 income declined from the 1959 level despite a moderate sales rise (see financial table). Pres. Mark W. Cresap Jr. reported that "billings on all product groups in 1960 exceeded or approximately matched 1959 sales except for consumer products, where an industry-wide decline of 5% in sales from 1959 levels has been reported." Looking ahead, he said Westinghouse expects an "increasingly tighter squeeze on earnings" in 1961's first half because of "inflation in material & employment costs, coupled with the general price softening."

IBM plans a split of its common stock—an additional half share for each share held—subject to stockholder approval at the April 25 annual meeting. If the proposal is approved, IBM will begin distribution of the new shares as of a May 5-effective date.

Jerrold's annual report for the fiscal year ended Feb. 1960 received a "Best of the Year" award at the Graphic Arts Exhibit of Delaware County in Philadelphia Jan. 19.

Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Acme Electric	1960—6 mo. to Dec. 31	\$ 5,374,270	—	\$ 212,820	\$0.80 ¹	—
	1959—6 mo. to Dec. 31	5,173,000	—	205,800	.77 ¹	—
Arco Electronics	1960—year to Sept. 30	2,530,221	—	280,304	.33	—
	1959—year to Sept. 30	1,999,309	—	168,121	.20	—
Avco	1960—year to Nov. 30	322,744,957	\$ 19,300,001	10,021,501	.97	10,301,956
	1959—year to Nov. 30	306,048,377	18,488,416	9,588,416	.95 ¹	10,056,186
Beckman Instruments	1960—6 mo. to Dec. 31	31,423,505	—	1,586,010	1.15	1,381,123
	1959—6 mo. to Dec. 31	25,442,965	—	1,262,172	.93	1,363,094
	1960—qtr. to Dec. 31	16,362,807	—	844,996	.61	1,381,123
	1959—qtr. to Dec. 31	12,804,650	—	639,656	.47	1,363,094
Daystrom	1960—9 mo. to Dec. 31	68,756,000	2,111,000	1,121,000	.89 ⁴	1,255,307
	1959—9 mo. to Dec. 31	65,524,000	2,854,000	1,405,000	1.12 ⁴	914,013
	1960—qtr. to Dec. 31	24,180,000	—	248,000	.19 ⁴	1,255,307
	1959—qtr. to Dec. 31	24,174,000	—	603,000	.48 ⁴	914,013
Electro-Voice	1960—9 mo. to Nov. 30	7,415,992	—	8,061	.02	473,650
	1959—9 mo. to Nov. 30	7,738,375	—	167,792	.35	473,650
Emerson Radio Story on p. 19	1960—year to Oct. 31	63,776,658	3,250,196	1,686,568 ⁵	.80 ⁹	2,119,685
	1959—year to Oct. 31	67,442,399	5,551,214	2,668,682	1.26 ⁹	2,049,043
Packard-Bell	1960—qtr. to Dec. 31	8,738,350	(590,168) ⁷	(365,969)	—	813,433
	1959—qtr. to Dec. 31	13,305,018	943,592	443,592	.56	795,500
Raytheon	1960—year to Dec. 31 ²	539,975,000 ³	15,775,000	11,536,000 ⁵	3.01 ¹	3,728,247
	1959—year to Dec. 31	494,278,000	21,801,000	13,481,188 ⁹	3.89 ¹	3,243,567
Seeburg	1960—year to Oct. 31	27,175,865	—	915,262	.70	1,304,982
	1959—year to Oct. 31	22,632,567	—	1,929,770	1.64	1,177,646
Taft Bcstg.	1960—qtr. to Dec. 31	3,082,588	—	458,190	.31	1,488,186
	1959—qtr. to Dec. 31	2,866,943	—	517,401	.35	1,488,186
Westinghouse Story on p. 19	1960—year to Dec. 31 ²	1,955,731,000	144,957,000	79,057,000	2.22 ¹	34,813,842
	1959—year to Dec. 31	1,910,730,000	152,351,000	85,947,000 ¹⁰	2.43 ¹	34,679,456 ¹¹
	1960—qtr. to Dec. 31 ²	498,498,000	—	18,377,000	.52 ¹	34,813,842
	1959—qtr. to Dec. 31	502,337,000	—	29,722,000 ¹²	.84 ¹	34,679,456 ¹¹

Notes: ¹After preferred dividends. ²Preliminary. ³Record. ⁴Based on 1,255,307 shares outstanding Dec. 31, 1960. ⁵After \$475,000 settlement of patent infringement suit. ⁶Based on 2,119,685 shares outstanding Oct. 31, 1960. ⁷Before \$224,200 tax credit. ⁸Including \$6,649,000 in special

items. ⁹Including \$3 million in special items. ¹⁰Including \$17,186,000 in special items. ¹¹Adjusted for Jan.-1960 2-for-1 split. ¹²Including \$7,196,000 in special items.

