

# WEEKLY **Television Digest**

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

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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

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#### 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

Television 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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## Index to Television Digest, 1961: First Half

Volume 17, Issues No. 1 through 26 (Issued Quarterly)

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# WEEKLY **Television Digest**

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

**FORECAST 1961:** Our own predictions for the new year in telecasting (p. 3).  
Another record, competitive year for home electronics (p. 16).

## SUMMARY-INDEX OF WEEK'S NEWS

### **FCC**

**REGULATING THE REGULATORS** should be super-oversight function of White House, James M. Landis tells President-elect in report castigating FCC (pp. 1, 7 & 8).

**LEE WANTS GRANT—OF UHF.** He continues his push for all-uhf shift, decrying vhf squeeze-ins, saying that all-channel-receiver legislation isn't enough (p. 9).

### **Programming**

**LIVE WHITE HOUSE TV ASSURED** by President-elect Kennedy's press secy. Pierre Salinger. He opens all Kennedy news conferences to instantaneous broadcasts (p. 2).

### **Film & Tape**

**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).

### **Auxiliary Services**

**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).

**FM STEREO STANDARDS** may be set this month; FCC holds first stereo meeting, listens to tapes of NSRC field tests. Bartley expects "something before spring" (p. 15).

**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).

### **Stations**

**NAB's YEAR OF TRIAL** reviewed by Policy Committee Chmn. Clair R. McCollough, who finds advances by broadcasters in 1960 more than made up for "bad headlines" (p. 9).

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

### **Other Departments**

**CONGRESS** (p. 10). **FOREIGN** (p. 10). **TECHNOLOGY** (p. 11). **ADVERTISING** (p. 13.) **NETWORKS** (p. 14). **PERSONALS** (p. 14). **FINANCE** (p. 19).

**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 Bcstg. 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 Bcstg. 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. Coincidentally, 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 Bestg. 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 Bestg. 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 Bestg. 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 Klaefer Film Productions, N.Y. after more than 2 months of negotiation. Robert H. Klaefer, 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 Trans-Lux 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.  
*Clairol* (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., WBNF-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 KVRS 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."

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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-phonograph 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-phonograph 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	188,760	353,633
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
<b>TOTAL .....</b>	<b>881,831</b>	<b>2,701,696</b>	<b>3,583,527</b>	<b>945,328</b>	<b>2,172,510</b>	<b>3,117,838</b>

### PHONO RETAIL SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January .....	150,688	368,964	449,923	231,429	159,214	390,643
February .....	102,063	347,860	448,128	171,127	156,477	327,604
March .....	61,249	249,497	310,746	139,577	140,075	279,652
April .....	41,503	152,141	193,644	94,226	118,197	212,423
May .....	39,734	141,080	180,814	70,228	82,765	152,993
June .....	44,925	165,339	210,264	66,979	100,982	167,961
July .....	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
<b>TOTAL .....</b>	<b>820,983</b>	<b>2,400,148</b>	<b>3,221,131</b>	<b>1,239,374</b>	<b>1,682,900</b>	<b>2,922,274</b>

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	18,031,593
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
<b>TOTAL .....</b>	<b>102,431,984</b>	<b>\$248,144,156</b>	<b>74,467,926</b>	<b>\$199,189,791</b>

Division to conduct research on ceramic ferrite & other semiconductor materials has been formed by Conductron, 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 Bestg. 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.

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.

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

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
Packard Bell	Q	.12 1/2	Jan. 25

# 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**

**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 PONDERES 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 Bcstg. 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 PONDERS 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

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## 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 cigarets (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 cigarettes, 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.).

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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 exp-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 WBRZ 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. Bohme, 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 WSA-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 Bestrs., 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. Jenson, 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. Bestg. System (WCSH-TV & WLBZ-TV & WLBZ Bangor, radio WRDO Augusta). He is succeeded by Donald R. Powers. Bruce C. McGorriall 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-phonospeakers 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	526,494	437,026	50,119	35,841	590,867	501,704
February	503,453	459,492	43,537	34,678	507,673	448,173
March	549,500	494,032	45,411	32,112	501,829	425,751
April	422,551	389,251	39,240	20,501	351,214	263,998
May	442,176	431,911	32,295	28,247	334,283	279,536
June	518,870	571,004	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	654,478	637,147
November	429,767	660,770	34,381	46,544	521,886	598,070
<b>TOTAL</b>	<b>5,302,877</b>	<b>5,756,210</b>	<b>405,838</b>	<b>387,524</b>	<b>5,176,905</b>	<b>5,046,971</b>

**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
<b>TOTAL</b>	<b>15,604,784</b>	<b>14,069,049</b>	<b>5,911,305</b>	<b>4,973,777</b>	<b>8,326,275</b>	<b>7,142,424</b>

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	31,761,000
April	707,252	13,782,769	29,737,000	25,769,000
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)
Photographs	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)
Photographs	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, Cleveite, 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 1/2 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 4 1/2% 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) <sup>1</sup>	—	597,209
	1959—year to Sept. 30	32,771,830	1,761,605	855,139	\$1.40 <sup>2</sup>	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 <sup>3</sup>	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: <sup>1</sup>After \$455,000 tax credit. <sup>2</sup>After preferred dividends. <sup>3</sup>From SEC reports (Vol. 16:52 p24).

Wometco Enterprises Inc., the corporation based in Miami, Fla., which recently acquired KVOB-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 • Hallicrafters, 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	18 1/4	19 3/4	Magna Theater	2 1/2	2 3/4
Aerovox	8 1/4	9 1/4	Magnetics Inc.	7 1/2	8 1/4
Allied Radio	22 1/2	24 1/4	Maxson (W.L.)	11 1/2	12 1/4
Astron Corp.	1 1/2	2	Meredith Pub.	41 1/4	44 1/4
Baird Atomic	23 1/2	25 1/4	Metropolitan Bestg.	19	20 1/4
British Industries	18	19 1/4	Milgo Electronics	19 1/4	21 1/4
CGS Labs	6 1/4	8 1/4	Narda Microwave	3 1/4	4 1/2
Cetron	5 1/4	6 1/2	Nuclear of Chicago	39 1/2	43
Control Data Corp.	64 1/4	67 1/2	Official Films	2 1/2	2 3/4
Cook Elec.	12 1/2	13 1/4	Pacific Automation	4 1/4	5 1/4
Craig Systems	15	16 1/2	Pacific Mercury	5 1/4	6
Dictaphone	29 1/4	31 1/2	Philips Lamp	155 1/4	161
Digitronics	22 1/2	24 1/4	Pyramid Electric	2 1/4	2 3/4
Eastern Ind.	14	15 1/4	Radiation Inc.	24	26 1/4
Eitel-McCullough	18	19 1/4	Howard W. Sams	38	40 1/4
Elco Corp.	14	15 1/4	Sanders Associates	34	36 1/4
Electro Instruments	24	26 1/4	Silicon Transistor	4 1/4	5 1/2
Electro Voice	7 1/4	8 1/2	Soroban Engineering	39	41 1/4
Electronic Associates	27 1/4	30 1/2	Soundscriber	16	17 1/4
Erie Resistor	9 1/2	10 1/4	Speer Carbon	18	19 1/4
Executone	20	22 1/2	Sprague Electric	53	57
Farrington Mfg.	27 1/4	29 1/2	Sterling TV	1 1/2	2
FXR	38	41 1/4	Taft Bestg.	12 1/4	13 1/4
General Devices	11 1/2	12 1/4	Taylor Instrument	38 1/4	41 1/4
G-L Electronics	9	10 1/4	Technology Inst.	7 1/4	8 1/4
Granco Products	2 1/4	3 1/2	Telechrome	12 1/2	13 1/4
Gross Telecasting	20 1/2	22 1/2	Telecomputing	7	7 1/4
Hallicrafters	33 1/4	36 1/4	Time Inc.	79	84 1/4
Haydu	1 1/16	1 1/4	Tracerlab	9	10 1/4
Hewlett-Packard	28 1/4	30 1/4	United Artists	5 1/4	6
High Voltage Eng.	160	170	United Control	15 1/2	17
Infrared Industries	17	18 1/4	Universal Trans.	3 1/4	3-1/16
Interstate Engineering	21 1/2	23	Vitro	10 1/4	11 1/4
Itek	48 1/2	52 1/2	Vocaline	2 1/4	3-1/16
Jerold	7	7 1/4	Wells-Gardner	21	22 1/4
Lab for Electronics	45 1/4	48 1/2	Wometco Ent.	12 1/4	13 1/4
Lel Inc.	5 1/4	6 1/4			

#### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Storer Bestg.	Q	\$0.45	Mar. 10	Feb. 24
Storer Bestg. "B"	Q	.12 1/2	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.

• • • •

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 Garraway-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).

\* \* \*

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
<b>Total</b>	<b>\$63,264,080</b>	<b>\$59,030,752</b>	<b>+ 7.2</b>	<b>\$557,618,526</b>	<b>\$510,314,480</b>	<b>+ 9.3</b>

### 1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	TOTAL
January .....	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February .....	12,677,110	22,977,171	19,923,712	55,577,993
March .....	13,487,460	24,043,799	21,072,164	58,603,423
April .....	12,701,240	22,580,032	20,642,038	55,923,310
May .....	12,876,050	23,209,917	19,414,264	55,500,231
June .....	11,948,700	22,062,832	18,959,323	52,970,855
July .....	12,529,660	23,442,997	19,805,457	55,778,114
August .....	11,366,100	21,448,482	18,052,503	50,867,085
September .....	11,875,080	21,103,437	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
	Baron Gus	Comedy	John Hess	Ricardo Montalban, Pippa Scott
	Mr. Dodd	Comedy		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
	Untitled	Action-Adventure	Jack Chertok	Not cast
Dick Chevillat, Ray Singer	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 The Man from Tele- graph Hill (60 min.)	Comedy Drama		Janis Paige 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 <i>Observation</i>	Anthology Musical Audience Part.	Joel Malone	Ray Walston Not cast 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 <i>Nightside</i> (5-min.)	Sports Documentary	Nat Perrin Nat Perrin	Not cast 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. Loriene 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 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 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>	Comedy	Howard Christie	Mickey Rooney
	<i>17 Battery Place</i>	Action	Richard Irving	Ron Randell
	<i>Tom Sawyer</i>	Drama		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)
Hubbell Robinson Productions	<i>The Rangers</i>	Action-Adventure	Al Ruddy	
	<i>The Denver &amp; the Rio Grande</i> (60 min.)	Action-Adventure	Nat Holt	
	<i>Mr. Huggermugger</i>	Cartoon	David Fleischer	
	<i>The Lawyer</i> (60 min.)	Drama	Hubbell Robinson	Lin McCarthy
Roncom Productions (Perry Como, Alvin Cooperman)	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
Ross-Danzig TV Inc. (Bart Ross, Frank Danzig)	<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
Screen Gems	<i>Regulars at Large</i>	Comedy	Al Burton	Louis Nye, Bill Dana, Don Knotts, Joey For- man
(with Freddie Fields Associates)	<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
	<i>The Insiders</i> (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
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
Starward Productions (Wilbur Stark, Al C. Ward)	Direct Line (for ABC-TV)	Documentary	Peter Robinson	
	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)	Action Adventure	Joseph Mansfield Jules Schermer	Not cast Peter Breck, Mike Road
	Solitaire (60 min.)	Action-Adventure	Howie Horwitz	Ray Danton, John van Dreelen
	<i>Room for One More</i> (for ABC-TV)	Comedy		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. Bestrs. 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, *Rifeman*, *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.) & Schoepel (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.

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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.

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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., JWV-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. consolette 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."

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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 <sup>1</sup>	1960—9 mo. to Nov. 30	53,213,971 <sup>2</sup>	\$ 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 <sup>2</sup>	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 <sup>3</sup>	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 <sup>2</sup>	—	6,500,000 <sup>2</sup>	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 <sup>2</sup>	—	2,966,000 <sup>2</sup>	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 <sup>4</sup>	1,175,876
	1959—qtr. to Nov. 30	3,088,864	—	378,668	.32 <sup>4</sup>	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 <sup>5</sup>	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 <sup>5</sup>	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 <sup>6</sup>	1960—year to Oct. 1	46,409,572	(2,642,037) <sup>7</sup>	(1,342,037) <sup>8</sup>	—	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: <sup>1</sup>Including merged General Transistor on a pro-forma, pooling-of-interest basis. <sup>2</sup>Record. <sup>3</sup>Including merged Hermes Electronics. <sup>4</sup>After preferred dividends. <sup>5</sup>From SEC report. <sup>6</sup>Including Disneyland

Park. <sup>7</sup>After \$6-million write-down of inventory (Vol. 16:49 p24). <sup>8</sup>After \$1.3-million tax credit. <sup>9</sup>Including 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 1/8	Magnetics Inc.	7 1/2	8 3/8
Allied Radio	22 1/4	24 1/8	Maxson (W.L.)	10 1/2	11 1/8
Astron Corp.	1 3/4	2 3/8	Meredith Pub.	42 1/4	45 3/8
Baird Atomic	23	24 1/2	Metropolitan Bcstg.	20 1/2	22 1/2
CGS Labs	8 1/4	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 1/8
Cook Elec.	12 1/2	13 3/8	Official Films	2 1/2	3-1 1/16
Craig Systems	14 1/2	16	Pacific Automation	4 1/4	5 1/8
Dictaphone	34	36 3/8	Pacific Mercury	7	7 3/4
Digitronics	22 1/2	24 1/8	Philips Lamp	149 1/4	155 1/4
Eastern Ind.	14 7/8	16 1/8	Pyramid Electric	2 1/2	3 1/8
Eitel-McCullough	17 1/2	18 1/8	Radiation Inc.	27	29 3/8
Elco Corp.	13 1/4	15 1/8	Howard W. Sams	40 1/4	43 3/8
Electro Instruments	24 1/2	27 1/4	Sanders Associates	38	41 3/8
Electro Voice	8 1/2	8 7/8	Silicon Transistor	4	5 1/8
Electronic Associates	28 3/4	30 3/8	Soroban Engineering	45	48 1/2
Eric Resistor	10 1/2	11 1/2	Soundscribe	15 1/4	16 3/4
Executone	20	22	Speer Carbon	18 1/2	20 3/8
Farrington Mfg.	27	29 3/8	Sprague Electric	54	57 1/2
FXR	36	39 3/8	Sterling TV	1 1/2	2
General Devices	11	12	Taft Bcstg.	12 1/4	13 3/8
G-L Electronics	10	11 1/4	Taylor Instrument	37	40 3/8
Granco Products	3	3 3/8	Technology Inst.	7 1/2	8 3/8
Gross Telecasting	20 1/2	22 1/2	Telechrome	12 1/4	13 3/8
Hallicrafters	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 3/8	Tracerlab	9 1/2	10 1/2
High Voltage Eng.	168	180	United Artists	5 1/2	6 1/4
Infrared Industries	15 1/4	17	United Control	16 3/4	18
Interstate Engineering	22 1/2	24 1/8	Universal Trans.	7 1/2	8 1/8
Itek	51 1/2	56	Vitro	11 1/4	12 3/8
Jerrold	7 1/2	8 1/8	Vocaline	2 1/2	3-3/16
Lab for Electronics	46 1/4	49 3/8	Wells-Gardner	23	24 3/4
Lel Inc.	5 1/2	6	Wometco Ent.	13	14 1/4

JAN 23 1961

JANUARY 23, 1961

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

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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.

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### 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. Keynote, 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).

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**STATIONS BLAST PROPOSED TRANSFER RULES:** FCC's proposed rules to tighten station sales (Vol. 16:50 p1), 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 FM's total 821, up 80 in 6 months, while AM's total 3,547, up 63 in same period.

Applications for new FM's stand at 105, for AM's 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-parter 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 .....	460 to 500	100 (no change)	1
KVIP-TV Redding, Cal. ....	250 to 275	55 to 70	Jan. 1

<sup>1</sup>Not 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 Zernick. 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.

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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) Mayaguez, 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
<b>TOTAL .....</b>	<b>17,993,900</b>	<b>4,459,100</b>	<b>85</b>	<b>3,793,400</b>

"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*."

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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."

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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 *Gunsmoke* 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. *Gunsmoke* 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."

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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.

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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, *Kecmar, 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 Bestrs. (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 KXLF-TV & KXLF 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 Chicle* (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 Schaffer, 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 f1 lens (current model has f1.5) 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-Astoria 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. Aducci, 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 1/2	Magnetics Inc.	7 1/4	8 3/8
Aerovox	8	8 3/8	Maxson (W.L.)	10 3/8	11 1/8
Allied Radio	22	23 3/8	Mereditb Pub.	41 1/4	44 7/8
Astron Corp.	17 1/8	2 3/8	Metropolitan Bcstg.	20 7/8	22 3/8
Baird Atomic	22 1/4	24 1/2	Narda Microwave	5 1/8	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 1/2	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 1/2	Radiation Inc.	25 1/2	27 3/4
Eastern Ind.	15 1/4	16 1/2	Howard W. Sams	43	47
Eitel-McCullough	16 1/2	18 1/2	Sanders Associates	38 3/4	41 3/8
Elco Corp.	16	17 3/4	Silicon Transistor	4 1/4	5 1/4
Electro Instruments	26 1/2	29 3/8	Soroban Engineering	44	47 1/2
Electro Voice	9	10	Soundscriber	15 1/4	16 3/4
Erie Resistor	11 1/2	12 1/2	Speer Carbon	19 1/4	20 3/8
Executone	20	22	Sprague Electric	55	58 1/2
Farrington Mfg.	26 1/2	28 1/2	Sterling TV	1 3/4	1 7/8
Foto-Video	3 1/2	3-11/16	Taft Bcstg.	12 1/4	13 3/8
FXR	36	39 3/8	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 1/4	8 3/4	Telechrome	12 3/8	13 1/2
Gross Telecasting	20 1/2	22 1/2	Telecomputing	7	7 3/4
Hallcrafters	34 1/2	36 3/4	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 1/8	10 1/8
High Voltage Eng.	166	178	United Artists	5 3/4	6 1/4
Infrared Industries	14	15 1/4	United Control	17 1/4	19 3/8
Interstate Engineering	20 1/2	22	Universal Trans.	7 1/4	1-5/16
Itek	51	55 1/2	Vitro	13 1/4	14 1/4
Jerold	7 1/4	8	Vocaline	2 3/8	3-3/16
Lab for Electronics	46 1/2	49 1/2	Wells-Gardner	23	24 3/4
Lel Inc.	4 3/4	5 1/4	Wometco Ent.	13 3/8	14 3/8
Magna Theater	2 1/4	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.

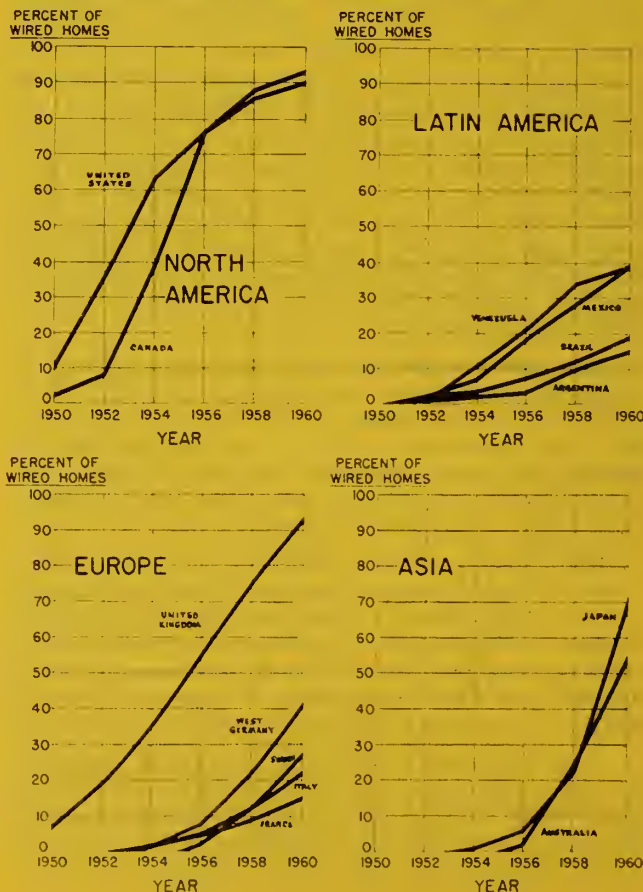
Behind Philco's worldwide expansion is Philco International's globe-circling president, Harvey Williams, who has turned his attention from world marketing of food products (as head of international operations of H. J. Heinz Co.) to washing machines & refrigerators (Crosley-Bendix) and more lately to 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."

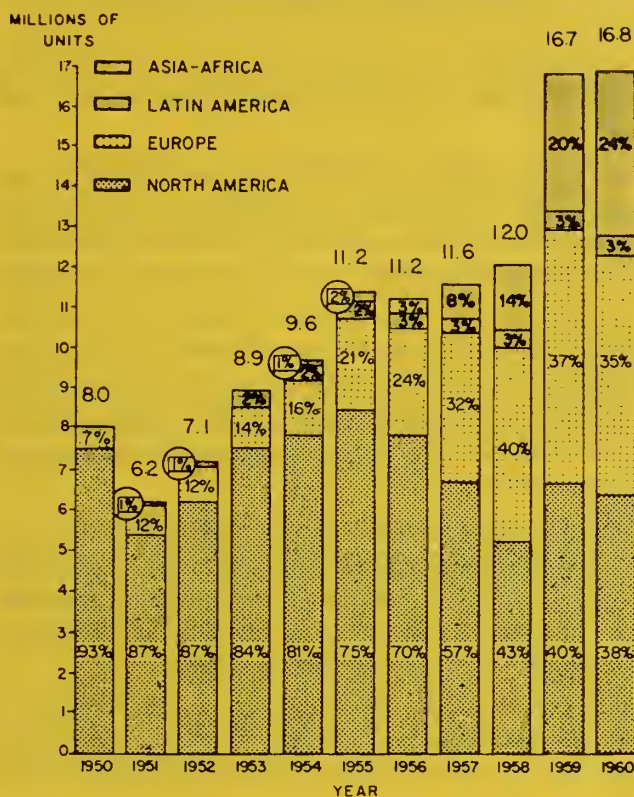
Studying saturation curves in various countries (right), Williams points out, astute marketers can find the same kind of opportunities overseas in non-saturated countries that existed in the early days of TV, refrigerators & washers in the U.S. He notes that TV sales curves seem to follow a definite 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



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.

"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.

**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 5¼ 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 co-operation 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. 1960.

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	182,969	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	168,668	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	534,981	139,579	456,471	596,050
November .....	177,786	343,006	520,792	167,879	455,582	623,461
<b>TOTAL</b> .....	<b>1,059,617</b>	<b>3,044,702</b>	<b>4,104,319</b>	<b>1,113,207</b>	<b>2,628,092</b>	<b>3,741,299</b>

#### PHONO RETAIL SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January .....	150,688	368,964	449,923	231,429	159,214	390,643
February .....	102,063	347,860	448,128	171,127	156,477	327,604
March .....	61,249	249,497	310,746	139,577	140,075	279,652
April .....	41,503	152,141	193,644	94,226	118,197	212,423
May .....	39,734	141,080	180,814	70,228	82,765	152,993
June .....	44,925	165,339	210,264	66,979	100,982	167,961
July .....	58,787	180,949	239,736	82,742	124,979	207,721
August .....	79,364	257,581	336,945	98,132	198,926	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
November .....	174,801	263,182	437,983	183,774	469,048	652,822
<b>TOTAL</b> .....	<b>995,784</b>	<b>2,663,330</b>	<b>3,659,124</b>	<b>1,423,148</b>	<b>2,151,948</b>	<b>3,575,096</b>

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 <sup>1</sup>	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 <sup>2</sup>	584,004
	1959—9 mo. to Oct. 31	232,595	—	(2,923)	—	500,000
	1960—qtr. to Oct. 31	999,955	—	44,453	.08 <sup>2</sup>	584,004
	1959—qtr. to Oct. 31	100,003	—	8,921	.02 <sup>2</sup>	500,000
IBM	1960—year to Dec. 31 <sup>1</sup>	1,436,053,085 <sup>3</sup>	—	168,180,880 <sup>3</sup>	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 <sup>1</sup>	27,000,000	—	950,000	.55	1,740,444
	1959—9 mo. to Dec. 31	10,553,469	—	379,053	.22 <sup>4</sup>	1,740,444 <sup>4</sup>
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: <sup>1</sup>Preliminary. <sup>2</sup>After preferred dividends. <sup>3</sup>Record. <sup>4</sup>Adjusted 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 Reisini 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.  
 Transatron 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 Kollman 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 Bestg. ....	Q	.10	Mar. 14	Feb. 15
Taft Bestg. ....	Stk.	2½%	Mar. 14	Feb. 15
Thompson Ramo Woold.	—	.35	Mar. 15	Feb. 28

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## 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 it 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.

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## 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	58
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 renegeing 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.

Exploitative & commercial aspects of the present broadcast-journalism award system "negate the aims of the honoring organizations," charged MBS Pres. Robert F. Hurleigh 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. Hurleigh 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 criticised 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 televiewers. 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, coping 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 Galva, 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 for 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	.....	+16	+ 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 seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-1959 except for the TV base, which covers the years 1950-52.

"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 Venable, 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 Overseers' 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 (Vo. 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. Schoeppel (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. Spurred 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. KBTB 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.

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## 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 *Rio*, 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."

## Television Digest

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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 Linkroum, 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 Brown 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 WWTW (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.

**WWTW (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 Bestg. 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 Bestg. 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 Bestg. 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 blueprints, 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 <sup>1</sup>	—
	1959—6 mo. to Dec. 31	5,173,000	—	205,800	.77 <sup>1</sup>	—
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 <sup>1</sup>	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 <sup>4</sup>	1,255,307
	1959—9 mo. to Dec. 31	65,524,000	2,854,000	1,405,000	1.12 <sup>4</sup>	914,013
	1960—qtr. to Dec. 31	24,180,000	—	248,000	.19 <sup>4</sup>	1,255,307
	1959—qtr. to Dec. 31	24,174,000	—	603,000	.48 <sup>4</sup>	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 <sup>5</sup>	.80 <sup>9</sup>	2,119,685
	1959—year to Oct. 31	67,442,399	5,551,214	2,668,682	1.26 <sup>9</sup>	2,049,043
Packard-Bell	1960—qtr. to Dec. 31	8,738,350	(590,168) <sup>7</sup>	(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 <sup>2</sup>	539,975,000 <sup>3</sup>	15,775,000	11,536,000 <sup>5</sup>	3.01 <sup>1</sup>	3,728,247
	1959—year to Dec. 31	494,278,000	21,801,000	13,481,188 <sup>9</sup>	3.89 <sup>1</sup>	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 <sup>2</sup>	1,955,731,000	144,957,000	79,057,000	2.22 <sup>1</sup>	34,813,842
	1959—year to Dec. 31	1,910,730,000	152,351,000	85,947,000 <sup>10</sup>	2.43 <sup>1</sup>	34,679,456 <sup>11</sup>
	1960—qtr. to Dec. 31 <sup>2</sup>	498,498,000	—	18,377,000	.52 <sup>1</sup>	34,813,842
	1959—qtr. to Dec. 31	502,337,000	—	29,722,000 <sup>12</sup>	.84 <sup>1</sup>	34,679,456 <sup>11</sup>

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>Preliminary. <sup>3</sup>Record. <sup>4</sup>Based on 1,255,307 shares outstanding Dec. 31, 1960. <sup>5</sup>After \$475,000 settlement of patent infringement suit. <sup>6</sup>Based on 2,119,685 shares outstanding Oct. 31, 1960. <sup>7</sup>Before \$224,200 tax credit. <sup>8</sup>Including \$6,649,000 in special

items. <sup>9</sup>Including \$3 million in special items. <sup>10</sup>Including \$17,186,000 in special items. <sup>11</sup>Adjusted for Jan.-1960 2-for-1 split. <sup>12</sup>Including \$7,196,000 in special items.

Reports & comments available: Lab for Electronics, report, Winslow, Cohu & 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.)	10½	11½
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	20¼	22	Nuclear of Chicago	38½	41¾
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	Phillips 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	20¾	Sanders Associates	39½	42½
Elco Corp.	16¾	18¾	Silicon Transistor	5	5½
Electro Instruments	25½	28¼	Soroban Engineering	46	50½
Electro Voice	9	10	Soundscribe	14¾	16¼
Electronic Associates	28	30½	Speer Carbon	19	20¾
Eric 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	Telechrome	12¾	13¾
G-L Electronics	8	9¼	Telecomputing	7	7¾
Gross Telecasting	21	23	Telemeter	10½	11½
Hallcrafters	34¼	36¾	Time Inc.	83	87¾
Hewlett-Packard	28¾	30½	TraceLab	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	WJR Goodwill Station	11	—
Lel Inc.	5	5½	Wells-Gardner	23½	25¼
Magna Theater	2¾	3-3/16	Wometco Ent.	13½	14¼
Magnetics Inc.	7½	8¾			

# 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

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**FCC WRAPS UP PITCH FOR VHF-UHF SET LAW;** adds emphasis on uhf ETV; delates outline of step-by-step program (p. 1).

**MINOW "NOT PREJUDGING" FCC & INDUSTRY PROBLEMS;** says he's waiting until he studies. Confirmation hearing to consider both short & long terms Feb. 8 (p. 1). Dept. (p. 13).

### **Congress**

**SEC. 315 REVISION SEEMS SURE** as result of Senate hearings on broadcasters' 1960 political behavior. NAB, networks and FCC recite industry's equal-time record (p. 2). Dept. (p. 13).

**FCC'S FORM 324 DENOUNCED** by NAB & other protestants for requiring "most confidential" financial data from stations which could be damaging competitively (p. 3).

### **Stations**

**MURROW—VOICE OF "THE VOICE"**—may become powerful spokesman for U.S. He is expected to attract other able newsmen to USIA, possibly ex-CBS top-kicks (p. 3).

**KFOY-TV (CH. 9) HOT SPRINGS, ARK.,** Donald Reynolds' 4th TV outlet, began Feb. 1. Reports on other upcoming stations as received from principals (p. 12).

### **Networks**

**MICKELSON & DAY QUIT CBS;** Salant & Clark take over in network's news dept. shakeup (p. 10).

**NOVEMBER BILLINGS** increased 9.7% to \$64 million from \$58.3 million in Nov. 1959. Year-to-date business climbed to \$621.7 million—9.3% ahead of Jan.-Nov. 1959's \$568.6 million (p. 10).

### **Consumer Electronics**

**IMPORTS—NO LET-UP,** no "solution" in sight. Last year's imports from Japan exceeded 1959 by 40%. Industry leaders see further increases. Views in cross-section survey (pp. 15 & 17).

**GIANNINI BUYS CONRAC;** International Resistance buys control of North American Electronics; other mergers (p. 16).

### **Advertising**

**LANDIS IS NO CZAR,** he tells Federal Bar Assn. & AFA; says he plans to "coordinate," help develop national policies, and eliminate "fragmentation" among agencies (p. 4).

**SCHICK SHAVES OFF TV** by switching its \$3.5 million 1961 budget into a Sunday-supplements campaign (p. 5).

### **Film & Tape**

**PRODUCERS & IATSE MAKE PEACE:** Their compromise paves the way for a new 4-year contract. IA gets 10% wage hike, cut of post-1960 movies sold to TV, better pension (p. 8).

**MGM-TV PRESENTS THE BRIDE**—showcasing its new half-hour pilot with a \$200,000 film presentation (p. 8).

### **Finance**

**ZENITH'S 4TH QUARTER** was down from a year ago, but 1960 closed out as the 2nd best year in the company's history (p. 19).

### **Other Departments**

**PROGRAMMING** (p. 6). **TECHNOLOGY** (p. 7). **AUXILIARY SERVICES** (p. 11). **PERSONALS** (p. 14). **ETV** (p. 14).

**FCC WRAPS UP PITCH FOR VHF-UHF SET LAW:** FCC has finally agreed on its all-channel-set recommendations to Congress, it's understood (Vol. 17:5 p1), and has sent them on to the Budget Bureau for customary checking (and expected customary approval).

Final recommendations removed the step-by-step program previously under consideration—but basic thinking is the same: Nation needs all 82 channels, and all-channel-set legislation is the best way to breathe life into uhf. Reason for elimination of specific steps, it's said, is that Commission decided there's no point in trying to outline them until legislation is enacted to make them feasible. Commission also beefed up its ETV-uhf pitch, stating:

"The only hope for an adequate ETV service lies in full utilization of the 70 uhf channels which are not now being fully exploited. So long as most generally available commercial receivers are limited to vhf, educators will be reluctant to go forward with a program for extensive use of uhf."

**MINOW 'NOT PREJUDGING' FCC INDUSTRY PROBLEMS:** FCC Chmn.-designate Newton N. Minow, whose Senate confirmation hearing comes this week (Feb. 8), tells us he's still withholding any judgment on Commission & industry problems. "I've been quoted saying things I never said," he remarked with a laugh.

As is customary in such situations, industry is speculating—with vigor—about his purported position on major matters. But Minow insists he has none. For example, one rumor is that "he's against program

ratings." Answer: "That's not correct. I haven't formed a judgment on it." In an interview on WBKB Chicago recently, he said he's interested in seeing an improvement in programming. "That's true, of course," he said last week. "I guess we can all agree on that."

Summing up, he said: "I'm waiting until I get to Washington and study the problems. I'm not prejudging anything." He said he has talked to several people in terms of spotting them in top FCC staff jobs—"but nothing definite until I'm confirmed." As for speculation that Administration wants to replace an incumbent Democrat with a Kennedy appointee, to give Minow greater support: "I know nothing about that."

His hearing before Sen. Magnuson's Commerce Committee will be on both the term expiring June 30 and the new 7-year term extending from then. Indications are he'll get a warm reception, quick confirmation.

**SEC. 315 REVISION SEEMS SURE:** Broadcasters got straight-"A" report cards last week from Senate examiners who graded them on civics, deportment, effort and performance during last year's Presidential election campaign.

"A job well done," said Chmn. Pastore (D-R.I.) even before he began questioning NAB, networks and FCC at the 2-day Commerce Communications Subcommittee hearings. Subject: political lessons of the temporary suspension of equal-time requirements for 1960 Presidential tickets (Vol. 17:5 p8).

"I want to congratulate the networks and the broadcasting industry for the notable contribution which you have made," said always critical & usually suspicious Sen. Yarborough (D-Tex.), whose own equal-time "watchdog" Subcommittee plans another set of hearings this month. Sen. McGee (D-Wyo.) said his "mis-givings" had been dispelled.

Similar sentiments were expressed by all other Senators participating in hearings—including Commerce Chmn. Magnuson (D-Wash.), who sat in on Pastore Subcommittee sessions. Accustomed to rough treatment on Capitol Hill, the industry's witnesses basked in this new glow of Congressional approval of the Great Debate series & other political programming.

Further relaxation of Sec. 315 of Communications Act appeared certain as the result of reports on broadcasters' behavior under the temporary (one-campaign-only) lifting of equal-time restrictions. It's "common understanding" that suspension for Presidential & Vice Presidential candidates will be made permanent, Pastore said. Regularizing the bill (S-204) by Magnuson wasn't on last week's agenda, however, and pro forma legislative hearings on the measure must be held before there's any action.

Pastore hearings also raised hope for broadcasters that some major surgery on Sec. 315—not just face-lifting—may be undertaken this session. In his debut on Capitol Hill as industry spokesman, NAB Pres. LeRoy Collins made a traditional plea for outright repeal of Sec. 315. He also came up with a fresh idea. He proposed that Congress knock out the rigid equal-time rules, but keep the principle by expanding the law's "fairness" standards for all public issues "to apply to appearances by candidates for office as well."

NAB won no open endorsement from Subcommittee for this alternative suggestion, which wasn't seconded at the hearings by the networks. CBS Inc. Pres. Frank Stanton & NBC Pres. Robert E. Kintner made the usual pitch for complete repeal of Sec. 315. ABC's Washington vp Alfred R. Beckman & MBS vp Stephen J. McCormick asked merely for continued suspension for top candidates.

Interest in Collins formula was displayed by Pastore & Magnuson in particular, however. They nodded agreement when Collins pointed out: "Such a standard would remove legislative strictures which impede the flow of political speech, and would substitute the broad base of over-all fairness in the handling of all issues of public import." And Sen. Thurmond (D-S.C.) commented: "The NAB is very fortunate in having Gov. Collins." Yarborough said he shared Thurmond's opinion.

The only big question raised about outlook for extension of Sec. 315 suspension for Presidential tickets was whether President Kennedy would consent to appear on air with Republican opponent if he runs again in 1964. Kennedy himself settled that one at his televised Feb. 1 news conference (see p. 6). Asked about it in an 88-word question, he gave a 3-word answer: "I would, yes."

Networks' testimony at Pastore hearings was largely repetitious of that heard at the December hearings by Special House Campaign Expenditures Committee (Vol. 16:51 p1). Stanton, Kintner, Beckman and McCormick stressed the unprecedented role played by TV & radio in 1960 campaign, promised more of same if they're permitted non-equal-time political operations in future. They also filed detailed reports on campaign broadcasts and the costs borne by networks (\$2 million, CBS; \$1.7 million, NBC; \$1.5 million, ABC).



Statistical summaries of industry's performance were submitted by FCC Chmn. Ford, who said TV & radio made "quite a great record" on all counts. Among FCC findings, based on answers to the Commission's political questionnaires: (1) TV stations averaged 2 hours 55 minutes of free time for all Democratic candidates, 2 hours 54 minutes for Republican candidates. (2) Democrats spent \$6.75 million, Republicans \$7.5 million, others \$400,000, for paid TV & radio time. (3) TV networks charged Democrats \$1.1 million, Republicans \$1.82 million for time—"practically at the same level as in 1956." (4) In all of 1960 up to Election Day, FCC received only 30 complaints citing "some phase of Sec. 315 in situations involving local, state and national offices"—and they were resolved quickly.

**FCC'S FORM 324 DENOUNCED:** Broadcasters were in full cry last week against FCC's revised & expanded annual questionnaire Form 324, which asked stations to disclose hitherto uncalled-for details about their financial operations (Vol. 16:45 p3 et seq.).

A 22-page document filed by NAB—which had asked for and obtained an extension from Dec. 9 to Feb. 1 in the Commission's deadline for comments—summed up protests which piled into FCC. Among other objectionable things, said NAB chief counsel Douglas A. Anello & attorney Robert V. Cahill, FCC is trying to dig up "most confidential" financial data which competitors could use in damaging ways.

Citing material gathered by NAB's broadcast personnel & economics mgr. James H. Hulbert and his asst. David L. Doughty, the NAB lawyers said their protest against new Form 324 was made only "after due consideration, investigation and discussion with all segments of the broadcasting industry." They said some information demanded of stations by the Commission constitutes "the most confidential of all business figures, and revelations of these to competitors would result in great harm to individual licensees."

Anello & Cahill professed inability to understand why the Commission needs to know about sources of a licensee's income which are unrelated to broadcasting: "As is well known by the Commission, broadcast licensees are involved in all sorts of other businesses which have no bearing on or relation to broadcasting. Broadcasters own real property, operate restaurants & newspapers, write books, serve as govt. officials, practice law or medicine, and engage in a variety of activities too lengthy to detail."

Moreover, NAB said: (1) "The form would impose a great administrative burden on broadcasters." (2) "The form would force many stations to change their present accounting procedures." (3) "Many of the figures required would be subject to a wide variety of interpretations, some of which may be erroneous."

A similar line against Form 324 was taken in comments submitted by dozens of objectors. The complaint from KARK-TV Little Rock was carried beyond FCC, too—a certified copy was served on President Kennedy's Budget Bureau.

**MURROW—VOICE OF 'THE VOICE':** Will Edward R. Murrow become "the" voice of America? He might. Frankly admitting he dislikes being an administrator ("in-baskets & out-baskets are not for me"), the prospective U.S. Information Agency director could well be expected to become a frequent & regular on-mike & on-camera figure—conceivably a spokesman of enormous importance.

Almost universal satisfaction & surprise greeted announcement of the 52-year old CBS commentator's selection—satisfaction because of his internationally acclaimed achievements, surprise because of his willingness to accept burdens of administration (and cut his income from \$200,000-\$400,000 to \$21,000). Selection of USIA director from the ranks of broadcast media is striking indication of new prestige of broadcasting.

He must go before Senate Foreign Relations Committee for confirmation hearing—but date isn't set; his name isn't officially before Committee yet.

"Truth" is Murrow's by-word, and he says his intention is to present a truthful picture of America to the world. In interviews last week, he said that "whatever is done will have to stand on a rugged basis of truth;" that U.S. needs a louder but "not strident" voice; that he hopes to marshal nation's most skilled communicators; that he plans to move gradually at first; and that many of USIA's staff have great ability.

Murrow's right arm will be deputy dir. Donald M. Wilson, 35, Life magazine's chief Washington correspondent for 4 years before leaving to campaign for President Kennedy. There was no confirmation of reports that other top CBS newsmen—Sig Mickelson & John Day, who resigned last week (see p. 10)—would follow Murrow to USIA. There's no question, however, that Murrow will be able to attract newsmen of ability.

Murrow made an emotion-charged "farewell speech" to CBS affiliates via closed circuit Jan. 31, stating that "some part of my heart will stay with CBS." He was "grateful" to CBS management for releasing him to USIA, and modestly doubted that he'd put a crimp in news operations, "because for many years I have received credit for what other people have done." In introducing Murrow, Fred Friendly, exec. producer of "CBS Reports," shared no such reticence, saying: "We're going to be in for some tough sledding. We are losing the best pitcher, outfielder, infielder in the business." CBS Inc. Pres. Dr. Frank Stanton, in a telegram to Murrow, saluted his appointment as "good news indeed for the American people & the free world."

## Advertising

**LANDIS—'NO CZAR':** Coordinator, not dictator—that's what James M. Landis intends to be. In 2 speeches last week, President Kennedy's new special asst. on regulatory agencies, sensitive to fears he intends to run the agencies from the White House, sought to calm worries.

Landis told the Federal Bar Assn. that "nothing has been further from my thoughts" than the idea of becoming a "czar" and he told the AFA "I hate czars."

What he's concerned about, he said, is the "tremendous amount of fragmentation of regulatory concern in areas in which some development of national policies was essential if we were to increase the pace of our national growth." He deplored the increase in financial problems of railroads, airlines, truckers, etc., in the face of the large rise in our gross national product. Then:

"In the field of communications the emergence of a host of new nations threatens the continued use of those frequencies that we have been accustomed to using, unless somehow we find new frequencies & new means of communication that hitherto have not been utilized. In TV, we still have to find an economic viability for the uhf band."

### Improvements Now Developing

He said he was happy to note improvements under way, though "whether they were stimulated by my suggestions or whether they derived from previous consideration of the problems is utterly unimportant." Among these, he said:

"The FCC has now determined to make some review of the practices of licensees seeking renewal of their licenses. If these licenses were originally granted to them upon their representation of their proposed program content, their ability to live up to these promises bears some relationship to their privilege to keep a frequency that others are aspiring to. This is not a suggestion of censorship but simply a determination between competing licensees as to which one should in the public interest be granted a frequency that can only be utilized by one." This was his first acknowledgment that FCC had done anything he approved of before he reported to President Kennedy.

He summed up the job of coordination among agencies: "Apart from its intrinsic complexity, there are innumerable bureaucratic pressures, inter-agency rivalries, and competing demands on the part of vested interests. But somehow or other we must succeed."

Other major areas he plans to work on; procedural delays, personnel. He didn't state specific plans, but said he needs help: "No one man can do that task. But one man, perhaps, can get other men, not necessarily from government, primarily, I should say, from outside. Borrow them, don't hire them . . . to help out in a task as gigantic as that." Landis said he has no plans for new agencies. Rather, wants instead the development of a "national policy among these fragmented fields."

Landis had soothing words for industry, assuring AFA that regulatory agencies might better be called "promo-

tional agencies." By trying to "curb monopoly, conspiracy and other unfair trade practices," he said, they promote "the theory of capital enterprise."

The other govt. speaker, Commerce Undersecretary Edward G. Gudeman, former Sears, Roebuck vp, thought:

(1) Advertising needs more research to find out what produces results—differing, for example, from Sears' catalog program which can pinpoint ad impact.

(2) U.S. needs to promote exports—and Commerce Dept. is eager to help industry.

The conference luncheon attracted a powerhouse of govt. officials, including FCC Chmn. Ford & FTC Chmn. Kintner. A reception for Congress brought out, among others, Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, and Rep. Harris (D-Ark.), chmn. of Commerce Committee.

Some 400 AFA members attended—and they believed their time was well spent. They were particularly cheered by a message from President Kennedy: "I hope that your Washington conference will accomplish its stated objective of establishing a closer relationship between government & your industry, and create a better understanding of advertising as a dynamic force in the national economy."

Advertisers can't hypnotize the public, even with extensive TV campaigns, into decisions they don't want to make, declared NBC's Robert W. Sarnoff before the National Automobile Dealers Assn. annual convention in San Francisco Jan. 31. Without mentioning names (*i.e.* Ford's Edsel) he said "there is no more eloquent testimony than the recent history of the automobile industry to the fact that people have a stubborn way of making up their own minds." Such critics as Vance Packard who regard the public as "a patsy for Madison Avenue manipulators" are "insolent charioteers who ride roughshod over such scorned manifestations of popular taste as tail fins or Westerns" he said. Broadcasters & advertisers have a responsibility "to lead & influence public taste," he added, "but we can only propose; the public disposes, and rightly so." The NBC chairman went on to praise admen for acting as the "flywheel that keeps the wheels of prosperity turning" within the U.S. economy.

This is National Advertising Week, initiating the first around-the-calendar campaign to acquaint the public with advertising's role in the national economy. The campaign is being guided by Advertising Federation of America and Advertising Assn. of the West, which have furnished gratis promotion material to all media. Available for TV stations: A variety of filmed spots (2 each 60- & 30-sec.), 2 sets of 20-sec. 4-slide spots with voice scripts. For radio use: scripts for "live" spots of varied lengths (10-to-60-sec.), a disc of recorded spots by entertainment figures.

Advertising prohibition parade has started again in Congress. Rep. Siler (R-Ky.) led it with a bill (HR-2297) forbidding any interstate traffic in ads—including broadcast commercials—for alcoholic beverages.

**Schick Shaves Off TV:** The "bulk" of Schick Inc.'s \$3.5-million 1961 ad budget will be placed in newspaper & Sunday supplement media. The razor firm's recent TV schedule (part-sponsor of *The Witness* on CBS-TV and of specials on NBC-TV, plus spot-TV announcements) will be dropped. Schick advertising dir. William F. Siegel made the announcement last week. Even less welcome news to TV sales executives was Siegel's explanation: "Newspapers are the most effective medium on the 1961 horizon . . . A medium that will give us a positive return on every ad dollar invested." Schick's new newspaper schedule, an outgrowth of a successful pre-Christmas campaign in newspaper supplements, will be augmented by a schedule in *Life*, *Time*, *The New Yorker* and *Playboy*.

Schick ad strategy has lately been causing a fair degree of agency headaches in N.Y. Within the past month, A.S.R. Products Corp. (Gem safety razors, blades) moved its account from Kenyon & Eckhardt to Benton & Bowles. This created a client conflict with B&B's then-held Schick Inc. account, which moved to Norman, Craig & Kummel, now Schick's agency of record. In turn, this triggered a conflict with NC&K's portion of the Ronson account (or so Ronson felt), even though NC&K is responsible for Ronson lighters rather than shavers. At last report, NC&K was about to lose its Ronson business, which may equal or even exceed the Schick billings. Schick's shift to print media, however, was not an NC&K decision; it was decided directly by the client, unlike last fall's TV-to-print shift by Shell Oil via the Ogilvy, Benson & Mather agency.

Shell Oil, meanwhile, was making news of its own. The oil firm's all-print, no-TV campaign was coming in for some widespread dealer-consumer criticism, according to a survey reported in the Jan. 27 *Printers' Ink*. Only a few dealers attribute any sales increases to the full-page Shell ads, the *PI* survey stated. Several Shell dealers (like Los Angeles dealer Chuck Abrams) complained "there is too much reading material [in the ads]. People are too lazy—TV would be much better." Many dealers who like the company's copy platform in the new campaign feel however that it would be better to schedule it "in all media," *PI* reported.

Duke's return to TV was announced last week by Liggett & Myers. TV-introduced at the end of 1959, the "super-hi-filtration" cigaret bowed off the air last year after an FTC order prohibited tar & nicotine health claims. Duke continued to sell without any advertising, and this has prompted L&M again to push the brand (via McCann-Erickson). Local TV (N.Y., Chicago & Los Angeles) and some print media will carry the original "Meet the Duke" slogan, but the new ads won't mention the cigaret's low tar & nicotine count.

**Ad People:** David V. Cleary and Benjamin Maugham named Young & Rubicam vps . . . Miss Marion MacDonald and Wallace Gordon named Grant Advertising vps . . . Donald W. Redell, ex-TelePrompTer, named vp, Advertising, Radio and Television Services, Inc.

### Obituary

John Kelley Strubing Jr., 62, retired vice-chmn. of Compton Advertising, died Jan. 28 at his home in Lyme, Conn., after a long illness. Surviving are his wife, mother and a brother.

"The new SAG-AFTRA code increases the cost of actors in commercials an estimated \$15,000,000 over last year . . . In 1960, one of New York's top [commercial] producers grossed over \$5,700,000—yet lost \$33,000!"—Harry W. McMahan in *Advertising Age*.

Spot-TV costs—despite increased production charges—still compete with network & syndicated program rates, according to an Edward Petry Co. analysis of the new AFTRA-SAG contracts. "Although talent rates for spot-TV commercials rose much more than for network or syndicated-program usage, spot rates started from a much lower base and could accommodate the hike without surpassing network or syndicated rates," states the rep firm. The analysis points out that SAG spot rates, formally 30-40% below AFTRA, have merely been "brought into line." The only situation in which the network rate now compares favorably with "wild-spot" breaks & participations occurs "when an advertiser buys less than 20 markets—an impractical buy." Because the cost of commercial production has always been a minor factor in over-all TV campaign costs (5-7%), the SAG talent-fee boost will add less than 1% to spot TV budgets. "Clearly the choice between network & spot will continue to be based on the intrinsic merits of each medium for the needs of the particular advertiser," the rep firm report concluded.

Evaluation of rating services, by psychology prof. Richard I. Evans in Jan.-Feb. *NAEB Journal*, concludes: "If marketing research organizations would expend as much effort in examining . . . qualitative aspects of the behavior of TV audiences as they do on the usual nose-counting techniques, they would, in my opinion, discover that buying behavior could sometimes be stimulated more successfully by recognizing unique needs of certain individuals in the TV audience than by appealing at all times to a mythical common denominator. This is not to say that programming for a mass audience would have no place in the industry, but rather it suggests that such upgrading of programming in terms of the interests of different audience groups could not only reduce the intensity of some of the basic criticisms of commercial programming, but also, in the long run, increase the effectiveness of programming as a means of influencing the viewer's buying behavior."

Originality is inhibited in network TV by the sheer fact of its "high costs," and makes for copy-cat stereotypes in both programming & commercials, stated George Skinner, radio dir. of rep firm Katz Agency at an RTES seminar luncheon in N.Y. last week. Radio, he pointed out, will offer in the 1960s a good place for admen to test "new programming & commercial ideas at the lowest possible cost."

Another TV commercials festival will be held May 4 in N.Y. The entry deadline is March 1 for film or videotaped commercials shown in the U.S. & Canada between March 31, 1960 and March 1, 1961. Festival dir. Wallace A. Ross said announcement brochures were being mailed to 5,000 advertisers, agencies, producers and TV stations, and "well over last year's 1,327 entries" are expected. Judging will be by a "TV commercials council," chaired by John P. Cunningham of Cunningham & Walsh.

Co-op ad regulations proposed by Internal Revenue Service, in line with 1960 excise-tax law amendments permitting manufacturers to make deductions for local TV & radio commercials (Vol. 17:3 p17), will be reviewed at a Feb. 17 hearing in Washington. In scheduling the session, IRS set a Feb. 14 deadline for applications to testify.

## Programming

**TOUCH-UP FOR 'UNTOUCHABLES':** ABC-TV headed for cover last week in the face of rising gusts of Washington protests against the network's high-rated, rat-at-tat-tat cops-&-gangsters show *The Untouchables*.

In an attempt to avoid threatened storms, ABC vps Thomas R. Moore & Alfred Schneider met in Washington Feb. 1 to negotiate "a better understanding" with 4 House members who had objected to portrayals of Italian-Americans in the prohibition-era semi-documentary.

Two days later ABC issued a formal statement in N. Y. which: (1) Conceded that parts of episodes of *The Untouchables* are just fiction, not actual happenings in the tommy-gun career of prohibition agent Eliot Ness. (2) Gave assurances that "steps had been taken to avoid any undue emphasis or concentration on any one ethnic group."

Earlier, Rep. Santangelo (D-N.Y.), leader of the anti-*Untouchables* House caucus, had reported that the ABC spokesmen agreed to label the entire program "as fictional & designed for entertainment." But the network disputed this interpretation—and Santangelo told us he may have misunderstood Moore & Schneider.

Santangelo & 3 other Democrats—Reps. Anfuso (N.Y.), Rodino (N.J.) and Addabo (N.Y.)—told the ABC negotiators that the show was "seriously injuring the good character & reputation of the great majority of American citizens of Italian origin."

The 4 House members also said that *The Untouchables* "grossly distorts the history of the era and the characterizations referred to."

### Picket Threat Still Stands

A threat by the Italian-American Democratic Federation (which Santangelo heads) to picket ABC's N. Y. studios on March 9—Amerigo Vespucci day—still stood. But Santangelo said a final decision on this tactic wouldn't be made until a N. Y. meeting of the organization which is scheduled for Feb. 13 but may be postponed to Feb. 17.

Partial text of ABC's statement on the Washington peace parley follows:

"ABC, in its meeting with Congressmen Santangelo, Anfuso, Rodino and Addabo in Washington on Wednesday, informed them it had instituted many months ago a policy of avoiding the use of Italian characterizations on *The Untouchables* except in cases where the story was based on a person who actually existed or where the part was entirely dependent for its theme on use of such characterizations.

"This policy is in line with ABC's intent never to present any program which might cast reflections upon or be detrimental to any segment of the public.

"ABC also advised the Congressmen that ABC had decided to include the following announcement on all broadcasts of *The Untouchables*: 'This series of programs is based upon the book, "The Untouchables," by Eliot Ness & Oscar Fraley, although certain portions of this exposure were fictionalized.'"

\* \* \*

Meanwhile, a new cloud of trouble for TV networks began gathering in the Senate. "Excessive portrayal of violence & crime" on TV and in the movies is a likely subject for hearings by the Judiciary Subcommittee on Juvenile Delinquency, Chmn. Dodd (D-Conn.) said.

Dodd won an increase to \$178,000 from \$150,000 in his 1961 appropriation from the Senate and put his staff to work collating preliminary data on TV & movies, which

he declared have caused increasing concern to the public.

Subcommittee staffers told us they already had been exploring movie angles with Eric Johnston's Motion Picture Assn. of America, and that they have interviewed child psychiatrists & psychologists to get their views. TV networks haven't been approached yet—but they are on the staff's pre-hearing agenda.

\* \* \*

President Kennedy's views on TV violence and whether he can do anything about it remained uncertain following his answer to a question in his news conference last week. Correspondent May Craig spoke of the "growing concern expressed by parents, clergy & J. Edgar Hoover about the effect on young people of crime & violence in movies & on the air" and asked whether there is anything "you can do about it or may you ask for legislation?" Kennedy said: "When we get into movies, the amount of influence which the federal government can exert is quite limited, as you know, quite properly limited." He went on to say that the govt. can help parents do the job primarily by efforts to improve children's environment through urban renewal, better housing & schools, etc., but that "we can only play a very supplemental role and a marginal role." The fact that Kennedy mentioned only movies in his response led to speculation that he may believe that govt. can do something about excessive crime & violence on TV & radio.

"It is now agreed that the four Great Debates on television were the cornerstone of John Kennedy's victory. Without them, Nixon would probably have won the Presidency on the 'experience' issue. With the debates, Kennedy's articulation, maturity and charismatic appeal received a national audience that tipped the scales in his favor."—Schwerin Research Corp. ["Charism: A special divine or spiritual gift."—Noah Webster.]

"Spy Next Door" will be seen on CBS-TV after all, despite the network's sudden cancellation of the *Armstrong Circle Theater* episode early last week. The 60-min. drama which deals with Russian espionage activities in the U.S., will appear in the Armstrong series on Wed. Feb. 15, 10-11 p.m. CBS reversed its earlier decision after screening the tape recording of the drama, made in N.Y. Feb. 1. The show was officially approved by a special committee composed of program vp Oscar Katz, program-practices vp Joseph H. Ream, affiliate-relations vp William B. Lodge, vp & gen. attorney Thomas K. Fisher, and information-services vp John P. Cowden. Earlier, CBS had announced that the decision to yank the show was entirely the network's, and that "no cancellation request was received from anyone either in or out of the govt." And Armstrong ad vp Max Banzhaf had stated that he believed the network had pulled "Spy Next Door" in light of recent improvements in U.S.-Russian relations.

"Iceman" received a cautious OK from NAB's TV Code Review Board at its meeting in Beverly Hills last week. After viewing NTA's 4-hour *Play of the Week* presentation of Eugene O'Neill's "The Iceman Cometh," Board found it "acceptable" under special circumstances. It spelled out its definition of "special circumstances" in these words: "Decision by the individual station should be predicated on knowledge of the station's audience and the availability of broadcast time which will direct the presentation to those in the audience who will not be offended by such drama." Thus, in effect, the whole matter was left up to the stations. The taped "Iceman" was originally seen on WNTA-TV N.Y. last December and is now being syndicated.

**10 Biggest Warner Draws:** The late Humphrey Bogart has been tops for the past 5 years as an audience draw in the pre-1950 Warner Bros. features distributed by United Artists Associated (and previously by Associated Artists Productions). He starred in 7 of the 10 films "most often requested, sold and booked during the initial 5 years of TV distribution" of the 754-feature library.

As released last week by UAA exec. vp Erwin H. Ezzes, the top-10 list will interest TV program creators, film buyers and TV admen. For one thing, several films on the list had only "average" theatrical grosses. And the choices underline the public's fondness for strong, slickly-produced, gutsy, action-adventure yarns in their TV fare.

The top-10 pre-1950 WB features, in order: (1) "Chain Lightning," (2) "Dark Victory," (3) "Key Largo," (4) "Casablanca," (5) "Treasure of Sierra Madre," (6) "High Sierra," (7) "City for Conquest," (8) "Story of Louis Pasteur," (9) "Night & Day," (10) "To Have & Have Not." Bogart starred in the first 6, and the 10th.

UAA's "five-year sales evaluation, which took several months to prepare," said Ezzes, "revealed those features which over the years proved to be most profitable for stations and UAA alike."

TV's down-but-never-out show, the 30-min. *Silents Please* packaged for ABC-TV as a sustaining summer replacement in 1960, has signed a sponsor at last. The client is Dutch Masters cigars, which has been sponsoring *Take a Good Look*, the Ernie Kovacs show for which *Silents Please* was originally created as a short-term replacement. Announcement of the Dutch Masters buy, planned for a fall start, came from Saul Turell, pres. of Sterling TV, who is conducting a slow-motion contractual romance with radio Moscow's TV channel—also "interested" in the show. Among Turell's planned "condensations" of silent movies for the fall cycle: Lon Chaney's "The Phantom of the Opera," Fairbanks's "The Thief of Baghdad," and D. W. Griffith's "Intolerance" (as a 2-parter).

NBC will "wire-syndicate" newsfilm, starting Feb. 6, to provide affiliates equipped with video-tape recorders a same-day source of national news material usable in local-station newscasts. Newsfilm material will be fed on closed-circuit in the afternoons, thereby replacing distribution by air-freight. Of the 202 NBC-TV affiliates, 75 (or about 40%) have video-tape recorders. The service, under development for 2 years, will be operated by a staff headed by NBC national news mgr. Donald Meaney. Stations taping the newsfilm, NBC stated, will have as much as a 24-hour advantage over local competitors.

Somebody goofed in N.Y. Feb. 2. Viewers tuned in for old-favorite *Groucho Marx* at 10 p.m., saw instead—an old documentary on New York City. Why had the network substituted the documentary? Had Groucho leered at one blonde too many? Explained red-faced NBC late last Friday: "It's quite simple. All our films are sent over from the film center at 729 7th Ave. This one just never got here and we ran whatever was handy."

Ex-KTLA Los Angeles vp-gen.-mgr. James Schulke has been freed of an indictment charging him and ex-KTLA newsman Pat Michaels of "conspiracy to commit slander" (Vol. 17:2 p10). The indictment was dismissed for lack of evidence last week by Riverside, Cal., County Superior Court Judge John G. Gabbert. The indictment stemmed from a 1959 KTLA telecast in which Michaels charged anti-semitism in Elsinore, Cal.

Roll of Honor citations by the Conference on Communications and the Public Interest were conferred last week on commentator Edward R. Murrow, CBS Pres. Dr. Frank Stanton, Talent Associates vp David Susskind, NBC creative projects director Irving Gitlin, and the Gulf Oil Corp. The citations honor contributions to the diffusion of knowledge and have "nothing to do with the merit of programs as such," according to Conference Chmn. Gilbert Seldes, dean, the Annenberg School of Communications, U. of Pa. The citations: Murrow, "for his assertion of the principle that no dept. of govt. ought to try to influence the handling of news events by the news media." Stanton, "for his decisive action eliminating commercial messages from the Great Debates." Gitlin, "for demonstrating the duty" of broadcasters to offer controversial programs. Susskind, "for his announcement that he would no longer submit the names of actors & actresses for clearance by the networks' blacklisters." Gulf Oil was cited for underwriting news-connected programs on NBC and "leaving to the network control of choice of subject, time-period, content."

## Technology

Use of light beams for TV networking and other point-to-point radio communications, as a substitute for microwave, came closer last week with Bell Labs' announcement that it had developed a continuously operating optical maser. Utilizing neon & helium, the device potentially could transmit 1,000 times more channels than a comparable microwave system. The beam can be focused to spread no more than one foot in 100 miles, making the development promising for space communications. Although other optical masers have been announced previously, Bell scientists said the new breakthrough is development of a continuous beam which can be modulated to carry TV, voice or other sophisticated signals, rather than merely pulses. Although Bell Labs declined to estimate when optical maser systems could come into practical use, there was speculation that the day is still about 10 years off. Principal credit for the development was given to Dr. A. L. Schawlow of Bell Labs, inventor of the maser, Dr. C. H. Townes of Columbia U. and Ali Javan, Bell Labs.

Edison radio amateur award for 1960 has been won by John T. Chambers, Los Angeles (W6NLZ), and Ralph C. Thomas, Kahuku, Oahu, Hawaii (KH6UK), for joint experiments in high-frequency 2,540-mile communications between the 2 points. Picked from among 18 candidates by judges who included FCC Comr. Hyde, they will share the 9th annual GE-sponsored award at a Feb. 23 dinner in Washington. FCC Chmn. Ford will be the main speaker.

Worldwide TV & communications via space satellites will be the first project of newly organized British Space Development Co. Ltd., founded last week in London with an initial capital of \$56,000. The founding group is headed by Sir Robert Renwick, industrialist & stockbroker, and World War II controller of communications for the Air Ministry.

Transistorized video-tape recorder, designed for industrial & lab uses, will be shown by Sony Corp. at next month's IRE convention in N.Y., according to reports from Tokyo. The prototype 400-lb. unit uses 100 transistors & 100 diodes and is expected to be followed later by a version for TV broadcast uses.

NASA plans to launch a 74-lb. satellite to explore the ionosphere. It will transmit on 20, 40, 41, 108, 360 & 960 mc, have an apogee varying from 240 to 1,600 miles.

## Film & Tape

**PRODUCERS & IATSE MAKE PEACE:** Compromise, as previously indicated here (Vol. 17:5 p10), paved the way for the signing of a new 4-year contract last week between IATSE and Alliance of Television Film Producers and Assn. of Motion Picture Producers. The agreement was hammered out just before the old contract expired Jan. 31. We never heard the word "strike" mentioned by any responsible employer or union representative.

IATSE, which had sought a 25% across-the-board wage increase, will receive a 10% hike in the first 2 years and an additional 5% in the second 2 years. Despite early cries for a cut of post-1948 movies sold to TV, there is no such provision in the contract. But provision is made for payment into the industry's pension and health & welfare funds of 9% of the distributor's gross from the sale of post-1960 movies to TV.

Other provisions include (1) payment of 8 cents an hour into the industry health & welfare fund to provide coverage for dependents of employes; (2) increase of employer payments into the industry pension plan from 8 cents an hour to 12 cents an hour, with increase of employe payments from 5 cents to 7 cents an hour; (3) agreement to recommend to the labor-management board of trustees of the industry pension plan that monthly pension payments be increased from the present \$95 to \$120 a month; (4) provision for partial pension payments at retirement age for employes who at age of 35 have worked in the industry 10 qualified years, including 3 qualified years in the last 5 years of employment, with a specified minimum of total hours worked; (5) \$500 insurance provision to cover retirees; (6) pay TV to be considered a part of movie exhibition; (7) improvement in vacation benefits whereby an employe will get 3 weeks vacation after 10 years employment with a single studio, rather than after 12 years; (8) change in the "golden hours" provision so that workers in studios will get double time after 12 hours instead of 2½ times base pay after 14 hours; (9) improved severance pay provisions.

IATSE International Pres. Richard Walsh, basic-crafts negotiating committee Chmn. Ralph Clare, AMPP exec. vp Charles Boren, and Alliance Pres. Richard Jencks announced details of the agreement. Others who took part in the negotiations were John Zinn of the Alliance; Anthony Fredericks, Revue Studios; William Cowitt, Lou Rackmil, Ziv-UA; Rudy Petersdorf, Desilu Productions; Charles Bole, Four Star Television; Marvin Faris, Marterto Productions, Wyatt Earp, Brennan-Westgate, Mayberry.

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It was an apparent "misunderstanding" last week that caused Writers Guild of America West to strike producer-director-star Ozzie Nelson and Stage 5 Productions, which films his series (Vol. 17:5 p10). As we reported, it was over in record time—16 hours. A WGA spokesman earlier had said that Stage 5 Pres. Leo Pepin had signed a contract and assured the Guild that Nelson would also sign. (Nelson had the 3 writers of *The Adventures of Ozzie & Harriet* under personal contract.) When the signed agreement from Nelson wasn't forthcoming, WGA called a strike Jan. 30. But when Nelson freed the writers from their contracts and they signed with Stage 5, peace was quickly reached. His signature isn't necessary now that the writers are employed by Stage 5.

**MGM-TV Presents The Bride:** MGM-TV has completed shooting what may well be the most elaborate & expensive pilot presentation of a half-hour show in TV film history—its *Father of the Bride* project. In order to showcase the pilot to best advantage, the Culver City lot utilized lavish techniques and will show potential sponsors a 50-55 min. film presentation which will include the half-hour pilot. (Final length hasn't been determined because the film is still being edited.) About \$200,000 was spent on the presentation (a figure considerably more than for most 60-min. shows) which required 8 days of filming & much pre-production preparation.

The presentation opens with Leon Ames, who plays the role of Father, as on-camera narrator discussing the show. Vignettes from 12 episodes are shown, as well as all of "The Wedding," a half-hour segment which will be the 11th in the series if the show is sold. The studio used 150 extras in this episode.

The purpose of the extensive presentation is to answer beforehand questions from potential sponsors as to how the remainder of the series would be handled. Many a sponsor has been scorched because subsequent segments of a series didn't maintain the quality of the pilot.

Ruby Abel produced the pilot for MGM-TV and Robert Maxwell was exec. producer. Ames, Ruth Warrick, Myrna Fahey and Burt Metcalfe star.

**Peak 20th Production:** 20th Century-Fox TV will be hitting a record production pace by next week, when 6 pilots will be before the cameras, in addition to the studio's regular series. Nine production units will be shooting film at once, we're told by production chief Roy Huggins.

The first pilot to go into production is *The House on Rue Riviera*, formerly called *Monte Carlo*. A 60-min. show for NBC-TV, it's being produced by Huggins. Going into production Feb. 13 is *The Hunters*, 60-min pilot formerly called *Tanganyika* and *Kilimanjaro*. It's for ABC-TV, and Robert Bles is producer. Another 60-min. pilot, *Bus Stop*, also for ABC-TV, goes into production the same date—as do 60-min. *The Jayhawkers*, with Bles producing; *Margie*, a comedy, with Hal Goodman & Larry Klein producing, and *Ginger Rogers Show*, produced by William Self.

Hollywood's trend to 60-min. shows (Vol. 17:3 p8) continued last week, as MGM-TV TV vp Robert Weitman decided to expand the studio's *Dr. Kildare* pilot to the hour length. Weitman told us he thought this would make it a more salable product. Raymond Massey & Dick Chamberlain star in the pilot, which goes into production about Feb. 7. Weitman also disclosed MGM-TV has leased the adjacent Hal Roach Studios for production of commercials as well as TV films. Although MGM has 30 stages, it's crowded because of TV film & movie production, he explained.

WNEW-TV N.Y. represents the first U.S.-market breakthrough for British Commonwealth International Newsfilm Agency, TV & movie newsfilm supplier. The N.Y. independent station began using the world-wide newsfilm service, Visnews, on Jan. 30 in nightly (11-11:10 p.m.) newscasts designed to augment the station's existing tele-news shows. Visnews, which is backed by BBC, the Rank Organization, Australian Bestg. Commission, CBC and Reuters, will also service WNEW-TV's sister outlet, WTTG Washington.

## NEW YORK ROUNDUP

UA has acquired motion-picture-distribution rights to the March 13 TelePrompTer-produced Patterson-Johansson bout (Vol. 17:1 p11). There will be no home telecasting of the fight, which will be closed-circuited by TelePrompTer and radio-covered by ABC. UA, which distributed films of the first 2 Patterson-Johansson fights, has offered TelePrompTer "a substantial guarantee." Actual price of the deal was not disclosed.

Videotape Productions, N.Y.-based commercial & pilot producer, has decided to hire "a key group" of production, sales & staff personnel stranded by the close-down of the CBS production sales unit (Vol. 17:4 p11). Videotape Pres. Howard S. Meighan said a 2nd step in this expansion program will be the acquisition of "additional studios" (possibly, the 3 N.Y. studios shuttered by CBS last month).

Add syndication sales: 7 Arts has sold its 40-feature post-1950 Warner Bros. package in 39 markets to date. Newest sales include WBNS-TV Columbus, WGN-TV Chicago, KSYD-TV Wichita Falls. ITC has sold its off-network, 72-episode series *Broken Arrow* in 38 markets to date. New sales include KOOL-TV Phoenix, KTTV Los Angeles, WRC-TV Washington, D.C.

Flamingo Films plans to offer five 30-min. series in syndication—*The Wonderful World of Little Julius* (Sam Levene), *The Ring of Steel* (Margaret O'Brien), *Underwater Counterspy* (Reed Hadley), *The Priest & the Parolee* (Lloyd Nolan), *Invasion by 3* (Chuck Connors).

ABC Films' 1960 overseas sales jumped 61.8% over 1959, according to Pres. Henry G. Plitt. And U.S. network sales scored by the AB-PT affiliate "more than offset" lagging domestic syndication sales, keeping the trend upward, he said.

People: Herman Rush, former Flamingo Films pres., has been named GAC-TV vp. He will supervise the N.Y. div. and head development & sales of new TV properties . . . Walter Kingsley has resigned as ITC pres. "due to differences existing on future policy-planning" . . . James F. Delaney has been named ABC Films Southern div. mgr. . . . Joseph Kotler has been elected Ziv-UA N.Y. sales vp . . . Sid Kramer has resigned as NTA foreign sales vp to serve as independent consultant.

### Factbook No. 32 Closes March 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3rd. The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference. To reserve your advertising space for this new 1,088-page edition we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## HOLLYWOOD ROUNDUP

Four Star Television Pres. Dick Powell said holdings he & June Allyson have in the telefilm company will not be affected as a result of the property settlement in their divorce granted last week. Powell & Miss Allyson will retain their Four Star interests in a 10-year trust agreement as a long-range investment. They and A. Morgan Maree will be voting trustees. The couple owns 204,000 of the 600,000 shares of common stock outstanding.

Selmur Productions, the AB-PT film-production subsidiary, is negotiating to sign Richard (*Have Gun—Will Travel*) Boone to star in a series upon expiration next year of his CBS-TV contract. Selmur Pres. Selig Seligman, confirming the negotiations, told us "We are trying to find a mutually satisfactory property."

Heritage Productions Pres. Paul Benton has resigned for "personal reasons," and sold his stock in the new TV film company to Buddy Bregman, who becomes president. Benton told us he financed the firm's first special, *The Song & Dance Man*, but has withdrawn from all future participation in Heritage.

Fred A. Niles Productions, Chicago, has established another company of the same name in Hollywood (650 N. Bronson). The firm produces TV commercials; films, closed circuit & live shows for industry, and TV series. Lionel Grover is production mgr. of the new operation.

William Dozier, Screen Gems West Coast vp; John Reynolds, western administrative vp for CBS-TV, and Christy Walsh, Hollywood vp of Oglivy, Benson & Mather, have been named to the Advertising Council's Hollywood TV-radio committee.

Lang Jeffries & Ben Cooper star in *The Impatient Ones*, QM Productions pilot for ABC-TV. Quinn Martin is producer . . . Essex Productions, owned by Frank Sinatra, will pilot *International House*.

CBS Films is in production at Paramount on the pilot of *Russell*, starring Fess Parker. Gordon Kay is producer.

Allied Artists' informational films div. will produce the 90-min. special, "A Touch of Greatness," this spring. It deals with the life of D. W. Griffith.

Richard Carlson will star in *Police Doctor*, Cal. National Productions pilot being produced by Henry Kessler.

People: Edwin E. Holly, Desilu Productions secy-treas., named company administration-finance vp . . . Fenton Earnshaw and Charles Schnee have been nominated as candidates for the presidency of Writers Guild of America West. The annual election is in May . . . W. B. Henderson named exec. producer of Bill Burrud Productions . . . Carl Reiner will produce *All in a Day's Work*, comedy pilot starring Dick Van Dyke. . . Producer-director William Asher leaves NBC-TV, where he has been producer-director of the Shirley Temple series, to produce a Desilu Productions pilot starring Janis Paige and a special starring Lucille Ball . . . Andre Bohem is named producer of CBS-TV's *Rawhide*, and Seeleg Lester leaves producership of CBS-TV's *Perry Mason* to produce *The Gunslinger*, on which Charles Marquis Warren is exec. producer. Art Seid and Arthur Marx have been named alternate producers of *Perry Mason* . . . Arthur M. Frankel, head of Screen Gems' legal dept., elected asst. secy.

## Networks

**News Chiefs Quit CBS:** The backstage stresses & strains which have plagued CBS News since last summer erupted violently last week. Within a matter of hours, the network's No. 1 and No. 2 newsmen—CBS News Pres. Sig Mickelson and news vp John F. Day—announced they were quitting the network. Richard S. Salant, the network's corporate affairs vp who was recently named to head the top-brass committee to which CBS News is now responsible (Vol. 16:51 p5), was named to replace Mickelson as pres. of the news div., effective Feb. 6. Blair Clark, a CBS News correspondent since 1953 (Paris, Geneva, etc.) was named to the newly-created post of vp & gen. mgr. of CBS News, also effective Feb. 6.

In his new job, Salant will be the network's top news executive. His background: Harvard Law School, U.S. Attorney General's staff, Justice Dept., partner in N.Y. law firm. Much of Mickelson's purely news-area functions will be transferred to Blair Clark, whose pre-CBS background (Harvard Journalism, *St. Louis Post-Dispatch*, *Boston Herald & Traveller*), is more closely allied with journalism. Clark is pres. of TV-Radio News Analysts Assn., and was a Harvard classmate of President Kennedy.

Word of Mickelson's resignation reached CBS executives Feb. 2 in a memo from CBS Inc. Pres. Dr. Frank Stanton, who stated he was making the announcement "with deep regret." Mickelson joined CBS in 1943 as news editor for radio o&o WCCO Minneapolis, and rose through the news ranks. He, Stanton noted, will "take a post outside CBS which will be announced shortly."

Day has been the operating head of the network's news functions for the past 6 years. Originally, he ran the news show, reporting to CBS management. Then, Sig Mickelson, who had been in charge of public-affairs activities (as opposed to straight news) was placed in charge of all news & informational programming. More recently, a re-alignment made Mickelson responsible in turn to a CBS News exec. committee headed by Salant.

NBC's recent rating victories in various news areas (conventions, election, Inauguration, etc.), the departures of Irving Gitlin (to NBC) and Edward R. Murrow (to USIA—see p. 3), a hassle last month between Howard K. Smith & CBS over the frequency & importance of Smith's Washington reports in the Doug Edwards show—these all added to the problems of Mickelson and Day.

Day's comment, when we contacted him last week concerning his resignation (which went into effect as of Feb. 4), was brief & blunt: "I've had it here. I've been in the newspaper editorial field for 30 years. I like it. I've received 3 very lucrative offers in this area. I've also spoken with Ed Murrow who wants me to work at USIA."

CBS's complete official reaction: "CBS News has accepted the resignation of John F. Day and is delighted he has received outside offers."

Where would Day, onetime managing editor of the *Louisville Courier-Journal*, go? He didn't say, and nobody knew for sure. Some observers guessed that he might join forces with his good friend Ed Murrow at USIA. Others guessed that he might make a shift to join news vp James C. Hagerty's new team at ABC-TV.

TV's impact on politics has been "the only genuinely new force," Mickelson is scheduled to state this week (Feb. 6) in an address, "The Role of Mass Communications in a Democratic Society," at the U. of Texas.

## Network Television Billings

November 1960 and January-November 1960  
For Oct. report, see TELEVISION DIGEST, Vol. 17:3 p8

**Nov. Billings Up 9.7%:** Network TV's Nov.-1960 gross time billings increased from October's \$63.3 million to \$66.2 million—9.7% ahead of Nov.-1959's \$58.3-million. TvB's latest compilation also shows year-to-date billings of \$621.7 million—9.3% ahead of the \$568.6-million business written during 1959's first 11 months.

NBC, for the 2nd consecutive month in 1960, led the networks in monthly dollar volume, posting a 12.9% increase to \$24.6 million from Nov.-1959's \$21.8 million. CBS continued to lead in cumulative billings with a 3.5% gain to \$251 million vs. runner-up NBC's \$227 million. ABC, as is customary, chalked up the big percentage gains: 20.9% in Nov. 1960 over Nov. 1959, 28% for Jan.-Nov. 1960 over the same 1959 period.

The 11-month nighttime billings of the 3 networks increased 12.2% to \$430.8 million from \$383.9 million in Jan.-Nov. 1959. Daytime billings gained 3.3% to \$190.9 million from \$185 million. In Nov. 1960 vs. Nov. 1959, nighttime billings were up 4.9% to \$42.3 million from \$40.4 million. Daytime spurted 20.5% to \$21.7 million from \$18 million.

### NETWORK TELEVISION

	Nov. 1960	Nov. 1959	% Change	Jan.-Nov. 1960	Jan.-Nov. 1959	% Change
ABC .....	\$15,841,960	\$13,103,250	+20.9	\$143,802,940	\$112,384,714	+28.0
CBS .....	23,563,839	23,458,970	+ .4	250,934,013	242,420,221	+ 3.5
NBC .....	24,575,958	21,765,361	+12.9	226,949,294	213,837,126	+ 6.1
<b>Total</b>	<b>\$63,981,757</b>	<b>\$58,327,581</b>	<b>+ 9.7</b>	<b>\$621,686,247</b>	<b>\$568,642,061</b>	<b>+ 9.3</b>

### 1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	TOTAL
January .....	\$13,260,010	\$23,477,353	\$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 .....	15,239,570	23,024,149	25,086,325	63,350,044
November .....	15,841,960	23,563,839	24,575,958	63,981,757

Note: Figures revised as of Jan. 31, 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.

New-to-TV sponsors, ranging from such well-known holdouts as U.S. Borax to fast-developing products like Metrecal, reached a total of almost 50 on the networks in 1960. NBC was the top new-advertiser attracter, with modestly-priced Jack Paar & Dave Garroway participations serving as bait. ABC ran a close 2nd, thanks to *American Bandstand*, sports and daytimers. CBS, primarily via *Captain Kangaroo*, attracted 13 TV novices.

ABC-TV plans a new situation-comedy animated series, *Calvin & the Colonel*, for next fall, with the "stars" to be the voices of *Amos 'n' Andy* creators Freeman Gosden & Charles Correll.

CBS-TV has signed a new 5-year deal with Paisano Productions, producer of *Perry Mason*, and owner of several other Erle Stanley Gardner properties. Gail Patrick Jackson, Paisano exec. producer, has begun preparing the *Mason* series for the 1961-62 season.



## NETWORK SALES ACTIVITY

### ABC-TV

Daytime programming, Mon.-Fri., participations eff. Feb.  
*Mystik Tape* (George H. Hartman)

Roaring 20's, Sat. 7:30-8:30 p.m., participations eff. Feb.  
*American Chic* (Ted Bates)

### CBS-TV

Gunslinger, Thu. 9-10 p.m., part. eff. Feb. 9.  
*Whitehall Pharmaceutical* (Ted Bates)

Daytime programming, Mon.-Fri., part. eff. Feb. & March.  
*S. C. Johnson* (Foote, Cone & Belding)

### NBC-TV

The Outlaws, Thu. 7:30-8:30 p.m., part. eff. March 30.  
*Brown & Williamson Tobacco* (Ted Bates)

One Happy Family, Fri. 8-8:30 p.m., part. eff. Feb. 10.  
*Block Drug* (Grey)

Michael Shayne, Fri. 10-11 p.m., part. eff. Feb. 24.  
*P. Lorillard* (Lennen & Newell)

NBA Basketball, April 1 & 8, participations.  
*Seiberling Rubber* (Meldrum & Fewsmith)

Daytime programming, Mon.-Fri., part. eff. April 3.  
*Bon Ami* (Hoyt Associates)

ABC edged out CBS last week for a sizable (about \$5 million annually) slice of Procter & Gamble billings. It happened like this: CBS discovered that P&G's contract with ABC-TV for *The Rifleman* series hadn't been renewed for fall, sent CBS-TV Pres. James T. Aubrey to P&G hq in Cincinnati to make a strong pitch for the business. Moving quickly, ABC-TV Pres. Ollie Treyz made a counter-offer to P&G. In it, ABC volunteered to move *The Rifleman* from its present Tue. 8-8:30 p.m. berth (between *Bugs Bunny* & *Wyatt Earp*) to a new spot on Mon. nights, 8:30-9 p.m., with a better rating potential. To do this, ABC will have to push *Surfside 6* and *Adventures in Paradise*, both 60-min. shows, a full half-hour into later periods. P&G decided ABC's deal was best. The move thus will displace *Peter Gunn*, currently in the 10:30-11 p.m. slot on Mondays. But ABC is confident it will find another spot for ousted private-eye Gunn, and has nailed down one of the few full-program-sponsorship deals left in TV for fall.

Next 2 White House news conferences will get tape instead of live TV & radio coverage, President Kennedy's press secy. Pierre Salinger announced last week. "We just want to see how this will work," Salinger explained. He said the first 2 Kennedy conferences carried live on TV—on Jan. 25 (Vol. 17:5 p2) and Feb. 1—had been "very successful" and that "we are going to have live press conferences in the future." The networks will be able to report the tape sessions "at the same time as the newspaper reporters enter the phone booths," he pointed out. In initiating live TV & radio conference coverage, the White House had made no blanket promise for instantaneous broadcasts of all sessions. Nor was there unanimous agreement by the networks to give live coverage to all conferences. Salinger denied that: (1) Newspapers had put on pressure to halt live broadcasts. (2) TV networks had objected to costs of carrying them. (3) The White House decision was based primarily on expectations that Kennedy would get a bigger audience with tapes run in prime night hours vs. 6 & 4 p.m. timing of the first 2 sessions.

Technical-union contracts at all 3 networks are being worked out peacefully, and there's not much chance of a technicians' strike. This was the impression we gathered late last week in conversations with ABC, NBC and CBS. The first 2 networks, negotiating with National Assn. of Best. Engineers & Technicians, have been meeting in Cincinnati—"neutral" ground. CBS has been negotiating with the International Brotherhood of Electrical Workers in Washington. Actually, contracts at all 3 networks have expired and technicians are working without contract (but without any specific strike decision) and non-union help was on a stand-by basis last Friday. Officially, the networks and the unions aren't talking about the labor situation. Unofficially, we learned that NABET has drafted an ABC-NBC agreement contingent upon ratification by members which contains a wage increase of 5¼% in a 3-year deal, an improved health-insurance plan and strengthened severance plans. With ABC, NABET has reportedly worked out a union-sought pension plan which is likely to be a model for union agreements with the other networks. CBS's IBEW contract ran out Jan. 31, but it was extended indefinitely in an agreement that the network or union must give a week's termination notice. Washington negotiations were in recess last week until Feb. 6, following a Jan. 27 session at which no settlement on contract terms was reported reached. A union source told us that "no drastic action" was imminent.

## Auxiliary Services

Medical TV center at the Army's Walter Reed Hospital in Washington stopped operating Jan. 30—on schedule—despite last-minute appeals to the White House to save it from dissolution (Vol. 17:5 p9). Dr. Paul W. Schafer, civilian dir. of the million-dollar pioneering installation, told us members of his staff would try "very definitely to stay together." He said he still had hopes that the Kennedy administration would countermand Eisenhower administration budget-economy orders closing his shop. But Dr. Schafer had received no assurances from the White House of any action at last week's end.

Seagoing TV system designed by RCA is now operating aboard the aircraft carrier USS Franklin D. Roosevelt. The close-circuit hookup, purchased through the ship's recreation & welfare fund, includes 25 viewing locations, film & live origination equipment. It will replace several impromptu "theaters" for the showing of movies, and will also be used for live shows featuring Navy talent. In port, the system will pick up & distribute local TV programs.

Translator starts: K70CF, K74BF & K78AT Canadian & Higgins, Tex. began operation over the weekend of Jan. 21, repeating KGNC-TV, KVII & KFDA-TV Amarillo • K77AX Mason, Tex. began Jan. 1 with WOAI-TV San Antonio • K72BC Walker, Minn. started Dec. 24 with KDAL-TV Duluth, picking it up via K78AK Cass Lake, Minn. • W70AE & W80AD Moorefield, W.Va. started Nov. 19 with WTOP-TV Washington & WJAC-TV Johnstown.

Closed loop antenna transmissions used at international conferences in the U.S. to carry translations of speeches aren't subject to communications excise taxes. The 1954 Internal Revenue Code (amended in 1958) applied the taxes to "talking circuit special service," but IRS ruled translator systems aren't primarily communications systems.

NCTA plans to move late this month to the Transportation Bldg., 17th & H Sts. NW, Washington.

## Stations

**NEW & UPCOMING STATIONS:** KFOY-TV (Ch. 9) Hot Springs, Ark. began programming Feb. 1, without having settled definitely on a network affiliation. It's this year's fourth new starter and raises the operating total to 582 (91 uhf).

Also, we've been informed by R. L. Sharp, sales mgr. of CHBC-TV Kelowna, B.C. that an automatic repeater satellite in Lumby B.C. (Ch. 5) began operation last Nov. 21. The licensee, Lumby & District T.V. Syndicate, paid CHBC-TV to build & place into operation this repeater which has a 5-watt Benco transmitter and a 50-foot tower. It's sold as a bonus to CHBS-TV which has a \$195 hourly rate. This report changes Canadian operating total to 81.

KFOV-TV has a 500-watt Gates transmitter and a 310-ft. Truscon tower with a 6-bay RCA antenna at 362½ Central Ave. It will be part of Donald W. Reynolds' Donrey Media Group which includes KLRJ-TV Las Vegas, KOLO-TV Reno, KFSA-TV Fort Smith, Ark., 5 radio stations and a newspaper chain. Harold E. King, ex-radio KOKL Okmulgee, Okla. is gen. mgr.; C. J. Dickson, commercial mgr.; Arie Landrum, program dir.; Bryan Bisney, production mgr.; Lillian Robbins, promotion mgr. Base hour is \$150. Sales rep is not yet selected, although Bolling handles other Reynolds TV stations.

\* \* \*

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

KSLN-TV (Ch. 34) Salina, Kan. started construction Jan. 9 and hopes to begin programming in March according to Melville L. Gleason, pres. of the grantee, Prairie States Bestg., which also owns radio KAWL York, Neb. A 5-kw GE transmitter is scheduled to be ready for use Feb. 1, but work hasn't begun as yet on the 221-ft. tower. Network affiliation, base hourly rate and sales rep not yet set.

KCSD-TV (Ch. 19, educational) Kansas City, Mo. has changed its programming target to March 1, says J. Glenn Travis, admin. asst. to the school supt. of the Kansas City School Dist. A 1-kw GE transmitter was ready for use early in January, and antenna was installed on a stub tower atop City Hall last fall. However, studios in the Board of Education Bldg. won't be ready until Feb. 15.

XEFA-TV (Ch. 2) Nogales, Mexico-Nogales, Ariz. has set April 1 as target for programming in both Spanish & English, reports Reed N. Haythorne. He states that the station expects to cover Tucson with a Grade A signal. Foundation is in and walls are going up, for a studio-transmitter building on Cabellero Mt. The station will use a 1-kw Electron transmitter and 230-ft. guyed Liberty tower. Transmitter installation is scheduled for completion March 10, and 4-bay directional Electron antenna is scheduled for arrival March 1. Base hour will be \$150. Rep will be Sonora Television Sales Co.

Grant of Ch. 8, Christiansted, St. Croix, Virgin Islands, will be authorized soon by FCC which instructed its staff to draft a final decision following the voluntary dropout of Radio American West Indies Inc.

Transfer of KNDO-TV (Ch. 23) Yakima, Wash. to Columbia Empire Bestg. Corp. for \$194,229 has been approved by FCC. Columbia is controlled by Hugh E. Davis, who bought 33.67% for \$37,500 to bring his holdings to 51.10%.

KTVT Ft. Worth may also identify itself with Dallas under an FCC waiver, Comr. Bartley dissenting.

Westinghouse will silence radio WBZA Springfield, Mass., it told FCC last week, if the Commission requires Westinghouse to dispose of an outlet to keep within the 7-station limit (in connection with its purchase of KLAC Los Angeles for \$4 million—Vol. 16:50 p12). WBZA is operated synchronously on 1030 kc with parent WBZ Boston. Radio WHYN Springfield had urged FCC to deny WBZA's renewal, refuse to approve the KLAC purchase or make Westinghouse dispose of another station. Despite the unusual nature of WBZA's operation, WHYN said that it's a separate station and should be counted against Westinghouse's total. WBC agreed—or decided it wasn't worth fighting about.

WSAZ-TV (Ch. 3) & WSAZ Huntington, W.Va. have been bought for \$6 million by WJR, the Goodwill Station Inc., Detroit. William D. Birke, pres. of sellers *Huntington Herald-Dispatch* and *Advertiser*, said that the sale was made so that his firm could concentrate on the newspaper field. WJR officials said they're interested in acquiring "other compatible broadcast properties." Negotiations were handled by brokers H. E. Stark & Vincent J. Manno.

KMBC-TV (Ch. 9) & KMBC Kansas City sale application (Vol. 16:52 p4) has been filed with FCC. Metropolitan is buying the stations, plus KMOS-TV (Ch. 5) Sedalia, Mo. & radio KFRM Concordia, Kan., for \$10,250,000. It is selling KMOS-TV to the owners of KRCG Jefferson City, Mo. for \$200,000, and KFRM for \$201,000 to a group headed by lumber dealer Norman Kightlinger, Hutchinson, Kan.