Reports & comments available: Lab for Electronics, report, Winslow, Cohe & Stetson, 26 Broadway, N.Y. 4 • Yardney Electric, analysis, Carter, Berlind, Potoma & Weill, 37 Wall St., N.Y. 5 • Emerson Electric Mfg. (St. Louis), prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Vacuum-Electronics, prospectus, Lehman Brothers, One William St., N.Y. 4.

Transitron Electronic Corp. is setting aside 315,000 common stock shares for option-plan offerings to executives & key employes, according to an SEC registration statement (File 2-17505).

Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Burroughs	Q	\$0.25	Apr. 20	Mar. 25
Canadian GE	Q	2.00	Apr. 3	Mar. 15
Desilu Productions	Q	.15	Feb. 24	Feb. 10
Electronic Engineering	—	.10	Mar. 20	Feb. 6
Electronics Investment	—	.03	Feb. 27	Feb. 1
IBM	Q	.75	Mar. 10	Feb. 10
National Video "A"	Q	.22½	Feb. 24	Feb. 3
Raytheon	Stk.	3%	Mar. 17	Feb. 23
Sperry Rand	Stk.	2%	Mar. 30	Feb. 9
Stanley Warner	Q	.30	Feb. 24	Feb. 8
Stewart-Warner	Q	.35	Mar. 11	Feb. 17
Standard Radio Ltd.	Q	.20	Apr. 10	Mar. 20
Tung-Sol	Q	.17½	Mar. 2	Feb. 13
Westinghouse	Q	.30	Mar. 1	Feb. 6
TV-Electronics Fund	—	.04	Feb. 28	Feb. 2

OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 26, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	20½	22¼	Maxxon (W.L.)	10¾	11¾
Aerovox	8¼	9¼	Meredith Pub.	41¾	44¾
Allied Radio	22¼	24½	Metropolitan Bcstg.	20¾	22¾
Astron Corp.	1¾	2¼	Narda Microwave	5¾	6¾
Baird Atomic	20½	22	Nuclear of Chicago	38½	41½
Cetron Electric	5¾	6	Official Films	2¾	3-1/16
Control Data Corp.	70½	74¾	Pacific Automation	4¾	5¼
Cook Elec.	13¼	14¾	Pacific Mercury	6¾	7¼
Craig Systems	13¾	15½	Philips Lamp	151½	157¼
Dictaphone	34½	37¼	Pyramid Electric	3¼	3-9/16
Digitronics	21½	23¾	Radiation Inc.	28	30¾
Eastern Ind.	15¾	16¾	Howard W. Sams	44½	48
Eitel-McCullough	18¾	20½	Sanders Associates	39½	42½
Elco Corp.	16¾	18¾	Silicon Transistor	5	5½
Electro Instruments	25½	28¾	Soroban Engineering	46	50½
Electro Voice	9	10	Soundsciber	14¾	16¼
Electronic Associates	28	30½	Speer Carbon	19	20¾
Erie Resistor	11½	12	Sprague Electric	54¼	57¾
Executone	20	22	Sterling TV	1¼	1¾
Farrington Mfg.	26½	28¼	Taft Bcstg.	12¼	13¾
Foto-Video	3	3-9/16	Taylor Instrument	39½	42½
FXR	36	39¾	Technology Inst.	6¾	7¾
General Devices	9¼	10½	Teledrome	12¾	13½
G-L Electronics	8	9¾	Telecomputing	7	7¾
Gross Telecasting	21	23	Telemeter	10½	11½
Hallicrafters	34¼	36¾	Time Inc.	83	87¾
Hewlett-Packard	28¾	30½	Tracerlab	8¾	10
High Voltage	177	187	United Artists	5¾	6½
Infrared Industries	13¼	14¾	United Control	15¼	17
Interstate Engineering	20	21¾	Universal Trans.	¾	1-3/16
Itek	51	55½	Vitro	14	15
Jerrold	7¼	8	Vocaline	2¾	3-1/16
Lab for Electronics	50	53½	W.J.R. Goodwill Station	11	—
LeI Inc.	5	5¾	Wells-Gardner	23½	25¼
Magna Theater	2¾	3-3/16	Wometco Ent.	13½	14¼
Magnetics Inc.	7½	8¾			