NAB Codes contain answers to complaints about broadcast programs & commercials, NAB Pres. LeRoy Collins said in a filmed interview for KOTV Tulsa. He told the station's news dir. Roger Sharp, who talked with Collins in Washington, that: "Much of what people find objectionable now in programming can be improved by the operation of our Code procedure & by the future development of our Code practices." Collins said "there is a need for improvement" in commercials and that that is another job in the "over-all work of our Code committees." In the interview he also repeated arguments for revisions in the Communications Act's equal-time Sec. 315.

NAB's 43-member board meets this week (Feb. 6-10) in the El Mirador Hotel, Palm Springs, Cal., for its regular winter sessions. This will be the first board meeting for Pres. LeRoy Collins since he was elected at a special session last October. The schedule: Feb. 6, committee meetings on general finance and TV & radio finance. Feb. 7, committees on NAB's 39th convention in Washington May 7-10, membership and distinguished service award. Feb. 8, Radio Board. Feb. 9, TV Board. Feb. 10, joint board.

Storer Bestg. Co. rep firm formed to handle national spot sales for the group's 5 TV stations (Vol. 16:50 p12) has been incorporated as Storer TV Sales, Inc. It will operate as a wholly-owned subsidiary (not as a div.), from temporary offices at 625 Madison Ave., N.Y.

Sale of KIVA (Ch. 11) Yuma, Ariz. to CATV operator Bruce Merrill (Antennavision Inc.) has been FCC-approved. Consideration is \$500,000 cash or \$550,000 in installments.

CP for KHQL-TV (Ch. 3) Sterling, Colo. is being assigned to Richard B. Steuer (radio KTUR Turlock, Cal.) following FCC's approval of the \$2,185 sale.

Sale of radio KHOW Denver to TCA Bestg. Corp., which controls radio WKDA Nashville & KNOX Ft. Worth, has been approved by FCC. Price: \$575,000.

## The FCC

WTSP-TV Inc. was favored for Tampa-St. Petersburg area's (Largo) Ch. 10—over 5 competitors—in an initial decision issued last week by FCC examiner Millard F. French. The other applicants were: Florida Gulfcoast Bcstrs., WSUN-TV (Ch. 38), Suncoast Cities Bcstg., Tampa Telecasters, and Bay Area Telecasting. French's conclusions: "WTSP-TV's proposal has been preferred over all other applicants in the factors of integration, program planning, programming proposal and past broadcast record. The preference given its programming proposal is substantial, while its program planning is entitled to a significant preference. This applicant has had an equal first preference with other applicants in the factors of broadcast experience & diversity of business interests. In the factor of diversification of the media of mass communication, this applicant has been rated 5th only above Gulfcoast, by reason of the radio interests of its principals. However, this factor loses a good part of its significance because some of the principals of all the applicants have radio, TV, newspaper or other mass-media interests in the area or elsewhere." The proposed winner is controlled by the Rahall brothers, originally from Beckley, W.Va., who own radios WLCY (formerly WTSP) St. Petersburg; WQTY Arlington, Fla.; WWRN Beckley, W. Va.; WKAP Allentown, Pa. and WNAR Norristown, Pa.

New "payoff" rules in the 1960 Harris-Pastore Act were invoked for the first time by FCC's chief hearing examiner James D. Cunningham. He did so in refusing to approve a \$10,000 payment to a withdrawing applicant for a Laurel, Md. AM station. He recommended dismissal—"with prejudice"—of the application of Laurel Bcstg. Co. (WTTG Washington personality Milt Grant & his partner James R. Bonfils). Cunningham then turned down an agreement in which Interurban Bcstg. Co., the remaining applicant, undertook to pay \$10,000 "expenses" to Grant and \$10 to Bonfils. Cunningham conceded that Laurel's expenses in pursuing the application exceeded the \$10,000, but held that Laurel failed to show in required detail that "the amounts expended were both legitimate & prudent." Grant explained he withdrew from the Laurel venture because his employer Metropolitan Bcstg. Co. adopted a rule against employes owning or operating stations.

Broadcasters are now liable to forfeitures up to \$1,000 a day for various violations, FCC having amended its rules to conform with changes in the Communications Act passed last year. The Commission summarized the new rules as follows: "The rules, effective Feb. 13, provide that the Commission give written notice of apparent liability & the forfeiture involved. The recipient has 30 days to make payment or contend that the forfeiture is excessive, or that he is not liable. If he fails to respond, an order for forfeiture will be issued, to which the licensee or permittee can, within 30 days, apply for remission or mitigation. If the licensee or permittee fails to take any action, the case may be referred to the Attorney General for civil action."

FCC-recommended bills (S-683 & 684), requiring painting of unused transmission towers (Vol. 17:5 p4) and cutting down on affidavit paper-work requirements for Commission documents, have been re-introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.).

First fix on the hijacked Portuguese liner Santa Maria was obtained by FCC direction-finding engineers who forwarded findings to the Navy.

## Congress

Televised hearings on Capitol Hill are "wonderful" for Senators conducting them, but they don't "deliver the goods" in investigative results, according to Senate minority leader Dirksen (R-Ill.). In a floor speech protesting increased appropriations for committees, he said: "It is wonderful to sit under the klieg lights, have the TV camera shine down, and then have the film appear all over the land." But Dirksen added that he didn't think TV makes "a good inquiry technique," and that too often "spectacular" proceedings are an end in themselves. He noted an exception, however—the Senate racket hearings.

Another CBS-TV show has been cited by Sen. Proxmire (D-Wis.), erstwhile critic of the networks (Vol. 17:3 p15), as an example of "timely, informative and fair TV." He said CBS-TV's report on "The Keeper of the Rules: Congressman Smith & the New Frontier" gave viewers a much-needed understanding of "complex & controversial issues" involved in the House fight over its Rules Committee (see p. 14). Proxmire said they "may have found this description of legislative maneuvering as fascinating as a good Western."

"Staggering" TV-radio costs of political campaigns, as totted up in Senate Commerce Communications Subcommittee hearings (see p. 2), have been cited by Rep. Monagan (D-Conn.) as proof that his bill (HR-2501) for govt. subsidies (Vol. 17:3 p16) should be enacted. Pointing to FCC Chmn. Ford's testimony that more than \$14 million was spent for 1960-campaign air time, Monagan told the House that "this startling & frequently useless expenditure, which is unequalled anywhere in the world, should give us pause."

"Backdoor influence in some of the regulatory bodies" is being probed by the Senate Judiciary Administrative Practice & Procedure Subcommittee, Chmn. Carroll (D-Colo.) told the Senate in a speech to justify continuation of the unit for another year. He was voted \$115,000—duplicating his 1960 appropriation—to carry on. Carroll said he may have to ask for more money later to keep the Subcommittee's staff together. White House may try to take away his "trained men" for other work, he explained.

Anti-crime bill (S-710) sponsored by Sen. Keating (R-N.Y.) sets up \$10,000 fines and/or 5-year jail terms for anybody convicted of conspiring to use broadcasting facilities to "commit any organized crime offense." The measure would apply to "wire or radio communications" involving "gambling, narcotics, extortion, intoxicating liquor, prostitution, fraud, or false pretenses, or murder, maiming," etc.

President Kennedy has received a presentation copy of a volume of his campaign statements from Sen. Yarborough (D-Tex.) in a White House ceremony Feb. 3. The book was one of a half-dozen volumes prepared as equal-time case documentation for Yarborough's Commerce Freedom of Communications Subcommittee (Vol. 17:5 p8).

Congressional attack on CBS-TV's "Harvest of Shame" documentary on migratory farm labor (Vol. 17:4 p7) has been renewed by Rep. Michel (R-N.Y.). He told the House that the show contained "obvious misrepresentations & inexcusable omissions," that it represented "a strange type of reporting—the cub type."

Amateur radio week would be observed nationally during the 3rd week of June under a resolution (H. J. Res. 188) sponsored by Rep. Ryan (D-N.Y.).

## Television Digest

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**Personals:** Kenneth L. Bagwell, ex-WTVJ Miami, named station mgr., WAGA-TV Atlanta. He replaces Terry H. Lee, who will supervise Storer TV stations WITI-TV Milwaukee, WSPD-TV Toledo and WAGA-TV.

Edwin S. Friendly Jr. elected NBC-TV program administration vp; Lester Gottlieb, recently named special programs dir., elected vp . . . Robert Rheineck promoted from chief engineer, CBS News, to technical operations mgr.; Egon Pohoryles promoted from asst. mgr. of film production to mgr., motion picture photography . . . Joseph J. Jacobs resigns as Metropolitan Bestg. Corp. gen. attorney to resume private practice, specializing in bestg., entertainment & federal regulatory matters.

James H. Burgess promoted from sales mgr., WLWA Atlanta to gen. mgr., succeeding Harry LeBrun, resigned. Burgess also replaces LeBrun as vp, Crosley Bestg. of Atlanta . . . Jim Dooley named sports dir., WTVJ . . . Jules Bergman named to new ABC post of science editor.

George Finnegan named gen. sales mgr., Clyde Dutton local sales mgr., WTVH Peoria, Ill. . . Don V. Lindsey promoted from regional sales mgr. to commercial mgr., WTVP Decatur, Ill. . . Adrian S. Fisher, vp & counsel of Washington Post Co. WTOP-TV & WTOP Washington and WJXT Jacksonville), appointed deputy to White House disarmament advisor John J. McCloy.

Kenneth Adam named TV dir., BBC-TV, replacing Sir Gerald Beadle, who retires in June. Stuart Hood succeeds Adam as programs controller . . . James Pearson Anderson, ex-*London Daily Mail*, named asst. chief of Westinghouse's European News Bureau, headquartered in London.

Joseph Friedman named mgr., H-R Reps San Francisco office . . . Herman Lowe, former *Variety* Washington correspondent, recently dir. of public relations & development at Albert Einstein Medical Center, Philadelphia, returns to Washington to establish a public relations firm; Mrs. Lowe, also ex-*Variety*, is now Washington representative of Metropolitan Bestg. Co.

A. Prose Walker, NAB engineering mgr., resigns as of May 16 after the annual convention, to take an unspecified industry position. Accepting the resignation, NAB Pres. LeRoy Collins said that Walker's departure "will be keenly felt by the Association and by the membership which he has served so devotedly."

Frank B. Ellis, new OCDM dir., turns out to have a direct interest in the TV industry. A New Orleans attorney, he owns 6% of WVUE (Ch. 13), has been active in its affairs. Our report on his appointment (Vol. 17:5 p13) had a typographical error which garbled the following rather pertinent sentence: "Announcing his choice of Ellis as the successor to OCDM dir. Leo A. Hoegh, President Kennedy said 'a thorough-going review of our non-military defense & mobilization programs' would be the agency's 'first order of business.'"

NASA administrator succeeding T. Keith Glennan will be James E. Webb, 54, pres. of Educational Services Inc. and a dir. of Kerr-McGee Oil Industries Inc. and McDonnell Aircraft Corp. Webb was Undersecretary of State & Budget Bureau dir. in the Truman administration. During the Eisenhower administration he served on military-aid & stockpile advisory committees. Hugh A. Dryden, deputy space chief under Glennan, will keep his post.

New officers of Broadcasters Club, Washington: chmn., Robert Richards, public-relations consultant; pres. Ben Strouse, WWDC Washington; first vp, Joseph Goodfellow, WRC-TV Washington; 2nd vp, Arthur Scharfeld, attorney; secy., Vincent Wasilewski, NAB; treas., Richard Stakes, WMAL-TV Washington.

Meetings next week: Assn. of National Advertisers cooperative advertising workshop (Feb. 14-15). Hotel Ambassador, Chicago • IRE 1961 international solid-state circuits conference (15-17), U. of Pa., Philadelphia.

Law firm of Lyon, Wilner & Bergson has moved to 1343 H St., N.W., Washington 5 (MEtropolitan 8-6900).

## Educational Television

Federal-aid-to-ETV prospects brightened Jan. 31 when the House voted 217-to-212 to liberalize the conservative-controlled Rules Committee by expanding its membership from 12 to 15. The action assured Kennedy Administration supporters of a majority of at least 8-7 on the Rules Committee. Last year that Committee prevented ETV legislation from reaching a House vote—although it has been passed by the Senate and endorsed by the House Commerce Committee (Vol. 16:20 p5). With White House backing this year—and with no Rules Committee roadblock—similar proposals probably will be pushed through to final enactment. New Democratic members named to the Committee are Rep. Elliott (Ala.), a political moderate who is an expert on education legislation, and Rep. Sisk (Cal.), long a member of the liberal bloc in the House. Both are counted on by ETV advocates to vote to clear any aid bill for floor action. Republicans delayed naming the 3rd new member. House hearings on the legislation haven't been set yet, but Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee will start another round on his \$1-million-per-state bill (S-205) at hearings March 1-2.

Stratovised ETV will be delayed "a few weeks" because of technical difficulties. Dr. John Ivey, pres. of the Midwest Council on Airborne TV, said that start of the experiment, due at the end of January, had been held up by problems met by Westinghouse engineers (Vol. 16:52 p4).

Tropical African radio systems will get increased UNESCO aid under terms of an education program adopted at the UN agency's 11th general conference in Paris. A need for more educational broadcasting in the area was stressed at the sessions.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**IMPORTS—NO LET-UP, NO 'SOLUTION':** Exports of Japanese electronic products & components to U.S. increased about 40% in 1960 over 1959, and leaders of the U.S. electronics industry unanimously predict another rise this year. Those who say imports are hurting their business see no strong possibility of relief in near future. Single ray of hope is perceived in increasing public awareness of buy-American campaigns—such as the ones being conducted by some IBEW locals (Vol. 17:5 p15).

Official 1960 Japanese export figures aren't available yet, but data for first 9 months—released last week by Commerce Dept. and printed on p. 17—tell enough of the story. For full-year 1960, it's estimated that nearly 7 million radio receivers of all types came from Japan to U.S. (vs. 6 million in 1959), that tape recorder exports to U.S. tripled (41,000 to 120,000). Component shipments rose comparably—speakers more than doubled to 1.5 million, capacitors rose to 15 million (from 9 million), tubes to 13 million (from 8 million). Only shipments of transistors declined—to about 1.6 million from 2.4 million.

Within radio category, the 3-or-more-transistor type remained stable at about 4 million units, due to Japan's export quota system. Tube-radio shipments, however, hit at least 800,000 (from 457,000), while "toy" radios (1 & 2 transistors) climbed to about 2.4 million from 1.6 million. TV sets began arriving in quantity.

Electronics manufacturers are still divided into 2 camps on import question—the lick-'ems & the join-'ems. Most of the join-'ems, however, even though importing Japanese parts or sets, say they're all for any measures which would stem the tide of imports and insist they themselves must import to remain competitive. In radio industry, prominent among the lick-'ems, of course, are Zenith, Admiral, Philco. The join-'ems include such names as Motorola (parts), GE (parts), Magnavox (radios), Olympic (radios).

There's more disposition now within electronics industry to call for direct federal legislation to stem tide of imports than there was a year ago—but there's also the realization that Kennedy administration, committed to freer trade & reciprocal trade agreements, will be mighty hard to convince. In this connection, and in connection with EIA's official stem-the-imports-tide policy, some unusual alliances appear to come up—although they're not as incongruous as they may seem at first glance. Examples: Edward R. Taylor, chairman of EIA's consumer-products executive committee, which is continually grappling with problem of imports, is exec. vp of Motorola's consumer products div., which uses Japanese parts in its radios. EIA Pres. L. Berkley Davis is member of Board of Trustees of Trade Relations Council, which favors legislation to protect domestic industry from mushrooming imports; he's also vp-gen. mgr. of components div. of GE—which uses Japanese parts in its domestic radios.

Question of imports again will get top priority at EIA's spring conference next month. Still pending is EIA-requested OCDM investigation of whether Japanese exports are hurting defense-readiness of U.S. transistor plants. It's understood that investigation results are due to be sent to White House soon, and decision could come in about a month—but may take considerably longer.

In consumer electronics, imports from Japan are diversifying. The 6-transistor pocket radio is still the bread-&-butter item, but bottom may be dropping out of this market due to dumping & price-cutting. Improvement of products & prices of comparable radios by U.S. manufacturers—together with first noticeable results of buy-American campaign—is said by some to have made Japanese sets harder to sell. Other U.S. manufacturers say that service problems and difficulty in obtaining parts for off-brand imports is cutting into market for Japanese shirt-pocket sets. Some of this may be wishful thinking.

Summing up our conversations on imports with many segments of industry (digested on p. 15): Importers of Japanese equipment say sales are good and going up, but see far heavier competition (and less profit) in pocket radios. U.S. manufacturers who use Japanese parts do so either because some small components are not available here or because combination of high quality & low cost can help keep their products

competitive with imported end-equipment. Manufacturers who import & sell complete Japanese radios say their own brand names, quality control & warranty policies have protected them from any consumer hesitancy to buy imported goods, and some insist they'll drop imports as soon as some kind of "protection" from import competition is available.

Those who spurn imported parts & end-products think combination of moral suasion and quality of domestic goods will win out in end—although they see tough road again. Many manufacturers hailed IBEW's proposed boycott of imported parts as heavy propaganda weapon, and more of them are stressing made-in-America theme. Example: Prominently featured in ads for Zenith's new transistor-radio line is the phrase "American made—no Japanese parts."

#### Summary of opinions in set & parts industries on p. 15.

### TV-RADIO PRODUCTION: EIA statistics for week ended Jan. 27 (4th week of 1961):

	Jan. 21-27	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	108,626	100,152	141,111	360,520	526,494
Total radio .....	320,837	257,037	383,424	1,054,964	1,355,788
auto radio .....	112,124	82,389	175,535	388,478	632,461

**Giannini Buys Conrac:** Conrac Inc., Glendora, Cal. manufacturer of broadcast studio & closed-circuit TV monitoring equipment and maker of Fleetwood TV sets for custom installations, will be sold to Giannini Controls Corp., Duarte, Cal. The sale, subject to approval of Conrac stockholders, involves the transfer of Conrac's business & assets for an undisclosed amount of Giannini stock. Conrac will be operated under its present management as an independent division of Giannini, whose principal product lines are precision instruments & control sub-systems for aircraft, missiles & space vehicles. Giannini's plants are located in Southern Cal. & N.J. Other merger news last week:

**International Resistance** has entered the semiconductor field via the cash purchase of 51% of the common stock of North American Electronics, Lynn, Mass. maker of more than 600 types of silicon rectifiers & Zener diodes, as well as silicon-controlled rectifiers with unique characteristics. NAE will continue independent operation, with its present officers. IRC will hold 6 of NAE's 11 board seats, up from 7.

**Siegler Corp.** and **Jack & Heintz** obtained stockholder approval of their merger Jan. 27 (Vol. 16:40 p17). J&H, Cleveland manufacturer of aircraft & missile components and electric control systems, will operate as a wholly-owned subsidiary of Siegler (Olympic Radio & TV, Hallamore Electronics, David Bogen Co., Presto Recording, other divisions & affiliates). J&H stockholders have the option of exchanging one share of J&H common for 55/100 shares of Siegler common, or accepting a share of Siegler \$5.75 preferred for each 7 shares of J&H common.

**Raytheon** is acquiring **Trans-Sil Corp.**, Englewood, N.J. manufacturer of high-power silicon rectifiers.

**General Railway Signal**, Rochester, N.Y. maker of electronic & electric control systems, has acquired controlling interest in **Cardion Electronics**, Westbury, N.Y. manufacturer of electronic control & communications equipment.

**Ling-Temco Electronics'** efforts to secure additional stock in **Chance Vought** (Vol. 17:4 p19) ran into a legal roadblock last week. Chance Vought filed suit in Federal District Court in Dallas to block Ling-Temco from buying more of its stock and voting what it does hold, and to force the company to sell its holdings. Hearing has been set for March 13 to consider the request for a temporary injunction. Ling-Temco is believed to hold 10% or about 19,700 of 1,190,000 Chance Vought shares outstanding.

Factory sales of transistors in November declined in unit & dollar volume from the preceding month but continued to run substantially ahead of the year-earlier pace. Unit sales for the 3rd consecutive month topped the 12-million mark. Cumulative sales for Jan.-Nov. totaled 114.6-million units, compared with 82.3 million for all of 1959. The 11-month dollar volume climbed to \$273.5 million vs. 1959's \$222 million. Here are EIA's figures:

	1960		1959	
	Units	Dollars	Units	Dollars
January .....	9,606,630	\$24,714,580	5,195,817	\$13,243,224
February .....	9,527,662	24,831,570	5,393,877	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	6,858,097	19,007,293
June .....	10,392,412	27,341,733	6,934,213	18,081,593
July .....	7,070,884	18,083,802	6,030,265	15,618,315
August .....	9,782,993	22,739,969	7,129,696	18,054,138
September .....	12,973,792	28,442,229	8,652,528	20,851,290
October .....	12,168,632	25,945,195	8,710,913	22,109,748
November .....	12,149,077	25,372,480	7,846,500	22,742,525
<b>TOTAL</b> .....	<b>114,581,061</b>	<b>\$273,516,636</b>	<b>74,467,926</b>	<b>\$199,189,791</b>

**General Dynamics/Electronics** was announced last week as a new GD division, absorbing the Stromberg-Carlson div. and the electronics activities of other divisions. Stromberg-Carlson Pres.-gen. mgr. James D. McLean is president of the new division, and S-C vp George J. Dickey becomes vp-gen. mgr. Consumer & telephone products will continue to use the S-C brand name. GD/E will have 4 operating divisions—commercial products & telecommunications (both located in the S-C facilities in Rochester, N.Y.), military products (in Rochester and in Convair Electronics' San Diego facilities) & information technology (S-C San Diego facilities).

**Crosby-Teletronics Corp.** announced last week that it has signed an exclusive licensing agreement to make & distribute Integrand speaker systems. The "revolutionary" systems employ transistorized servo systems. Pres. Murray Crosby explained: "A small search winding is used on the voice coil of each speaker, moving with the cone. It reports back to the transistorized amplifiers that are an integral part of the speaker system, and the information it reports is compared with the electrical signal coming in. If there are any differences, or distortions, the amplifiers take immediate corrective action." Crosby-Integrand systems will range from \$350 to \$850.

## Japanese Exports of Electronic Products to U.S.

Source: U.S. Commerce Dept.

360 yen = \$1

Product	Quantity in thousands of units				Value in thousands of dollars			
	1958	1959	1959	1960	1958	1959	1959	1960
TV receivers .....	1	*	*	3	3	*	*	132
Radio receivers, total .....	2,507	6,052	3,900	5,247	17,904	62,373	37,445	47,987
tube type .....	†	457	303	536	†	2,552	1,547	3,896
3 or more transistors .....	†	3,990	2,449	2,944	†	57,272	34,721	39,001
other .....	†	1,605	1,148	1,767	†	2,549	1,177	5,090
Radio-phonographs .....	2	21	12	21	59	547	322	648
Sound recorders & reproducers .....	8	41	18	93	449	1,617	711	3,311
Amplifiers .....	†	34	22	66	†	460	253	466
Microphones .....	80	161	113	170	177	321	220	293
Speakers .....	129	455	285	1,156	420	1,155	805	1,442
Condensers .....	6,166	8,925	5,709	11,509	288	533	345	695
Earphones .....	†	2,741	1,902	1,917	†	619	432	396
Electron tubes, total .....	1,238	7,911	4,856	10,665	314	2,088	1,241	2,934
receiving tubes .....	†	7,704	4,667	10,651	†	2,034	1,194	2,918
other .....	†	207	189	14	†	54	47	16
Transistors .....	11	2,393	1,828	1,235	7	1,581	1,145	821
Other semiconductor devices .....	†	597	529	123	†	92	81	22
Phonograph parts & accessories .....	—	—	—	—	757	824	534	688
Other electronic products .....	—	—	—	—	1,397	3,432	2,632	3,217
<b>TOTAL</b> .....	—	—	—	—	<b>21,775</b>	<b>75,642</b>	<b>46,166</b>	<b>63,052</b>

\* Less than 500.

† Not shown separately.

### More about

**VIEWS ON IMPORTS:** How much of a threat are Japanese imports (see p. 15)—and what should be done about them? The answer still depends on where you sit. Here are some assorted views on different aspects of the situation by various segments of the industry:

**Delmonico International**—Exec. vp Herbert Kabat of this large electronics importer, the first to bring in Japanese TV sets in quantity, says business is excellent. Last November, he adds, saw a 21% increase in business over Nov. 1959. December was up 50%, January 36% ahead of a year ago. Asked about standard 6-transistor pocket sets, he said: "Sales are still there, but the profit is out of the market. The competition is too heavy, both from domestic sets & other imports. We've switched our emphasis." Tube radios, both AM & AM-FM, phonographs & stereo consoles are featured in Delmonico's line.

**GE**—A spokesman said GE is still using imported parts not available in the U.S. (including tuners) in its transistor radios. No imported transistors are used. GE hasn't increased its consumption of Japanese parts in the past year, and hopes to switch to domestic items when they're available.

**Motorola**—Consumer-products div. exec. vp Edward R. Taylor recently said Motorola buys approximately 3% of all components from foreign sources, principally Japan & Germany. Consumer-products mktg. vp S. R. (Ted) Herkes told us the company has a policy of "buying components any place in the world where we can get good ones at the best price." He chided IBEW for "blaming all layoffs on imports," stating that economic conditions are undoubtedly much more responsible. "More transistor portables were built in the U.S. in 1960 than in any other year," he pointed

out. "It's TV that's down—and TV imports don't amount to anything."

**Olympic**—Pres. Morris Sobin said Japanese transistor radios are just as salable now as in the past. He said the Olympic trade name, warranty & quality control were important in reassuring customers of the quality of the imported sets his company merchandises. "Our engineers closely inspected Japanese facilities before we decided on any products," he said. He added that "the import base is broadening; the 6-transistor pocket set is still the biggest item, but now there's a much wider variety of Japanese products—stereo components, for example, and TV has its foot in the door."

Will Olympic import TV sets? He said he didn't know yet. "We're in close touch with all products. We may import TV if the situation remains the same." As to the whole question of imports, he said Olympic is importing to remain competitive in certain lines. "Since it is going on, we're doing what many others are doing."

**Sylvania**—Sylvania Home Electronics Pres. Peter Grant was optimistic over the future of all-American radios. Said he: "I believe we can beat them with greater efficiency, streamlining of market functions. Sylvania is sticking with U.S.-made radios." Pres. Don G. Mitchell of parent GT&E meanwhile told AIEE's winter meeting in N.Y. that the challenge of overseas competition can be met by increased emphasis on research & development, greater automation & mechanization of manufacturing & administrative processes, and more effective marketing.

**Zenith**—"There are only 2 possible solutions to the problem of imports—and neither of them is likely to happen," said Zenith Sales Corp. Pres. Leonard Truesdell: "Higher U.S. import duties or a meaningful export quota imposed by the Japanese." However, he saw some falling

off of Japanese pocket radio business due to American-made competition. He pointed to the success of Zenith's transistor-radio line as proof that American firms can meet the challenge. He also cited servicing problems met by some imports.

**Sprague Electric**—Chmn. Robert C. Sprague, who is also chmn. of EIA import committee, feels "the tide of imports is increasing." Because of their high labor content, he said, semiconductors "represent the most dangerous of imports." He also observed that, "generally speaking, the quality of Japanese components is as good as and in some cases better than the products of some of our competitors." However, he said, Sprague's business hasn't been noticeably affected by imports because of its diversified nature. "The companies that really suffer are the one-product outfits." As to EIA action, he said his import committee will continue to press for protective legislation, such as a law requiring stricter labeling of products with imported components. He added that he sees no indication of increasing industry support of such action.

**The Muter Co.**—Pres. Leslie F. Muter agreed that Japanese imports are on the rise. "They're not doing much to us on large speakers, but they're raising the devil with that small stuff that can be flown in to meet production schedules. On that basis they can give one-week delivery." He saw the greatest hazard in the field of small lightweight components with high labor content, such as capacitors & resistors. As to a solution, Muter proposes: "We should balance the labor content in any foreign product to American labor rates with an import tax. This would make for fair competition—and if we can't beat the pants off them in fair competition, we deserve to get licked."

#### 'Situation Is Sufficiently Serious'

Although Muter's 1960 sales & profits were down from '59, he said he didn't know how much of the dip was due to import competition. "I do know that the situation is sufficiently serious now so that we must have action. It's true that the balance of trade is in our favor—but the stuff we're exporting is basic material; we're importing Japanese goods with high labor content."

**Centralab**—Pres. W. S. Parsons says most of the impact of imports so far has been in the consumer-products field. Pointing out that 60% of the radios sold in 1959 were imports, he said: "If they had been made here, each one would have represented about 10¢ worth of components to us—that's a total of more than a half-million dollars. He added that imports of transistors, because of their high labor content, probably represent the greatest threat. "These imports affect our own ability to cut costs through increased production." He was optimistic that educational campaigns, such as IBEW's action, will help bring home to the administration the need for action.

**Howard W. Sams & Co.**—We asked operations vp Bill Hendler of this large publisher of servicing aids about the service problems of Japanese sets. He said that the big problem comes with lesser-known sets or sets of dubious parentage. The technician has 2 tough problems with these sets: First, he must identify the set so he can obtain servicing materials, such as schematics, etc. If he can do this successfully, locating the trouble usually isn't a big problem—but replacement parts are. Some simply are not available, or are available only from the importer—or sometimes the importer must send to Japan for them. "The majority of Japanese transistors, too, are different from those made here."

"An alarming percentage of transistor radios will

never be repaired," said Hendler, because of difficulty in obtaining parts or high service cost due to lack of adequate identification of some sets. He said a higher percentage of replacement parts is available for U.S.-made transistor radios, but a wait is sometimes involved even for them.

Sylvania may re-enter color TV this year, according to Sylvania Home Electronics Pres. Peter Grant. The decision to go into the color business hasn't yet been made, he told us, "but the indications suggest that we probably will." He said Sylvania distributor sales mgrs., working on retail floors last Christmas season, noted a "very real" consumer interest in color TV. Meanwhile Feb. 1 *Wall Street Journal* noted a "cheery contrast" between sales of color sets and the "otherwise bleak" TV picture. It quoted "RCA officials" as forecasting color sales of more than 200,000 units this year. "Though no official industry-wide figures on color TV output are published," said the *Journal*, William Boss, RCA's color-TV coordinator, estimates sales last year at more than 150,000 sets, 30% above the 115,000 units produced in 1959." He said January sales were 50% higher than Jan. 1960. Note: TELEVISION DIGEST, in its 1961 forecast last month, estimated 1960 color sales at 150,000, predicted about 225,000 for 1961 (Vol. 17:1 p16).

U.S.-made "convertible" radio was announced last week as one of 4 new transistor sets by Zenith. Determined to beat the Japanese at their own game, Zenith has attached a \$44.95 list price to its Converta Royal 55 shirt-pocket radio with its own auxiliary speaker cabinet which makes it a cordless table radio. Other new Zenith transistor sets are a new pocket radio at \$34.95 and 2 portables with top carrying handles, at \$44.95 & \$59.95, designed to play in autos, planes, trains and other difficult locations. Advertising for the sets prominently features the message: "American made—no Japanese parts!"

Automation has eliminated 50,000 jobs in TV-radio manufacturing in the last 10 years. So said Rep. Elmer J. Holland (D-Pa.), a member of the House Education & Labor Committee, in a report to President Kennedy. He predicted that 4 million office & clerical jobs will be eliminated in the next 5 years, urged a Committee investigation of the situation. His report, based on union figures, said electronic machines had eliminated 25% of the country's office & clerical jobs in the last 5 years, that 33,000 telephone & 80,000 electrical machinery jobs have been displaced since 1953.

Senate probe of reports that U.S. industry has been pricing itself out of world markets will be conducted by the Judiciary Anti-Trust & Monopoly Subcommittee headed by Sen. Kefauver (D-Tenn.). The Senate authorized the investigation—along with other Subcommittee projects—in approving a \$450,000 appropriation for Kefauver for '61.

**Ampex Audio** (consumer products) & **Ampex Professional Products Co.** (broadcast & institutional products, including audio & Videotape recorders) are being merged, reportedly as an economy measure because of a \$2-million loss by parent Ampex Corp. for the fiscal quarter ended Jan. 31. Both are wholly owned Ampex Corp. subsidiaries.

Closed-circuit TV for the home will be marketed experimentally by Ling-Temco Electronics. Carrying a \$700 list price, the camera & monitor will be merchandised through large appliance stores & builders.

Sign of the times: Lafayette Radio is closing out discontinued RCA all-channel uhf converters at \$4.95 (WR-21A) & \$7.95 (WR-22A).



**Trade Personals:** W. G. E. Vreeland promoted from international mktg. operations dir., RCA International, to div. vp of international mktg. operations; J. R. Reist named div. vp of associated companies operations.

Marc A. deFerranti, ex-GE, named pres., ITT Europe & European gen. mgr. of ITT, headquartering in Brussels; John Lienhard appointed vp & export dept. gen. mgr., ITT's International Standard Electric Corp. . . . Amory Houghton resumes his post as Corning Glass chmn. after serving as Ambassador to France since 1957.

Robert S. Bell, pres. of Packard-Bell, named also chmn., succeeding his uncle Herbert A. Bell, who will remain as a dir. & senior consultant . . . Harry B. Miller, ex-Clevite, named mgr., General Dynamics/Electronics' (formerly Stromberg-Carlson) new electroacoustics advanced development lab; Otto J. Howe, ex-Sylvania, named production control mgr., commercial products div.; Orval L. Buckner, ex-Magnavox, appointed quality control mgr., same div.; Richard L. Knight promoted from vp-treas. to senior finance vp, General Dynamics Corp.; Edward J. Williams appointed mfg. vp . . . R. K. Lockhart, ex-color TV advanced development mgr., named mgr., development engineering, for an RCA Navy ultra-high-speed computer project.

Donald B. Shaw retires as vp-treas., Howard W. Sams . . . George L. Wilcox promoted from pres., Canadian Westinghouse, to vp & asst. to the pres., Westinghouse Electric . . . Dr. Rudolph G. E. Hutter appointed chief engineer, Sylvania electronic tube microwave device operations . . . J. Burton Henry named to new post of resistor product mktg. dir., International Resistance . . . Wilson R. Smith promoted from chief engineer to plant mgr., CBS Electronics semiconductors.

C. J. Harrison, Rixon Electronics, Silver Spring, Md., named chmn., EIA Small Business Committee . . . Glenn M. Bergmann promoted from sales dir., Collins Radio Eastern region, to mktg. dir., Cedar Rapids div. . . Joseph F. Houdek Jr. named vp-gen. mgr. of operations, Seeburg Corp. . . . Francis A. Boehm named editor *Sylvania News*, replacing Alan D. Pospisil, who will head distributor national & local ad campaigns . . . William P. Maginnis, ex-ITT, named Maxson Electronics research & development vp.

AIEE Edison Medal was awarded to Dr. Harold S. Osborne, retired AT&T chief engineer, and Dr. Mervin J. Kelly, retired Bell Labs chmn., received the first Mervin J. Kelly Award "for outstanding contributions in the technology of telecommunication" at the Institute's winter meeting last week in N.Y. Nominated as president for 1961-62 was Warren H. Chase, Ohio Bell Telephone.

Hybrid U.S.-Japanese clock radio is now being marketed by Westclox under its own brand name. Clock is made in U.S., radio in Japan.

## Obituary

George A. Landry, 71, a former Western Electric vp and pres. of its subsidiary Sandia Corp., died Jan. 30 of a heart attack. He had been asst. dir. of the Office of Defense Mobilization from 1954 to 1958. Surviving are his wife, 2 sons, 3 daughters, 2 brothers, a sister, grandchildren.

James L. Bernard, 63, pres. of Communication Products Co., died Jan. 31 in Red Bank, N.J. He had been a Navy radio operator during World War I, and later studied with Marconi. He also worked on FM transmission with RCA. Surviving are his wife, a son, 2 sisters, grandchildren.

## Finance

**Zenith's 4th-Quarter Sag:** Zenith had a good 1960—but failed to close out the year with its customary big finish. Sales & earnings in the December quarter slipped from the 1959 levels. The extent of the profit decline still awaits year-end adjustments, and sales were slightly below the indicated \$84-million volume of Oct.-Dec. 1959.

"While 1960 was not as good as we thought it was going to be," noted Pres. Joseph S. Wright, "it still was an obviously good year and our second best in history." Wright said the sales sag developed mainly in TVs & hi-fi phonos. He attributed the profit decline to competitive price-cutting & dumping, reduced sales, effects of Zenith's first strike, a 4-day walkout last Aug. (Vol. 16:34).

"TV has been a highly competitive & confusing market in the last half of 1960," Wright said. "Introduction of 19-in. & 23-in. screens created heavy pressure to cut prices on other sets. Similarly, the less-than-expected sales volume left some manufacturers with heavy inventories which they dumped at lower prices. While our inventory was held tightly in line throughout the year, Zenith was naturally affected by the pricing situation."

Analyzing 1961, Zenith's president said: "We feel business should be all right in the coming half. We don't think it will set any records, but it should be very satisfactory."

Desilu Productions has reduced the mortgage on its Hollywood and Culver City studios purchased from RKO Teleradio Inc. in 1958, with payment "in excess of \$1 million," including principal & interest. Desilu Pres. Desi Arnaz said notes outstanding on the mortgage have been reduced to about \$2,480,000, and will bring a savings in interest of \$49,000 a year. Desilu bought the 55-acre RKO properties for \$6,150,000.

Lynch Corp., parent of Symphonic Electronic Corp., plans to acquire Peninsular Metal Products Corp., maker of instrumentation & test equipment for aircraft, missiles, etc. The Lynch board Feb. 2 approved an exchange offer to be made to Peninsular stockholders, subject to SEC approval and approval of Lynch stockholders of an increase in authorized stock at the June 14 stockholders meeting and the acceptance by Peninsular holders of "a fixed percentage of the shares of Peninsular."

Corning Glass has sold to Sylvania its share of Sylvania-Corning Nuclear Corp., which they established in 1956 to develop & manufacture fuel elements for nuclear power reactors (Vol. 12:46 p15). In its 1960 financial report (see financial table) Corning listed a net loss of \$2,334,924 on the sales of investments, later explained that the bulk of the loss stemmed from its sale of its 50% interest in Sylvania-Corning. Sylvania will now operate the facility as its Sylcor division.

Transitron Electronic scored record sales of about \$23.5 million in fiscal 1961's first half ended Dec. 31, compared with \$22 million in the year-earlier period. Pres. David Bakalar noted, however, that earnings may just about or not quite match the year-ago profit of \$3,807,262 (51¢ a share). He attributed the slowed earnings pace to increased R&D spending & start-up costs for Transitron's new East Boston plant. Bakalar said the company's order backlog tops \$14 million, 60% of which is in military orders from govt. contractors.

Meredith Publishing Co. has submitted an SEC registration statement (File 2-17562) covering 77,064 shares for use in its restricted option plan for key employees.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Corning Glass Story on p. 19	1961—52 wks. to Jan. 1	\$214,871,286 <sup>1</sup>	\$40,080,741	\$22,054,741 <sup>7</sup>	\$3.23 <sup>2</sup>	6,754,600
	1960—53 wks. to Jan. 3	204,887,424	44,635,899	24,335,899	3.57 <sup>2</sup>	6,754,600
GE	1960—year to Dec. 31 <sup>2</sup>	4,197,500,000	—	200,100,000	2.26	—
	1959—year to Dec. 31	4,349,508,529	—	280,242,123	3.19	—
	1960—qtr. to Dec. 31 <sup>2</sup>	1,144,277,000	—	31,165,000	.35	—
	1959—qtr. to Dec. 31	1,207,211,529	—	90,730,123	1.03	—
Hewlett-Packard	1960—year to Oct. 31	60,206,918 <sup>1</sup>	—	4,226,645 <sup>1</sup>	.43	—
	1959—year to Oct. 31	47,745,073	—	3,899,941	.40	—
P. R. Mallory	1960—year to Dec. 31	83,586,283	8,917,403	4,367,403	2.84 <sup>2</sup>	1,469,743
	1959—year to Dec. 31	86,504,443	8,909,042	4,339,042	2.82 <sup>2</sup>	1,441,009
Minneapolis-Honeywell	1960—year to Dec. 31 <sup>2</sup>	426,225,682	56,313,539	26,228,539	3.74	7,012,128
	1959—year to Dec. 31	381,408,597	62,713,399	29,399,399	4.20	6,997,328
	1960—qtr. to Dec. 31 <sup>2</sup>	113,449,185	—	7,869,713	1.12	7,012,128
	1959—qtr. to Dec. 31	107,605,636	—	8,618,742	1.23	6,997,328
Narda Microwave	1960—6 mo. to Dec. 31	1,236,204	—	53,121	.10	—
	1959—6 mo. to Dec. 31	1,080,596	—	26,530	.04	—
Trav-Ler Radio	1960—6 mo. to Oct. 31	10,996,000	—	230,000	.27	865,765
	1959—6 mo. to Oct. 31	12,445,000	—	453,000	.53 <sup>4</sup>	827,445
Universal Pictures	1960—year to Oct. 29	58,429,592	—	6,313,357 <sup>1</sup>	6.92	—
	1959—year to Oct. 29	52,639,256	—	1,031,066 <sup>5</sup>	.95	—
Varian Associates	1960—13 wks. to Dec. 31	12,747,932	—	865,008	.26	3,374,695
	1959—13 wks. to Jan. 2 <sup>9</sup>	10,795,951	—	776,710	.25	3,142,983
Warner Brothers Pictures	1960—qtr. to Nov. 26	23,367,000	3,373,000	1,773,000	1.16	1,527,900
	1959—qtr. to Nov. 26	24,092,000	3,453,000	1,753,000	1.16	1,505,196

Notes: <sup>1</sup>Record. <sup>2</sup>Preliminary. <sup>3</sup>After preferred dividends. <sup>4</sup>Adjusted for Nov.-1960 5% stock dividend. <sup>5</sup>Excludes \$3,367,387 profit (\$4.07 a share) on sale of studio properties. <sup>6</sup>Adjusted to include Semicon Associates, acquired June 1960. <sup>7</sup>Excludes non-recurring loss of \$2,334,924 from sale of investments.

Ampex anticipates a loss of about \$2 million for its 3rd fiscal quarter ended Jan. 31, compared with earnings of \$683,000 (28¢ a share) on \$16.3-million sales in the year-earlier period. Pres. George I. Long Jr. attributes the loss to "substantially lower sales than had been forecast, higher costs of placing certain new products into production during this period," and inventory write-offs.

Reports & comments available: Ampex, discussion, Purcell & Co., 50 Broadway, N.Y. 4 • International Resistance, study, J. A. Hogle & Co., 40 Wall St., N.Y. 5 • Indiana General, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • CBS, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • Thompson Ramo Wooldridge, report, Dean Witter & Co., 14 Wall St., N.Y. 5 • Walt Disney Productions, memo, Hardy & Co., 30 Broad St., N.Y. 4 • Electronic Tube Corp., prospectus, Harrison & Co., 67 Wall St., N.Y. 5 • MGM, profile in Feb. 1 *Financial World* • Howard W. Sams, analysis, First California Company, 300 Montgomery St., San Francisco 4.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
General Electric Ltd. . .	—	3%	Apr. 17	Feb. 27
GT&E . . . . .	Q	.19	Mar. 31	Feb. 21
General Tire & Rubber	Q	\$0.25	Feb. 28	Feb. 13
Internat'l Resistance ..	Q	.07½	Mar. 1	Feb. 15
Lear Inc. . . . .	Q	.10	Mar. 1	Feb. 10
P. R. Mallory . . . . .	Q	.35	Mar. 10	Feb. 15
Maxson Electronics . . .	—	.05	Mar. 1	Feb. 14
Siegler . . . . .	Q	.10	Mar. 1	Feb. 15
Speer Carbon . . . . .	Q	.17½	Mar. 15	Mar. 1
Zenith . . . . .	Q	.40	Mar. 31	Feb. 10

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 2, 1961  
Electronics TV-Radio-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	22	23½	Maxson Electronics	10	11
Aerovox	8¼	9½	Meredith Pub.	41¾	44¾
Allied Radio	21	22¾	Metropolitan Bestg.	22	23¾
Astron Corp.	1¾	2¼	Milgo Electronics	23	25¼
Baird Atomic	24¾	26¾	Narda Microwave	5½	6¾
Centron Electronic	5¾	6	Nuclear of Chicago	39½	42½
Control Data Corp.	80¾	84¾	Official Films	2½	2¾
Cook Elec.	12¾	13¾	Pacific Automation	4½	5¼
Craig Systems	13¼	14¾	Pacific Mercury	6	6¾
Dictaphone	34	36¾	Philips Lamp	150½	156½
Digitronics	23	25½	Pyramid Electric	3	3-7/16
Eastern Ind.	14¼	15¾	Radiation Inc.	26½	28¾
Eitel-McCullough	17¾	19¼	Howard W. Sams	43½	47
Elco Corp.	16	17½	Sanders Associates	39½	43
Electro Instruments	25	27¾	Silicon Transistor	5¼	6¾
Electro Voice	9¾	10¾	Soroban Engineering	45½	49
Electronic Associates	32¾	35¾	Soundscriber	14¼	15¾
Erie Resistor	13½	14¾	Speer Carbon	18¼	197½
Executone	22¼	24¼	Sprague Electric	58¾	62
Farrington Mfg.	25½	27½	Sterling TV	7½	9
Foto-Video	3¼	3-11/16	Taft Bestg.	12¾	14¼
General Devices	9¾	10¾	Taylor Instrument	42	45½
G-L Electronics	8¼	9¼	Technology Inst.	6	7¾
Gross Telecasting	21¼	23¼	Telechrome	10¾	11¾
Hallcrafters	35½	37¾	Telecomputing	8	8¾
Hewlett-Packard	28¾	30¼	Telemeter	10¼	11¼
High Voltage Eng.	200	214	Time Inc.	93	98
Infrared Industries	15¾	17¾	Tracerlab	9½	10¾
Interstate Engineering	18¼	19¾	United Artists	6¾	7¾
Itek	50	54¼	United Control	15½	17¾
Jerrold	7	7¾	Universal Trans.	¾	1-3/16
Lab for Electronics	48	51¾	Vitro	13	14
Lel Inc.	5½	5¾	Vocaline	2¾	2¾
Magna Theater	2¾	3-1/16	Wells-Gardner	23½	25¼
Magnetics Inc.	9	10	Wometco Ent.	13	14¾

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

## SUMMARY-INDEX OF WEEK'S NEWS

### Stations

**COLLINS RESETS NAB COURSE** in his first speech as President to Board at Palm Springs sessions. Clair McCollough named chmn.; Code operations expanded again (pp. 1, 5 & 11).

### FCC

**MINOW'S HONEYMOON ON THE HILL:** Senate hearing produces strong agreement between new FCC chairman and Commerce Committee members who endorse him unanimously (pp. 2 & 7).

**FORD STRIKES BACK** at Landis Report for "derogatory generalizations" about FCC (p. 7).

### Networks

**ADMEN'S REACTIONS TO NEW CBS PLAN** for rotating daytime minutes, 10 a.m.-noon, are generally favorable, although reps hate it passionately (pp. 3 & 9).

**CBS CUTS PRE-EMPTIONS** for the 1961-62 season, returning to policy of 2-pre-emptions for specials on 60 days notice (p. 10).

**\$520,000 IN TV TIME** has been given by the networks for the 3 Presidential press conferences held this far (p. 4).

### Advertising

**TRUST-BUSTER NAMED FTC CHIEF.** Paul Rand Dixon moves from Kefauver Subcommittee to replace Earl W. Kintner (p. 3).

### Congress

**HARRIS COMMITTEE IS SET** in House, with the Democratic-GOP ratio changed from 21-12 to 20-13. Broadcasters will see 2 new Commerce faces: Republicans Sigal & Thomson (p. 14).

### Consumer Electronics

**DEC. RETAIL UPSURGE** brought 1960 TV sales to 5,945,045 sets, home radios to 2,378,853. Final EIA 1960 figures (p. 16).

**NO "RECESSION"** in consumer electronics, despite softness in market, set makers say. Most firms now in fighting trim, expect sales at 1960's level (p. 17).

**TV EXPORTS ROSE** sharply in October & November, although 1960 total was lower than 1959 (p. 18).

**EMPLOYMENT IS STABILIZING** in home-electronics industry, with signs here & there of recalls of furloughed workers and of beefing up sales & marketing staffs (p. 19).

**HOFFMAN ENDS TV MANUFACTURE,** may return when "market is stabilized." Will continue radio-phono output. Stromberg-Carlson may market TV combinations this year (p. 20).

### Film & Tape

**DESILU SPLITS WITH NTA.** Long-simmering dispute over re-run payments causes the break, and SAG charges residuals delinquent on NTA-Desilu series (p. 12).

**20TH-FOX PLANS TV EXPANSION.** Studio to build revolutionary, new multiple-level TV film stages, says Levathes (p. 12).

**WHAT IA PACT WILL COST TV FILM.** Below-the-line costs vary, but average hike is \$2,500 for half-hour (p. 13).

### Other Departments

**FOREIGN** (p. 8). **PROGRAMMING** (p. 15). **PERSONALS** (p. 15). **FINANCE** (p. 22). **TECHNOLOGY** (p. 24). **AUXILIARY SERVICES** (p. 24). **EDUCATIONAL TELEVISION** (p. 24).

**COLLINS RESETS NAB COURSE:** In his first full-dress speech to NAB's Board, new Pres. LeRoy Collins last week lamented the networks' pre-eminence as industry spokesmen, decried the influence of the rating systems, deplored fissures in broadcasting's public front—and proposed to reorganize NAB's structure to make it more effective.

A standing ovation was given Collins by Board members at conclusion of wide-swinging—and frequently biting—address winding up 5-day business sessions in Palm Springs, Cal. (see p. 5 & 11). He said he would be ready in June to give the Board detailed plans to raise NAB's stature, strengthen its govt. relations, co-ordinate the industry's public relations and improve broadcasting itself. Much depends on the last point, he added: "We can wear ourselves out in Washington & talk ourselves hoarse trying to impress the public. But if we do not make some substantial progress in the improvement of our product, we will be whipped before we start."

NAB's "voice should be stronger than the voice of any part of it," Collins told Board. Instead, he said, networks speak louder: "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are. I do not quarrel with the networks about this. Prestige is something that must be earned & deserved, and it is simply up to NAB to build by its own merits its position to this status of acceptance."

Collins said he's been "shocked" to discover extent of rating systems' grip on broadcasting: "In effect, their reporting is determining in large measure not only what the American broadcasting diet will be,

but also at what time the meals will be served." He pointed out NAB has no "checkrein or oversee status over what the raters do, or how they do it." Result: broadcasting allows "an outsider to become master of its own house, and does not even check his health card."

Collins called for "fresh look" at industry's public relations. Complaining that "multitude of voices"—NAB, TIO, networks, individual stations—now talk for broadcasting, he said: "We should seek a formalized method for coordinating NAB & non-NAB public relations activities as they affect the profession as a whole."

Three alternatives were offered Board by Collins: (1) "We can make of NAB a first-class, typical trade association." (2) "We can concentrate more on defensive operations in Washington, dodging & ducking the efforts of those who seek, with good intentions or bad, to take over our responsibilities and tell us how we must run our businesses." (3) "We can become the captain of our own industry, the prime-mover, the principal innovator."

**MINOW'S HONEYMOON ON THE HILL:** Newton Minow had no trouble at all with the Senate Commerce Committee. He saw eye-to-eye with members on just about everything, and they voted immediately & unanimously to recommend confirmation after his hearing last week. He expects to take over as FCC Chairman about March 1 for 2 terms—one ending July 1, the other for the full additional 7-year stint. "I plan to serve as long as President Kennedy wants me," he said. He paid tribute to Chmn. Ford, whom he'll succeed, for smooth transition.

On virtually every subject, Minow agreed with his questioners or showed satisfactory concern with problems mentioned. This is par for the course. New appointees just don't antagonize committees.

Minow showed occasional glint of something else, however—a substantial mind of his own. Good illustration: Sen. Yarborough (D-Tex.) noted that FCC had granted Ch. 10 Albany, N.Y. to WTEN, partially because stockholders included congressmen and station was credited by FCC with their presumed knowledge of public's needs. Minow said he didn't know the case but that the congressmen angle "shouldn't have a thing to do with it." That's one he could have sidestepped easily.

Minow was also treated to a quick & harsh lesson in Washington jungle warfare—and it was well that he was exposed to it early rather than late. After his hearing, he left the witness table to talk to Senators—leaving his briefing notes. A UPI reporter picked them up and excerpts were published in Washington News Feb. 9, Post Feb. 10.

As Minow explained later, the notes comprised a series of suggested answers, given him by various people, to potential questions. They included methods of hedging, if necessary. There also was a suggestion on how to shuffle Commission staff members. It included unflattering comments about a veteran employe. Washington News printed his name, Post had the grace to omit it.

Minow later told UPI that the notes "positively do not represent my own considered opinions." He called the affected employe and assured him directly, as did Chmn. Ford.

Hearing touched on just about every major subject—and Minow satisfied the Committee with responses on all, including:

Programming: "FCC has a role in elevating programming, and I intend to do something about it . . . The FCC must never engage in censorship, but if a licensee is not operating responsibly and in the public interest, it's FCC's job to find someone who will . . . A poor Western is none of our business, but if they put on nothing else for 3 years, FCC should be concerned." He agreed that fiction should be labeled fiction.

ETV: Hopes that FCC can liberalize rules so that stations "can get some income." Intends to retain channel reservations. Commercial stations can do much more in educational field.

Allocations: "High priority . . . We've got to find a way to use all channels to produce a truly nation-wide, competitive system."

Program ratings: "A proper area of concern for FCC. Ratings differ, so they all can't be right. I feel that they underestimate the tastes of the American people." Magnuson said that the Committee's files on ratings will be given to FCC after FTC is through with them—which he hoped would be soon.

CATV & boosters: "A delicate problem. The object is to protect local service while giving a variety of services."

Space & satellites: A uniform telecommunications policy is "much needed . . . one of the chief areas of concern." Will do "whatever I can" to have FCC assume leadership in this field for the government.

AT&T telephone rates: "Will devote much time" to studying whether they're too high.

Local vs. network programming: "My approach is to give local stations as much freedom of choice as possible."

There was so much talk of "crime & violence" that the topic may well emerge as the major TV theme of this session of Congress, (for details of discussion, see p. 7).

Strikingly conspicuous by its absence was any discussion of the Landis Report. When the report was issued, there was a big to-do about White House putting a large oar into regulatory agency operations. But Landis in his recent speeches (Vol. 17:6 p4) has shown that this notion has cooled considerably. And President Kennedy virtually deep-froze it last week when he said: "The Congress bears special responsibility in this area for these agencies, and, therefore, I think it is probably not likely that major responsibility in this area would be released to the White House, and I am not completely sure it is wise." He said he had talked about it with Rep. Harris (D-Ark.)—and, though he didn't mention it, he has also gone into the subject with Sen. Magnuson (D-Wash.). They're chairmen of the Committees most affected—Interstate & Foreign Commerce.

Minow is now lining up assistants but won't confirm anything until Senate finally approves him. It's understood that Henry Geller, former FCC attorney now in Justice Dept. Anti-Trust div., will become his administrative asst., and that Tedson (Ted) Meyers, ABC N.Y. attorney & campaigner for Stevenson, is slotted for a key job—probably Minow's legal asst. There's no evidence that Minow has cleared preferences for new general counsel and Broadcast Bureau chief—and it's assumed he'll maintain status quo for chiefs of Common Carrier and Safety & Special Radio Services Bureaus.

**CBS-TV's OWN DAYTIME DRAMA:** CBS-TV will go ahead with "rotating minutes" plan, due to start Feb. 13 in Mon.-Fri. 10 a.m.-noon periods, despite complaints from station reps & grumbling from several important CBS affiliates. Network's attitude is that it is tired of losing some \$5 million annually on unsold morning programming, and that CBS must become as competitive as NBC & ABC for daytime dollars.

This doesn't mean that CBS is wedded forever to the low-priced, rotational plan as presently drafted (Vol. 17:3 p7). The network told us last week that it hopes eventually to "upgrade" its morning block with new programming paid for by new revenue, and may eventually return to quarter-hour-block selling or at least a rate boost.

Reps are complaining bitterly in the meantime, and say that the entire plan is nothing more than a network attempt to siphon off the creamiest national spot revenue (in which affiliates obviously have a stake) into network coffers. "An encroachment on the station profit margin," is how James F. O'Grady Jr., exec. vp of rep Adam Young, described the CBS plan to us. No such thing, says CBS, which believes "most" affiliates will go along with the plan after it's been in operation for at least 60 days.

How do buyers feel about the CBS plan? We queried several, found that most like it, some with reservations. (For details, see p. 9.)

**TRUST-BUSTER NAMED FTC CHIEF:** President Kennedy's search for a Democratic replacement for Republican Earl W. Kintner as crusading FTC chairman ended last week with selection of Senate investigator Paul Rand Dixon, 47, whose demonstrated zeal as champion of consumer matches Kintner's.

American industry may expect intensified FTC drives against price-fixing & monopolistic practices under Dixon, who was a trial attorney at FTC (1938-57) before going on the Hill to head up the staff of Senate Judiciary Anti-Trust & Monopoly Subcommittee. Dixon & Subcommittee Chmn. Kefauver (D-Tenn.) made headlines with slashing probes of price policies in the drug, steel, automobile and milk industries.

Also tapped for FTC appointments by President Kennedy were 2 other govt. veterans of anti-monopoly campaigns. They are political independent Philip Elman, 42, who has worked as asst. in Solicitor General's office since 1946, and Democrat Everette MacIntyre, 60, gen. counsel of House Small Business Committee since 1955 and an FTC staffer for 25 years before that.

Dixon will take over Kintner's desk as soon as he wins confirmation by Senate for 7-year term.

Kintner then will go into private law practice in Washington. Elman will replace lame-duck Republican Edward K. Mills, whose recess appointment ends Sept. 23, 1963. MacIntyre will fill the first available FTC Democratic vacancy. That will probably come when Comr. Robert Secrest's term runs out next Sept. 25. Dixon & MacIntyre had figured in the speculation about FTC jobs (Vol. 17:3 p17). Elman was a dark-horse choice.

Lone Republican FTC member when change-over dust settles will be Sigurd Anderson. With hold-over Democrat William C. Kern carrying on, political lineup of 3 Democrats, one independent and one Republican will satisfy the legal requirement that not more than 3 on the 5-man FTC may belong to one party.

Broadcasters & advertisers may look for no let-up in the Kintner-spurred FTC enforcement programs against deceptions & frauds on the air. At same time, there is nothing in reported records of Dixon, Elman or MacIntyre to support any industry suspicions that they may turn out to be anti-broadcasting zealots. On the Hill and in earlier work at FTC, Dixon & MacIntyre have concentrated on monopoly cases, and Elman's Justice Dept. work has covered the same field.

In goodbye-&good-luck statement, Kintner said he will leave office with one big hope: That successors Dixon & Co. will operate on the principle that the surest health insurance for free enterprise is more industry self-regulation & less govt. control. Kintner also confirmed reports that the Kennedy administration asked him to step down as FTC chmn. and continue as a member, but that he turned down the offer.

"If the advertising industry does not restrain itself, the public will demand increased govt. restraints," Kintner told the Detroit meeting of American Assn. of Advertising Agencies Feb. 8. "If the advertising industry wishes to demonstrate that increased govt. control over its activities is unnecessary, then it must provide an immediate demonstration of effective self-regulation."

**COMPLIMENTS OF TELEVISION:** \$520,000 "gift" to the public has been made by the networks—in terms of free time accorded so far for the 3 Presidential TV press conferences.

ABC estimates the value of its time at \$90,000, CBS at approximately \$205,000, NBC at \$225,000 (all gross, one-time charges). Prime-time revenue loss will of course be considerably greater if evening press conferences become numerous. But the Feb. 8 arrangement, under which networks taped the 10-10:35 a.m. conference for telecast in "convenient" time-slots (CBS 11:30-noon, NBC 1-1:35 p.m., ABC 5-5:30 p.m.), may be the answer both for networks & public.

On a related financial front, although network expenditures for last fall's Great Debates totaled \$5.5 million (\$1.5 million for ABC, \$2 million apiece for CBS & NBC), worried network stockholders have this consolation: Busy schedules or other considerations kept the 2 candidates from accepting offers of an additional \$2.45-million worth of TV & radio time (\$1 million by NBC, \$750,000 by ABC, \$700,000 by CBS).

Last week we learned that White House rules for President Kennedy's news conferences, which have been televised live & on tape to try out varying formats (Vol. 17:6 p11), may be changed again. Press Secy. Pierre Salinger said the President may return to the Eisenhower administration practice of permitting conferences to be filmed & recorded for delayed broadcasts only—or he may decide to allow live cameras & microphones at all of them. In any event, Salinger said, procedure for the President's 3rd conference Feb. 8, when networks used tape, raised an unexpected problem. Print-media reporters were permitted for the first time to dispatch stories to their offices while the conference was in progress, but a strict embargo was placed on any release of news—by broadcasters or others—until the conference ended. UPI's Washington Capital News Service ticker started carrying the news 10 minutes ahead of time, however. UPI said local transmission was "inadvertent," but Salinger cited the slip in reporting that Feb. 8 format may be abandoned.

## Stations

Daytime tower-lighting demonstration will be conducted for FCC & FAA representatives Feb. 20-21 by WMTV (Ch. 33) Madison, Wis. The station has 6 white rotating lights which give an effective candlepower of 200,000. The Wis. State Aviation Commission had opposed WMTV's proposed increase from 500 to 1,200 ft., and the station leveled off at 1,000 ft. but installed the lights to demonstrate how to diminish hazards. Also on hand will be Orrin Towner, engineering chief of WHAS-TV Louisville & pioneer in daytime lighting.

Back on the air: WWTV (Ch. 13) Cadillac, Mich. resumed with network and filmed programming Feb. 7, two weeks after fire destroyed its transmitter & studio (Vol. 17:5 p14). Its 1,282-ft. tower wasn't damaged, and FCC has authorized use of a lower-power RCA transmitter than before. It is installed in the building that was to have been an addition to the one destroyed by fire. Workmen began completion of this structure while firemen were still getting the fire under control. New temporary frame buildings house the studio-control room and engineering office & workroom. The production office is in a trailer. Live programming awaits cameras & control equipment.

**More about**

**McCOLLOUGH NAMED NAB CHMN.:** NAB's chief policy-maker in the interregnum between Fellows & Collins administrations—Clair R. McCollough of Steinman stations—last week was elected chairman by the 43-member TV & Radio Board.

Voting unanimously for McCollough to work with new Pres. LeRoy Collins as NAB's presiding officer for a term ending in June, 1962, the Board acted in Palm Springs, Cal. after hearing Collins lash out at faults he said he'd found within the industry (see p. 1). The late Pres. Harold E. Fellows, who died in March 1960, had been pres. & chmn.

In a further move to provide rank-&-file NAB guidance for Collins's Washington hq administration, the Board picked a 3-man advisory committee headed by McCollough. Other members are Thomas Bostic (Cascade Bcstg. Co.) & W. D. (Dub) Rogers (KDUB-TV & KDUB Lubbock, Tex.). In effect, they replace NAB's 3-man Policy Committee—also headed by McCollough—which guided NAB after the death of Fellows. The Board gave the policy committee a rousing vote of thanks for its service.

Another longtime NAB leader—ex-Pres. Justin Miller, who preceded Fellows in office—also was singled out for recognition by the Board. It named Miller the winner of NAB's distinguished service award for 1961. Now living in Pacific Palisades, Cal., Miller was president from Oct. 1945 until June 1951, then served as chmn. & gen. counsel until April 1954.

Miller will receive the award—citing him for “a significant & lasting contribution to the American system of broadcasting”—at the NAB's May 7-10 Washington convention.

NAB board members also:

Applauded reports that NAB membership (363 TV stations & 3 networks, 2,261 radio stations & 4 networks) had reached another all-time high.

Heard CATV Committee Chmn. Eugene S. Thomas (KETV Omaha) sound a staff “alert” for “signs of growth” of CATV. He said more NAB research on CATV operations is needed to determine their “unfavorable impact on licensed TV stations.”

Got Washington lowdowns on Congressional & regulatory-agency developments from NAB govt. affairs vp Vincent T. Wasilewski & chief counsel Douglas A. Anello.

Resolved that the govt. should reappraise requirements for its Conelrad warning system in view of weapons development.

Planned a reception for govt. leaders in Washington May 8 in conjunction with the 39th annual NAB convention May 7-10 in the Sheraton Park Hotel, revised the convention format to include all-day joint TV-radio sessions May 8, and designated May 7 “FM day.”

Approved proposals for increased TV Code monitoring, and further tightened the Radio Code (see p. 11).

Heard TIO Dir. Louis Hausman report that TV stations in 21 cities are now circulating joint bulletins listing cultural, educational and public-service programs.

NAB's 3rd annual seminar for TV & radio station executives will be held July 9-21 at the Harvard Graduate School of Business Administration. Participants will be charged \$575 for the 2-week course, for which applications will be accepted by NAB broadcast personnel & economics mgr. James Hulbert until March 31. Harvard's Dr. J. Sterling Livingston will be academic dir. of the seminar.

**NEW & UPCOMING STATIONS:** CFTM-TV (Ch. 10) Montreal, Que. began programming as an independent French-language outlet Feb. 13-18 with movies & news shows. It will hold official opening ceremonies Feb. 19. It's this year's 2nd independent outlet in the city where CBC has operated French- & English-language TV stations since the early 1950's. The other Montreal starter this year is English-language CFCF-TV (Ch. 12), which began Jan. 20 (Vol. 17:4 p. 6). CFTM-TV raises the Canadian operating total to 82 outlets.

CFTM-TV has an 18-kw Marconi transmitter and is using a temporary 125-ft. tower, pending the 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 the ground. Owner is Tele-Metropole Corp., with principals being J. A. DeSeve, pres.; Andre Ouimet, exec. vp; Paul L'Anglais, vp & commercial dir. Roland Giguere is station mgr., with Jean-Paul Landoueur, dir. of programs, and Maurice Doucet, dir. of technical operations. Base hourly rate is \$1,000. Reps are Forjoe, Paul L'Anglais (Montreal & Toronto) and Stovin-Byles (Winnipeg-Vancouver).

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

KVLF-TV (Ch. 12) Alpine, Tex. hasn't ordered a transmitter or set a target as yet. Grantee Big Bend Bestrs. Inc., owner of radio KVLF, needs “to do a lot of planning . . . because this will be the smallest town in America to have a vhf station,” writes Pres. Gene Hendryx. Plans are to house TV in the same plant as radio KVLF. No rep yet.

CHCC-TV (Ch. 10) Coronation, Alta.—call letters pending approval—plans March 15 start as satellite of parent CHCA-TV (Ch. 6) Red Deer, Alta., according to Pres. G. A. Bartley. It has ordered a Canadian GE transmitter, and tower footings have been installed for a 200-ft. Wind Turbine tower.

CHAT-TV-1 (Ch. 4) Pivot, Alta. is expected to be on the air the 3rd week in March as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, Alta., reports Sid Gaffney, chief engineer. Construction has begun and the station will use a GE transmitter and a 500-ft. Wind Turbine tower. The outlet will be included as bonus to CHAT-TV.

Chicoutimi Ch. 2 & Roberval Ch. 8, satellites licensed in Que. to CKRS-TV (Ch. 12) Jonquiere, P. Q., won't be on the air until next July according to Tom Burham, gen. mgr. of CKRS-TV. Construction is scheduled to start late in January. They will be automatic unattended repeaters of CKRS-TV and sold as bonus to that station, which has a \$300 hourly rate.

Riviere-du-Loup, P. Q. Ch. 7, licensed to Radio CJFB Ltee., doesn't expect to start programming until September 1961, writes Luc Simard, pres., who points out that first the station must build a road to the transmitter site. It hasn't ordered a transmitter as yet, but will use a 170-ft. tower with a 60-ft. 3-bay Alford antenna.

Sale of WROC-TV (Ch. 5) Rochester to Ch. 10 shareholders WHEC-TV & WVET-TV has been agreed upon (Vol. 17:5 p14). WVET-TV will pay Transcontinent TV Corp. \$6.5 million for WROC-TV, and WHEC-TV will give WVET-TV \$3,817,500 for its half of Ch. 10—WVET-TV winding up full time on Ch. 5, WHEC-TV full time on Ch. 10. WROC-FM isn't involved in the sale.

**Canada's TV-Radio Code:** Canadian TV-radio code went into effect Feb. 6 upon acceptance by 75% of CAB's station membership—35 of 48 privately-owned TV-station members and 122 of 168 private radio-station members.

Among the code's principal provisions: (1) "Full, fair & proper presentation of news, opinion, comment & editorials is the prime & fundamental responsibility of the broadcast publishers." The term "publishers" is applied to station owners & managers as "an integral part of the press of Canada." (2) Honesty & fairness in business & advertising are required, and stations are pledged to "guard against advertising appeals which might be in poor taste or which might encourage activities of a dangerous social nature." (3) Programs "shall be based upon sound social concepts and presented with superior craftsmanship [and] reflect respect for parents, adult authority, law & order, and honorable behavior."

Responsibility for enforcement rests with a 5-man committee: Gordon Love, CFCN-TV & CFCN Calgary; Gerry Gaetz, Selkirk Holdings Ltd., Edmonton; W. T. Cruikshank, CKNX-TV & CKNX, Wingham, Ont.; Henri Lepage, CHRC Quebec; D. Malcolm Neil, CFNB Fredericton, N.B.

Stations can be deprived of use of the code symbol if violations are found to have been committed.

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Nine applications for Canadian satellites will be considered by the Board of Broadcast Governors at its Feb. 22 meeting in Ottawa. They are: Ch. 5 Salmon Arm, B.C. by CHBC-TV Kelowna, B.C.; Ch. 3 Stranraer, Sask. by CFQC-TV Saskatoon, Sask.; Ch. 3 Kindersley, Sask., Ch. 2 East-end, Sask., and Ch. 2 Val Marie, Sask. by CJFB-TV Swift Current, Sask.; Ch. 7 Carlyle Lake, Sask. by CKOS-TV Yorkton, Sask.; Ch. 13 Edmundston, N.B. by CJBR-TV Rimouski, Que.; Ch. 7 Harrison Brook, Que. by CKCW-TV Moncton, N.B., to pick up its other satellite CKAM-TV Campbellton, N.B.; Ch. 6 Bon Accord, N.B. by CHSJ-TV, Saint John, N.B. Also on the agenda are a change in the tower height of CKBL-TV Matane, Que. from 629 ft. to 2,336 ft. above average terrain, and move of satellite CFCL-TV-2 from Elk Lake, Ont. to Kearns, Ont., along with a slight drop in power.

Broadcast engineering conference sessions in conjunction with NAB's annual convention in Washington May 7-10 will have these presiding officers & coordinators: May 8—a.m. session, A. Prose Walker (NAB), Warren L. Braun (WSVA-TV Harrisonburg, Va.); luncheon, Frank Marx (ABC); p.m. session, George W. Bartlett (NAB), Benjamin E. Windle (radio WCLT Newark, O.). May 9—a.m. TV session, J. D. Bloom (WWL-TV New Orleans), Jack Petrik (KETV Omaha); a.m. radio session, Leslie S. Learned (MBS), Clure Owen (ABC); luncheon, James D. Parker (CBS). May 10—luncheon, Virgil Duncan (WRAL-TV Raleigh-Durham); p.m. session, Andrew L. Hammer-schmidt (NBC), William S. Duttera (NBC).

Bestrs.' Promotion Assn. will publish this spring a compilation of promotion ideas entitled *The Best of BPA*. Bruce Wallace of WTMJ-TV & WTMJ Milwaukee is editing the work which will include sections on audience promotion, sales promotion and merchandising.

KOTV Tulsa raised more than \$75,000 for the March of Dimes with an 18-hour telethon that featured such TV & Hollywood personalities as Raymond (*Perry Mason*) Burr, Bob Crosby, Red Foley, Kirby (*Sky King*) Grant.

\$100,000 KPIX San Francisco campaign is being used to drum up audience interest & new spot business for the station, one of the 5 TV outlets owned by Westinghouse Bestg. Co. The promotion drive is part of a \$500,000 revamp of the station's local shows in the Mon.-Fri., 4-7:30 p.m. and Sat.-afternoon lineup which KPIX has labeled "Operation: Entertainment 5." The station has so far scheduled newspaper and *TV Guide* ads in the San Francisco area, outdoor advertising, spot radio, posters on municipal buses, bread labels, hamburger wrappers, milk-bottle collars, handbills, and truck signs. To introduce the revised local schedule, KPIX gen. mgr. Louis Simon invited timebuyers from all San Francisco agencies to a luncheon at the station's studios, currently undergoing an expansion program. Chief elements in the program shuffle: An afternoon dance-party show, an across-the-board slot in early evening (6-6:30 p.m.) for cartoon shows like *Deputy Dawg*, increased local news coverage by KPIX teams, more new syndicated telefilm shows such as *Assignment: Underwater* and *The Blue Angels*.

NAB's engineering achievement award this year will go to Raymond F. Guy, who retired last October as NBC's senior staff engineer after nearly 40 years' service with the network & its parent RCA. Guy, picked by a subcommittee of NAB's broadcast engineering conference committee, will receive the 3rd annual award May 10 at the conference in Washington. He entered broadcasting in 1921 as an engineer-announcer at old radio WJZ N.Y. Subsequently he was an active participant in RCA's research & development in international broadcasting, TV and FM. Guy for many years was NBC's radio & allocations engineering dir. and served on scores of industry & govt. committees. Since his retirement he has been an engineering consultant in Haworth, N.J., and now is on a technical mission in Saigon.

Stauffer Publications Inc., owner of WIBW-TV & WIBW Topeka, Kan., has sold its interest in Home Farm Publications Inc. to the firm's other owner Harman-Slocum Publishing Co. Inc. of Cleveland. It acquired the stock when it bought all Capper properties, including the Topeka TV & radio stations, in 1956. This transaction cuts Stauffer's interest in semi-monthly farm papers from 8 to 2 as it continues to publish papers in Kansas & Missouri that are not part of Home State Farm Publications.

KYW-TV & KYW Cleveland have agreed with NABET on a new 5-year contract covering 58 technicians at the 2 stations. The pact, effective to Jan. 31, 1966, replaces the 3-year agreement which expired last month. Among the major changes: Starting weekly wage is increased to \$104.10 from \$99 and will rise to \$124.50 in the 5th year. The previous weekly high of \$162.50 will now increase to \$188 over the 5-year period. Agreement on the new contract was announced jointly by Westinghouse Bestg. area vp F. A. Tooke & NABET Local 42 Pres. Dominic Lolli.

Financing TV & radio stations will be the exclusive business of new Communications Capital Corp. (Time-Life Bldg., N.Y. 20; Circle 5-2870). Its officers, most of them with long experience in various branches of the broadcast field: Lazar Emanuel, pres.; George G. Weiss, vp-gen. mgr.; Lewis R. Cowan, N.Y. attorney, vp-gen. counsel; Blair Walliser, former MBS exec. vp, secy.-treas. The new firm announced it will make secured long-term loans and will purchase installment notes resulting from the sales of TV & radio stations.

WAFB-TV (Ch. 9) Baton Rouge boosted to 316-kw Feb. 4. It had been operating with 275 kw since Aug. 9 when it shifted to Ch. 9 from Ch. 28.



## The FCC

### More about

**FCC, SENATE & PROGRAMS:** The difficulties besetting FCC, Congress or any other governmental agency which seeks to influence TV-radio programming were well displayed last week during Newton Minow's hearing on his nomination to FCC (see p. 2). As the questions & discussions developed, members of Senate Commerce Committee began to show how they split.

Senator Pastore (D-R.I.) started out by asserting that "we can't legislate in programs," but that FCC needs to provide "leadership." He then told how he had watched a succession of horsewhippings, shootings, etc., and that "the public deserves something better than this." He complained, too, indirectly, about the prevalence of Italian gangsters on *The Untouchables*.

Sen. Yarborough (D-Tex.) told how foreign visitors are amazed at our good news programs—because all they see from the U.S. is "shoot-'em-ups."

Chmn. Magnuson (D-Wash.), reporting about a discussion of *The Untouchables* with Federal Prison Dir. James Bennett & Minow, asserted that "fiction should be labeled fiction," and "FCC has that authority." Minow said he'd "try to do something about that."

Pastore said that there can be no censorship but that FCC "can admonish networks & stations." If the Commission had done so earlier, he said, "there wouldn't have been quiz & payola scandals."

Sen. Cotton (R-N.H.) asked whether FCC can revoke the license of a station that puts on a program that is "revolting & offensive to everyone." Replied Minow: "Legally yes, but not as common sense. There are lesser methods than revocation." Cotton pushed further: What if the station broadcasts several such programs? Minow said that FCC's power to revoke has been confirmed by the courts—"there are precedents."

Magnuson stressed industry self-policing, stating that there is a good Code which "has made good progress in the last couple of years."

Then came Sen. McGee (D-Wyo.), who believes very much in a tough FCC (congratulating Minow on his "tough backbone"). More seriously than humorously, he urged that nobody monkey around with "cowboy folklore." Why, he said, tourists are the 2nd largest industry in the West, and everyone wears cowboy suits to attract them. But, asked Magnuson, "don't you think the programs should be accurate?" McGee retorted: "That would spoil it."

Sen. Bartlett (D-Alaska), sounding like a wise old sardough, then proceeded to give the synopsis of a Western he had watched, building up suspense slowly: Good guy & bad guy, both "one of the fastest guns in the West," draw in a saloon. Hero is killed. Heroine walks into sunset alone. Pause. "What I want to know, Mr. Minow, is that good or bad?" Quickly, he added that he doesn't want an answer now, will ask for it in a year.

Minow allowed as how that there was "a most unusual Western."

■

Ch. 13 Panama City, Fla. was finally awarded to Bay Video Inc. FCC announced that an initial decision favoring the grant became effective Feb. 6.

New TV CP's granted by FCC: Lamar, Colo. Ch. 12 and Gallup, N.M. Ch. 3 to Televents Inc. (Denver broker Bill Daniels & Associates).

**FORD HITS BACK:** Carefully refraining from mentioning the name of James M. Landis, FCC Chmn. Ford last week castigated President Kennedy's regulatory-agency advisor for making "derogatory generalizations" about the Commission.

In an obvious reference to caustic criticism of FCC in Landis's report to Kennedy on operations of the agencies (Vol. 17:1 p1), Ford said bitterly:

"There are those who would like to ignore the vigor & resolution with which the Commission has attacked the almost insurmountable problems which confronted it a year ago—and who with derogatory generalizations seek to have the accomplishments of the Congress & the Commission, working in close cooperation, brushed into oblivion."

In a lengthy speech to the Bcstg. & Film Commission of the National Council of Churches of Christ in N.Y. Feb. 8, Ford then ticked off a list of actions completed & policies adopted by FCC in 1960 (Vol. 17:1 p8). This one-year record alone should prove "the Commission's courage, resoluteness, firmness in its decisions & ability to cope with its problems," he said.

Ford also pointed out that most critics of FCC never look beyond its work in the broadcasting fields, which represents "only about one-third" of the Commission's scope. Citing FCC's responsibilities in wide areas, ranging from amateur radio operations to international telecommunications, he said:

"Accomplishments in these areas have been as important to our economy—if not more so—than in TV & radio, and they are carried on with little fanfare or public recognition."

All in all, Ford told the church group, he had no apologies to make as he prepared to step down from the chairmanship to make way for President Kennedy's appointee Newton N. Minow (see p. 2).

"I know of no commission or board in Washington during the past 25 years that in a period of one short year can equal the record of progress made by this small group of men in Washington known as the FCC," he said. "I am very proud to have been their chairman for the past year."

As for "important & complex" problems of govt. ethics outside & inside agencies, Ford deplored the lack of any central organization which could provide "leadership and issue authoritative opinions." He suggested a Commission on Ethics in Govt. under the White House.

The Commission's first job, Ford said, "would be to organize a comprehensive program to clarify & define the standards of ethics expected of federal officials."

Relating that during his long govt. service he had "seen the mistakes in judgment of too many competent & honest men bring heartache & misery to themselves & their families," Ford asked: "Can we longer afford to bring competent men to Washington ignorant of the ethical pitfalls that abound here?"

Supplied with standards spelled out by the top-side Commission, federal employes would provide "far fewer instances of clouded reputations or public disgrace occasioned not by bad faith or violation of law, but by a lapse of judgment or an insufficient knowledge of the unwritten standards of govt. conduct," Ford argued.

■

Shift of WNOK-TV Columbia, S.C. from Ch. 67 to Ch. 19 has been authorized by FCC. Final allocations rule-making deleted Ch. 31 from Lancaster, S.C. and substituted Ch. 67, added Ch. 31 to Columbia for educational use and made educational Ch. 19 available for commercial use.

**Anti-Trust Convictions and FCC Licenses:** Sentences imposed last week upon companies in the electrical equipment anti-trust case may eventually involve properties of GE & Westinghouse, the 2 with TV-radio interests.

There's thinking at FCC that it's obligated to weigh the convictions to determine whether the 2 firms are so "tainted" that they're unfit to retain licenses. Particularly on spot at the moment is Westinghouse, which is seeking to buy radio KLAC Los Angeles and has renewals pending for WBZ-TV & WBZ Boston, latter on payola questions.

Commission may or may not start proceedings on its own, calling for hearings, but even if it doesn't, attorneys who practice before the FCC say there's strong possibility that private interests, with eager eye on prime facilities will attempt to wrest them away.

GE & Westinghouse would have defenses, of course. Arguments would include: (1) Violations weren't in broadcast field. (2) Very top management wasn't responsible. (3) Good broadcast records.

Reluctant Hollywood witnesses in FCC's TV film hearings have been "commanded" by chief hearing examiner James D. Cunningham to turn up at reconvened public sessions next month. Setting March 8 for the start of resumed hearings in the federal court house in Los Angeles, Cunningham called on Dick Fishell, Betty Langley, Dick Fishell & Associates, Mary Rothschild, MCA's Taft B. Schreiber and Promotions Unlimited to be on hand. Citing the Commission's order supporting him in his hassles with the witnesses (Vol. 17:5 p4), Cunningham instructed them "to produce all of the information & data required." The parties have stated they intend to appeal FCC's order. In Hollywood, an MCA spokesman, asked if Schreiber would appear & testify, replied, "We prefer not to discuss it at this time." Oliver B. Schwab, attorney for Fishell, Rothschild, and Langley, said: "We're not going to disregard a govt. order. We will appear at the hearing. We're analyzing the FCC order. We haven't determined our course as yet."

Cornhusker TV Corp. (John E. Fetzer) will operate KGIN-TV (Ch. 11) Grand Island, Neb. as a satellite of its KOLN-TV Lincoln. Electron Corp. transferred its CP for KGIN-TV to Fetzer in an FCC-approved agreement providing for payment of \$2,500 out-of-pocket expenses. The Commission extended the station's completion date to June 13. Comr. Bartley dissented from the CP assignment.

Allocations rule-making has been started by FCC on conflicting proposals by (1) KHOL-TV (Ch. 13) Kearney-Holdrege, Neb. to add Ch. 4 to Superior and Ch. 8 to Albion, and (2) Neb. Council for Educational TV to add Ch. 4, 3 and 8 respectively to Kearney, Basset and Albion for educational use and reserve commercial Ch. 13, Alliance, and Ch. 9, North Platte, for educational purposes. The Commission asked for comments by March 13.

Simultaneous vhf-uhf operation of Triangle's KFRE-TV Fresno until April 15 has been authorized by FCC to insure "orderly transition" in the all-uhf deintermixture which shifted the station from Ch. 12 to Ch. 30 (Vol. 16:28 p6 *et seq.*). The Commission said the dual operation, scheduled to start Feb. 16, will not only provide continuity of service to the area, but will permit determination of precise locations of uhf boosters or translators to provide satisfactory service.

WTOC-TV (Ch. 11) Savannah received program test authorization, will boost power soon from 209 to 316 kw.

New international allocations agreement, signed in Geneva in 1959 but not yet ratified by the U.S., is the basis of a rule-making proceeding started by FCC last week. The Commission proposed a number of changes in between 108 & 40,000 mc, none affecting basic TV & radio allocations. The proposal is Docket No. 13928. Copies are available from the Commission. Comments due Feb. 28, replies March 10.

Lower uhf channels for Harrisburg, Pa. were authorized by FCC as it finalized rule-making. WHP-TV was granted a shift from Ch. 55 to Ch. 21; off-air WDTV from Ch. 71 to Ch. 33. WTPA remains on Ch. 27. The Commission also ordered CP-holder WTLF Baltimore to change from Ch. 18 to Ch. 24 and CP-holder WRAC-TV Williamsport to change from Ch. 36 to Ch. 26.

Uhf WKAK-TV (Ch. 36) Williamsport, Pa. has been granted more time to build, FCC acting favorably on a petition for reconsideration filed by grantee WGAL-TV Lancaster. A similar petition by WLAN-TV (Ch. 21) Lancaster was denied because of "untimely filing."

## Foreign

Getting ready for world TV, Japan's Postal Service Ministry hopes to join in any space-satellite TV program which gets started between now and 1964, the year of the Tokyo Olympics. In April, the Ministry will form the Space Communication Cooperation Council to unify the research of 10 organizations. It already has started construction of a 100-ft. parabolic space-communication antenna, largest in Asia, in Togane.

NBC Pres. Robert E. Kintner leaves for Latin America this week (Feb. 17) to "explore the potential for expansion of NBC news coverage & international business operations." He will meet with William H. Phelps, Radio Caracas owner, Curt Lowe and Dr. Ildefonso Recalde, owners of Argentina's Cadete. Visits to the new TV stations in Mar del Plata, Argentina and Brasilia are also planned before Kintner's return to N.Y. March 5.

Model prison with TV rooms, cinema, swimming pool and other niceties for the best of the captive audience will be built at Muret, France. Unmellowed "toughs" who refuse to watch their ps & qs won't get to watch TV either. Minimum entrance requirement: A 10-year sentence.

### FACTBOOK NO. 32 CLOSES MARCH 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Networks

### More about

**CBS DAYTIME PLAN:** "Daytime TV," a network sales executive told us last week in a candid moment, "has become, at the network level, primarily a matter of cost efficiency. The moment your ratings put you in the top position, you'll get a rush of business—if your prices are reasonable. If you're on the losing end of the ratings race, you're in trouble because you'll almost certainly be the guy who's losing the business."

This, in essence, is what's been happening to CBS-TV's 10 a.m.-noon line-up lately. NBC-TV has pulled ahead in competitive ratings & has jumped higher than 30% in business. CBS's answer has been—for CBS—a fairly drastic action: The new "rotating minutes" plan which has aroused considerable industry controversy (see p. 3). As CBS sees it, the network had little choice but to take the step. "We were taking a beating," a CBS official told us privately last week. "We had to make ourselves competitive in the daytime market place."

Some segments of the industry are taking a wait-&-see attitude toward the CBS plan, because some things about it are not clear. It's not at all certain just how many stations will accept the plan in the first place. Several large station groups, notably Corinthian Bcstg. Co.'s outlets, all CBS affiliates, are playing it very cozy and still haven't notified the network whether they'll go along with the rotating participations.

Even those stations who intend to clear for the new CBS plan don't know exactly how much they'll be paid in station compensation. The way the plan now works out, CBS will receive a standard amount for each spot announcement and the "station compensation" portion will be divided up among the stations carrying the schedule. Actually, the longer the lineup, the less each individual station gets.

### Network Busily Selling Plan

CBS salesmen are meanwhile involved in a crash program of agency & client calls. Although they may not be able to talk firmly of station lineups, the price for the new package is so low (\$3,200 per 60-sec. announcement in the winter-spring season, dropping to a winter low of \$2,500 with discounts) that business is already coming in. Signed (or expected to sign shortly) are Lever Bros., S. C. Johnson, Bon-Ami, and Mentholatum. Of 100 weekly commercial minutes in the 10 a.m.-noon block, CBS has so far sold a little over 40, hopes to sell more before the plan debuts Feb. 13.

The final decision on the CBS plan, actually, rests not with reps (who hate it) or the affiliates (who aren't sure about it) or the network (which feels it is the only course left); it rests with agency buyers, media planners, marketing strategists and others who reflect the client viewpoint. To sample such opinion, we contacted a number of leading N.Y. admen (several of whom asked for anonymity for various competitive reasons, or because of their relationships with the network or with clients). The comments below are typical:

Maxwell Ule, senior vp, Kenyon & Eckhardt: "The new CBS plan could be an interesting step in terms of increasing coverage of market, reducing variance of coverage within the market, and obtaining a more balanced frequency in the market. There will be little, if any, loss in the effectiveness of commercials on a rotating basis, as

the CBS morning shows have a fairly steady audience."

Media director of a medium-sized N.Y. agency handling several TV accounts, including an auto firm: "I'm all in favor of the plan, strictly as a media buy. We may even move some of our national spot money into it. However, the CBS plan is also causing me some headaches. We have one advertiser who buys a fairly heavy schedule of daytime i.d. spots on CBS stations. We've already been advised by the CBS o&o outlets that the i.d. schedule will have to be yanked because of the loss of middle station breaks and the shift of closing station breaks to 60 seconds plus an i.d., which creates new product-protection problems."

Ann T. Janowicz, media supervisor, Ogilvy, Benson & Mather: "CBS very definitely had to do something to meet the competition. They had 2 choices—either improve daytime program ratings or reduce the price to compete. So, they are not dealing from strength. Back in November, we did an extensive network daytime analysis for one of our clients, and found that both ABC and NBC represented a more efficient, flexible buy than CBS. The new CBS plan has altered that. We have now made a revision in our recommendation, and the CBS plan could affect this client. In general, it is my interest to get the best possible buy for clients, and I'm not concerned if the CBS plan is 'raiding the spot field' as reps claim."

Media director of one of the "big 3" soap-detergent-food firms: "I don't think the new CBS plan is a substitute for spot TV. It is a wise competitive move to stay in business. The stations would do well to listen to CBS. The plan could be of mutual benefit, and total revenue—network & spot—could be greater to stations than it is now. From the advertiser standpoint, I don't see a great loss in shifting from 15-min. segments to rotating 60-sec. announcements. Any program identification loss to the advertiser is not worth considering, compared with the price reduction being offered."

Jeff Fine, chief timebuyer, Wexton: "It's a realistic plan, an important aid to the small advertiser. Of course, at the moment we have no guarantee of how many stations will clear for it. Within our own shop, we have Golden Press (Golden Books) which has been advertising on a limited spot basis. Golden Press can now get full network identification for the same price, so the CBS plan will undoubtedly be considered."

Leslie L. Dunier, TV-radio vp, Mogul, Williams & Saylor: "I think the plan was inevitable. CBS is only competing with other networks. Although stations have reacted unkindly toward the plan, it will enable advertisers to spread out & reach an unduplicated audience. It will also enable small-budget advertisers, who have been restricted in the past, to enter the daytime TV field. We've had little participation business on CBS-TV in the past, but the new plan might make a real difference."

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Praise for magazine-format TV came recently from Foote, Cone & Belding Chmn. Fairfax Cone. By spreading advertiser messages around on a rotating basis between low- & high-rated shows, he said, networks could "experiment more & do more programming for minority tastes," since all advertisers would share the cost. "As it is now, the advertiser has to take all the risks," Cone added. "That's why we see so much copying of a successful format." Magazine-format TV also makes for firmer pricing of network program availabilities, in Cone's opinion, unlike the present situation in which hard-to-sell shows (informational, public-affairs and special events programs) have to be sold frequently at cut rates.

**CBS Cuts Back Pre-emptions:** Because CBS-TV's nighttime schedule "suffered substantially by reason of numerous interruptions" during the 1960-61 season, CBS's William H. Hylan, sales administrative vp, informed the network's "Class A" clients last week that the network was abandoning its experiment of planning "as many as 4" pre-emptions per program for nighttime specials & public-affairs shows, 2 of which were to be on a mandatory basis.

During the 1961-62 season, the relationship between CBS & "Class A" advertisers will be for 52 shows in 52 weeks "with the right to exercise 2 contractual omissions on 60 days notice." Public-affairs programs will be confined as much as possible to "a fixed, weekly nighttime hour for the remainder of the season."

Next fall, there'll be no heavy bumping of regular nighttime fare (with consequent disruption of regular rating patterns). Hylan said that special shows scheduled via pre-emptions will be "on a very limited basis" and "of a highly selective character."

CBS's problems in the 1960-61 season in this area apparently were, in part, due to a fairly heavy schedule of entertainment specials (although not as big as NBC's) which broke into the pattern of regular bread-&-butter fare. Adding to the problem was the unexpectedly heavy schedule of political shows (debates, pre-election shows, the election itself, etc.) which sometimes ousted such CBS audience blockbusters as *Gunsmoke* and *Have Gun, Will Travel*. In effect, CBS is thus returning to a programming theory whereby a special must be something pretty "special" indeed before it can lay claim to a valuable nighttime slot occupied by a well-rated show.

■

Growing network program control, with its parallel trend toward magazine-type participations in 60-min. nighttime shows, is typified by the ABC-MGM deal for *The Asphalt Jungle*, which replaces *The Islanders* on April 2 in the 9:30-10:30 p.m. slot. The show is a direct purchase by the network from MGM-TV, with ABC-TV in for a share of ultimate residuals and a slice of overseas revenue. In turn, the network has sold the show to a client list which, within the frame of the hour-long show, reads like a roster of full-program-sponsorship clients on a major network a few years ago. There will be no less than 11 sponsors when the show begins its run. The usual buy is a 1/6th-sponsorship, alternate-week arrangement. The lineup, with agencies: Gillette Co. (Maxon), Liggett & Myers (McCann-Erickson), Beecham Products (Kenyon & Eckhardt), Cluett, Peabody (Lennen & Newell), Union Carbide (William Esty), American Chicle (D-F-S), Carter Products (Ted Bates), Pepsi-Cola (BBDO), Simoniz (D-F-S), Polk Miller Products (Ayer), Speidel (McCann-Marschalk).

CBS-IBEW negotiations for a new contract replacing one that ran out Jan. 31 (Vol. 17:6 p11) continued last week in Washington, but were reported nowhere near an end. Union spokesmen were attempting to wrap up a job-security package before getting down to wage demands—as yet unspecified. Job-security issues centered on displacement of IBEW technicians by automation and on the network's shutdown of its N.Y. production sales unit (Vol. 17:4 p11). Also in issue: Definitions of IBEW's jurisdiction. "We've been unable to pin down anything yet," a union source told us.

Leonard H. Goldenson, AB-PT pres., will discuss international broadcasting's relation to world trade and the U.S. economy before the San Francisco Ad Club March 1. A reception at the World Trade Club will follow.

## NETWORK SALES ACTIVITY

### ABC-TV

**The Roaring Twenties**, Sat. 7:30-8:30 p.m.; **The Untouchables**, Thu. 9:30-10:30 p.m., part. eff. March & April respectively.  
*Corn Products* (Lennen & Newell)

### NBC-TV

**50 major league baseball games**, Sat. & Sun. aft., half-sponsorship on regional basis.  
*Anheuser-Busch* (Gardner)

**Laramie**, Tue. 7:30-8:30 p.m., part. eff. April 18.  
*Quaker Oats* (J. Walter Thompson)

**Chet Huntley Reporting**, Sun. 5:30-6 p.m., part. eff. Feb. 26.  
*Mutual of Omaha* (Bozell & Jacobs)

**Daytime programming**, part. eff. March 31 & April 1 resp.  
*Whitehall Pharmaceutical* (Ted Bates)  
*Cracker Jack* (Leo Burnett)

Biggest TV plum of the season, the estimated \$20-million spent annually in nighttime business on CBS-TV by General Foods Corp., is staying right where it is—at CBS. This was the upshot last week of an intense rivalry between the 3 networks. NBC and ABC, armed with evidence of their rating strength against CBS and tentative 1961-62 season schedules, made extensive pitches, by invitation, to General Foods' top brass & marketing strategists. For a few days (so rumor ran), NBC had the inside track. Then CBS moved in, armed with its own research facts & planned lineup. GF mulled the pitches over, gave the nod to CBS, we learned last week. The GF lineup includes full sponsorship of the *Danny Thomas* and *Andy Griffith Shows*, co-sponsorship of *Hennessey*, *Angel*, *Ann Sothorn*, and *Twilight Zone*, and a one-third sponsorship of *Rawhide*. There is, however, no GF daytime business now on CBS-TV.

NBC Board of Delegates (executives of the key affiliates) held its annual meeting last week in Phoenix. NBC-TV program vp David Levy briefed affiliates on that portion of the network's fall schedule which is reasonably firm at this point. A few highlights: A Walt Disney-produced 60-min. show in color, from 7:30 to 8:30 p.m. on Sunday. Earlier that day, *The Nation's Future* will occupy an afternoon slot, moving over from Saturday. Four Star Productions' big entry on NBC this fall will be a 60-min. anthology hosted by Dick Powell. David Brinkley, of the Huntley-Brinkley team, will have a weekly 30-min. feature news show of his own.

40 NBC-TV employes have been discharged in Hollywood because of decreased production, and more are slated to go, we're told by network sources. Those given notices to date were 14 technical operators, 22 stage hands, 2 asst. directors, 2 stage managers. We're told the cutbacks are caused by completion of production of the *Shirley Temple Show* for this season, and the fact that there are fewer specials. An additional factor: NBC-TV will not be carrying the Oscar awards show this spring, for the first time in years. It'll be on ABC-TV (Vol. 16:36 p6).

CBS-TV affiliate executives will hold their annual conference May 4 & 5 at N.Y.'s Waldorf-Astoria. Agenda includes discussion of sales and programming plans for the 1961-62 season, the network's competitive position, developments in the new daytime sales plan.

## Advertising

### More about

**Code Monitoring Step-up:** NAB's TV Code Review Board plans to monitor TV stations for about 150,000 hours this year compared with about 90,000 in 1960, Chmn. E. K. Hartenbower (KCMO-TV Kansas City) reported last week.

Appointed for another term in his job as Review Board chief, Hartenbower also told NAB's TV Board at a Feb. 9 session in Palm Springs, Cal. (see p. 5) that the industry's self-regulating activities are being stepped up in all 3 Code offices—Washington (central administration), Hollywood (films), N.Y. (commercials).

The TV Board reappointed Mrs. A. Scott Bullitt (KING-TV Seattle) & Joseph Herold (KBTW Denver) to 2-year terms as Review Board members. It also named a new member—Lawrence H. Rogers II (Taft Bestg. Co.). Rogers replaces Gaines Kelley (WFMY-TV Greensboro, N.C.), who turned down reappointment because of his health.

Meeting a day earlier in Palm Springs, NAB's Radio Board accepted a recommendation by the Radio Code Review Board that Code rules specify the maximum amount of advertising time acceptable for announcement and multiple-sponsorship programs (Vol. 17:3 p16).

Effective May 1, the Radio Code amendment will read:

"The maximum time to be used for advertising in announcement and/or multiple sponsorship programs shall not exceed an average of 14 min. an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 min. in any single hour or 5 min. in any 15-min. segment. For the purpose of determining advertising limitations, such programs as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing 1½ min. of advertising for each 5-min. segment."

Cliff Gill (KEZY Anaheim, Cal.) was reappointed Radio Code Review Board chmn., along with other members—Richard O. Dunning (KHQ Spokane), Elmo Ellis (WSB Atlanta), Herbert L. Krueger (WTAG Worcester), Robert L. Pratt (KGGF Coffeyville Kan.).

Good time-buyer needs curiosity, conviction & courage, William S. Vernon, Blair TV account exec. told the Feb. 7 RTES timebuying and selling seminar. He must have curiosity to explore all available tools and determine the most efficient way to handle specific media situations; conviction to suggest new, unorthodox, off-beat approaches; and courage to stick his neck out. Speaking to sellers of time, Sam B. Vitt, Doherty, Clifford, Steers & Shenfield vp & media dir., also suggested 3 basics: (1) Understand the rudiments of the ad business and, "above all, understand the time buyer." (2) Be helpful—"a salesman's success increases in direct proportion to the degree in which he helps a time buyer." (3) "Keep everlastingly at it." Helpful as these tips were, the most memorable moment came with William Vernon's opening remark: "On Jan. 20 I was home watching the inauguration . . ." whereupon smoke gushed profusely from the RTES podium. The "genie powder" trick tickled time buyers & sellers alike, was easily extinguished.

**Ad People:** Robert L. Scurlock, ex-Dancer-Fitzgerald-Sample, named a Ted Bates vp . . . Marvin Antonowsky and Sy Lieberman elected Kenyon & Eckhardt vps . . . Richard C. Anderson named dir., media relations & planning dept., Y&R Chicago office.

**Return to TV Fold:** In contrast to recent TV defectors Shell Oil (Vol. 16:47 p9) and Schick (Vol. 17:6 p5), Pepsi-Cola and Hillman autos (Rootes Motors group) announced their return to the medium last week.

Pepsi Cola, inactive in TV since 1955 (with the exception of two 1957 specials) will put a large portion of its \$34-million ad budget into network TV, with participations in ABC's *Cheyenne* and *Asphalt Jungle*, NBC's *The Americans*, *Laramie* and *Outlaws*, and in CBS's *Aquanuts*. Plans also include April sponsorship of an NBC Jane Powell special. Pepsi is now being sold by BBDO as the drink for "those who think young," the "sociables" having gone out with ex-agency Kenyon & Eckhardt.

Hillman was one of the first foreign cars to try TV, but pulled out in 1960. Sales figures fell from 32,000 cars in 1959 to 21,000 last year, forcing British parent Rootes Motors to wage a stepped-up 1961 campaign. Present plans call for a newspaper drive, with TV limited to 4 West Coast markets. "More TV may be in store for the spring," Hillman's agency, Mogul Williams & Saylor, told us.

Carlsberg Beer is "considering" the use of soft-sell—humorous spot-TV film commercials—in 1961. This would make the Danish-brewed lager the first European beer on U.S. TV. Announcement of fall ad plans was made by Leif Wium, pres. of the Carlsberg Agency Inc. (the U.S. import firm handling Carlsberg) at a Longchamps "rathskeller" press party. Guest of honor at the affair was Mrs. Rose W. Klapp, a grade-school teacher in Jersey City, N.J., winner in a contest seeking a "one-word description of the joys of quaffing Carlsberg." (Her winning word: "Cheeribeer-iber.") As consolation prize for thirsty press members invited to the affair, a case of Carlsberg was offered for another one-word description from 4th-estaters. The winner—we blush modestly—was our own N.Y. bureau, whose members submitted "Skoalossal!"

Tactical switch for Timex is in the works, now that the watch firm has changed agencies. A major portion of the 1960 ad budget went for TV "specials" featuring the successful "torture test" commercials. "We will continue with specials for the time being," sales & ad dir. Robert E. Mohr told us, "but some changes are now being discussed with our new agency, Warwick & Legler. Its a little too early to reveal our new TV plans," he added. Prime reason for the agency switch last week, according to Mohr: Although Timex has been very happy with W. B. Doner, where billings grew from \$75,000 in 1952 to the present \$3.5 million, the company is now broadening its line with new products like the Timex Electric. A new agency can supply "fresh creative thinking needed at this time," said the Timex adman.

Ad agency receipts totalled \$4.3 billion in 1958, the U. S. Census Bureau reported in belated but authoritative statistics. The bureau counted 4,240 agencies in its survey 2 years ago. Detailed information obtained from 3,367 of them indicated they received \$508.2 million in Commissions & \$136.8 million from sales of ad materials & services.

### U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WJAR-TV Providence .....	\$1300 to \$1500	\$325 to \$350	Feb. 1
KXTV Sacramento .....	1000 to 1100	275 (no change)	Jan. 15
WHTN-TV Huntington, W.Va. ....	1000 (no change)	120 to 150	Jan. 1
WFGA-TV Jacksonville .....	875 to 925	250 (no change)	Jan. 1
WTRF-TV Wheeling, W.Va. ....	700 (no change)	155 to 180	Jan. 1
WTVR Richmond, Va. ....	525 <sup>1</sup>	160 to 175	Jan. 1
KOLN-TV Lincoln, Neb. ...	500 to 550	115 to 126	Jan. 1

<sup>1</sup>This is half hour rate, hour available only upon request.

## Film & Tape

**DESILU SPLITS WITH NTA:** Desilu Productions has terminated distribution agreements on a number of NTA-syndicated series on the grounds that NTA is in default on payments. And Desilu, partially because of its problems with NTA, is considering establishing its own distribution company. Meanwhile, Screen Actors Guild is demanding residual payments from Desilu on Desilu-NTA series. And in another move boding trouble for NTA the Guild is planning legal action regarding allegedly delinquent residuals on 3 NTA series produced by 20th Century-Fox TV.

SAG is after Desilu for residuals on these NTA-Desilu series: *The Walter Winchell File*, *Official Detective*, *The Sheriff of Cochise*, *Grand Jury*, *This Is Alice* and *U.S. Marshal*. The Guild's position is that inasmuch as NTA has not assumed the responsibility of making residual payments directly to SAG, action to get the money will therefore be taken against Desilu.

Desilu administrative-finance vp Edwin E. Holly readily acknowledged to us that Desilu originally was responsible for such payments—and, in fact, is emphatically interested in seeing to it that actors get their residuals. But, he pointed out, when Desilu ended its distribution agreements with NTA “we felt there was a change.” Conversations toward a general settlement of the dispute are being conducted by attorneys for NTA and Desilu, Holly said. SAG has flatly rejected the Desilu position that it's not responsible for payments following cancellation of the NTA contracts.

He also explained that Desilu's deal with NTA called for NTA to finance & Desilu to produce and hold ownership or profit participation in the series. “We want to get this liability off our back, but NTA is just sitting & arguing,” Holly complained. Desilu had made certain demands (for money) on NTA, and when they weren't satisfactorily complied with, the distribution agreements were declared in default by Desilu, he said.

SAG is trying to collect approximately \$250,000 in allegedly delinquent residual payments on 11 series. In addition to fees on the NTA-Desilu shows, it seeks payment from NTA on the *20th Century-Fox Hour*, *Man Without a Gun* and *How to Marry a Millionaire* (all 20th) and *Reader's Digest* and *Crossroads* (Bernard L. Schubert Inc.). SAG has filed suit in N.Y. Supreme Court against Schubert to collect on a series of promissory notes which it claims guaranteed payment of residuals on the 2 Schubert series.

SAG's board will meet this week (Feb. 13) to consider approval of filing of a law suit against NTA regarding the 3 series produced by 20th. SAG has the record of how NTA had assumed obligations for payment of residuals on these series.

Screen Actors Guild is asking members to approve a dues hike, reporting that for the past 2 years it has operated in the red. Its deficit for 1960 was over \$100,000; for 1959, over \$40,000. SAG terms the dues raise an “absolute necessity.” Factors contributing to increased operating costs are: Handling of residuals & claims checks, the pension & welfare plan, and the negotiation & administration of basic contracts. The proposed new dues structure ranges from \$15 to \$125 semi-annually, compared with the present \$12-\$80 semi-annually.

**20th-Fox Plans TV Expansion:** An ambitious expansion plan including the construction of revolutionary new multiple-level stages is under way at 20th Century-Fox TV. Like other major movie studios, 20th has been utilizing its movie stages for TV, but the time has come to construct stages with innovations designed to meet the requirements of TV film, says Peter G. Levathes, 20th Century-Fox TV pres. He told us last week that architects are now drawing the multiple-level-stage plans for more efficient production & utilization of space, and construction can begin in a year.

Much of the need for the new stages, Levathes says, stems from the increased importance of the 60-min. series, in which “you must have distant locations, elaborate sets and movement, otherwise you have a static show.”

Next season 20th's *Adventures in Paradise* will be filmed in Tahiti; *Hong Kong* has filmed much of its background footage in that city; *The House on Rue Riviera* (a pilot) will be filmed in Italy & France if it's sold; and *The Hunters* will be shot in East Africa if that pilot is sold. Principals of the series will go abroad for the filming of authentic background shots, but interiors will be filmed at the Westwood studio.

For its *Bus Stop* series, the studio does not plan to confine its photography to the sound stages, will film “on all the highways of America,” said Levathes. *Bus Stop* is one of several pilots being filmed at the studio.

Because a 60-min. show requires 7 days of shooting, it becomes difficult and a tight situation to meet air dates. Levathes says the only feasible way to get around this is by having 2 leads & 2 production units in each series. Accordingly, next season, 20th will have 2 companies on each of its 60-min. series, often filming simultaneously.

Levathes also told us that 20th has merged its TV-film & movie facilities, thereby giving the TV operation the use of the parent company's physical facilities, contract players, writers, directors, and vast film library (“we have 90 million feet of film in N.Y. alone”). For example, the TV unit will undoubtedly use footage from *Snows of Kilimanjaro* and *Roots of Heaven* for its *The Hunters* series, if that sells. “There was more footage shot in those pictures that was never used than was used,” said Levathes.

Approximately \$1 million is invested in the company's pilot production this season, said the executive, but part of this sum is network money. On another subject, he said 20th is “very much” interested in pay TV, and is watching developments closely. “We're studying it. I don't see how any company in the business can ignore it. It's too important a factor, and we're going to get into it,” he told us. He said he expects pay TV to be a big factor in 5 years. He added that discussions with Skiatron are no longer on, mainly because the Skiatron system is not “fully developed,” in his opinion.

Levathes said he does not believe in pay TV via cable, is certain that it must be accomplished “through the air, somehow, to be successful.”

No sales tax will be assessed against TV & movie studios in transactions with independents, where the studio has an interest in the picture. The decision, by California's State Board of Equalization, is the outcome of a test case by Warner Bros., and is expected to save millions for the TV & movie industries. Last April WB was notified it would be assessed \$1.8 million in taxes, penalties and interest for sales tax from July 1955 to March 1959. The Burbank studio fought the case, and as a result of the tax board's new interpretation of the statute, the tax against Warners has been cut to about \$20,000.

## HOLLYWOOD ROUNDUP

**How TV-Film Cost Will Rise:** Hollywood TV-film executives who prepare the budgets for the thousands of TV-film shows churned out annually have come up with what they say is an accurate estimate of how much the newly negotiated IATSE contract will cost. Their figures: \$2,500 more for a half-hour on below-the-line costs, \$5,000-to-\$5,500 more for the 60-min. segment (Vol. 17:6 p8).

Executives we talked to emphasized that while these figures represent the average, there is a great deal of flexibility in TV budgets in both below-the-line (technical) & above-the-line (creative) costs. One budget shown us had \$15,000 allocated above the line, \$21,000 below. Another had \$27,000 above, \$25,000 below.

In anthology series, signing a name star or famous producer can raise above-the-line costs considerably. Some shows have elaborate sets, which bring up below-the-line costs. Because most studios, have been stressing location work and more attractive physical accoutrements, below-the-line costs per telefilm have risen considerably recently.

Hollywood's AFL Film Council has mailed to more than 1,200 unions a resolution condemning "runaway" production of movies as well as stars who "run away" to other countries to make pictures. The message asks support of the "Buy America" campaign by patronizing U.S.-made movies. The council charges that production of films abroad deprives American workers of jobs, and contributes to the nation's gold crisis.

Bulova has bought a Desilu Productions film special starring Lucille Ball for approximately \$500,000. The show, to be filmed this summer, will be seen next season. Date & network haven't been set . . . Desilu-Anso (Anso is owned by Ann Sothern) has filmed a pilot, *Always April*, starring Constance Bennett & John Emery. They plan another, *Pandora & Friend*, starring Pat Carroll. Arthur Hoffe is producer of both.

Thayer-Hamilburg Enterprises Ltd. has been formed by Guy Thayer & Mitchell J. Hamilburg for the production of TV films & movies. Thayer is in charge of offices being opened in London, and is negotiating for studio space there . . . 20th Century-Fox TV has signed John Ericson & Richard Anderson to star in *The House on Rue Riviera* pilot, and Paul Richards to appear in TV & movies.

Libra Enterprises, recently formed by producer-writer John Robinson, plans 4 series with Ziv-UA, the first of which is *Acapulco*, replacement for *Klondike* on NBC-TV. The second project is *Kovack*, a private eye. Robert Ginter Sr. and Malcolm Stuart are partnered with Robinson.

AFTRA has elected Tyler McVey pres. of the Los Angeles chapter. McVey won over John Kennedy. Other officers: Willard Waterman, 1st vp; Don Rickles, 2nd vp; Ted deCorsia, 3rd vp; Vince Pelletier, 4th vp; Alice Backes, secy.; Stanley Farrar, treas.

Four Star Television and Calvic Productions will pilot the 60-min. adventure series tentatively called *Caribbean* late this month. Calvic is owned by Rory Calhoun & Vic Orsatti. Calhoun will star . . . George Schaefer won the Directors Guild of America's TV directorial award of the year for "Macbeth."

## NEW YORK ROUNDUP

N.Y. Emmy awards will be colorcast live for the first time as a result of a WNBC-TV-ATAS agreement concluded last week. The event will originate from NBC's N.Y. Ziegfeld Theater May 13 (10:20-11:15 p.m.). ATAS N.Y. Pres. Henry S. White said the broadcast "is an expression of our strong desire that the N.Y. public recognize the creative & service achievements of local stations & their personnel." A special station achievement award for overall programming will be presented in addition to honors for individual programs. NBC-TV will carry the national Emmy awards on May 16 (10-11 p.m.).

Add syndication sales: C&C Films, TV Industries subsidiary, announced sale of its 100-feature RKO film package to NHK-TV, Japan, "the largest deal of its kind ever made for Japanese telecast" . . . Official Films has sold its library of *My Little Margie* to 4 CBS-TV stations, including WCBS-TV N.Y. . . . Flamingo Films has sold its 104-episode rerun *Superman* series in 10 new markets, upping the total to 35. New sales include WREC-TV Memphis, WJW-TV Cleveland, KPHO-TV Phoenix.

Contract negotiations between Marilyn Monroe & NBC were postponed last week when the actress, slated to play Sadie Thompson in a fall production of W. Somerset Maugham's "Rain," entered N.Y. Hospital. Needing "rest & recuperation following a very arduous year" (2 films and marital problems), her condition was reported as "satisfactory." The show will be video-taped next month as scheduled, according to exec. producer Ann Marlowe.

Writers Guild of America has set March 1 as the deadline for submission of scripts for its annual TV-radio writers awards (8 TV, one radio). Scripts must have been broadcast between Jan. 1, 1959 and Aug. 31, 1960 to be eligible. Beginning next year, the eligibility period will be from Sept. 1 of one year to Aug. 31 of the next.

Fremantle International, independent foreign distributor, sold 49 series in 35 countries, according to the firm's 1960 annual report. Canadian network sales accounted for much of the year's volume, with CBC purchases including *Silents Please* and *Klondike*.

Transfilm-Caravel executive offices will move to 445 Park Ave. on Feb. 20, although the production div. remains at 20 West End Ave., N.Y. And Feb. 13 is moving day for ARB, whose N.Y. sales office relocates at 1 Rockefeller Plaza.

People: Jack P. Martin has been named Ziv-UA north-eastern div. sales mgr. Jim Grubb becomes north central sales mgr. . . . Kevin O'Sullivan has been appointed ITC gen. sales mgr. of N.Y. and network sales. Jack Rhoades is named central div. sales mgr.

### Obituary

Lew Schreiber, 60, Twentieth Century-Fox studio-operations mgr. and production executive, died in Hollywood Feb. 7. A former song-plugger & talent agent, he became Al Jolson's business mgr. in 1927. Later Schreiber joined William Morris as head of the movie-booking dept., leaving there to become casting director for 20th Century, then talent director after the firm's merger with Fox Film. He is survived by his wife, 2 daughters, a brother and 2 sisters.

## Congress

**Harris Committee Is Set:** The House Commerce Committee under Chmn. Harris (D-Ark.) was ready for business again last week, reorganized for the 87th Congress. The Republican quota was strengthened by one member but otherwise the Committee remained virtually unchanged.

Although the 21-12 Democratic-GOP ratio in the last session changed to 20-13, no re-elected Democrat lost his Commerce seat. Rep. Brock (D-Neb.), next-to-last ranking majority member, was defeated last November (Vol. 16:46 p5), so Harris had no party problem in adjusting to the new ratio.

The 4th ranking GOP member, Rep. Derounian (N.Y.), dropped off the Committee. A member of the now-dissolved Legislative Oversight Subcommittee, he was tapped by the Republican leadership for an assignment to the more important Ways & Means Committee instead. To replace Derounian & fill the extra Commerce spot, the House Republican Conference picked freshman reps. Sibal (Conn.) & Thomson (Wis.). They go to the bottom of Commerce's GOP roster.

Meanwhile, Republican Reps. St. George (N.Y.), Smith (Cal.) and Hoffman (Ill.) were assigned to the expanded Rules Committee, which is counted on this year to clear any federal-aid-to-ETV legislation for a floor vote (Vol. 17:6 p14). All are political conservatives opposed to school-aid bills, but pro-ETV Democrats still had an 8-7 edge on the traffic-controlling committee.

The House reorganization left Harris in his usual control of the Commerce Committee machinery, but cogs in his personal political machine back home in Ark. may need some oiling before the 1962 election. Because the state's population dropped and the Ark. legislature was forced into redistricting which joined districts represented by Harris & Rep. Norrell (D), one of the legislators faces elimination in 2 years.

Commerce member Moulder (D-Mo.), first Oversight Subcommittee chmn. who narrowly won re-election (Vol. 17:2 p4), was back at his old stand, but it still was shaky. His GOP opponent, Baptist minister Robert Bartel, filed an official election protest with the House Administration Committee, alleging irregularities at the polls. The Administration Committee made no immediate move for any investigation, however.

Investigative work by the Commerce Committee this year was laid out in a House-approved jurisdictional resolution (H. Res. 108) authorizing probes in a dozen areas. Among them: (1) "Allocation of radio spectrum, color TV, pay TV, educational TV, ownership & control of communications facilities, technical developments in the communications field, and the administration by the FCC of the statutes which it administers." (2) "Advertising, fair competition and labeling, and the administration by the FTC of the statutes which it administers."

FCC-requested bill (S-683), cutting down on the Commission's paper work by eliminating some requirements for sworn documents in cases (Vol. 17:6 p13), has been approved by the Senate Commerce Committee. Action on a companion FCC measure (S-684) by Chmn. Magnuson (D-Wash.), requiring painting of unused transmission towers, was held up by the Committee pending a possible amendment obliging owners of abandoned structures to tear them down. Identical bills (HR-4113 & 4114) have been introduced in the House by Commerce Chmn. Harris (D-Ark.).

Power to reorganize any area of the govt.'s executive branch—subject to Congressional veto—has been approved by the Senate for President Kennedy. With little debate, the Senate passed & sent along to the House a bill (S-153) extending the Reorganization Act of 1949 to June 1, 1963 (Vol. 17:5 p8). The House is expected to approve the measure, which will pave the way for plans the President may submit in line with agency-reform proposals by White House advisor James M. Landis. The Senate vote came after Commerce Committee Chmn. Magnuson (D-Wash.) was given assurances by Administration floor leaders that his jurisdiction over regulatory bodies such as FCC won't be impaired by terms of the bill.

Cabinet status for a revamped expanded USIA, whose new dir. is ex-CBS commentator Edward R. Murrow (Vol. 17:6 p3), has been recommended to Congress by the U.S. Advisory Commission on Information. Headed by Yale's Mark A. May, the Commission said in its 16th report that all foreign information, general education and cultural programs should be consolidated in a single independent agency. The top man in the agency should have direct access to the President, attend cabinet meetings and participate in National Security Council sessions, the Commission said. It criticized lack of coordination now between programs administered by the State Dept. and other govt. offices as well as by USIA.

Attack on Edward R. Murrow, new USIA dir. (Vol. 17:6 p3), by the St. Paul Catholic weekly *The Wanderer* has been carried into the House by Rep. Knox (R-Mich.). Inserted in the *Congressional Record* by Knox, an editorial in the weekly said Murrow "has been widely regarded as soft on Communism." At the same time, Sen. Wiley (R-Wis.) told his colleagues that he's "delighted" with Murrow's appointment. Wiley said Murrow's "great ability" is needed by USIA.

CBS Inc. Pres. Frank Stanton deserves his nomination by the Jan. 21 *Saturday Review* as "businessman of the year," Senate Commerce Committee Chmn. Magnuson (D-Wash.) told his colleagues. Inserting the text of the magazine's citation in the Feb. 6 *Congressional Record*, Magnuson said: "I have known Frank Stanton for many, many years and join with the *Saturday Review* in saluting him. I commend the article to my colleagues & to the general public." The magazine singled out Dr. Stanton's Great Debate campaign last year, called him a "communicator-turned-crusader" for higher public service by broadcasting.

Chorus of complaint in Congress against CBS-TV's "Harvest of Shame" expose of migratory farm workers' living conditions (Vol. 17:6 p13) has been joined by Sen. Holland (D-Fla.). He said in a Feb. 6 floor speech that the show was "grossly unfair to both migrant agricultural workers & their employers."

Advice to Congress & FCC on how to "improve broadcasting for our country" has been sent to N.C. Senate & House members by mgr. Lincoln Faulk of radio WCKB Dunn, N.C. Among other things, Faulk supported moves to prevent "fast-dollar" station sales within 3-year license periods. He also said "FCC has the power & duty to look into programming, and, short of censure, use its power to influence programming in the public interest." The recommendations were inserted in the Feb. 9 *Congressional Record* by House Commerce Committee Chmn. Harris (D-Ark.), who was praised by Faulk for "fair & impartial" treatment of broadcasting's problems.



## Programming

Burke Ormsby, KFSD-TV San Diego program dir., writes to inform us about a column in the Feb. 2 *San Diego Evening Tribune* which charges that oldie Hollywood movies stuffed with anti-American propaganda are now going into U.S. homes via TV. The column, by entertainment editor Dave McIntyre, roasts TV stations because, it claims, there is no "thorough effort to sift & evaluate the content of pictures . . . The general practice is simply to line up the reels & play them off." Rebutts Ormsby: "To baldly state that all stations run every film in a given feature package displays a lack of proper research into the industry. Many stations like ourselves delete a large number of pictures simply because we do not feel these are good program material. I know that all our motion pictures are screened very carefully, and many are rejected or edited to remove any objectionable material." NAB gave exactly this advice in its recent regional meetings.

British TV "specials" are being offered to U.S. buyers by Independent TV Corp., owned by Britain's Associated TV Ltd., in a move to exploit ATV's live-TV production facilities in the international market. The ITC package consists of 13 hour-long shows, taped at Elstree Studios, starring American singer Jo Stafford. Pre-production orders have been received from program buyers in Canada, Japan, Australia, Germany, France, Italy, Mexico, Portugal and the Scandinavian countries, in addition to the obvious British commercial deal with ATV itself, reported Michael Nidorf, chmn. & pres. of ITC.

Block-booking injunction orders were filed last week by Federal Judge Archie O. Dawson, confirming his Dec. 2, 1960 decision that TV sales of features in mandatory blocks are illegal (Vol. 16:50 p5). The order permits distributors "to sell or license for exhibition over any TV station, or group of stations, any number of films for any number of runs in a single agreement in an aggregate price or fee." The conditioning of one feature film sale on the buy of another in TV is illegal—but there's nothing to prevent a station from buying a complete package group if it desires.

TIO's annual report has "noted with satisfaction" the events of 1960. Bulletins on cultural & educational programming were distributed by 60 stations in 19 cities, with circulation approaching 100,000. *Interaction*, a book of public-affairs case histories, is currently in 1,900 schools & public libraries "and broadcasters are using it to plan their public-affairs programs." The information agency picked up 4 new sponsors in 1960—WTVJ Miami, WOAI-TV San Antonio, KPAC-TV Pt. Arthur, KDAL-TV Duluth.

Betty Furness returns to TV Feb. 20, but not with her hand on a refrigerator door. Her stated desire to be "useful" & "purposeful" in the TV public-affairs area will finally be realized when she debuts as hostess of a WNTA-TV N.Y. viewer-question program, *At Your Beck & Call* (Mon.-Fri. 1-2:30 p.m.). Telephoned queries will be tackled by Miss Furness and a changing 4-member panel of physicians, educators and public-service officials.

## Obituary

Kieran T. Murphy, 46, vp-treas. of Crosley Bestg. Co., died unexpectedly, apparently of a heart attack, while off the coast of Venezuela on a vacation cruise. He started in radio with the Hearst organization, was business mgr. of radio WINS N.Y. when Crosley bought it in 1946. In 1949, he was named WINS mgr. & controller, came to Cincinnati in 1950 as Crosley controller, was elected vp-treas. in 1951.

## Television Digest

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**Personals:** John D. Kelly promoted from national sales mgr., WJW-TV Cleveland to Eastern sales mgr., Storer Television Sales Inc., the company's new spot-sales organization. George U. Lyons appointed Midwest sales mgr. He was national sales mgr., WSPD-TV Toledo.

Carl W. Vandagriff named to new post to staff coordinator for special corporate projects, Westinghouse Bestg. Co. . . . Edward R. McCauley named controller & asst. secy., TelePrompTer . . . Richard L. Linkroum, special programs vp, NBC-TV, resigns to become independent producer . . . Don Searle of radio Farm & Home Stations ex-mgr. of KOA-TV & KOA Denver and formerly ABC Hollywood vp, joins Hamilton-Landis Associates, Los Angeles.

Arch Madsen resigns as asst. dir. of AMST to take over management of TV-radio operation in substantial market, details to be announced shortly . . . Lauren A. Colby leaves Washington communications law firm of Fly, Shuebruk, Blume & Gaguine to open own offices at 945 Pennsylvania Ave., NW, Washington (District 7-0236) . . . Frank H. Nowaczek promoted to NCTA special asst. from public relations manager.

Carl Haverlin, BMI pres., presented with first "Lincoln Award of the Year" by the Lincoln Group of the District of Columbia . . . Sherry Shourds resigns as Y&R's West Coast production center head to resume directing TV and movies . . . Robert E. Clark, ex-Washington *Evening Star* named ABC News Washington correspondent . . . William Alcine named to new post of exec. producer, KNXT Los Angeles . . . Van Cantfort named program mgr., WAVY-TV Portsmouth-Norfolk . . . Phil Corper named sales development & promotion vp, George P. Hollingbery Co. . . . Warren Nelson appointed TV sales vp, Hollingbery Chicago office.

Charles A. Wilson, sales development mgr., WGN-TV Chicago, named also national sales dir., KDAL-TV & KDAL (Duluth) Chicago office . . . Edward J. Hennessy promoted from gen. sales mgr., WAVY-TV Portsmouth-Norfolk, Va., to TV sales vp and Ned G. Sheridan, WAVY radio gen. mgr., named vp for radio div. Clifford A. Frohnhoefer, asst. treas. & asst. secy., named treas. & controller, and continues as asst. secy. . . . Thomas B. Cookerly promoted from national sales mgr. to gen. sales mgr., WBTV Charlotte, N.C. J. W. Timberlake Jr. promoted from sales mgr. for the Carolinas to Southeast regional sales mgr.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 ENDED WITH RETAIL UPSURGE:** December retail sales provided a surprise ending to 1960's TV story and a really socko finish to radio's best retail year since 1948. Final retail sales results for 1960, as tallied & released by EIA last week: TV, 5,945,045 sets—3.4% more than the 5,748,676 sold in 1959. Radio (excluding auto), 10,705,128 sets—up 20% from 1959's total of 8,897,451.

December TV sales to consumers showed a more-than-seasonal upturn, reversing a 4-month trend and resulting in higher retail sales for 1960 than had been predicted in last few months of the year. Retail sales for the last month of year totaled 768,140 sets—9.4% more than the 701,705 reported for Dec. 1959. This compares with November's 12% dip (under Nov. 1959), and October's 13%, September's 9% & August's 13% declines. For January through July, 1960 retail sales had been well ahead of corresponding 1959 months.

Radio registered phenomenal December retail sales of 2,378,853—more than 35% higher than those of Dec. 1959—and provided a smash climax to a year which saw excellent radio sales across the board, despite intense Japanese competition.

EIA also issued final TV-radio production figures for 1960, replacing preliminary ones reported here last month (Vol. 17:3 p19).

Other highlights of EIA statistical report: Production of uhf-equipped TV sets, which ran 50% higher than 1959 during 1960's first half, tapered off during 2nd half, and final figure was slightly lower than 1959's total. FM radio production for the year totaled 904,766 sets—67% more than in 1959. (EIA includes only FM & FM-AM table models in its tally; sales of all FM receiving devices, including phono combinations, are believed to have totaled about 2 million last year.)

Official EIA TV-radio production & retail sales figures for 1960, compared with 1959:

TELEVISION						RADIO							
Month	Total Production		Uhf Production		Retail Sales		Month	Total Production		Auto Radio Production		Retail Sales (excl. auto)	
	1960	1959	1960	1959	1960	1959		1960	1959	1960	1959	1960	1959
January	526,494	437,026	50,119	35,841	590,867	501,704	January	1,355,788	1,124,737	632,461	420,052	803,388	700,490
February	503,453	469,492	43,537	34,678	507,673	448,173	February	1,442,368	1,125,385	596,872	432,551	611,479	474,888
March	549,500	494,032	45,411	32,112	501,829	425,751	March	1,667,550	1,347,554	633,761	511,219	664,441	515,563
April	422,551	389,251	39,240	20,501	351,214	263,998	April	1,230,323	1,040,183	399,963	422,346	547,839	388,863
May	442,176	431,911	32,295	28,247	334,283	279,536	May	1,277,040	1,039,562	463,165	476,222	548,322	400,882
June	518,870	571,004	34,245	29,064	371,661	344,795	June	1,551,451	1,430,165	596,870	637,806	702,889	678,195
July	268,854	350,360	14,621	21,022	392,858	370,575	July	890,359	829,035	328,009	254,725	573,363	526,827
August	462,286	547,445	26,829	32,847	429,346	492,449	August	1,048,406	1,009,423	340,860	279,424	794,608	671,713
September	678,937	808,337	46,161	51,555	620,810	684,773	September	1,945,092	1,981,208	788,961	717,501	1,102,092	928,457
October	499,999	706,503	38,999	55,113	554,478	637,147	October	1,727,560	1,795,718	639,357	531,116	1,036,333	839,912
November	429,757	560,770	34,381	46,544	521,886	598,070	November	1,468,847	1,346,079	491,026	290,815	941,521	1,016,634
December	405,469	593,170	22,689	48,047	768,140	701,705	December	1,521,734	1,553,308	520,907	581,378	2,378,853	1,755,027
<b>TOTAL</b>	<b>5,708,346</b>	<b>6,349,380</b>	<b>428,527</b>	<b>435,571</b>	<b>5,945,045</b>	<b>5,748,646</b>	<b>TOTAL</b>	<b>17,126,518</b>	<b>15,622,357</b>	<b>6,432,212</b>	<b>5,555,155</b>	<b>10,705,128</b>	<b>8,897,451</b>

FM radio production (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 56,515 (29,145), March 83,127 (32,994), April 68,196 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707

(24,553), Aug. 71,125 (42,866), Sept. 111,745 (76,942), Oct. 88,596 (62,959), Nov. 86,323 (50,131), Dec. 52,437 (59,628). Total for year: 904,766 (540,522).

Note: Canadian TV & radio distributor sales to dealers fell sharply in 1960 from 1959, EIA of Canada reported last week. TV shipments totaled 340,755 sets, down 16% from the 405,956 units in 1959. Radio sales to dealers dropped 13% to 540,844.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 3 (5th week of 1961):

	Jan. 28-Feb. 3	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	112,301	108,626	135,438	472,821	662,942
Total radio	289,045	320,837	379,076	1,344,009	1,735,877
auto radio	101,244	112,124	173,361	489,722	806,125

**SELLING IS TOUGH—BUT 'NO RECESSION':** Manufacturers are going to need 3 eyes in 1961. They'll have to keep one eye on sales, one on inventories—and one on the government. That seems to be the feeling of many TV-radio-stereo makers after first 6 weeks of new year and 3 weeks of new administration in Washington. But even with only 2 eyes apiece, manufacturing & merchandising officials can still be described as cautiously optimistic that this year will be at least as good as 1960.

"The only thing we have to fear is recession talk." That's recurrent theme in our interviews with set makers. Market isn't as firm as it might be, "but it's a helluva long way from being a recession"—is how Zenith Sales Corp. Pres. Leonard C. Truesdell put it to us (despite Kennedy administration's official use of "recession" label). Public will buy if properly stimulated and not scared off by recession talk, manufacturers say. And, to back up this view, some point to sales last month equal to or better than Jan. 1960.

It's still a wait-&-see period: Will Kennedy administration's anti-recession measures give public increased buying power? Will it restore confidence in state of economy? How will consumers react to new-model consumer-electronic instruments, now just coming on market?

There are plenty of plus factors: Set makers are in fighting trim, having cut out the fat in their organizations while beefing up sales efforts. They're playing it very close to the chest, keeping inventories low, working on short-term schedules to respond quickly to any change in consumer buying habits. Good December sales (see story on opposite page) have buoyed industry spirits.

Picture for 1961 is still pretty fuzzy, however. January apparently was quite good in TV market (distributor sales only 3% lower than Jan. 1960), poor for radio (down at least 35% in unit sales from Jan. 1960), reversing recent trends. Image is obscured, however, by snowstorms in East, which kept customers from the stores—and which are expected to hold down February results, too.

"This is only the first round of a 15-round fight," said RCA Sales Corp. Chmn.-Pres. W. Walter (Wally) Watts, "but I am optimistic that we will meet our forecasts for the first quarter. I don't think there is anything basically wrong with the economy that can't be cured by a change in the public's attitude." He added that widespread gloom & recession talk is damaging public confidence.

Industry generally "must have much tighter control over inventories & expenses," he said. "Unless you watch very closely, you can stub your toe & end up with an inventory or expense situation that will kill you—or you can slim down too much & miss out on a sudden upturn in the market."

Watts predicted a "shakeout period" in consumer electronics. "Some people are going to get hurt. The smart ones will stay." As to RCA: "We have made great strides in setting up controls, and are in a good position to ride with the punches"—through streamlined operations (consolidation of consumer-electronics operations in Indiana, staff reorganization, etc.). "RCA did not get caught in an inventory situation at the end of the year," he added. "We're not in the dump business." RCA is going to have a bigger share of the TV market in 1961, he predicted—"and we're going to make money at the same time."

"The problem is not discouraging, but stimulating to more effort by everybody," Watts summed up. "We have a very optimistic outlook for 1961."

Among other industry comments on 1961 business:

Zenith Sales Corp. Pres. Leonard C. Truesdell: "So far the market doesn't have much power to it, but this is no recession. People ought to stop this 'recession' talk." Our business last month was about the same as Jan. 1960, when we had sensational sales. For the rest of this model year—through May—we're setting up to sell the same number of TV sets as last year, plus a greater amount of stereo & radio. Our dealers bought more TV & radio at December-January showings than a year ago."

Sylvania Home Electronics Pres. Peter Grant: "January started out slow for us, but went out like a lion. This end-of-month pickup should sustain itself well into February, at least. Dealer inventories are at satisfactory levels."

Olympic Pres. Morris Sobin: "We just completed an excellent year and expect another one, both sales- & profit-wise. Our higher-priced items continue to sell well, and a huge part of our business is in TV-stereo combinations. Our combinations are continuing to increase this year in sales as a percentage of our total business."

Among other set makers, Magnavox reported January business better than a year ago. Parts makers,

who must make it their business to anticipate end-product sales, displayed various degrees of optimism, as represented in these 3 views from 3 leaders in the component field:

Sprague Electric Chmn. Robert C. Sprague: "The key is the ratio of inventory buildup to inventory liquidation. In times of confidence, manufacturers build up their inventories; in times of fright, they liquidate. Set makers are pretty trim right now—or they should be—and this is good for the components industry." Sprague predicted a higher Gross National Product this year than last, and expressed belief that increased federal spending will help increase the level of business by 2nd half of year.

Muter Co. Pres. Leslie F. Muter: "We'll get going in 1961. Inventories are in good shape. It'll be a slow first quarter, but things will pick up as we go along. I think it's possible to make 6 million TVs and 15-to-18 million radios this year."

Centralab Pres. W. S. Parsons: This won't be a "runaway year," Parsons believes. He speculates that consumer electronics sales may be equal to or slightly below last year. However, Centralab expects a 20% increase in sales this year as result of new products & new markets.

**TV EXPORTS RISE:** Although U.S. exports of TV sets in 1960 dropped to \$14 million from \$19 million in 1959 (Vol. 17:5 p17), Census Bureau reports for November & December show a sharp upturn in the latter part of 1960—largely due to big orders from Egypt, Argentina, Venezuela, Mexico, Peru & Canada.

October saw shipment of 14,776 TV sets (at \$2,073,445) and 17,386 TV chassis (\$862,529), November 11,487 TVs (\$1,601,691) and 6,281 chassis (\$412,746). This was a sharp increase from September's 8,164 sets (\$1,147,048) & 3,873 chassis (\$142,141).

Biggest shipment during the October-November period was 5,195 complete sets at \$739,662 to Egypt in October, presumably by RCA, which has the exclusive concession for TV transmitting-&-receiving equipment in the United Arab Republic (although Census Bureau summaries don't name shippers). Other large October shipments: To Venezuela, 2,338 sets at \$342,385; to Peru, 1,810 sets at \$247,205; to Canada, 1,267 sets at \$182,686; to Italy, 9,600 chassis at \$410,672; to Argentina, 7,500 sets at \$430,187.

Big November shipments include: To Venezuela, 2,758 sets at \$408,320; to Canada, 1,529 sets at \$221,782; to Peru, 1,293 sets at \$176,860 & 1,000 chassis at \$67,417; to Mexico, 1,267 sets at \$147,487 & 2,400 chassis at \$412,746; to Argentina, 1,555 chassis at \$136,406; to Uruguay, 1,267 chassis at \$87,742.

Some indication of foreign-TV station construction activity can be gained from statistics on export of TV transmitting-&-studio equipment. In October & November, these countries were the recipients of large TV broadcast gear orders: Japan was the biggest customer, buying \$225,020 of studio equipment in October, \$230,858 in November, \$2,604 in transmitting equipment in October; Australia, studio equipment, \$233,125 (Oct.), \$53,372 (Nov.); Egypt, studio equipment, \$196,446 (Oct.), \$25,719 (Nov.), transmitting equipment, \$99,718 (Oct.), \$6,835 (Nov.). Other large customers for U.S. TV station equipment in October & November were U.K., Argentina, New Zealand, Syria, Venezuela, Mexico, Canada, Thailand, Brazil.

Stromberg-Carlson employed 9,000 at the end of 1960—an all-time high & 15% greater than the year before, reports James D. McLean, pres. of General Dynamics/Electronics, newly formed GD division which incorporates S-C (Vol. 17:6 p16). In his 1961 predictions, McLean forecast that GD/E will supply radios for 35% of the non-factory-equipped cars in the U.S.

Huge damage suits were threatened at week's end against the 29 manufacturers convicted last week of fixing prices & rigging bids in sales of heavy electrical equipment. The threats came from govt. bodies & private utilities, which claimed they had been overcharged. Both GE & Westinghouse announced studies in progress to determine whether any customers had been overcharged, and GE stated that its study so far showed that purchasers had "received fair value by any reasonable standards." The 29 firms & 44 officials were fined a total of \$1,924,500 in 20 separate anti-trust cases. Seven men received 30-day prison terms—a Westinghouse vp & a Westinghouse div. sales mgr., 2 GE vps & one GE div. mgr., a Cutler-Hammer vp and a Clark Controller vp. Among other companies fined: Allis-Chalmers, McGraw-Edison, Moloney Electric, Wagner Electric, Federal Pacific Electric, I-T-E Circuit Breaker, Allen Bradley Controller, Cutler-Hammer, Square D, H. K. Porter Co. Products involved in the cases where heavy power transformers, power switchgear assemblies, turbine generator units, industrial control equipment, power-switching equipment, condensers.

Crosby Electronics is ready to fight its stereo standards opponents, principally GE & Zenith, on their own grounds if necessary, it's apparent from remarks made by Pres. Murray G. Crosby at a news conference in Washington last week. A big argument of opponents is that the Crosby system won't permit FM stations to continue their subsidiary communications services—storecasting, background music, etc. Although he doesn't recommend it, Crosby said that his system can also include the services—and do it better than competing systems can. Bitterly, he accused GE of distorting the whole concept & theory of FM in an attempt to persuade FCC. Crosby said that 20 companies have taken patent licenses on his system. Royalties are 50¢ per unit up to 25,000, 25¢ each for more than 25,000. For kits, royalties are 30¢ & 15¢ for the same quantities. He asserted that competing systems will produce restricted coverage & poorer quality and that their adapters won't work satisfactorily with "millions" of existing FM sets. His adapter will cost "from \$39.95 up"—in addition to amplifier & speaker.

Improvements in uhf TV sets may be possible through a developmental nivistor uhf amplifier—one of 2 new nivistor types described by RCA engineers at the AIEE winter meeting in N.Y. Used as an RF amplifier at a frequency of 450 mc, a typical circuit described by RCA would have a noise factor of 7 db, gain of 13 db and bandwidth of 7 mc.

**EMPLOYMENT IS STABILIZING:** Although other industries, notably automotive, are experiencing short- & long-range labor fluctuations, the employment picture in the electronics industry is relatively stable.

At any rate, our survey last week of 9 manufacturers—from Admiral to Zenith—failed to turn up any signs of additional cutbacks this year, either among production personnel or so-called “middle-management” executives who take home \$15,000-to-\$30,000 annually. If anything, signs point the other way—to the recall of workers furloughed late last year and to the beefing up of sales & marketing staffs for strong spring offensives in the face of stiffening competition.

Apparently the electronics industry is rebounding more quickly than most other industries. The Labor Department last week, for example, called January's unemployment situation “equal to the worst for the month since the early 1940s.” General Motors, Chrysler, Ford and American Motors have announced new plant shutdowns and/or furloughs. Frigidaire reported it will lay off 160 additional production workers Feb. 17, increasing the month's cutbacks to 710.

The employment picture for the immediate future isn't any more cheery, the Labor Dept. noted. Its survey found that manpower requirements by mid-March will be largely in seasonal activities—construction, apparel, and other non-durable goods industries. Outlook for the durable goods industries: “On balance, net losses may exceed advances (in employment) between mid-January & mid-March.”

Generally, our survey found, the electronics industry seems to be in a trim inventory position and is stoking up for production on new lines. December traditionally is the layoffs-for-inventory-cleanup month, and industry last year cut back earlier & heavier than usual to offset the poor market. The flow now has begun in the opposite direction. Industry is sounding the traditional new-year recall.

Rumors of pruning at the “middle-management” level proved to be just that—rumors. Magnavox, for example, noted its recent hirings of executives Jack S. Beldon & A. Robert Baggs (Vol. 16:52 p23). Sylvania & Zenith, among others, told us about recent additions at the executive levels. Hoffman said it had shuffled some executives to non-consumer activities, but there were no severances.

Summing up, the electronics industry seemingly has just about squeezed out the fat in both personnel & inventory, is now carefully adding sales & marketing talent and rebuilding production forces for what undoubtedly will be a year of tooth-&-claw selling & competing to stay ahead of the pack (see p. 17).

\* \* \*

Engineers are recession-proof, and they make money faster than most, the Engineers Joint Council noted last week, after surveying 200,000 engineers in industry, government and education. Three factors provide the graduate engineer with immunity to layoffs, EJC concluded: Shortage of engineers, technological complexities of modern living, military demands. The engineer keeps earning more, too. Since 1953, EJC found, the annual median salary of an engineer has increased 49% from \$6,500 to today's \$9,600. In that same period, average weekly wages of production workers increased 27%. Among the 200,000 surveyed engineers, only 570 reported annual salaries of less than \$5,000; 2,500 earn \$25,000 and up.

Thompson Ramo Wooldridge subsidiary Pacific Semiconductors has received orders totaling \$2.1 million from North American Aviation for silicon computer diodes.

Factory sales of picture & receiving tubes in 1960 slumped markedly from 1959 levels both in unit & dollar volume. The slump was even more evident in December. Picture-tube sales in 1960's final month totaled 531,747 units valued at \$11,042,159, compared with 816,787 units at \$15,941,040 in Dec. 1959. Receiving tubes also skidded badly in Dec. 1960: 27,066,000 units at \$23,571,000 vs. 37,248,000 units at \$32,401,000 in the year-earlier month. Here is the official 1960 picture-&-receiving tube summary, as released last week by EIA:

	Picture Tubes		Receiving Tubes	
	Units	Dollars	Units	Dollars
January .....	795,250	\$15,831,430	31,367,000	\$26,872,000
February .....	741,233	14,495,480	32,734,000	27,881,000
March .....	794,375	15,654,281	36,382,000	31,761,000
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 .....	756,327	15,505,481	33,916,000	29,065,000
July .....	681,785	13,898,468	34,883,000	28,810,000
August .....	928,164	18,848,067	38,540,000	31,702,000
September .....	913,496	18,345,103	34,612,000	28,007,000
October .....	771,324	15,478,435	33,606,000	27,628,000
November .....	732,359	14,625,632	30,024,000	25,627,000
December .....	531,747	11,042,159	27,066,000	23,571,000
1960 Totals .....	9,013,671	\$180,832,131	393,055,000	\$331,742,000
1959 Totals .....	9,522,546	183,771,922	432,936,000	368,872,000

Magnavox will franchise more dealers “in areas where we are not getting a respectable market penetration,” Pres. Frank Freimann stated in a letter to dealers. While predicting Magnavox and its dealers will have their best year in 1961, he said that “market penetration & exposure of Magnavox products are insignificantly small” in relation to the company's stature & product quality. The company is establishing marketing quotas for each area “with the object of getting an equitable part of the business consummated in that community.” He pointed out that Magnavox has 1,500 franchised dealers and indicated that the company plans to continue working through franchised dealers exclusively. The top 25 dealers, he said, “averaged sales of over \$1 million each” last year.

GE entered a new field—products designed for teaching & self-education—with the showing last weekend of a line of electronic science kits at Chicago's Hobby Industry Assn. Show. The 7 kits comprising the initial education projects will be manufactured by GE's radio-receiver dept. in Utica, N.Y., under educational projects mgr. Norman R. Huey. The new kits (with suggested list prices): Transistor Lab (\$9.95), Basic Electricity Lab (\$14.95), Advanced Electronics Lab (\$39.95), Project Transistor Radio (\$17.95), Project Transmitter (\$19.95), Project Intercom (\$24.95), Project Analog Computer (\$29.95).

ITT will acquire in an exchange of stock San Jose, Cal.-based Jennings Radio Mfg., “world leader in the development & manufacture of high-power vacuum capacitors & switches.” ITT Pres. H. S. Geneen said the acquisition “will represent an important position in an electronic component area which is the key to the development by ITT of a whole new field of products both in the U.S. & abroad.” Jennings will operate with its present management & sales force as an autonomous subsidiary of ITT.

Harman-Kardon Inc., newly acquired by Jerrold Electronics, has a substantial expansion & diversification program in the works. Pres. Sidney Harman states: “We plan to make an extensive effort shortly in public-address equipment & sound-distribution systems.” Jerrold itself is quietly working toward broadening its own operations—including the establishment of more CATV systems, usually in combination with investors in the communities involved.

**HOFFMAN MAY QUIT TV:** Hoffman Electronics' TV business may become the first casualty of the 1960 slump. The West Coast manufacturer, a pioneer in TV whose set sales once ranked No. 1 among all brands in California, concedes that it is not now producing TV sets and is selling its inventory "because of uncertain market conditions."

"Once the market is stabilized, we will take another look at the TV picture," a Hoffman spokesman told us. Hoffman "fully intends" to remain in the radio, stereo & phono business, he added. The company last week indicated it will report a 1960 loss of about \$961,000, due mainly to "drastic year-end reductions" as a result of military-contract losses (see p. 22), but the company's TV business admittedly had also been in trouble during 1960.

Meanwhile, another pioneering TV brand-name, which left the scene during the shake-out of 1956, apparently is in for a small-scale TV comeback this year. General Dynamics/Electronics is on the verge of a decision to incorporate some TV combinations in its Stromberg-Carlson stereo line.

Entry into TV field is being "strongly considered" by General Dynamics/Electronics (formerly Stromberg-Carlson), but no final decision has been made, a company spokesman told us last week. If the company does return to TV, we were told, it will be only in the field of high-end TV-radio-phono combinations—at least for any models introduced this year. On this limited-scale basis, presumably TV chassis for any Stromberg-Carlson combinations would be purchased from outside suppliers, rather than manufactured by GD/E. Both Fisher and Pilot have recently begun offering TV-phono combinations on this basis. GD/E's final decision on TV probably will be made within 30-to-60 days, with no deliveries of TV combinations before summer or fall. Among other plans for the Stromberg-Carlson home instruments: Broadening of the line with the addition of lower-priced consoles (though there's no intention of entering the low-price market) and increasing the number of dealers handling the line.

Admiral's 1962 electronics lines will be introduced to 2,500 dealers at a series of "Dealer Convention Holidays" at Las Vegas's Flamingo Hotel beginning in the 2nd half of May. This follows the pattern of Admiral's successful Miami Beach & Las Vegas dealer trips last year. Dealers will be transported in chartered planes to the 4-day event, which will include one open day with no planned activities.

Admiral's 8-millionth TV set has been shipped with a congratulatory letter from Sales Corp. Pres. Carl Lantz to the eventual buyer, who is requested to notify Lantz of his purchase. Admiral plans a suitable memento. At last check, the TV set, a 23-in. stereo combo, had arrived at Admiral's Portland, Ore. distributor, Seaport Appliance.

Admiral currently advertises these promotional low-priced 23-in. models in the trade press: Table model, with base included, \$188.88 (former list price of the same set was \$199.95 without base); console, "\$199.95 with trade" (formerly \$249.96 list).

**Add implosion shields:** GE is using a safety window of Tenite butyrate plastic on its Designer portables. The lightweight tinted shield has mounting flanges on the corners, is curved to conform with the picture-tube face and is dry-sealed to the front of the tube to prevent dust collection on the tube face. The shield is made by Eastman Chemical Products, an Eastman Kodak subsidiary.

Computer center for neighborhood businessmen was opened in N.Y. recently by National Cash Register as the forerunner of more than 100 similar service centers which will dot the country. Pres. Robert S. Oelman said the service, available for as little as \$25 monthly, will give small & medium-size retailers "a daily picture of their sales for the first time and enable them to place their operations on a much more efficient basis than was ever before possible" • American Stock Exchange is buying a \$3-million electronic "brain" from Teleregister to speed & expand communications between the exchange & member firms. Part of the data-processing system, known as "Telefile," will be in operation in about 2 years.

**Opposing renewal of Renegotiation Act of 1951, EIA** has told Congress that the World War II & Korean War conditions under which the Act was passed are no longer present. In a brief filed with the Joint Congressional Committee on Internal Revenue Taxation, EIA also recommended that the flat-percentage profit limitations of the Vinson-Trammel & Merchant Marine Acts be repealed so that they do not become effective on expiration of the Renegotiation Act.

Sylvania & IUE local 352 have signed a new 2-year pact (to Sept. 30, 1962) covering hourly production employes at the Batavia, N.Y. home-electronics plant. The previous contract expired last September. The new agreement provides, among other changes, wage rises of 5¢ to 10¢ per hour, retroactive to Jan. 1, 1961; elimination of future cost-of-living adjustments; and a new non-contributory pension plan.

Hamilton Watch has established a precision metals & electronic div. by merging a newly-formed electronic components facility with its metals operation. The company produces miniature transformers, coils and other components for computers & other electronic equipment that require ultra-precise & reliable elements.

Westinghouse has received a contract to supply electrical home appliances & equipment for a \$100-million housing development being erected in Bradenton, Fla. Depending on the total number of homes built, Westinghouse could furnish more than \$3,750,000 in heat pumps, ovens, dishwashers, disposals, air conditioners, other items. Some 1,600 of a target 8,000 homes are slated for completion within 2 years.

RCA has developed electronic circuitry which operates "at a pace approximating 186,300 miles a second—the speed of light." The basic circuitry uses tunnel diodes, and is said to be 1,000 times faster than the circuits now used in most electronic data processors.

Kriss Electronics Inc., Newark, has denied FTC charges that it misrepresented its rebuilt TV picture tubes as entirely new (Vol. 16:48 p22). The company said its merchandise was labeled "so as to give notice that the envelope or glass portion of the TV picture tube has been reused, but that all other parts are new."

Dominion Electrohome Industries Ltd. is extending to one year its former 90-day guarantee on all TV, radio and hi-fi parts, announces Pres. Carl Pollock. Parts will be supplied by the company and labor charges will be up to the dealers.

New color-TV test instrument, the WR-64A color bar-dot-crosshatch generator, is being offered by RCA.

RCA Sales Corp. & home-instrument div. are now officially located in Indianapolis, at 600 N. Sherman Drive.

**Trade Personals:** Frederick J. Kopesky, ex-Packard Bell planning dir., formerly with RCA, named product sales mgr., Sears sales dept., Warwick Mfg. Corp., with responsibility for Silvertone brand line . . . Richard W. Hanselman promoted to mgr., radio & "Victrola" product line development, RCA Sales Corp.

John Dundas Campbell elevated from exec. vp to pres., Canadian Westinghouse, succeeding George L. Wilcox, now vp & asst. to pres. of parent Westinghouse Electric (Vol. 17:6 p19); D. C. Marrs named Canadian Westinghouse consumer products vp . . . J. Howard Schumacher Jr., ex-SMPTE, named EIA staff engineer for parts div., headquartering in N.Y.

Walter H. Powell, operations vp, elected to International Resistance board; Robert A. Bailey, former industrial sales mgr., named dir. of special product mktg. . . Warren C. Wilson, ex-Servomechanisms, joins Eitel-McCullough as ad & sales promotion mgr. . . Hamish T. Law, ex-Fer-ranti Ltd. (Scotland), appointed microwave engineering mgr., Westinghouse tube div.

Al Silvers, ex-Philco Distributors (N.Y.), named national sales mgr., Transistor World Corp. (Toshiba) . . . E. D. Graham appointed operations vp for Casco Products Corp., appliance-manufacturing subsidiary of Standard Kollsman . . . Richard A. Campbell named exec. vp., Pacific Semiconductors Inc. (Thompson Ramo Wooldridge).

Henry F. Callahan named a senior vp, Sylvania, taking charge of lighting-products div. operations. He replaces Frank J. Healy, who continues to head semiconductor div. operations.

Kevin J. Joyce named supervisor, entertainment equipment sales, Midwestern region, Sylvania electronic tube div., succeeding W. J. Peterson, who was recently named receiving-tubes & cathode-ray tubes product mgr. . . Richard L. Knight appointed finance senior vp, General Dynamics; Edward J. Williams named mfg. vp . . . William A. Rabe, ex-Avco, appointed mgr., new surface-radar & electronic-warfare development lab, General Dynamics/Electronic military products div.

Robert S. Senator, ex-ITT, named mgr., Philco computer systems engineering lab . . . William J. deFremery, International Rectifier Corp. foreign sales dir., named a vp . . . Robert Bruce promoted from govt. sales mgr., RCA electronic data-processing div. to new post of mgr., govt.-mktg., commercial-systems dept. in the same div. . . Richard A. Campbell promoted from Pacific Semiconductors operations vp to exec. vp in charge of 4 new divs. formed by the company to accelerate mktg. & development in semiconductor operations . . . Lewis T. Stein promoted from product merchandiser to dealer-div. mgr., Allied Radio, succeeding Sanford Levey, resigned. Jerry Drapekin promoted from merchandise controller to succeed Stein.

Promotion committee of 5 TV retailers to coordinate the activities of "Operation Snowball" was named last week. All are NARDA members: NARDA Pres. Victor P. Joerndt (Joerndt & Ventura, Kenosha, Wis.), Mort Farr (Mort Farr, Upper Darby, Pa.), Joseph R. Whelan (Gerhard's Inc., Glenside, Pa.), M. B. Majors (Vesta Co., North Kansas City, Mo.), and Samuel M. Boyd (Bailey-Wagner Inc., Springfield, Mass.).

### **Obituary**

Samuel A. Ferguson, 44, vp-gen. mgr., Sylvania Electronic's Mountain View operations, died Feb. 5 of a malignant tumor in Palo Alto, Cal. His wife and 3 sons survive.

EIA Spring Conference in Washington March 14-17 will be highlighted by an address by Lt. Gen. Bernard A. Schreiber, commander of the Air Force Air Research & Development Command at the annual govt.-industry dinner March 16 at the Statler Hilton Hotel. Other top items on the agenda: (1) EIA Electronic Imports Committee, headed by Robert C. Sprague, will present recommendations to the Association's Board. Horace B. McCoy, pres. of the Trade Relations Council, will address the March 16 luncheon on the subject of imports, following which the legislative outlook for import controls will be discussed. (2) Govt.-industry panel discussion on the Darnell Report on Parts Specification Management for Reliability will be featured March 15. (3) "Planning for Limited War Requirements" will be the topic of the first-day session March 14. (4) Committees & sections will meet March 15, divisions March 16, EIA Board March 17.

Electronic component output suffered a contra-seasonal 5% drop in 1960's 3rd quarter, the Commerce Dept.'s Business & Defense Services Administration reported. Most of the decline in the period, which normally brings the year's peak in component shipments, was attributed to cuts in output for military end-use. However, a leveling-off in consumer equipment also was noted. Shipments of TV picture tubes, quartz crystals and transformers exceeded 2nd quarter levels last year, but other 3rd-quarter component shipments either dropped or stayed static.

"Kill the antenna, not the bird," advertises Levittown, N.J. home-builder Levitt & Sons, adding: "We felt the rooftop was beautified neither by the antenna nor the birds. So in doing away with one, we said good-bye to the other. What we did was build inside the house—a TV-FM antenna system. The view outside is unmarred, yet reception is better than ever. As for the birds, they're off to find new places to roost."

"Cook-it-yourself" electronic cafeteria, which uses radar beams to transform pre-cooked, refrigerated dinners into steaming-hot meals within 60 seconds, was demonstrated by Raytheon recently. The Radarange microwave oven is designed to replace steam tables & automatic vendors. Radarange dept. mgr. Ralph E. Leader predicts that more than 3,000 industrial plants will be equipped with the electronic cafeteria by 1965.

New approach to packaged-component hi fi: Choose your cabinet, then pick your components. York County Chair Co. and Rek-O-Kut Corp. have joined forces in the venture, which gives consumers a choice of 3 component packages (\$150, \$350, \$550) and a variety of 72-in. cabinets (about \$200 each). Any package may be mounted in any cabinet. The cabinets are matched to other York County furniture ensembles such as dining room suites, etc.

EIA's latest manuals for electronics servicemen: *Satisfying Customers for Profit* (Howard W. Sams & Co.), a guide to the solution of servicemen's customer-relations problems. *Industrial Electronics: Laboratory Manual for Electronics Technicians* (McGraw-Hill), which presents 39 experiments "to provide the student with an understanding of basic circuits & their application." The manuals are being distributed by EIA member-companies.

Raytheon has developed an electronic switch that turns off or on in less than one-billionth of a second. The company says the switch is faster than any other available type, and can more than double the output of computers.

Webcor will spend \$900,000 this spring to advertise its '61 tape recorders, portable & console phonos & radios.

## Finance

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

Allied Artists. Sberill C. Corwin sold 1,500, held 21,900. Albert Zugsmith bought 3,000, held 174,500.

American Bosch Arma. F. William Harder sold 1,500, held 8,600.

American Electronics. Maurice Nelles sold 100, held none.

AT&T. Jay Taylor bought 300, made gift of 300, held 50.

Ampex. Neal K. McNaughten exercised option to buy 120, held 918.

Amphenol-Borg. Byron C. Booth exercised option to buy 1,000, held 3,031. Artbur J. Schmitt sold 600, held 32,508.

Avco. Henry J. Oecber bought 1,000, held 2,000. Curry W. Stoup sold 500, held 9,220.

Avnet Electronics. Charles Avnet bought 100, sold 28,000, held 204,921 personally, 1,262 in foundation. Lester Avnet bought 100, sold 54,000, held 295,643 personally, 1,964 in foundation, 975 as custodian. Louis A. Tepper exercised option to buy 445, held 2,216.

Belock Instrument. Donald C. Walton sold 300, held 17,871 personally, 1,743 for wife.

Capital Cities Bestg. Donald A. Pels sold 500, held none.

Cinerama. Nicolas Reisinger bought 49,400 through Robin International Inc., exercised option through Robin International Inc. to buy 100,000 more, held 243,850 in Robin International Inc., 350,000 himself.

Clevite. William G. Laffer exercised option to buy 600, held 6,679. Wilbur D. Prescott exercised option to buy 166, held 666.

Columbia Pictures. Louis Barbano made Fico Corp. stockholder distribution of 2,121, held 118,533 in Fico Corp., in which 13 other officers & directors have interests, none personally. Ruhe Jacker bought 2,000, held 2,050. Abraham Schneider exercised option to buy 43,720, held 60,722.

Crowell Collier Publishing. E. J. McCaffrey exercised option to buy 1,950, held 2,028.

Daystrom. Kenneth H. Klipstein sold 100, held none. John W. McLaren sold 100, held none.

Electronic Communications. Edward F. Coy bought 1,000, held 1,000.

Electronics Capital. Alfred J. Coyle sold 100, held 100.

Emerson. Harold Goldberg bought 885, held 2,681.

Filmways. Leo Goodman acquired 141 as stock dividend, sold 700, held 7,225.

General Dynamics. Lisle W. Adkins sold 100, held 300.

GE. Robert L. Gibson bought 2,532, held 8,798. George L. Haller exercised option to buy 550, held 650. John D. Lockton exercised option to buy 1,500, held 13,860. H. A. MacKinnon exercised option to buy 4,168, held 14,389. George F. Metcalf exercised option to buy 1,410, held 3,947 personally, 242 in profit sharing plan. J. S. Parker bought 2,900, held 8,000. Gerald L. Phillippe exercised option to buy 3,544, held 10,966 personally, 750 as custodian. Harold E. Strang bought 650, held 10,093. Chaucey Guy Suits exercised option to buy 2,892, held 10,457. Nathan L. Whitecotton exercised option to buy 470, held 3,068.

General Telephone & Electronics. Claude T. Downey acquired 300 through employes stock plan, held 300. Leon C. Guest Jr. sold 1,150, held 3,239. H. H. Howlett acquired 450 through employes stock plan, held 800. Don G. Mitchell exercised option to buy 5,400, held 19,982 personally, 5,500 in Waldon Inc.

Indiana General. Ivan A. Dickey exercised option to buy 2,000, held 5,000. Robert F. Smith exercised option to buy 5,000, held 10,000.

IBM. John J. Black bought 247, held 500. McLain B. Smith exercised option to buy 500, held 595.

International Resistance. Walter W. Slocum exercised option to buy 200, held 1,000.

ITT. M. Richard Mitchell sold 361, held 3,900. Edward D. Phinney sold 300, held 4,205. Henry H. Scudder exercised option to buy 4,800, held 7,021.

Lear. James P. Brown exercised option to buy 300, held 1,146. Richard M. Mock exercised option to buy 1,500, held 17,810.

Litton Industries. Fred R. Sullivan sold 1,600, held 13,660. Charles B. Thornton sold 1,000, held 283,151 personally, 31,191 in partnership.

MGM. Benjamin Melniker exercised option to buy 1,600, held 2,785. Robert H. O'Brien exercised option to buy 3,000, held 4,185.

Microwave Associates. Joseph C. Bothwell Jr. sold 500, held 5,200. Vessarios Chigas sold 2,500, held 10,915. Herman H. Kahn sold 16,800 through Lehman Bros., held 23,200 in Lehman Bros., 200 personally. Richard M. Walker sold 2,000, held 35,760.

Minn. Mining & Mfg. Bert S. Cross exercised option to buy 600, held 38,200. Irwin R. Hansen sold 500, held 2,000 personally, 360 in joint tenancy.

Muntz TV. Daniel J. Domin bought 3,500, held 3,500. Wallace A. Keil bought 2,500, held 2,500. Jack Simberg bought 8,000, held 8,000.

National Telefilm Associates. Justin M. Goldenbock acquired 122 in distribution by National Theatres & TV Inc., held 122.

National Video. Harold Cole sold 400, held 1,600. Packard Bell. Richard B. Leng sold 400, held 1,538. Robert J. Weston exercised option to buy 2,000, held 2,000.

Pentron Electronics. Richard F. Dooley sold 500, held 1,863. Philco. William Fulton Kurtz bought 200, held 531 personally, 500 in trust.

Raytheon. Thomas L. Phillips sold 600, held 180.

Reeves Bestg. & Development. B. Goodwin bought 100, held 100.

Storer Bestg. Allan L. Haid acquired 150 in exchange, sold 200, held 10,350. Harry R. Lipson bought 100, held 500.

TelePrompTer. Hubert J. Schlafly Jr. disposed of 2,000 as gifts & bargain purchase to asst. employes, held 35,355.

Texas Instruments. W. D. Coursey sold 500, held 5,245. Patrick E. Haggerty sold 500, held 119,412. John E. Jonson sold 5,500 privately, held 365,632. W. F. Joyce sold 500, held 7,045. Bryan F. Smith sold 600, held 9,059 personally, 172 in trust.

Thompson Ramo Wooldridge. James H. Coolidge sold 1,500, held 13,500. Horace A. Sbenard sold 1,000, held 4,400.

Trav-Ler Radio. Joe Friedman bought 100, held 278,868.

20th Century-Fox. Spyros P. Skouras exercised option to buy 62,200, held 85,000.

Walt Disney Productions. E. Cardon Walker bought 300, held 918.

Westinghouse. R. D. Blasier exercised option to buy 4,000, held 5,536. Buford M. Brown sold 3,400, held 600. John W. Craig sold 2,000, held none personally, 200 in trust. Mark W. Cresap Jr. exercised option to buy 8,150, held 8,785. Tomlinson Fort sold 534, held 1,484. W. O. Lippman sold 200, held 300. Dale S. McFeatters exercised option to buy

1,200, held 1,800. Gwilym A. Price sold 1,000, held 14,050. W. Waits Smith sold 200 and 300 more for wife, held 1,030 personally, 500 for wife.

Zenith. Albert J. Franczak sold 110, held 130. Clarence E. Isgrig exercised option to buy 400, held 400. Sam Kaplan exercised option to buy 1,500, held 2,160. Donald MacGregor sold 150, held 1,950. John A. Miguel Jr. sold 200, held 100.

E.M.I. Ltd., big British appliance, electronics and music concern which owns 97.8% of Capitol Records, anticipates a slight sales increase but little or no change in profit in its 1961 fiscal year ending June 30. Chmn. Sir Joseph L. Lockwood said that TVs & refrigerators made by the company in Britain are not selling "as well as they had been;" phonograph-record sales are up in the UK, but "competition in the U.S. has been severe;" TV sales in Australia have softened, and "there is still a certain amount of pressure on costs, particularly wages." Sir Joseph broke down E.M.I.'s sales thus: About 40% from phonograph records made in 25 countries; 40% from industrial electronics, 20% from consumer durable goods made in several countries. E.M.I. is equipping a 120,000-sq.-ft. plant in Scotland to begin production of refrigerators & washing machines in September.

Reports & comments available: Texas Instruments, report, White, Weld & Co., 20 Broad St., N.Y. 5 • General Instrument, study, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Electronics Capital, discussion, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Minneapolis-Honeywell, comments, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 • Tele-Tronics, review, Robinson & Co., 42 S. 15th St., Philadelphia 2 • 20th Century-Fox, review, J. R. Williston & Beane, 2 Broadway, N.Y. 4 • Perry Electronic Components, offering circular, S. B. Cantor Co., 79 Wall St., N.Y. 5 • Howard W. Sams, report, Loewi & Co., 225 E. Mason St., Milwaukee 2 • General Tire & Rubber ("nation's largest independent TV-radio operation"), profile in Feb. 8 *Financial World* • Screen Gems, prospectus, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5.

Hoffman Electronics scored record sales in 1960, but turned in a net loss of \$961,000 (see financial table) because of "drastic year-end adjustments." Vp-treas. Carroll E. Underwood attributed the adjustments primarily to losses on a \$48-million military contract & to certain inventory losses on TVs. He said that "sales of TVs became progressively worse" during 1960 "and both sales & profits continued to decline." However, inventories are now "at a satisfactory level, and operations are profitable." Underwood forecast a return to profit in 1961: "It seems quite evident that we have taken the proper steps to resume profitable operations," he said.

Paramount Pictures' profit is on the rise, and 1960's first 2 quarters should be "considerably better" than the year-ago periods, reported vp Paul Raibourn. Through 1960, he added, Paramount had received \$16 million from its 1958 sale of pre-1948 movies to TV. Another \$34 million in pre-tax income is expected, \$6 million of it in 1961. Raibourn said Paramount has no plans at present to sell its 200 post-1948 films, estimated by industry observers to be worth a minimum of \$20 million. Raibourn commented that the value of the newer films will increase as TV's backlog of pre-1948 movies decreases.

Faradyne Electronics Corp., Belleville, N. J. electronic-component manufacturer, is offering the public \$1.5 million of 6% convertible subordinated debentures at 100% of the principal amount. An SEC registration statement (File 2-17546) said the due date of the debentures and underwriting arrangements would be reported in a later filing.



## 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
Burroughs	1960—year to Dec. 31 <sup>u</sup>	\$389,210,550 <sup>1</sup>	\$17,539,867	\$9,235,867	\$1.39	6,634,686
	1959—year to Dec. 31	359,778,068	16,806,369	7,109,567	1.07	6,614,730
CBS Inc.	1960—year to Dec. 31	464,598,318 <sup>2</sup>	—	23,235,074	2.77	—
	1959—year to Dec. 31	444,311,357	—	25,267,187	3.02	—
Crosby-Teletronics	1960—year to Dec. 31	1,683,010 <sup>1</sup>	—	35,263 <sup>1</sup>	.05	—
	1959—year to Dec. 31	463,179	—	(213,858)	—	—
Walt Disney Productions	1960—qtr. to Dec. 31	8,687,750	—	115,589	.07	1,626,023
	1959—qtr. to Dec. 31	9,731,841	—	(165,939)	—	1,626,023
Electronic Communications	1960—qtr. to Dec. 31	4,361,000	—	(25,000)	—	597,209
	1959—qtr. to Dec. 31	5,620,000	—	69,500	.11 <sup>3</sup>	593,684
Espy Mfg. & Electronics	1960—6 mo. to Dec. 31	2,464,977	—	96,689	.41	235,721
	1959—6 mo. to Dec. 31	1,989,648	—	93,613	.40	235,721
Faradyne Electronics	1960—9 mo. to Oct. 31	2,610,942	—	269,031	—	524,920
	1959 <sup>3</sup>	—	—	—	—	—
GPE	1960—year to Dec. 31	244,000,000 <sup>1</sup>	—	5,300,000	3.46	—
	1959—year to Dec. 31	215,588,430	—	4,198,200	2.63	—
Hewlett-Packard	1960—year to Oct. 31	60,206,918	\$8,472,110	4,226,645	.43	9,845,012 <sup>4</sup>
	1959—year to Oct. 31	47,745,073	8,148,315	3,899,941	.40	9,845,012 <sup>4</sup>
Hoffman Electronics Story on p. 22	1960—year to Dec. 31 <sup>u</sup>	54,120,000 <sup>1</sup>	—	(961,000)	—	1,529,054
	1959—year to Dec. 31	46,359,832	—	1,990,165	1.31	1,513,955
Lafayette Radio & Electronics	1960—4 mo. to Oct. 31 <sup>2</sup>	6,064,233	—	206,399	.20	1,025,000
	1959—4 mo. to Oct. 31 <sup>2</sup>	4,546,744	—	140,188	.18	800,000
Meredith Publishing	1960—6 mo. to Dec. 31	—	—	632,509	.48	—
	1959—6om. to Dec. 31	—	—	2,292,854	1.69	—
MPO Videotronics	1960—year to Oct. 31	7,865,971	—	349,499	.85	410,000 <sup>4</sup>
	1959—year to Oct. 31	6,047,570	—	270,414	.66	410,000 <sup>4</sup>
NT&T	1960—year to Sept. 27 <sup>u</sup>	46,544,000	—	(3,098,148) <sup>7</sup>	—	2,816,247
	1959—year to Sept. 27	52,850,000	—	1,497,000 <sup>8</sup>	.53	2,700,283
	1960—qtr. to Sept. 30 <sup>u</sup>	12,151,000	—	(18,000) <sup>9</sup>	—	2,816,247
	1959—qtr. to Sept. 30	13,202,000	—	(206,000) <sup>9</sup>	—	2,700,283
Republic Corp.	1960—year to Oct. 29	29,073,164	4,396,209	2,096,209	.85 <sup>2</sup>	2,004,190
	1959—year to Oct. 29	29,834,070	1,484,883	884,883	.24 <sup>2</sup>	2,004,190
Transitron Electronic	1960—26 wks. to Dec. 24	23,526,301	—	3,667,645	.49	7,502,500
	1959—26 wks. to Dec. 24	21,984,611	—	3,807,262	.51	7,502,500
	1960—13 wks. to Dec. 24	11,758,790	—	1,841,841	.25	7,502,500
	1959—13 wks. to Dec. 24	11,829,026	—	2,030,213	.27	7,502,500

Notes: <sup>1</sup>Record. <sup>2</sup>After preferred dividends. <sup>3</sup>Not available. <sup>4</sup>Outstanding Oct. 31, 1960. <sup>5</sup>From SEC report. <sup>6</sup>Preliminary report. <sup>7</sup>After special charge of \$4,061,000. <sup>8</sup>After special charge of \$1,037,000. <sup>9</sup>After

special items deducted from operating profit of \$543,000 in 1960 period & \$1,103,000 in 1959 period.

Small Business Investment Co. of Connecticut, 1188 Main St., Bridgeport, has been licensed by the Small Business Administration to supply capital & long-term loan funds to diversified small business, with concentration "to some extent" on investment in metals & electronics industries. Its initial capital will be \$310,000. It is headed by S. Lester Mitchell, vp of Mitchell Bros. Inc., manufacturers of women's wear. SBA also announced a proposed rule-making which would permit a small-business investment company to form a wholly-owned subsidiary to supply consulting & advisory services to small businesses.

Digitronics Corp., Long Island, N.Y. designer & manufacturer of electronic components & digital systems, is making an initial public offering of 50,000 common shares (at \$22.50 a share) through an underwriting group headed by Granbery, Marache. The proceeds will be used in part to retire a short-term debt of \$200,000. Digitronics' outstanding capitalization, giving effect to the offering, will be 446,066 shares of capital stock.

Sterling Television Co. expects its net income for the fiscal year ending March 31 to increase 30% over the \$31,649 reported for fiscal 1960, Pres. Saul J. Turell told a group of security analysts in N.Y. The TV film company, producer of *Silents Please*, reported sales of \$922,078 for fiscal 1960. For the 6 months ended Sept. 30, 1960, its net was \$16,883 on gross billings of \$383,642. It has 450,000 common shares outstanding.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Arvin Industries	Q	\$0.25	Mar. 31	Mar. 6
CBS	Q	.35	Mar. 10	Feb. 24
Walt Disney Prod.	Q	.10	Apr. 1	Mar. 17
Magnavox	Q	.25	Mar. 15	Feb. 25
Meredith Publishing	Q	.35	Mar. 10	Feb. 24
Minn.-Honeywell	Q	.50	Mar. 10	Feb. 20
Sonotone	Q	.07	Mar. 31	Mar. 3
United Artists	Q	.40	Mar. 31	Mar. 17
Wometco "A"	Q	.17½	Mar. 15	Mar. 1
Wometco "B"	Q	.06½	Mar. 15	Mar. 1

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 9, 1961  
Electronics TV-Radio-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	20 1/2	22 1/2	Magnetics Inc.	8 3/4	10
Aerovox	10	11	Maxson Electronics	12	13 1/4
Allied Radio	21	22 3/4	Meredit Pub.	34	37 3/8
Astron Corp.	1 3/4	2 3/4	Metropolitan Bcstg.	22 1/4	23 7/8
Baird Atomic	25	27	Milgo Electronics	22 3/4	24 7/8
Cetron Electric	5 1/4	6	Narda Microwave	5 7/8	6 1/4
Control Data Corp.	85 1/2	89 3/4	Nuclear of Chicago	39 1/2	42 1/2
Cook Elec.	12	13 1/4	Official Films	2 3/4	2 3/4
Craig Systems	16	17 1/2	Pacific Automation	4 1/2	5 1/4
Dictaphone	33 1/4	35 3/8	Pacific Mercury	5 7/8	6 3/8
Digitronics	25 1/2	27 3/4	Philips Lamp	153 1/2	159 1/4
Eastern Ind.	14 1/2	15 1/2	Pyramid Electric	3 1/4	3-13/16
Eitel-McCullough	18	19 3/4	Radiation Inc.	26 1/2	28 7/8
Elco Corp.	15 3/4	17 1/4	Howard W. Sams	42	46 1/2
Electro Instruments	28 1/2	31 3/4	Sanders Associates	39 3/4	42 3/4
Electro Voice	10 1/2	11 3/4	Silicon Transistor	5	6
Electronic Associates	35 3/4	38 1/4	Soroban Engineering	43 1/2	47
Erie Resistor	13 3/4	15 1/4	Soundsciber	13	14 3/4
Executone	20 3/4	22 1/2	Speer Carbon	18 1/4	19 7/8
Farrington Mfg.	24 1/4	26 1/4	Sprague Electric	59 1/4	62 3/4
Foto-Video	3 1/4	3-9/16	Sterling TV	1 3/4	1 7/8
FXR	30	33 1/2	Taft Bcstg.	12 1/2	13 3/4
General Devices	10 1/4	11 1/4	Taylor Instrument	46	49 7/8
G-L Electronics	8 1/4	9 1/4	Technology Inst.	7	8 1/4
Gross Telecasting	22	24 1/4	Telechrome	13 3/4	14 7/8
Hallcrafters	36 1/4	38 3/8	Telecomputing	7 1/4	8
Hewlett-Packard	26	28	Time Inc.	100	106
High Voltage Eng.	220	247	Tracerlab	9 1/2	10 1/2
Infrared Industries	17	18 7/8	United Artists	6 7/8	7 5/8
Interstate Engineering	18 3/4	19 3/4	United Control	20	22
Itek	49 1/2	53 1/2	Universal Trans.	1	1-5/16
Jerrold	6 3/4	7 1/2	Vitro	12 7/8	13 7/8
Lab for Electronics	46 3/4	50 1/4	Vocaline	3	3-7/16
Lel Inc.	7	7 7/8	Wells-Gardner	23 3/4	25 1/4
Magna Theater	2 1/2	2 7/8	Wometco Ent.	13 3/4	14 1/2

Electronics Capital Corp., the small business investment company which now has investments in 15 electronics firms, reports gross assets of \$16,857,328 as of Dec. 31, 1960. Its total liabilities were \$109,513, shareholders' equity \$16,707,681. Net asset value per share was \$9.12 (on 1,837,389 shares outstanding). Earned surplus totaled \$171,177, including net earnings of \$61,847 for 6 months ended Dec. 31.

Screen Gems, Columbia Pictures' TV subsidiary, is offering Columbia stockholders 288,400 shares of common stock at \$9 a share on the basis of one Screen Gems share for each 5 Columbia shares held on Feb. 9. Columbia currently owns all 2,250,000 shares of Screen Gems common, will own about 89% of the stock after the sale. Hemphill, Noyes & Co. and Hallgarten & Co. head the underwriters.

Magnavox is geared for another record year in 1961, a company spokesman told us last week. He forecast sales of about \$150 million, up from last year's sales of approximately \$125 million (Vol. 17:3 p24). Profits in 1960 were up 40% over 1959, totaling \$6.5 million or \$2.75 a share. The company expects earnings to rise at least another 40% in 1961 to about \$3.75 a share.

RCA is selling \$100 million of promissory notes to institutional investors, will use the proceeds to meet "expanding financial requirements" of growing business. Lehman Bros. and Lazard Freres & Co. have arranged sale of the 5% notes due May 1, 1966.

## Technology

Externally-mounted TV camera, to observe a Redstone rocket in flight, has been developed by Lockheed for NASA. Among other things, it will show the separation of spacecraft & booster.

## Educational Television

**Now It's JCEB:** Joint Council on Educational Bcstg. is the new name of the Joint Council on Educational TV, which has been reconstituted with 8 organizational members to reflect broadened interest in school uses of both radio & TV. JCET dir. David C. Stewart was named JCEB secy.

At the same time Stewart was designated Washington office dir. of the National Educational TV & Radio Center (NET), which shares quarters with the JCEB at 1785 Massachusetts Ave. Also joining NET's Washington staff is engineering consultant Cyril M. Braum, who formerly was JCET consultant.

JCEB members in addition to NET are the American Assn. of School Administrators, American Assn. of Land-Grant Colleges & States Universities, American Council on Education, Council of Chief State School Officers, National Assn. of Educational Bcstrs., National Education Assn., State Universities Assn.

Tri-campus ETV network has made its debut in Texas as the forerunner of a closed-circuit microwave system that will link by next fall 11 colleges & universities (Vol. 16:1 p24). The debut leg of the network links 3 Austin schools: U. of Texas, St. Edward's U., Huston-Tillotson College.

Uhf-vhf ETV operation in Milwaukee is sought by the Milwaukee Board of Vocational & Adult Education, now operating WMVS-TV (Ch. 10), which applied for Ch. 36.

## Auxiliary Services

Another CATV for TelePrompTer was announced by Pres. Irving B. Kahn last week. The system is Elmira Video Inc., acquired in Elmira, N.Y. from Utilities & Industries Management Corp. for "an undisclosed number" of shares of TelePrompTer stock. According to Kahn, the Elmira system now has approximately 2,500 subscribers watching shows on 9 separate channels. It's the 6th CATV system purchased by TelePrompTer, the firm's first one to be located in the East, and now makes TelePrompTer "one of the largest group owners of CATV systems," Kahn stated. Its other CATVs are in Liberal, Kan.; Farmington & Silver City, N. Mex.; Rawlins, Wyo.; Eugene, Ore.

Vhf booster hearings in Salt Lake City & Casper, Wyo. will be conducted Feb. 21-22 by Sen. McGee (D-Wyo.) Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, said the purpose was merely to determine how FCC's new regulations are working out. He said he knew of no problems or complaints. However, some telecasters are beginning to fear that booster growth may impinge on their coverage areas—possibly to a degree even greater than did CATVs. FCC booster specialists note that CATV operators have been able to settle differences with stations by switching off out-of-town programs that duplicate local offerings—but that booster operators face the problem of finding inexpensive clock mechanisms for same function.

Anti-pay-TV petition in which Alameda County, Cal. residents urge Congress to pass a law "which would ban pay TV in all forms" has been submitted to the House by Rep. Cohelan (D), who represents the district.

CATV for sale, Donald E. Baker, owner of a small system in McClure, Pa. (P.O. Box 3), advises: "I would like to sell . . . There is a wonderful opportunity for a TV repairman here . . ."

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# WEEKLY **Television Digest**

FEBRUARY 20, 1961

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VOL. 17: No. 8

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

## SUMMARY-INDEX OF WEEK'S NEWS

### Stations

**OUTLOOK IS BRIGHT FOR 1961 SPOT-TV BUSINESS**, our periodic survey of national sales reps indicates (pp. 2 & 6).

**"VOICE" WINNERS STILL SPEAKING UP**. Survey tracks down 22 of 52 top "Voice of Democracy" contestants, finds them continuing their winning ways (pp. 3 & 7).

**WNTA-TV N.Y. IS FOR SALE** and ex-NTA chmn. Ely A. Landau, who resigned last week, hopes to buy it (p. 8).

### Advertising

**TOTAL AD SPENDING** in 1960 was up 4.2%; TV rose 6.7% and continued to enlarge its yearly bite of the whole ad pie (p. 2).

**MORE LOCAL SUCCESS STORIES** are reported by TV stations throughout the U.S. & Canada in our own survey (p. 11).

### Programming

**NBC-TV BUYS MOVIES FROM 20TH CENTURY FOX** for a series of "specials" on Saturday nights, 9 p.m. this fall (p. 4).

### Congress

**MAGNUSON GETS PROBE FUNDS** totaling \$315,000 for Senate Commerce Committee work in such fields as equal time, allocations, network practices, pay TV, CATV (p. 9).

### Networks

**QUIZ SHOWS ARE BACK ON CBS-TV**, with the addition of 3 new "game" shows to daytime line-up. Controversial participation plan is now operating on 135 of 200 affiliates (p. 14).

### Consumer Electronics

**1960 PHONO SALES** totaled 4,565,837 at retail, a strong December pushing them 4% ahead of 1959 (p. 16).

**ALL-CHANNEL SET OUTPUT** steady at 7 to 9% of total production during last 3 years (p. 16).

**TV-BUYING PLANS ARE UP 21%** for 1961's first half vs. year ago, Newsweek survey indicates (p. 17).

**ABRAMS PREDICTS A PICKUP**—for U.S. as well as Emerson; tells of company's new polyester finish (p. 18).

**TV-RADIO SALES WERE SLOW IN JANUARY**, preliminary figures indicate. TV inventories at safe level, radio stocks high (p. 18).

### Auxiliary Services

**CATV LAW PROPOSED BY FCC**—seeks general powers to "adjust" local station-CATV conflicts without CATV licensing (p. 10).

### Film & Tape

**BOONE HAS DEAL, WON'T TRAVEL**. Star of CBS-TV series reportedly gets \$1 million for residuals, to be paid over 20 years (p. 12).

### FCC

**FCC INVITES PROGRAM-FORM IDEAS**, giving industry April 3 deadline for comments on proposed rule-making (p. 1).

**MINOW BUSY AT FCC STAFF BUILD-UP**, seeks Kenneth Cox as general counsel. He hasn't selected broadcast bureau chief (p. 2).

### Other Departments

**FCC** (p. 14). **PERSONALS** (p. 15). **FINANCE** (p. 19).

**FCC INVITES PROGRAM-FORM IDEAS:** Little joy will greet FCC's program-form proposal, now that it's out. Industry has until April 3 to comment on major changes contemplated by Commission. Only brief announcement that rule-making has been started was issued by Commission late Feb. 17, but it's understood that provisions are little changed from those detailed in Vol. 16:46 p7 and 17:3 p4.

One important late addition, it's understood, is a requirement asking licensees to show what they do to examine program material before it's broadcast. Particularly, Commission wants to know what measures affiliates take to determine what they'll be fed by networks.

Broadly, here's what FCC said about the proposal, details of which will be issued this week:

"The proposed changes would require a description of the area being served (population and religious, educational, business and other groups); needs & interests of the area (how it is ascertained and how suggestions & complaints are handled); opportunities afforded community expression; specialized programming; more information about presenting controversial issues of public importance, including editorializing; data on program types (religious, instructive, public affairs, agricultural, news, sports and entertainment), including whether the applicant adheres to the principles of any code of broadcasting ethics and what measures he has taken or proposes to take to insure the maintenance of appropriate programming & advertising standards; and time devoted to commercials."

Industry is expected to protest vigorously—as it did against Commission proposals restricting station transfers to stations held more than 3 years and requiring more financial data.

**SPOT-TV REPS ARE CONFIDENT:** Prospects seemingly are bright for a prosperous 1961 in spot sales, despite the less than enthusiastic terms being applied to the nation's general economy these days. We've just completed our periodic survey of the national sales reps to get their views on the 1961 spot-business outlook. They're all confident.

Some believe that increasing competition will throw more business spot's way. At least one would not be surprised if 1961 should develop into spot-TV's best year.

There are some shadows in the picture, of course—the effect of increased talent fees on spot volume, rate problems, etc.—but the overwhelming consensus is that the 1961 view is bright & promising. (For actual quotes, see p. 6.)

**1960's RECORD AD VOLUME:** Ad spending in 1960 increased 4.2% to a record \$11.6 billion from \$11.1 billion in 1959, according to preliminary estimates by McCann-Erickson reported in Feb. 17 Printers' Ink. TV achieved a better percentage gain—6.7% to \$1.6 billion, from \$1.5 billion. TV's big gainer was network, up 8.1% to \$805 million from \$744.5 million. Spot increased 5.5% to \$510 million from \$483.6 million. Local rose 4.9% to \$280 million from \$266.8 million.

TV's 13.8% share of total 1960 ad revenue was third among major media (first & second were newspapers' 31.5% & direct mail's 14%). More significantly, TV has been increasing its share of the total ad budget steadily. In 1949, for example, TV sliced an 11% share of the total ad pie of \$5.2 billion. Newspapers, traditional leaders, took a 36.5% portion. By 1957, TV's market share was up to 12.3%, newspapers down to 31.8%. TV's share since then: 1958, 13.2%; 1959, 13.5%. TV in 1960 also scored the second highest dollar gain over 1959—a \$100-million increase that was topped only by newspapers' gain of \$104 million.

National ad spending was dominated by TV. Network & spot combined accounted for 11.4% of the total investment. Magazines were second with an 8.1% share. National newspaper advertising was third with 7.3%. Over-all, national advertising increased 4.7% to 60.7% or \$7 billion of total spending. Local advertising was up 3.5%, but its 39.3% share slipped from 1959's 39.6% share of total spending.

Ad gains were posted by all major media, with the sole exception of farm publications, in 1960 over 1959. Total radio was up 2.3% despite a 2.3% sag in network. The top gain was racked up by magazines (8.3%), followed by TV (6.7%). Newspapers inched up 2.9%, radio 2.3%.

For additional details, see table on p. 12.

**MINOW BUSY AT FCC STAFF BUILD-UP:** Newton Minow was confirmed to FCC by Senate Feb. 13—with not a voice raised against him—and interest now concentrates on his top staff choices.

He wants Kenneth Cox for general counsel, and Cox is still mulling offer. He's the Seattle attorney whom Sen. Magnuson (D-Wash.) has often called on to handle important TV-radio hearings.

Industry once had considered Cox strong possibility for FCC chmn. before Minow was named—but Cox said last week he never thought that was true, "flattering though it was." Rather, he said, he had expected Kennedy to pick someone he had worked with, "which he did."

Because Cox had been considered in the running for chairmanship, Washington dopesters wondered whether he was being offered general counsel's job as stepping-stone to a Commissionership. But Cox said no such thing is involved.

General counsel job is attractive, Cox said, "as an opportunity to do some things I'm interested in." But he's also giving careful thought to other side of picture—resigning from law firm, uprooting family, etc.

Prospective general counsel Cox hasn't been active in Washington recently—largely because Magnuson's Senate Commerce Committee was relatively inactive on FCC fronts last session. But in Jan. 1959, at outset of session, he submitted 54-page windup report on Senate's small-town TV hearings which took FCC to task for alleged failures in the field (Vol. 15:2 p2). The report was one of a series of documentary jobs by Cox for Magnuson. If stacked together, Cox reports in recent years would approximate a 5-foot shelf of reference works on broadcasting's troubles.

Another new name in picture is Daniel Ohlbaum, former FCC attorney & crack appellate man now with Justice Dept. He's expected to get substantial post. Henry Geller is definitely returning from Justice Dept., and Ted Meyers will come from ABC N.Y. Initially, at least, Geller is expected to be Minow's admin-

istrative asst., Meyers his legal asst.—but these assignments may change. Minow will retain as special asst. economist James Sheridan, who was first appointed by Chmn. Ford.

Out of speculation now is Richard Solomon, also ex-FCC and now with Justice, whose friends say he's very well situated—and who tells us: "I haven't heard anything about an FCC job."

Still wide open is choice of Broadcast Bureau chief. Minow says: "I haven't addressed myself to it. It's a critical job and I have no prejudice on it." There are plenty of candidates within Commission but Minow may go outside.

John FitzGerald and Harold Cowgill are the outgoing GOP general counsel & Broadcast Bureau chief, respectively. Long-time govt. servants, they have short periods to go before being entitled to full pensions. If "forced" to retire now, they get much larger pensions than they would if they resigned—so Commission is expected to do them favor of pushing them out.

Minow comes to Washington for Feb. 25 White House Correspondents Assn. annual dinner, will stay on job after taking oath March 1 or 2. He said he doesn't yet know who will swear him in. Customarily, it's a top govt. official, frequently a judge.

**'VOICE' WINNERS STILL SPEAKING UP:** We've just completed a delightful chore. It's always been a most satisfying experience to listen to annual presentations of the 4 top winners of the "Voice of Democracy" contest sponsored by NAB & EIA (plus Junior Chamber of Commerce or VFW), and we've often wondered what happened to these outstanding high school students.

We decided to find out. On eve of 14th awards luncheon in Washington on Washington's birthday, we present results of a months-long search on p. 7. We attempted to track down the 52 finalists for all 1948-60 contests, managed to get responses from 22.

They've done & are doing what you'd expect & hope. Maybe there are a lot of black sheep among the 30 we couldn't locate (kids move around a lot)—but we doubt it.

Every one of those out of high school attended college—all with excellent grades, Phi Beta Kappa, summa cum laude, etc. Most of the young women are housewives with children.

The boys have done very well, thank you—many with advanced degrees—in law, medicine, etc. And, pleasing to industry, several have gone into TV-radio. (For thumbnail sketch of each winner's post-high school activities, see p. 7.)

This year's contest judges are headed by Supreme Court Justice Tom C. Clark. Others: Johns Hopkins U. Pres. Milton Eisenhower, FCC Chmn. Frederick W. Ford, FBI Dir. J. Edgar Hoover, MPAA Pres. Eric Johnston, Sen. Keating (R-N.Y.), Joint Chiefs of Staff Chmn. Gen. Lyman L. Lemnitzer, Episcopal Bishop Arthur Lichtenberger, AFL-CIO Pres. George Meany, actor Ronald Reagan, etiquette columnist Amy Vanderbilt and 1960 Voice of Democracy competition winner Richard J. Smith.

## Programming

**Crime 'Fiction' vs. 'Fact':** U.S. Prisons Bureau Dir. James V. Bennett, who has challenged FCC license renewals of 10 stations which carried Jan. 5 & 12 Al Capone episodes of ABC-TV's *The Untouchables* (Vol. 17:3 p14), last week filed a blistering indictment against "flagrant deception" in the series.

In answer to a request from FCC Chmn. Ford for particulars, Bennett let loose with a 4-page single-spaced letter denouncing *The Untouchables* in general & singling out 7 sequences in the 2-part Capone show as examples of how it misrepresented "fiction" as "fact."

"The issue here is not one of censorship," said Bennett, whose original protest against the Capone show was based on portrayals of federal prison employes as gangster accomplices. "Certainly TV shares the right of all our citizens to free speech & free discussion. The issue is rather the more over-riding one of the public interest & deception."

Bennett made such points as these: (1) "All of the

[Capone] events dramatized in *The Untouchables* were entirely the product of the scriptwriters' imaginations."

(2) There was no ABC-TV "disclaimer of authenticity or statement that the broadcast was fictional." (3) Eliot Ness, crime-busting "hero" of the series, was just "a minor prohibition agent," and his book *The Untouchables*—on which the series is based—is itself "highly fictionalized." (4) Federal officers in the series are "shown as violating every legal safeguard. They search & arrest without warrant, utilize wire-tapping devices, practice entrapment, utilize informers obtained by threat or bribe, and engage in needless gun battles."

ABC-TV rejected Bennett's first complaints against airing of the Capone episodes. Following similar protests by a group of House members, the network has since agreed to carry announcements that "certain portions" of *The Untouchables* are fictionalized (Vol. 17:6 p6).

Ed Sullivan, CBS-TV standard for 13 years, has signed a 5-year contract with the network to continue his 8-9 p.m. Sun. evening show.

**NBC TO RUN MOVIE 'SPECIALS':** Since last summer, NBC-TV has been trying to acquire a group of choice, post-1948 features from 20th Century-Fox to be used as a weekly network series aimed squarely at CBS-TV's strong Saturday-night line-up (Vol. 16:34 p3). Last week, some 7 months after negotiations began, NBC pulled off the deal. Now, NBC will have its pick of a year's supply (26 to 39 films) from 150 features in the 20th vaults—all made after 1950 & most of them in color. None of the features, however, is of a later vintage than 1955, in order to protect the theatrical re-issue value of more recent 20th product.

Present plans call for the features to be shown in an uncut version during the 1961-62 season, starting at 9 p.m. on Saturdays. Because of their length (most will run until nearly 11 p.m.) & high cost to the network, (best guess: about \$150,000 apiece for one showing), NBC will sell them on a participation basis. They'll be promoted as "specials," with much emphasis on the color. Young & Rubicam is reportedly interested in the project and urging such sponsors as General Foods to climb aboard.

Among the movies—which are now thus removed from the regular syndication market—are: "How to Marry a Millionaire" (Marilyn Monroe), "On the Riviera" (Danny Kaye), "The Desert Fox" (James Mason), "Titanic" (Clifton Webb & Barbara Stanwyck).

Having broken the ice in the Hollywood feature market, NBC now has its eye on some other post-1948 backlogs, notably that of MGM (not yet TV-committed) and Columbia Pictures (about half of which is being kept off the TV market). It's been common knowledge for some time in N.Y. film circles that NBC would like to buy Metro's "An American in Paris" as a super-special, and would like to acquire Columbia's "Bell, Book & Candle."

National Telefilm Associates, which has a distribution deal on pre-1948 & some post-1948 20th features, is involved in the NBC feature deal as a "special consultant," we were told. NBC is considering the use of special "prologues" to the films, featuring a name star, which may be assigned to NTA for production.

Virtually all of the pictures being acquired by NBC were released theatrically in wide-screen processes, usually Cinemascope. But this won't present any problems for the narrower TV screen, says 20th. For the past 3 years, its Deluxe Laboratories has been working on a film-printing process which virtually reverses the Cinemascope effect, by "selectively" printing the features frame-by-frame, concentrating on the most important visual element in the shot.

CBS-TV was the only network which happened to be carrying the Stevenson U.N. speech live when the pro-Lumumba "spontaneous" riot broke out. Richard C. Hottelet, CBS U.N. correspondent, picked up Ambassador Stevenson's speech at 11:30 a.m. and continued until approximately 11:45 a.m., when the demonstration started. Taped repeats were telecast by CBS at noon & again at 12:20 p.m. Feb. 15, pre-empting *The Clear Horizon & Love of Life*. ABC-TV carried the U.N. riot a few minutes before noon, repeated it via tape at 12:20 p.m. NBC-TV, which switched to U.N. coverage later than CBS (missing part of Stevenson's speech) but in time to catch most of the gallery riot, plans a nighttime 60-min. special. Several of the rioters were recognized by MBS newsman Joe Coggins. "I recognized 8 of the men who caused the riot. They're the ones who used to hang out at Castro's hq, and who staged demonstrations for Fidel & Nikita Khrushchev."

**Kennedy's 4th Conference:** With only a few hours to go, CBS changed its mind last week about not carrying live coverage of President Kennedy's Feb. 15 news conference, and all 3 TV networks carried it live 7-7:30 p.m. CBS changed its mind after originally deciding to tape the conference for late-night playback. Reason: Added interest in the Kennedy conference sparked by the outburst, earlier in the day, at the United Nations Security Council meeting during Adlai E. Stevenson's reply to a Soviet blast at U.N. Secretary-General Dag Hammarskjold.

CBS News Pres. Richard S. Salant had paved the way for the CBS switch when he first announced that CBS wasn't going to pre-empt its Douglas Edwards news show (7:15-7:30 p.m.) to carry the President. "Our obligation, we believe, is to present this informational program unless there is an overriding reason to eliminate it."

There were also indications that the networks were using the Kennedy conferences as a gambit in some inter-network program rivalries. "When the White House asked for network time recommendations, we suggested 7:30 p.m. for live broadcasts, even though it would have interfered with the network entertainment schedule (*Aquanuts*, now changing its name to *Malibu Run*)," said Salant. "When this apparently conflicted with NBC's entertainment programming (i.e., *Wagon Train* on Feb. 15), we offered as an alternative Tuesday 7:30-8 p.m., which was a date the White House had also asked us to consider." ABC, whose *Hong Kong* series has to compete with high-rating *Wagon Train*, also preferred the 7:30 p.m. Wednesday slot, but agreed to the earlier time.

\* \* \*

There's no concerted pressure on the White House to drop telecasts or water them down in some fashion. The changing of hours for the telecasts and the changing between live & taped coverage are experiments seeking the best exposure, nothing more. Presidential News Secretary Pierre Salinger said that tape has been the least satisfactory method tried so far—even though networks are required to hold tapes until the end of the conference. He said it's possible for unscrupulous persons to make use of the tapes for their own benefit—taking advantage of news affecting interest rates, stock market, etc.—before they go over the networks. According to ARB, the 7 p.m. Feb. 15 live presentation had the best rating, as expected. Multi-city Arbitron Feb. 15 showed ABC with 7.0, CBS 15.7, NBC 17.7. Arbitron's previous high for the conferences was 6:30 Jan. 25—ABC 9.2, CBS 13.1, NBC 12.7.

Sir Winston Churchill, after viewing the first of ABC-TV's *The Valiant Years* series about him, asked to see 3 other segments immediately, although he had been scheduled to see only one at the first showing. "When it was all over," reports Marie Torre, "Sir Winston shed a tear and requested a rerun the following night." British critical reaction to the series has been mixed, with British critics "relatively less ecstatic" than our own. Complained London columnist Donald McLachlan: "Is there to be no end to our reminiscing, our harking back, our re-living of our finest hours—and the worst ones that went before? . . . I am concerned about the BBC's decision to give a fillip to what had already become a national obsession—the passion for recollection & counter-recollection; for fighting over old battles; for exhuming hatchets and weaving tapestries of ifs about what might have happened in '41 or '43." Said another London critic: "One thing the Americans are marvelous at is charging their documentaries emotively."

**Eichmann Trial's Troubles:** Capital Cities Bestg. Co.—which currently holds “exclusive world TV rights” to the Israeli trial of Adolph Eichmann—is finding that U.S. networks can be formidable contract bargainers for their share of the news event. Capital is also having troubles in signing foreign broadcasters & in holding the Israeli govt. to its original deal.

Capital recently estimated that on-the-spot coverage for the full trial (about 17 weeks) would cost about \$1 million, and asked each of the 3 U.S. TV networks for \$170,000 in exchange for daily 60-min. tapes. Networks balked at this price, and threatened not to use Capital's facilities. Capital set a new price of \$50,000 per network. Still no contracts. Now, with the trial drawing close, it's expected that the 3 networks will go in with Capital on a pool arrangement, with networks retaining programming & foreign distribution rights.

Among foreign customers, only Britain's ATV has signed, although Capital maintains that “interest in foreign TV markets is strong.” Complaints from various broadcasters & newsmen to the Israeli govt. have resulted in a decision whereby Capital's “exclusive” isn't so exclusive after all. The Israeli Supreme Court now holds that only the officiating trial judge can decide which cameras will be admitted. A consolation for Capital: The Israeli govt. will probably recommend Capital's admission before the court.

Originally scheduled for March 15, the Eichmann trial may now be postponed until April 10, which will give Capital more time to line up subscribers for TV reportage. A postponement, however, would also give U.S. networks additional time to plan their outside-courtroom coverage of the trial. At least one TV network show would be out-guessed by a postponement: *Armstrong Circle Theater* has currently scheduled a repeat telecast of its 60-min. dramatization of Eichmann's rise, fall & capture for March 15. Meanwhile, the network line-up looks like this:

ABC will have “at least 2 pre-trial specials,” probably 30-min. each. It's not yet decided who will represent ABC from the U.S. but the following foreign correspondents will be on the scene: Marvin Levin (Tel Aviv), Robert Sturdevant (Paris), Yale Newman (London).

CBS will send Walter Cronkite to collect films for *Eyewitness to History* & other specials. Winston Burdett (Rome), Daniel Schorr (Bonn) and Charles Collingwood will cover for CBS in Israel.

NBC will do a 60-min. special “a few days before the trial opens,” with a full background on Eichmann and taped interviews with prominent lawyers like Edward Bennett Williams. Martin Agronsky will go to Israel to gather material for specials and *Today*, and Rod Clurman will be foreign news editor. Irving R. Levine (Italy), & Alvin Rosenfeld (Israel) will also cover for NBC.

First U.S. man-in-space flight, now understood to be set for April, will receive live TV coverage by all 3 networks. On the basis of lot-drawing, NBC will head the camera-pool operation, though ABC & CBS will supply personnel & facilities. Roy Neal and James Kitchell of NBC will produce & direct what will surely be TV's trickiest task of the year. The astronaut, in an MR-3 rocket, will reportedly follow an overwater route similar to that flown by Ham, the space chimp. Cameras will begin following the space explorer a few days before the flight, giving live glimpses of final medical examinations & other preparations. Crews will then move to Cape Canaveral for his space-capsule entry, launching and recovery.

Ultimate evil of TV censorship, producer Worthington Miner told RTES last week, is not what it deplors, but the “synthetic hogwash, mediocrity and spurious gallantry” which it permits. He deplored the combined force of advertiser, agency and network “dedicated to the emasculation of vital, passionate theater.” NTA's *Play of the Week*, sparked by NTA Chmn. Ely Landau (see also p. 8), is an “imaginative managerial idea” and an example of “how far a courageous man with flexible imagination can go toward giving TV a shot in the arm without suffering a catastrophic economic setback,” said Miner. It is ironic, he added, that a single local station (WNTA-TV N.Y.) did “what no network has dared—released its creative personnel from the strait-jacket imposed by the commercial mind, which belittles the stature of the public & shrivels before a hint of adverse response.” Stockton Helffrich, dir. of the NAB N.Y. Code Office, voiced his approval of “Ice-man Cometh,” agreed “most of the facts of life are amenable to artistic treatment in TV as elsewhere, without prurience or evasion, provided they are approached responsibly.”

TV-radio commentators all too often “are merely relaying the reports gathered by the trained reporters of wire-service facilities,” complained James C. Hagerty, ABC vp for news, special events & public affairs, at the Aluminum Assn. banquet last week in Oberlin, O. “They seldom, if ever, actually leave the radio or TV studio to cover the news,” he added, recalling that in his 8 years as White House press secy. he knew several Washington-based TV-radio newsmen “who never attended a Presidential news conference.” The fault lies, Hagerty stated, with “the system of news coverage” in the broadcast industry in which many “experts” work against the tightest of deadlines, seldom are in contact with news or sources in the field, and rely for their knowledge too much on what is filtered through to them from reporters who're out hustling for news. “This situation can, and must, be changed,” pledged Hagerty.

Total eclipse of the sun was shown a few hours after it happened on NBC-TV Feb. 15 in the *Huntley-Brinkley Report* just before President Kennedy's press conference. The solar phenomenon was visible in Southern Europe just after dawn. Eurovision TV cameras in England, France, Italy, Yugoslavia and West Germany recorded the umbra, traveling at several thousand miles an hour, by switching ahead of it from country to country. European TV viewers saw the event live, then a video tape was jet-flown to the U.S. in time for the NBC newscast. A BBC-TV announcer did the narration. Eurovision plans to piece together a 30-to-45 min. program for U.S. showing.

Don't watch U.S. TV, advised David Susskind in a program for Canadian viewers last week. “It's unmitigated drivel,” he said on CBC's *Front Page Challenge*. “You should be ashamed to take the stuff. If you go on watching it you'll become sick & silly. It's nothing but a witless potpourri of Westerns & private-eye shows.” There's been nothing new in U.S. TV since 1952, he added. He blamed sponsorship timidity, censorship and lack of original ideas for “the deadening sameness.”

Last-minute court suit was filed Feb. 16 by the Humane Society of the U.S. in Washington against NBC & WRC-TV Washington to try to stop the Feb. 19 showing of *The Chevy Show*. The Humane Society said San Antonio “calf-roping” & “bronco-busting” segments of the program “necessarily involve cruelty to animals.” In N.Y., NBC said animals pictured on the program were handled under supervision of the American Humane Assn.

Chevy is axing Dinah Shore—or is it the other way around? It was hard to tell. General Motors claimed last week it was terminating its 10-year association next season because Miss Shore is “a sales gimmick—not a performer.” She was reportedly offered a series of 8 GM specials keyed to 1961-62 marketing plans, in place of her expensive weekly Sunday night NBC shows. “Miss Shore did not want to do the specials,” said GM, “and so we will part company.” But according to Miss Shore, she won’t see the U.S.A. in a 1961-62 Chevrolet because GM’s plans for specials reduce her to “the status of a pitchwoman.” Miss Shore is still under contract to NBC-TV which hopes to interest another advertiser. Chevrolet is reportedly interested in *Bonanza*, NBC’s Sat. 7:30-8:30 p.m. series and may buy the action-adventure show & move it to the Sunday 9-10 p.m. slot.

Canadian-content regulations for TV-radio programming will go into effect as scheduled (programming must be 45% Canadian by April 1, 1961, and 55% Canadian by April 1, 1962), BBG Chmn. Andrew Stewart said last week. He was the first witness in a Parliamentary Broadcasting Commission probe into all phases of Canadian broadcasting. He said applicants for private TV stations had been emphatic in assuring BBG that the program-content requirements could be met. Dr. Stewart disclosed that a study is being made of the possibility of placing wired pay-TV & CATV systems under its jurisdiction at the request of Revenue Minister George Nowlan. Participating in study: BBG, CBC, CAB, Federal Dept. of Transport.

**KHJ-TV Los Angeles** has acquired rights to telecast 26 games of the Los Angeles Angels of the American League next season, edging out other independent L.A. stations which bid for them. Six will be exhibition games, the first to be March 11 between the Angels & Chicago Cubs in Palm Springs, training site of the new team. Half of the remaining 20 will be telecast from Wrigley Field in L.A. The other half will be road games.

**WKRC-TV & WKRC Cincinnati** have re-established their policy of daily (instead of weekly) editorials. Announcing the expanded schedule, the Taft Bestg. outlets noted over the air: “Why are we embarking on this more ambitious schedule of presenting editorial opinion? . . . To try to stimulate greater interest in you in what is going on about us.”

Women are increasing in the late fringe-time audience (in the time periods beginning from 10 p.m. to 11:30). They represent 45 to 49% of the total audience. Men make up 34 to 37%. Teenagers are 9% at 10 p.m., dwindling to 6% for the 11:30 p.m. start. Children are 12% of the 10 p.m. audience, 8% of the 11:30 p.m. slot. The figures are from Nielsen’s November 1960 report.

Iowa State U.’s **WOI-TV Ames** got its programming knuckles rapped in the State House last week because it telecast *Woody Woodpecker* instead of President Kennedy’s Feb. 15 news conference. Asked rapper Rep. William Denman (D-Des Moines): “What kind of distorted minds think it’s more important to broadcast *Woody Woodpecker* than the President of the U.S.?”

Soap operas still lead other types of daytime programming in audience interests, indicated Nielsen’s November 1960 report. They drew a 7.4 average audience against 6.0 for quiz & audience participation, 5.4 for film repeats.

Louisiana has voted not to bar TV, radio and news cameras from the State House of Representatives. A resolution to ban them was defeated by the House 51 to 29.

## Stations

### More about

**SPOT SALES REPS ARE CONFIDENT:** Here are some of the comments & predictions made to us by sales reps in our annual survey of their views on the spot-business outlook (see p. 2):

**Katz Agency (TV-sales vp Scott Donahue):** “January was not a recession month in spot TV. Total number of advertisers and total spot dollars topped January 1960. Current activity indicates healthy billings through at least the first quarter. If [a 2nd half business] upturn takes place, spot should have one of its best years. If not, the medium will suffer less than many, but will reflect the general economy to a greater extent than it has to date.”

**Blair Television Associates (exec. vp Richard L. Foote):** “The intensely competitive conditions certain to continue during 1961 will place extra emphasis on spot TV for 2 reasons: (a) Executives will naturally concentrate sales pressure on those areas which can best repay the advertising investment. (b) Spot TV best permits the flexibility of market selection and close control. . . . In a check of our 11 offices we find firm confidence that spot volume will carry forward at a level which will permit stations to continue their high standard of service . . .”

**George P. Hollingbery Co. (Pres. George P. Hollingbery):** “The spot-TV business should be excellent for the next few months, 10 to 15% ahead of a year ago. During the time when our economics are uncertain, large advertisers are hesitant to make long-time commitments, and spot TV is their best buy . . .”

**Venard, Rintoul & McConnell (Pres. Lloyd George Venard):** “Spot TV in 1961 will be the same as any other advertising business—extremely competitive. There will be one handicap in that the networks are now selling spot announcements on network shows. Because the advertisers will miss many markets that they need on network spot-casting, it is likely that this situation will stimulate spot TV in some markets. Rates will not be raised as much in 1961 as in the past; more attention will be paid to station character & less to numbers than in the past; and the influence of the local sales manager or food broker on accounts will play a more important part in the final selection of stations. Station income from spot announcements should equal or exceed 1960.”

**TvAR (vp & gen. mgr. Larry H. Israel):** “Indications are that the first quarter of 1961 will show a healthy improvement for spot TV. Despite the softness in the general economy, spot TV is continuing to attract a record number of dollars even though its rate of acceleration may be slowing down somewhat. However, I do believe spot TV will be the least affected among ad media by fluctuations in the economy. One of the major problems facing spot TV is its lack of a clear-cut image or identity, as contrasted with other major media. We feel that the station representative should work with advertisers at the national level while the local station emphasizes the values of spot to local brokers, agents, dealers and distributors . . . All factors considered, however, I do believe that Spot Television billings will reach a new high in 1961.”

**Blair-TV (exec. vp Edward P. Shurick):** “There are several imponderables that could interfere with the continued orderly development: (1) Effect [of] increased talent fees . . . ; (2) the billing dollars being siphoned out of spot by network participation carriers; and (3) . . . deterioration of good business practices in rates.”



**More about**

**VOICE WINNERS' SEQUELS:** Herewith is current status of the 22 Voice of Democracy winners—out of 52 top contestants since start of the series in 1947-48—who responded to our queries (see p. 3). Listed are: name, home town, winning year, college, graduating year, major subject, average grades, present occupation, hobbies:

Janet Ceister (Mrs. Thomas G. Larrimer), Cuyahoga Falls, O., 1948: Catholic U., Ohio State U., '53, B.A. in speech & drama, 3.6 (out of 4.0). Now housewife, 4 children. Theater, sewing, reading.

Laura Shatto (Mrs. Robert Barlow), Hagerstown, Md., 1948: Pembroke College, '53, English literature, 3.75 average, *summa cum laude*, Junior Phi Beta Kappa, commencement speaker. Housewife, 3 children. Reading, bridge, music, theater.

Alice Wade Tyree (Mrs. L. D. Kinnard), Lawton, Okla., 1948: Attended college (school not indicated), literature, languages, history, philosophy, 2.8 (out of 3.0). Married, one child. Reading, music, knitting, golf, tennis—"Really, I dabble in & enjoy almost everything."

Charles Kuralt, Charlotte, N.C., 1949: U. of North Carolina, '55 American history. Now CBS News correspondent, narrator of *Eyewitness to History*. Married, 2 children. "Voice" contest influenced him "markedly." Says: "It helped me decide to try to combine journalism with radio & TV."

Richard L. Chapman, Brookings, S.D., 1950: South Dakota State College, '54, B.S. in political science; Cambridge, England, '55; Syracuse U., '58, public administration; 3.87 (undergraduate). Now management asst., Office of Director of Defense Research & Engineering, Defense Dept., Washington. Married. Hunting & fishing.

Robert Shanks, Lebanon, Ind., 1950: Indiana U., major in radio, TV & theater, upper 3rd of class. Now talent coordinator for *Jack Paar Show*. Married, 2 children. Writing, politics.

Robert A. Burnett, St. Louis, Mo., 1951: St. Louis U., '55, B.S. in speech, minors in education & philosophy, B. Now with radio KADY St. Louis. Swimming, tennis, theater work.

Marcia Anne Harmon (Mrs. Marcia Haninger), San Bernardino, Cal., 1951: Fresno State College, '55 B.A. in education, A, "highest honors." Taught 4th grade in San Jose for one year, now housewife with 3 children. Reading, gardening.

Ricardo Romulo, Washington, D.C., 1951: Georgetown U., '55, B.S. in history & government, Dean's Honors, B-plus; Harvard Law School, '58. Now practicing law in Manila (son of Phillipine Ambassador Carlos P. Romulo). Married, no children, but, adds his father, "not yet."

Dwight Clark Jr., Ft. Collins, Colo., 1952: Stanford U., 1952-58 B.A. & M.A. in political science, now working on Ph.D. in education following Army service, 3.3. Master's thesis: "The Effects of Radio & TV in the 1956 Presidential Campaign." Residence hall counselor, teaches adult education course on "The American Presidency." Broadcasting—8 years part time & summers at TV & radio stations—politics, printing.

Robert E. Davis, Maui, Hawaii, 1953: Attended college (school not indicated), agricultural engineering, 3.1. Now Navy Lieut. j.g., pilot, legal officer, Alameda, Cal. Married, one child. Reading.

Joseph Gerdes, Harrisburg, Pa., 1954: Georgetown U., biology, B-plus. Now junior, Georgetown U. School of Medicine. Golf, tennis, painting, monologues.

Arvon J. Maletsky, Schenectady, N.Y., 1955: Princeton U., music, *summa cum laude*, Phi Beta Kappa, now medical student, Columbia U. Violin.

Jan Hogendorn, Oskaloosa, Ia., 1956: Wesleyan U., '60, B.A. in economics, now in London School of Economics under Fulbright Scholarship. A. Married. Reading, baseball, tennis, music.

Gabriel G. Kajeckas, Washington, D.C., 1956: Georgetown U., '60, B.A. in English, B-plus, now attending Yale U. for studies in comparative literature under Woodrow Wilson Fellowship, plans to become college teacher. Golf, piano.

Deborah Allen, Troy, N.Y., 1957: Radcliffe College, senior, modern European history & literature, A-minus. Planning to enter foreign service or govt. Singing, reading, art.

Mary Ellen Zanton, Avalon, Wis., 1957: U. of Wisconsin senior, theater & speech, 3.2. Plans "to go East and study acting." Acting, theater-going, reading.

Barbara Mary Breaud (Sister Mary Barbara, O'Carroll), New Orleans, La., 1958: Attending Congregation of the Sisters of Our Lady of Mount Carmel, New Orleans, mathematics & chemistry. Reading, sewing, tennis.

Derek L. Booth, Boonton, N.J., 1959: Attending Amherst College, mathematics, 76% average. Electronics, audio, "commercial-type radio."

James W. Rachels Jr., Columbus, Ga., 1959: Now attending Mercer U., majoring in philosophy, planning to do graduate work in religious education, B-plus. Music, art.

Sanford L. Orkin, Sunbury, Pa., 1959: High school senior. Part time radio announcer, coin collector—"and enjoy music very much, classical & old favorites."

Richard J. Smith, Albuquerque, N.M., 1960: Still in high school, plans to study law. Reading, debating.

**What Timebuyers Do & Don't Want:** Research data provided by stations to ad agencies is, more often than not, a pure waste of time if it serves only to confuse timebuyers. This was generally agreed by the 2 research executives—Young & Rubicam vp Dr. Frank Mayans and Westinghouse Bestg. Co. research dir. Melvin A. Goldberg—who were invited to give their viewpoints on local-level station research to a Feb. 14 RTES seminar in N.Y.

"Stations must learn, in as formal a fashion as possible, what kinds of intelligence are needed by agencies in making broadcast decisions," said Mayans. Coverage maps were one of his prime problems, he said, chiefly because they seldom matched the agency's yardsticks for coverage evaluation. ("We have one such map of a station in the Midwest with fantastic coverage," said Mayans. "I think they reach Europe.")

The Y&R executive also turned thumbs-down on "random" selections of rating examples that are the pick of the station's strongest attractions; on research figures quoted in station brochures with no source given; on stations that subscribe to several rating services and then carefully choose the best; on stations that give audience shares without stating whether they are based on a total or metro-area rating; and on research battles between stations that each claim coverage in neighboring towns.

"A program of suggested research activities should be developed through the station reps and such groups as the 4A research committee," Mayans recommended. What agencies really want, he added, is more information on living & buying habits in local TV markets, how spot schedules can reinforce network buys, more audience-profile information and more station-image research.

Agencies, on the other hand, must accept some share of the blame for "so what?" and "egoistic" research, WBC's Goldberg said, recommending that timebuyers & agency men put a "seal of disapproval" on poor research. "I have found that the safest method is to have the agency request it. Research in answer to a request is sure to get used." To whom should agencies direct such requests? "Ask my personal representative," said Goldberg, "the fellow who probably spends more time with you than anyone else in my organization, the one who apologizes for snafus, takes care of make-goods, keeps you informed of availabilities. The salesman is the only personal link between the agency & the media."

"The Television Business—The Accounting Problems of a Growth Industry," by CPA Warde B. Ogden (Ronald Press, \$6) was published Feb. 15. Ogden is a partner of Price Waterhouse & Co. Described as the "first book to tackle this area of TV management, [it] explores the many unusual accounting problems connected with the production, distribution and broadcasting of filmed & taped TV programs." The book explores such areas as accounting for production costs, recording revenue, film revenue, amortization problems, station accounting, barter transactions, and financial-statement presentation.

Ampex Video Products Co. has been established as a division of Ampex Corp., taking over many of the activities of Ampex Professional Products Co. Headed by L. E. Good, ex-Professional Products mgr., it will produce & market Videotape recorders & other TV products and act as U.S. distributor for Marconi Mark IV TV camera equipment. The audio division of Ampex Professional Products has been consolidated with Ampex Audio Co., Sunnyvale, Cal., which formerly handled only consumer audio products.

**International TV Symposium** to "provide an opportunity for broadcasting, industrial and research organizations to explain new developments in TV equipment & arts" will be held May 17-21 at Montreux, Switzerland, in conjunction with the May 17-21 International TV Festival (Vol. 17:5 p6). Engineers from around the world will present technical papers on a range of TV subjects, from studio equipment & techniques to color, space and ETV.

**NEW & UPCOMING:** CHSM-TV (Ch. 7) Fox River, Que. has been on the air repeating CHAU-TV (Ch. 5) Carleton, Que. since Jan. 9. B. Bourget, secy.-mgr. for owner Le Syndicat de Television de Riviere-au-Renard so informs us. The station is using a 3-watt Canadian Marconi translator and has a quadri-angular tower on a mountain 1,200-ft. above sea level; it's sold as bonus to CHAU-TV. The Canadian on-air station total now stands at 83 outlets.

\* \* \*

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

WIPM-TV (Ch. 3) Mayaguez, P.R. has again delayed start, this time to March 19, according to R. Delgado Marquez, gen. mgr. for owner P.R. Dept. of Education, which also operates WIPR-TV (Ch. 6, educational) San Juan. WIPM-TV will be an educational outlet also. An antenna was installed on 202-ft. Ideco tower late in January.

WSIU-TV (Ch. 8, educational) Carbondale, Ill. has set Sept. 1 as target, reports Buren C. Robbins, dir. of bestg. service for grantee Southern Illinois U. It's asking for bids soon on transmitter, tower & antenna.

WLTV (Ch. 13) Bowling Green, Ky. has a 40-kw Standard Electronics transmitter scheduled for arrival in 3 months, but hasn't set a target for programming, according to owner George A. Brown Jr. Construction of the studio-transmitter building hasn't started. It will use a 600-ft. Stainless tower. Base hour not set, rep not chosen.

CBXT (Ch. 5) Edmonton, Alta. doesn't expect to begin programming as a CBC o&o until next summer. Construction has begun on the building which will house an RCA transmitter on Hwy. 17 on the outskirts of town. It will use a 500-ft. tower. Studio, on which construction is due to start soon at 74th St. & 88th Ave., will be equipped with a TV tape recorder. Ralph Horley, CBS sales rep at Winnipeg, will be station mgr. Base hourly rate is not set.

■

KFRE-TV Fresno switched to uhf Ch. 30 from vhf Ch. 12 Feb. 17, converting the California city into the first deintermixed market in the country (Vol. 16:50 p10) to go from vhf-uhf to all uhf. The Triangle station's San Joaquin Valley coverage area is currently 92% uhf converted. In a statement prepared for KFRE-TV's inaugural uhf telecast, FCC Comr. Robert E. Lee noted that the event "is a matter of considerable interest to those of us serving on the FCC. I should like to point out that Triangle Stations, owners of KFRE-TV, concurred with the FCC proposal to make this move, and in fact testified in support of it even though the conversion has been an expensive undertaking for them."

NBC's David Brinkley has been added to the program of the 6th annual NAB-sponsored conference of presidents of state broadcasting associations Feb. 23 in the Shoreham Hotel, Washington (Vol. 17:5 p14). He will comment on Washington developments at a pre-luncheon session. Other features of the February 22 & 23 meeting: Feb. 22— a.m., reports to delegates by NAB staffers; noon, Voice of Democracy contest luncheon, Statler Hilton Hotel (see pp. 3 & 7); p.m., reports by state leaders Ronald A. Murphy (Wash.), Lee Ruwitch (Fla.), Thad M. Sandstrom (Kan.), Lloyd W. Dennis Jr. (Md.-D.C.), George R. Dunham (N.Y.). Feb. 23— a.m., special report by NAB broadcast personnel & economics mgr. James H. Hulbert, followed by round-table discussions; noon, luncheon address by NAB Pres. LeRoy Collins; p.m., tour of NAB hq.

**Landau Seeks WNTA-TV:** WNTA-TV N.Y. is for sale, and Ely A. Landau, the onetime N.Y. agencyman who resigned last week as NTA chairman, hopes to buy it. Landau himself announced this odd duality last week at a press conference also attended by Oliver A. Unger, now president, chairman & chief executive officer of NTA (Martin Leeds, ex-Desilu Productions exec. vp, will assume most of Landau's NTA duties).

Promising that he intended to make "a substantial offer" for the N.Y.-area (officially, Newark, N.J.) independent, Landau said that NTA was disposing of the station chiefly to pay off NTA debts. The film concern, 80% of whose gross business is in telefilm sales, bought the station (then WATV) in 1957 for \$2,255,000 plus \$475,000 of debt. A money-loser at first, WNTA-TV "went into the black as of last September," said Landau.

Landau attempted to acquire the station last April, but failed, reportedly due to the wishes of National Theatres, then NTA's parent. A later separation between NT&T and NTA paved the way for Landau's move, although NT&T still has a 38% interest in the film company.

There'll be other candidates for the station purchase besides Landau before the bids close in mid-March. "We've been approached by several prospective buyers, although we're not negotiating yet," stated NTA's Unger. In N.Y., John F. White, pres. of National ETV & Radio Center, said at week's end: "The availability of Ch. 13 provides the opportunity for which metropolitan N.Y. has been waiting to bring ETV to this area. [We will] make every effort to purchase the station at a reasonable price."

■

Sale of Toronto radio CKEY has been confirmed by BBG, which states that a transfer application has been filed and hearings will be held Feb. 22. Buyer is the Shoreacres Bestg. Co. Ltd., which is reportedly paying Jack Kent Cooke \$5 million for the station. Cooke, who also owns the Toronto Maple Leafs baseball team, became a U.S. citizen last September and was recently involved in FCC license-renewal hearings for his brother Donald's Pasadena radio KRLA (Vol. 16:46 p8 & 16:45 p10). Shoreacres stockholders are the *Toronto Globe & Mail*, Canadian Westinghouse Co., Westinghouse Electric Corp. (U.S.), W. P. Wilder (Toronto investment dealer) and Toronto lawyers J. S. D. Tory, J. G. Edison and J. B. Aird.

#### FACTBOOK NO. 32 CLOSES MARCH 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Congress

**Magnuson Gets Probe Funds:** The Senate last week gave \$315,000 to its Commerce Committee "to examine, investigate and make a complete study" of a dozen areas within its jurisdiction, including many TV-radio-FCC problems.

The 1961 appropriation—described by Committee Chmn. Magnuson (D-Wash.) as a "modest" increase from the \$308,120 voted for last year—was approved without dissent after he submitted a prospectus for investigations (Vol. 17:5 p8) which ranged over these broadcasting-related fields:

**Equal-time Sec. 315 of the Communications Act**—"We must review the effectiveness of our temporary exemption [for Presidential tickets] and hold hearings on S-304, which would make it permanent" (Vol. 17:6 p2).

**TV allocations**—"We are forced to continue to urge the FCC to act." The Commission is exploring alternative possibilities with the OCDM, however. "We are sure that a definite answer to these questions will be given within the next few months."

**Pay TV**—"Still a controversial issue."

**TV-network practices**—"It is clear that continued hearings are essential."

**Space communications**—"A policy for space communications, probably via the use of satellites," must be set up.

**Educational TV**—"New developments & new legislation will necessitate additional hearings."

**CATV & booster problems**—"This is an extremely controversial subject and will take up a great deal of the time of the Committee."

TV debate challenge has been tossed at his opponents in a U.S. Senate race by Rep. Wright (D-Tex.), who offered to pick up the tab himself if they don't want to share air-time expenses with him. A candidate for the seat which was held by Vice President Johnson, Wright said his TV proposal was directed particularly at Republican candidate John G. Tower, but was open to all others in the race. Sec. 315 of the Communications Act (whose equal-time requirements were temporarily lifted for Presidential candidates only during the recent Presidential campaign) requires that all candidates be offered equal time.

TV writer Tad Mosel gets credit from Sen. Proxmire (D-Wis.) for "some of the crispest, most compelling writing now being done." In one of a series of speeches in praise of recent network programming (Vol. 17:6 p13), Proxmire said Mosel's script for NBC-TV's "The Invincible Teddy" on *Our American Heritage* "uses the small detail, knowingly perceived, to give us a better, clearer understanding of the broad train of events." Proxmire inserted the script, complete with camera directions, in the Feb. 6 *Congressional Record*.

**Unauthorized editing by broadcasters** of "recorded interviews & discussions on issues of public importance" would be prohibited under a Communications Act amendment (HR-4332) proposed by Rep. Brown (R-O.). It would ban "the broadcast by radio or TV" of any such recording which had been "altered without the consent of participants."

FCC regulation of networks is provided by a bill (HR-4321) sponsored by Rep. Brown (R-O.). It was sent to the House Commerce Committee, whose Chmn. Harris (D-Ark.) already had authored a similar measure (HR-1164) at the outset of the session (Vol. 17:2 p2),

TV & radio will be in the middle of a cold war in the House this week. The arena is the Rules Committee, whose conservative Chmn. Smith (D-Va.) has scheduled a Feb. 21 hearing on a proposal (H. Res. 27) by Rep. Griffiths (D-Mich.) to permit camera-&-microphone coverage of proceedings of the House & its committees (Vol. 17:2 p3). All such proposals in the past, adamantly opposed by Speaker Rayburn (D-Tex.), have been pigeonholed by the Rules Committee. Smith's sudden maneuver in calling up the Griffiths resolution for action was seen by Congressional cynics not as a policy reversal in favor of TV & radio newsmen but as a move to embarrass Rayburn. Ever since Rayburn won his fight with Smith to enlarge & liberalize the Rules Committee (Vol. 17:7 p14), Smith has been trying to load the legislative calendar with measures unwanted by Rayburn. Asked by reporters why he was bringing up the Griffiths proposal now, Smith explained with a straight face that he was just doing what Rayburn wanted—setting up green lights in the Rules Committee for floor votes on bills. Rayburn made it clear that he was unmoved & unamused by Smith's move. "The idea [of TV & radio coverage] strikes me as it always has," he said. "I've been utterly opposed to it. I am yet. I've never been in favor of making a show of the House."

**House Commerce Committee**—reconstituted with its Republican membership increased by one to a Democratic-Republican 20-13 ratio (Vol. 17:7 p14)—held its first formal organization meeting Feb. 16. But it postponed setting up subcommittees. Chmn. Harris (D-Ark.) asked members at the closed session to indicate their preferences for assignments to such standing units as the Communications Subcommittee, of which he is expected to name himself chmn. again. Also on the Committee's agenda is establishment of a new Subcommittee on Regulatory & Administrative Commissions to carry on work of the old Legislative Oversight Subcommittee (Vol. 17:2 p2). Harris may head this unit, too—as he did the Overseers. Meanwhile the death Feb. 15 of Rep. Norrell (D-Ark.) seemed to end the threat of a home-state political battle over a House seat. Harris & Norrell districts had been combined in the census reapportionment for the 1962 Congressional elections.

**Richard D. Heffner**, CBS-TV special-projects dir., will urge repeal of the Communication Act's Sec. 315 before the Western Radio & TV Conference in Salt Lake City this week (Feb. 23-25). Other speakers include NET Pres. John F. White, NAEB Pres. William G. Harley, FBI supervisor C. D. Brennan and Dr. Sterling M. McMurrin, U.S. Commissioner of Education-designate.

**Political-discussion series** *Report from Washington*, featuring N.J. Sens. Case (R) & Williams (D) in joint appearances, has been started by WCAU-TV Philadelphia and a dozen N.J. radio stations as a once-a-month public-service program. Taped in Washington, the Case-Williams bi-partisan show follows a format initiated by Pa. Sens. Scott (R) & Clark (D) for Pa. stations (Vol. 17:3 p15).

FCC procedural bill (S-683) eliminating affidavit requirements for routine reports & application forms (Vol. 17:7 p14) has been passed by the Senate and sent to the House, where a similar measure died last year.

CBS-TV has been commended by Sen. Williams (D-N.J.) for putting Labor Secy. Arthur J. Goldberg on its new *Washington Conversation* show Feb. 12. Inserting the transcript of the interview in the Feb. 16 *Congressional Record*, Williams said it "has much information of great interest to many Americans."

## Auxiliary Services

**CATV LAW PROPOSED BY FCC:** The FCC has finally forwarded its suggested CATV-regulation legislation to Congress—precisely along the lines indicated by Chmn. Ford in his recent address to the NCTA regional seminar in Washington (Vol. 17:3 p4). It's still understood that the Commission, watching CATV-station conflicts fade, isn't hot for enactment.

The Commission doesn't want to license CATVs, wants only general powers to resolve conflicts as they arise. The key paragraph of the proposed bill asks that FCC should:

"Have authority to issue such orders, rules, and regulations and prescribe such restrictions & conditions and in connection therewith, to hold such hearings as, in its discretion, may be deemed appropriate with respect to the operation of Community Antenna TV Systems, either generally or in individual instances, as may be necessary or desirable to the maintenance of broadcast stations providing locally-originated TV program service in the area served by a community antenna TV system, with due regard to the public interest in the provision of multiple TV program services."

In its explanation accompanying the proposal, FCC said: "It should be noted that despite the numerous CATV systems throughout the country, the problems that have arisen concern the comparatively few areas where a CATV system competes with a local station. Although authorizing the Commission to impose restrictions on CATV operation so as to promote a more equitable balance with a local station, the Commission would be required to give due consideration to the public interest in the multiple TV services provided by the CATV, and therefore its jurisdiction is keyed to the making of reasonable adjustments in the competitive situation rather than to the elimination of CATV systems.

"For example, in an appropriate situation, the Commission might require the CATV system to carry the program of the local station as part of its regular service and to assure that reception of the local program by CATV subscribers is reasonably comparable in technical quality to the programs provided by the CATV from other sources . . .

"Another instance of the way in which the Commission's jurisdiction might be exercised in appropriate situations lies in the field of duplication by CATV systems of programs being carried by the local station. The Commission would be empowered under the proposed legislation to order such adjustments as would, on an appropriate basis, permit the CATV system to continue to provide multiple TV services and at the same time afford to the local station some protection in its program offerings."

**Translator starts:** K74AY Salt Lake City is now on equipment tests. Owner U. of Utah plans to file for a license about March 1. It will originate its own ETV programs, as does K71AU there, although some of the U.'s KUED (Ch. 7) shows will be repeated occasionally.

- K73AT LaGrande, Ore. won't begin construction until June when snow melts off 7,132-ft. Mt. Fanny near Cover, Ore. Site will enable it also to cover Elgin, Union and Baker when it begins operation in July.

New AM station is sought by Rhinelander TV Cable Corp., Wis. CATV operator which has applied for 1300 kc, 5-kw daytime.

**CATV vs. Canadian Stations:** Proposals by the Canadian Assn. of Bestrs. that now-licensed CATV systems in Canada be regulated, too, have been opposed vehemently by the National Community Antenna TV Assn. there.

In language reminiscent of running arguments between U.S. CATVs & stations, the NCATA submitted a 21-page brief to a special broadcasting committee of the House of Commons maintaining that CATV is just "a passive element of broadcasting" and therefore not subject to regulation under the Broadcasting Act.

"From the viewpoint of Constitutional law, it is difficult to comprehend how the Parliament of Canada or any agency thereof can regulate program content since a CATV system neither broadcasts programs by means of Hertzian waves nor relays signals by means of a cable system connecting the province or crossing an international boundary," the brief said. "There would appear to be no other jurisdictional head under which the federal authority could act."

The NCATA reported that its membership includes 116 of 262 licensed Canadian CATV systems, that the average number of system subscribers is 700, subscribers pay an average of \$89 in connection charges and \$3.73 monthly service charges. The brief noted that half Canada's 16-million population can receive U.S. TV signals with ordinary antennas, so that CATV's across-the-border service has little effect on "well-entrenched habits of Canadians to view U.S. TV programs." (See also p. 6.)

First convention of vhf booster operators—the Western Translator Conference—will be held March 3-4 at Hotel Utah, Salt Lake City. Sponsored by *DXing Horizons* magazine, it is supported by the following firms, which will exhibit equipment or participate: Adler Electronics, New Rochelle, N.Y., Blonder-Tongue Labs, Newark, N.J.; Electronics, Missiles & Communications, Mt. Vernon, N.Y.; General Electronic Mfg. Co., Roseburg, Ore.; Mid-America Relay Systems Inc., Rapid City, S.D.; SITCO Antennas, Portland, Ore.; Video Utility Co., Seattle. Featured address by Pres. Isaac Blonder of Blonder-Tongue is titled "The Future of Small-Town TV." Other sessions will be devoted to FCC forms, translator maintenance, remote control, use of translators by broadcasters. Information on the conference is available from *DXing Horizons*, Box 3150, Modesto, Cal.

Health & science programming for the lay public will be explored by the Council on Medical TV in a technical seminar April 6 at its 3rd annual meeting at the National Institutes of Health, Bethesda, Md. Other topics on the tentative agenda of the April 6-7 sessions include TV's role in clinical radiology, use of color & scrambled-image TV, medical-school TV teaching techniques.

Adler Electronics Inc. has opened a midwest industrial products div. office at 11910 Lawnview Ave., Glendale, O. (Telephone: Princeton 2-1198). Heading the office is Jack H. Wilkes, former Canadian Marconi Co. sales engineer. The company also announced appointment of William C. Batista, ex-Emerson, as field engineer for microwave, translator and ETV systems.

Newest TelePrompTer expansion is a production-services division. Heading the new offshoot will be E. J. Spiro, formerly TPT's dir. of marketing. According to TPT exec. vp William V. Sargent, the new division will be "responsible for national film & TV equipment sales & services and for the staging of business meetings."

## Advertising

**SUCCESS STORY—CHAPTER 2:** "If all you are selling is a list of items at a price, economists predict you'll be replaced by the growing discount houses. But if you can establish an image of your store as standing for something more than just prices, then you can grow with our economy." So stated Howard P. Abrahams recently at the annual convention of the National Retail Merchants Assn. That TV can "establish & improve store image," said Abrahams, "is evidenced by the stores' increased use of TV advertising."

The TvB executive's view parallels our own findings in this area in a survey we made of TV outlets in the U.S. & Canada. We have already reported from it representative local regional TV successes in the automotive & auto-products category (Vol. 16:48 pp3 & 7). The report below, drawn again from examples cited by stations, covers department stores, shopping centers, other retail outlets.

**WKY-TV Oklahoma City, Okla.** Reported asst. mgr. James Terrell: "Horn Seed Co. sponsors a 10-min. garden show within the framework of our daytime variety program, *The Tom Paxton Show*. Sales for the first 9 months of the year 1959 increased 32% over the entire preceding year. For example, a 200% increase was realized in peat-moss sales. Garden-sprayer sales increased 233%, and insecticides showed a 205% increase." The firm's weekly 10-min. segment represented the "only additional advertising" used in the later year as against the earlier.

**CKCW-TV, Moncton, N.B. Canada** has in its files a letter from Carl E. Horncastle, mgr.-dir. of Cash & Carry Cleaners, which reads in part: "As sponsors of *The Weather Forecast* for more than 150 weeks, we have maintained a steady schedule of advertising on TV. Prior to TV, we ran our advertising on a hit & miss basis. Now, for 2½ years, the consistent pattern of advertising has, no doubt, influenced & helped our gain of 75% in volume of business." Noting that he had doubled his original TV schedule, Horncastle added that "we attribute the many new customers we have received to the weekly promotion of Cash & Carry Cleaners and Custom Cleaners. More than 70% of our advertising dollars are spent where we feel they will reach the most people and, as you are probably aware, CKCW-TV is getting this big percentage."

**WSVA-TV Harrisonburg, Va.** When a new hardware & appliance store opened in Staunton, Va., the station sold it on placing its entire promotional budget with WSVA-TV. Live announcements in participating shows and saturation station breaks drew more than 3,000 people to the store in the first hour of opening day—and 14,000 more in the next few hours. "The store was sold out on several lines of merchandise as early as 2 p.m., and the Staunton police dept. had to assign 4 extra men to traffic duty at the location," said station Pres. & gen. mgr. Hamilton Shea.

**CKCO-TV, Kitchener, Ont., Canada.** "The most successful case history of advertiser results ever achieved through our station," wrote gen. mgr. William D. McGregor, "involved a local dealer for a mechanical massage product whose sales were increased more than 10 times in the period of 18 months through the sole use of TV advertising. This startling increase was attained after the advertiser had used other media for a period of one year. We are now in the 3rd year of assisting this advertiser, and he has had consistently increasing sales throughout this period to such an extent that his operation became, by a good margin, the largest-selling dealership in the U.S. &

Canada for 44 weeks. Considering that this includes dealerships in cities such as N.Y. and Los Angeles, this showed an effective use of TV advertising."

**WTVT Tampa, Fla.** sold a 10-min., early-evening weather show to Webb's City Shopping Center (which claims, incidentally, to have been the world's first). Webb's City, until then, had been a heavy newspaper advertiser. Reported WTVT in our survey: "Webb's City found that their TV advertising attracted customers from a larger area than ever before. The effect of TV was shown when 100 watches were sold in less than 3 hours after the commercial was presented." Because of this "unprecedented" success, the shopping center stepped up its TV schedule to a total of 4 shows on the station.

**WHEN-TV Syracuse, N.Y.** The Rochester Sample Shoe Store has been "a constant advertiser for 10 years," according to WHEN-TV promotion mgr. Robert Peel. Owner Jack Rubenstein has "devoted almost all of his ad budget to TV" (using spot announcements), and the store has tripled its business, "crediting WHEN-TV exclusively . . ."

**KGNC-TV Amarillo, Tex.** Wolfin Village is the first shopping center to be built in Amarillo, and "we have handled their advertising exclusively since their origin," KGNC-TV gen. mgr. Bob Watson reported. The center's merchants have been so "outstandingly successful" that "all subsequent shopping centers in Amarillo have been patterned after this one."

**WMTV Madison, Wis.** cites "an exclusive one-week promotion by the Madison East Shopping Center, in which all of the stores participated, and the entire budget normally allotted to newspaper advertisers was channeled into TV." Daytime-announcement saturation was used, and direct results were seen by all merchants in the center when station personnel pitched in to organize & supervise a boat show, pet contest and other events."

**WMBD-TV Peoria, Ill.** reports its most successful case history to be that of the Bergner Dept. Store, a heavy user of 10- & 20-sec. commercials. "Positive proof that TV can move merchandise is in the store's records, the most significant fact being that TV produces sales throughout the coverage area in excess of the confined circulation area of the Peoria newspapers," reported WMBD-TV vp Robert O. Runnerstrom.

The retail sale has fallen upon evil days in much of the national magazine market. Although 80 leading magazines experienced a circulation increase of 35% over the past 10 years, their single copy sales simultaneously dropped more than 10%. So reports Bernard P. Gallagher in "A Hard Look at Soft Sales" in *Bestsellers Magazine*. He goes on to explain that the reason for the apparent paradox is the surge in subscription selling. *Life*, presented as an example of this trend, is shown to have had 49% of its circulation in single copy sales in 1947, but it has less than 10% today. And, continues the article, "today 82.2% of the subscriptions *Life* sells are sold at cut rates."

Space-rate discounts for national advertising are now offered by 161 U.S. daily newspapers, estimates Feb. *Media/scope*. Another 100 dailies provide group discounts. The top discount approximates 20%. "Many newspapers," reports *Wall St. Journal*, "concede discounts are aimed at winning ad dollars away from TV & magazines."

Uniformity in newspaper discounts for national advertising is the objective of 4 plans proposed by a rate committee of American Assn. of Newspaper Representatives.

## U.S. Advertising Volume—1959 & 1960

Preliminary estimates by McCann-Erickson  
for *Printer's Ink* (See p. 2)

Medium	1960		1959		Per cent change '60 vs. '59
	Millions	Per cent of total	Millions	Per cent of total	
<b>Newspapers</b>					
Total	\$3,650.0	31.5%	\$3,546.0	31.9%	+2.9
National	846.0	7.3	826.2	7.4	+2.3
Local	2,805.0	24.2	2,719.8	24.5	+3.1
<b>Magazines</b>					
Total	938.0	8.1	866.2	7.8	+8.3
Weeklies	525.0	4.5	478.4	4.3	+9.7
Women's	184.0	1.6	168.2	1.5	+9.4
Monthlies	197.0	1.7	185.0	1.7	+6.5
Farm National	32.0	0.3	34.6	0.3	-7.5
<b>Television</b>					
Total	1,595.0	13.8	1,494.9†	13.5	+6.7
Network	806.0	7.0	744.5†	6.7	+8.1
Spot	510.0	4.4	483.6†	4.4	+5.5
Local	280.0	2.4	266.8†	2.4	+4.9
<b>Radio</b>					
Total	672.0	5.8	657.1†	5.9	+2.3
Network	47.0	0.4	48.1†	0.4	-2.3
Spot	210.0	1.8	203.2†	1.8	+3.3
Local	415.0	3.6	405.8†	3.7	+2.3
<b>Farm Publications (Regional)</b>	34.0	0.3	36.4	0.3	-6.6
*Total Farm Pubs. (66.0)		0.6	(71.0)	0.6	-7.0
<b>Direct Mail</b>	1,620.0	14.0	1,573.0	14.2	+3.0
<b>Business Papers</b>	600.0	5.2	569.3	5.1	+5.4
<b>Outdoor</b>					
Total	203.0	1.8	193.2	1.7	+5.1
National	137.0	1.2	130.4	1.2	+5.1
Local	66.0	0.6	62.8	0.5	+5.1
<b>Miscellaneous</b>					
Total	2,270.2	19.5	2,181.2†	19.6	+4.1
National	1,313.8	11.3	1,269.0†	11.4	+3.5
Local	956.4	8.2	912.2†	8.2	+4.8
<b>Total</b>					
National	7,025.8	60.7	6,713.5	60.4	+4.7
Local	4,556.4	39.3	4,403.8	39.6	+3.5
<b>Grand Total</b>	<b>\$11,582.2</b>	<b>100.0</b>	<b>\$11,117.3</b>	<b>100.0</b>	<b>+4.2</b>

\*Included in other media totals—not to be added.

†Revised.

TV's extensive & speedy coverage was seen again in a recently made TvB-A. C. Nielsen study of Rambler and Pontiac auto TV schedules. Pontiac's one-day (Oct. 6, 1960) campaign consisted of 24 spots in N.Y. and an ABC-TV Victor Borge special. "The value of spot TV to supplement a single special network program & increase the reach of the commercial message in a single day was clearly seen," said TvB, when 69.5% of all N.Y. Metropolitan area homes were reached. The Rambler schedule consisted of 174 one-min. & 20-sec. spots on all 7 N.Y. stations in the 4 weeks ending Nov. 6, 1960 (13 in prime time, 161 in non-prime). The weekly cumulative audience for Rambler was 82.6% of N.Y. TV homes and 97.9% for the entire 4-week period, Nielsen estimated.

62% of consumer magazines told *The Gallagher Report* that they expect an average increase in their 1961 ad volume of 10.4% over 1960. Other questionnaire answers: 61% said they increased their ad rates an average of 14.6% in 1960; 54% will increase ad rates 11.5% this year; 82% said they expect total revenue to increase by 13.3% this year. Since 1956, ad rates in consumer magazines have risen 38%, Gallagher also reported, but their circulation since that year has risen only 17%.

**Ad People:** John J. Calnan named TV-radio creative dept. mgr., Needham, Louis & Brorby, succeeding Frederick D. Sulcer, promoted to account exec. . . . Charles Fredericks Jr. elected a vp, Ogilvy, Benson & Mather . . . Western States Advertising Agencies Assn. named Paul Willis, Carnation Co. vp-ad dir., as its "Advertising Citizen of 1960."

## Film & Tape

**Six New Shows Sold:** Only a half-dozen new telefilm series have been sold for next season, as sponsors, agencies and networks mark time until they can see the bulk of Hollywood's pilots.

In the early returns, Revue Studios leads with 3 sales for next season, and Four Star Television is runner-up with 2. Revue sales (all for CBS-TV): *The Bob Cummings Show*, *Ichabod*, and a 60-min. action-adventure series, *The Investigators*.

NBC-TV bought a 60-min. anthology series which will feature Dick Powell as host and will be produced by Powell's Four Star. That company's other sale is *The Freshman*, a comedy starring Gertrude Berg & Cedric Hardwicke. Another series definite for next season is the 60-min. *Walt Disney Show*, slotted on NBC-TV Sunday.

Renewals which have been nailed down for next fall include *National Velvet* (MGM-TV) and *Adventures in Paradise* (20th Century-Fox TV).

One top-echelon network executive told us to look for mid-March as the time of decision, pointing out that by then networks, sponsors and agencies will have had a look at the new Nielsens. Also, many series have mid-March renewal dates.

**Boone Has Deal, Won't Travel:** Richard Boone, who had been considering leaving CBS-TV & *Have Gun, Will Travel* following expiration of his contract, will stay for another year beyond the 1961-62 season to which he was committed (Vol. 17:6 p6). The reason: A highly attractive residuals-plus-salary agreement reached with the network. We learn that CBS-TV bought out Boone's residual interests in *Have Gun* for approximately \$1 million, with a proviso that it will pay him off at the rate of \$50,000 a year for 20 years. The 2-decade pay-off, now being drawn up in contract form, gives the actor a better tax break, one of the principal inducements in the deal. Also his salary is reportedly being raised to \$200,000 a season, perhaps more, for the next 2 years. The network is considering eventual daytime-stripping of the series.

Boone had been negotiating with the AB-PT film production subsidiary, Selmur Productions, for a deal to follow expiration of his CBS-TV contract, but that company lost out mainly because of the CBS-TV residuals deal.

Replacing the late Ward Bond—after months of pondering by the producers of *Wagon Train*—is John McIntire, once the star of the 30-min. version of *Naked City*. The actor is already working in the NBC-TV show and will be seen for the first time in April. Revue Studios has concocted a story line in which Lee Marvin (ex-*M Squad*) comes into one episode as the wagonmaster, is disliked and comes to an untimely end. This paves the way for the introduction of McIntire.

Mid-season casualty rate of shows continues to decline, reports *Sponsor*, which advances 2 theories for the phenomenon: (1) More one-hour shows and (2) the hesitancy of free-lance producers to allow a new series to battle its way as the warm weather approaches. Here's the tabulation:

	1960-61	1959-60	1958-59	1957-58
Total number of entries .....	108	119	114	120
Total shows dropped since fall .....	8	15	30	34
Casualty rate for all sponsored series .....	7.4%	12.6%	26%	28%
Total newcomers in fall .....	44	43	36	45
Total newcomers dropped .....	6	9	17	26
Casualty rate for new shows .....	12.6%	21%	47%	58%

## HOLLYWOOD ROUNDUP

Writers Guild of America West may file an *amicus curiae* brief in Federal Court in support of the \$7.5-million "blacklisting" suit filed against the Motion Picture Assn. of America and the Assn. of Motion Picture Producers by a dozen movie writers & actors (Vol. 17:1 p13). WGAW has called a special membership meeting for March 1 to discuss the move voted by the Guild's council. Plaintiffs in the action contend that a "political blacklist" has kept them out of work in the film industry since 1947. Eight writers are among the plaintiffs, 2 of them WGA members. Major studios producing TV film as well as movies were named in the-suit.

Desilu Productions will pay Screen Actors Guild members residuals due on a number of NTA-financed & distributed series, a company executive told us last week (Vol. 17:7 p12). SAG had contended that Desilu was in default on residual payments of several NTA syndicated series. Desilu terminated distribution contracts with NTA on grounds it is in default of its payments. SAG also seeks residuals on 3 NTA series produced by 20th Century-Fox TV and is planning a joint approach to NTA with Writers Guild of America West and Directors Guild of America to resolve that situation.

A 10-year lease on California Studios was taken last week by a syndicate headed by Los Angeles financier Fred Jordan from the W. H. Clune Foundation. Philip N. Krasne formerly had the lease. Jordan & his group are planning to utilize the 9-stage studio in Hollywood principally for rental purposes. They have no immediate production plans, we're informed by Jerry King, vp & asst. to Jordan. No telefilm companies are presently filming at California Studios. CBS-TV's *Gunsmoke* and *Have Gun, Will Travel* were formerly produced there, but *Gunsmoke* moved to Paramount Sunset and *Have Gun* to Paramount.

Screen Actors Guild has overwhelmingly approved (6,186 vs. 56) a new contract covering non-theatrical industrial & educational movies (Vol. 17:5 p11). SAG gets wage hikes retroactive to July 21, 1960, additional compensation for pension, health & welfare, and other benefits.

Mitchell J. Hamilburg has finished a pilot, *\$100,000 Hole in One*, a half-hour show . . . James Fonda will produce Screen Gems' *Hazel* pilot, with Harry Ackerman as exec. producer, Shirley Booth to star.

People: Cy Howard has taken over as producer of Desilu Productions' *Guestward Ho!*, replacing David Heilweil, who has moved to 20th Century-Fox as a movie producer . . . David Schwartz named associate producer on *The Donna Reed Show* . . . W. Argyle Nelson named vp in charge of production & studio operations of Desilu Productions. James Paisley named production mgr. . . . John Conwell joined 20th Century-Fox TV's casting dept. . . . Edward Rissien will produce *The Jane Powell Show* pilot for Four Star Television and Miss Powell's Etoile Productions . . . Michael Garrison will produce Revue Studios' 60-min. series, *The Investigators* . . . Jack Dunning named supervising film editor of MGM-TV . . . Warner Bros. promoted producers Howie Horwitz, Jules Schermer and Arthur Silver to supervising producers . . . KNXT Los Angeles names Alexander Ramati as producer of four 90-min. dramas to be sponsored by Lincoln Savings & Loan Assn. during 1961.

## NEW YORK ROUNDUP

Screen Gems, long exclusively a film production-distribution company, plans to enter the live-TV program field. Herbert Sussan, former NBC-TV dir. of special programs, has been retained "to develop a package of major musical & dramatic specials," announced SG vp & gen. mgr. Jerome Hyams. "We now have 8 film series on the nighttime network schedules," said Hyams. "The fact that film has achieved such an extensive position on the networks suggests to us that there will now be new opportunities in live programming." SG expects to have the specials ready for network sales in "the near future."

American TV Commercials Festival added 3 New Yorkers to its staff last week. Renee Rosenwasser, formerly of TvB, was named coordinator of entries & reservations. Walter Cooper, ex-Lennen & Newell associate producer, was named program coordinator. And Vincent Infantino, ex-Ted Bates executive, became coordinator of film & videotape commercials. Festival dir. Wallace A. Ross plans to address a Feb. 23 Milwaukee Ad Club meeting at which he will present the 1960 award-winners.

Kuklapolitan Productions has been formed by *Kukla, Fran & Ollie* creator Burr Tillstrom to produce & market a 5-min. series featuring the 2 puppet members of the team. J. Walter Thompson has optioned the series for client Seven-Up, and Campbell-Mithun is reportedly interested for American Dairy Assn. Barring a hoped-for network slot, Tillstrom will offer the series for syndication. The comic characters, on network TV for some 10 years, left the air in 1957.

Samuel Goldwyn has obtained a default judgment against Bernard L. Schubert Inc. for \$5,635. The judgment was entered in N.Y. Supreme Court and obtained under a stipulation citing a 1959 agreement whereby Schubert reportedly used Goldwyn's Hollywood studios & facilities for production of a *Counterspy* TV series.

Add syndication sales: Ziv-UA has sold *Miami Undercover* in 117 markets to date, with new sales including WJBF Augusta, WAST Albany . . . Seven Arts has sold its post-1950 Warner Bros. feature-film package in 5 more markets, raising the total to 44.

WCBS-TV N.Y. scored a near-record late show Arbitron rating of 24.7 Jan. 28 with the first N.Y. telecast of "All the King's Men." The figure, which represents more than 2 million viewers, was the 4th highest in the late show's 10-year history. The film is the first of the Columbia Pictures 275-film, post-1948 library recently bought by WCBS-TV through Screen Gems.

ABC Films sold its new 65-episode *Dr. Joyce Brothers* series to 5 stations after pilot screenings in several major markets. Filming should be finished by the end of March, and on-the-air start dates are set for the week of April 5.

People: NTA sales department realignment was announced last week. Berne Tabakin has been named national sales vp, Peter Rodgers West Coast sales vp and Leonard Gruenberg sales development vp. Joel Weissman has been appointed NTA Telestudios Ltd. staff dir. . . . Alfred Fernandez Jr. has become Screen Gems Mexican sales mgr. . . . Michael A. Palma, Transfilm-Caravel exec. vp, has been appointed vp & chief financial officer of T.F.P., entertainment div. of parent Buckeye Corp.

## Networks

**Quiz Shows Are Back:** To put some zing in its late-morning ratings, CBS-TV late last week shook up its 10 a.m.-to-noon schedule with a round of program changes, and tossed in a new afternoon show for good measure. Interestingly the 3 new shows involved are all—as CBS describes them—“new fun-packed game shows.” Last fall, CBS went out of its way to drop the axe on the few quiz shows it had, in the wake of the Van Doren *et al.* expose.

The new Mon.-Fri. daytime lineup, announced by CBS-TV's new daytime program vp Lawrence White, runs like this: 10-10:30 a.m., *I Love Lucy* (reruns), moving down from 11 a.m. and ousting reruns of *December Bride*; 10:30-11 a.m., *Video Village*, remaining in its present time, but switching origination to Hollywood; 11-11:30 a.m., *Double Exposure*, a new Heatter-Quigley production involving jigsaw puzzles; 11:30 a.m.-noon, *Surprise Package*, a Singer production in which contestants are “told the value of merchandise and then are given money to purchase blocks of time to ask questions concerning the merchandise.” The latter 2 shows fill the vacated *Lucy* spot and replace *The Clear Horizon*. In the afternoons, *Face the Facts* will be slotted from 2-2:30 p.m., replacing *Full Circle*. All shows will begin on March 13.

On the daytime sales front, there was action of another sort. CBS-TV's controversial daytime plan began as scheduled Feb. 13, despite protests from station reps & some affiliates (Vol. 17:7 pp3&9). It was no great trick for timebuyers to clock the amount of minute announcements during the first week (about 40 of a total of 100 participations). But who got what at what rate was something else. Several of the contracts, we're told by CBS, were still operative under the old 15-min.-segment sales policy. Another thing in doubt: The length of the line-up, inasmuch as not even CBS was quite sure exactly how many stations were taking the 10 a.m.-through-noon shows. Confided one Madison Ave. agency source to us: “I really don't care how many stations I get in this deal. Since I'm bound to get the CBS o&o's and a reasonable number of big affiliates, it's a good buy at those prices [\$3,200 per announcement with discounts].”

Closest estimate of the CBS-TV station total clearing for the 10 a.m.-noon block: 135 out of about 200. Missing from the lineup: the Meredith, Storer and Taft stations affiliated with CBS. Estimated U.S. coverage of the daytime block: about 90%, or about equal to ABC-TV's best single daytime lineup (for *Queen for a Day*).

### NETWORK SALES ACTIVITY

#### ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. Mar. *Kurlash* (Ehrlich, Neuwirth & Sobo)  
The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Feb. *Johnson & Johnson* (Young & Rubicam)

#### CBS

Malibu Run (formerly *Aquanauts*), Wed. 7:30-8:30 p.m., part. eff. Feb. & Apr. respectively.  
*Whitehall Laboratories Div.* (Ted Bates)  
*Pepsi-Cola* (BBDO)

#### NBC-TV

Ulysses Grant & Robert E. Lee specials. 1961-62 season.  
*Union Central Life Insurance* (no agency)

## The FCC

“Lawyers' delight”—the NBC-RKO proposed station sales & objections thereto (Vol. 16:1 p9 *et seq.*)—will be handled expeditiously, FCC assured Philco last week. Philco, which has an application for NBC's Ch. 3 (WRCV-TV) Philadelphia, had filed a “motion to expedite.” The Commission listed all the applications pending & the pleadings filed (27) and said: “These applications & pleadings, raising complex substantive and procedural questions, have been & are under expeditious study & consideration by the Commission, and you may be assured that every effort is being made to resolve these matters as promptly as possible.” The Commission began discussing the case last week, asked its staff to come up with recommendations on procedures. The staff estimated it would need about 30 days. The Commission faces a choice of conducting one big hearing involving everything, or holding separate hearings on each station involved—Boston, Philadelphia, Washington & San Francisco. It's understood that the majority appears to favor a one-package affair.

Assault on Ch. 8 Petersburg, Va., held by WXEX-TV, was deflected by FCC last week when it: (1) Dismissed the application of South Side Virginia Telecasting Corp. which contested WXEX-TV's renewal. (2) Renewed the license of WXEX-TV. (3) Denied Southside's petition for further hearing on the Sept. 1954 decision which had granted Ch. 8 to WXEX-TV & denied Southside. The Commission said that Southside's application was short-spaced vis-a-vis Ch. 8 applications in the Greensboro-High Point, N.C. area.

Govt. wheels are blocked by too much detailed paper work loaded on desks of regulatory-agency officials, President Kennedy's special advisor James M. Landis told the Women's National Democratic Club in Washington. In another in a series of lectures on agencies & their faults (Vol. 17:6 p4), Landis said the officials ought to be free to spend more time thinking—“just about the toughest job of all.” He added that the Eisenhower administration had left the Democrats with clean-up tasks ranging from reducing case loads to getting rid of poor personnel.

Congressional criticism of CBS-TV's migratory farm labor documentary “Harvest of Shame” (Vol. 17:7 p14) shouldn't be permitted to blur the problems of the workers themselves, Sen. Williams (D-N.J.) told the Senate. He said it's “most unfortunate” that the show's objectivity has been challenged. “My own reaction is that the program serves a definite purpose,” Williams said. “It helped many Americans to realize that there are serious problems in this area, and that something should be done about them.” The CBS-TV film—and attacks on it by the American Farm Bureau Federation—provided most of the text for a Feb. 16 floor debate on farm-labor issues which filled 14 pages of the *Congressional Record*. At a N.J. Farm Bureau breakfast meeting with the state's Congressional delegation the same day, fruit grower Sam DeCou drew applause when he said Edward R. Murrow, narrator on the network show, is unfit to head the USIA. (Vol. 17:7 p14).

“Management payola” case against radio WAOK Atlanta & WRMA Montgomery was wrapped up by FCC last week when it ordered the stations to “cease & desist” taking money for playing records. The stations had quit the practice long ago (Vol. 16:51 p2) and were prepared to accept the cease & desist order. They waived hearing right.

Substitution of Ch. 15 for Ch. 45 in Youngstown was denied by FCC, which rejected a petition of WXTV (Ch.



45) Youngstown requiring the deletion of Ch. 22 from Pittsburgh, Ch. 29 from Canton, Ch. 15 from Ashtabula—and short co-channel spacing with WTAP-TV (Ch. 15) Parkersburg, W.Va.

Springfield, Ill. deintermixture case, long enmeshed in "influence" charges involving FCC's award of St. Louis Ch. 2 to KTVI, should be subjected to further proceedings "on the merits of the underlying TV channel allocations," the Commission told the Court of Appeals last week. Following recommendations by special examiner Horace Stern last March (Vol. 16:11 p4), FCC asked the Court to remand the case for "early action," with all original parties getting an opportunity to submit comments on the record. Comrs. Cross & King dissented from the Commission's recommendations. Cross held that "limited reopening" of the case wasn't enough, that FCC should start all over again on Springfield-St. Louis deintermixture issues. King said FCC "has no alternative" but new rule-making. Chmn. Ford concurred with the majority, but said he would be more "explicit" about the *ex-parte* conduct of KTVI Pres. Harry Tenenbaum, which Ford said "went substantially beyond the bounds of propriety."

Short-term license, to April 1, 1962, was granted by FCC to radio WPHB Philipsburg, Pa., owned by Rev. William Emert. The Commission said the renewal was granted "on the basis of corrective action reported by the licensee as a result of complaints about broadcast attacks on various groups & individuals." The licensee was reminded, the Commission said, "about broadcasters' responsibility for community service and obligations in the matter of editorializing." Comrs. Bartley & King dissented.

FCC's award of Ch. 12, Beaumont, Tex. to KBMT, over competitor Brown Telecasters, was upheld by the Court of Appeals last week in a 2-1 vote. Brown contended that FCC erred in granting KBMT a waiver to use a site outside of Beaumont. Judges Edgerton & Washington said, in effect, that the FCC may have erred but it wasn't important. Dissenting Judge Danaher contended that it was.

Shift to Ch. 3 is sought by WARD-TV (Ch. 56) Johnstown, Pa., which asked the Commission to assign Ch. 3 and delete Ch. 19 & 56. From Hackensack, N.J. came a request for the reservation of Ch. 14 for ETV in the Paterson-Upper Montclair area, filed by the Bergen County Federation of Boards of Education.

Overlap problem indicates a hearing is necessary, FCC said last week, on the proposed sale of 1/3 of WHNB-TV (Ch. 30) New Britain, Conn., to WWLP (Ch. 22) Springfield, Mass. Comrs. Hyde & Lee dissented.

CP for KRNM-TV (Ch. 10) Roswell, N.M. will be transferred—for \$10,000 & assumption of debts—to New Mexico Telecasting Co., following approval received from the FCC last week.

Ch. 62, Allen Park, Mich. has been granted to Robert M. Parr. Also granted last week: Ch. 74 translator, Winnemucca, Nev. to Humboldt County TV Maintenance, and CP for Ch. 75, Point Arena, Cal., was reinstated.

A 2nd ETV channel for Ogden, Utah, is in the works. FCC has proposed to reserve Ch. 24 there at the request of the Ogden City Board of Education. The Weber County school district now operates KWCS-TV (Ch. 18).

Sale of radio KTHH Houston for \$1.5 million by Texas Radio Corp. to Winston-Salem Bestg. Co. Inc. (Vol. 16:50 p12) has been approved by FCC.

## Television Digest

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**Personals:** Arch Madsen, ex-AMST asst. dir., named pres. of KSL-TV & KSL Salt Lake City where he served 1934-35 & 1943-46. He replaces Jay W. Wright, resigned.

A. Prose Walker, NAB engineering mgr., May 16 joins Collins Radio Co., Cedar Rapids, Ia., in charge of best. & amateur equipment development . . . Sheldon Smerling, former exec. vp of Eastern Management Co. (movie theaters & radio stations), named exec. vp, NT&T . . . Herbert J. Miller Jr., member of Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, named U.S. Asst. Attorney General in charge of the criminal div.

Lawrence White promoted from dir. of daytime programs to CBS-TV daytime programs vp; Bruce Lansbury, former asst. dir. of program development, Hollywood, named CBS-TV dir. of daytime programs, Hollywood . . . Robert Blake, ex-CBS-TV press information dir., Hollywood, opens own PR office in Beverly Hills . . . Daniel Kelly, ex-mgr. of sales presentations, named CBS TV Spot Sales mgr. of sales promotion & research . . . Robert Rafelson, ex-CBS & Talent Associates, joins ABC-TV as mgr. of program development . . . Henry Epstein promoted from asst. art dir. to art dir., AB-PT.

Donald A. Pels, ex-WABC-TV business mgr., named treas., Capital Cities Bestg. Corp. . . . Paul Von Hagel named gen. sales mgr., WEAR-TV Pensacola . . . Charles R. Sanders appointed asst. to the pres., Spartan Radio-casting Co. (WSPA-TV & WSPA Spartanburg, S.C.) . . . Andrew F. Oehmann, attorney in Washington TV-radio firm of Dow, Lohnes & Albertson, rejoins Justice Dept. as exec. asst. to Attorney General Kennedy.

New anti-trust chief in the Justice Dept., replacing Robert A. Bicks, will be Minn. State Supreme Court Justice Lee Loevinger, 47, whose law career includes govt. work in the anti-trust div. In court cases, appearances before Congressional committees and in law-journal articles, Loevinger has won a reputation as an advocate of stiff enforcement of anti-monopoly laws—particularly those dealing with price-fixing & rigged bidding.

Earl W. Kintner, outgoing FTC chmn., is understood to be joining the Washington law firm of Berge, Fox & Arent—to be renamed Arent, Fox, Kintner, Plotkin & Kahn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 PHONO SALES NEAR RECORD:** Phono sales played a stereophonic Concerto for Cash Register in 1960. Despite a few sour notes last fall, good December business ended the year on the upbeat.

Phonograph sales last year totaled 4,523,385 at factory level, 4,565,837 at retail. Retail sales thus were 4% ahead of 1959's 4,397,857 units. In dollars, 1960 should prove to be by far the best phono year because of the heavy proportion of the more expensive stereo phonos to mono units. (The figures aren't available yet.)

Stereo units represented 73% of phonos sold at retail last year, mono 27%. This compares with 1959's ratio of 62% stereo, 38% mono. Looking at it another way, stereo phono sales in 1960 were 22% higher than in 1959, while mono sales dropped 15%.

In terms of factory unit sales of phonos, 1960 was the 2nd best year in history—exceeded only by the 4,658,000 units sold in pre-stereo 1957. Here's a tabulation of unit factory sales of phonos (not including record-player attachments) for the last 9 years:

1952 .....	820,000	1955 .....	2,627,000	1958 .....	3,972,000
1953 .....	1,215,000	1956 .....	3,789,000	1959 .....	4,304,000
1954 .....	2,244,000	1957 .....	4,658,000	1960 .....	4,524,000

Like TV & radio, phono sales ended 1960 with a very strong December (Vol. 17:7 p16). That month saw the highest retail phono sales figure registered for any month in the 2 years EIA has been releasing monthly retail phono statistics. The 907,723 phonos sold that month were 10% more than the previous record of 822,761 sold in Dec. 1959. This represented a sharp comeback from Nov. 1960's poor retail sales, which were 18% below Nov. 1959 and were 40% monophonic (Vol. 17:4 p18). In Dec. 1960, stereo resumed its strong dominance, accounting for 74% of the retail unit sales—slightly better than the full year's stereo-to-mono ratio of 73 to 27.

Here are EIA's final & official phono sales figures for 1960, compared on a monthly basis with 1959:

PHONO FACTORY SALES							PHONO RETAIL SALES						
Month	1960			1959			Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total		Mono	Stereo	Total	Mono	Stereo	Total
January .....	118,400	341,329	459,729	184,147	177,336	361,483	January .....	151,813	367,839	519,652	231,429	159,214	390,643
February .....	92,649	324,666	417,315	164,873	188,750	353,623	February .....	102,063	347,860	448,128	171,127	156,477	327,604
March .....	63,264	242,523	305,787	119,075	168,117	287,192	March .....	61,249	249,497	310,746	139,577	140,075	279,652
April .....	30,962	142,409	173,371	47,153	125,111	172,264	April .....	41,503	152,141	193,644	94,226	118,197	212,423
May .....	36,793	146,176	182,962	33,356	89,827	123,183	May .....	39,734	141,080	180,814	70,228	82,765	152,993
June .....	69,293	198,407	267,700	44,976	152,900	197,876	June .....	44,601	165,663	210,264	66,979	100,982	167,961
July .....	70,992	222,559	293,551	44,591	158,668	203,259	July .....	58,787	180,949	239,736	82,742	124,979	207,721
August .....	109,321	307,517	416,838	65,179	277,545	342,724	August .....	79,364	257,581	336,945	98,132	198,926	297,058
September .....	146,997	384,289	531,286	102,399	377,785	480,184	September .....	115,863	264,636	380,499	132,686	257,857	390,543
October .....	143,160	391,821	534,981	139,579	456,471	596,050	October .....	126,807	272,101	398,908	152,248	343,428	495,676
November .....	177,786	343,006	520,792	167,879	455,582	623,461	November .....	174,801	263,182	437,983	183,774	469,048	652,822
December .....	123,991	295,075	419,066	154,574	407,744	562,318	December .....	234,705	672,018	907,723	229,989	592,772	822,761
TOTAL .....	1,183,608	3,339,777	4,523,385	1,267,781	3,035,836	4,303,617	TOTAL .....	1,231,290	3,334,547	4,565,837	1,653,137	2,744,720	4,397,857

**UHF SETS TOTAL 7.5 % OF OUTPUT:** As FCC prepares for its uhf experiments in N.Y., a look at the status of uhf today, from standpoint of production & sales, shows business still low—but steady.

Factory production of all-channel, uhf-equipped TV sets has leveled off in the last 3 years at less than 450,000 annually, or between 7 & 9% of total TV-receiver output. This figure is believed to constitute about half the total of uhf sets sold each year. The difference is made up by turret-tuner sets which contain uhf strips when sold (about 10 to 12% of all turret-tuner sets) and sets converted to uhf by distributors & dealers.

Annual sales of sets which can receive at least one uhf channel thus is believed to total about one

million. These sets serve a hard core of 92 uhf stations (including 15 non-commercial educational outlets). In addition there are 236 uhf translators on the air—but set & tuner makers say their impact on business has been virtually unnoticeable, because the areas they serve are so small.

We estimate that at least 12 million uhf sets & uhf conversion units (including tuner strip sets) have been sold since the first uhf stations went on air in 1952. However, most of these uhf devices are no longer in use, due to natural obsolescence cycles & uhf stations leaving the air. Just how many uhf tuners are now standing idle is almost impossible to estimate.

Uhf tuning strips for turret tuners has become a stable business for Standard Kollsman Industries, the big tuner maker, which says that its sales of uhf strips have been steady almost since uhf's early days.

All-channel set production declined sharply from 1956 to 1958, however, but now appears to have leveled off. This table, compiled from EIA and Television Factbook figures, shows factory production of all-channel sets since 1953, in units and as a percentage of total set production, together with total number of stations on air at end of each year (educational stations in parentheses):

Year	Uhf output	% of total	Stations	Year	Uhf output	% of total	Stations
1953	1,459,500	20.2%	122 (1)	1957	779,800	12.2%	90 ( 6)
1954	1,383,500	18.8%	117 (3)	1958	418,300	8.5%	84 ( 7)
1955	1,181,800	15.2%	102 (5)	1959	435,600	6.9%	85 (10)
1956	1,035,200	14.0%	96 (6)	1960	428,500	7.5%	91 (15)

Future of uhf set business will, of course, depend largely on FCC and, quite possibly, Congress (which has pending an FCC request to require all-channel tuners in all sets). But barring any govt.-dictated changes, the market can be expected to stay about the same for the next few years.

Biggest uhf markets should continue to be Holyoke-Springfield & Hartford-New Britain, Mass.; Scranton-Wilkes-Barre, Pa.; Elkhart-South Bend & Fort Wayne, Ind.; Peoria, Decatur & Springfield, Ill.; Tampa-St. Petersburg, Fla.; Fresno & Bakersfield, Cal.; Youngstown, O.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 10 (6th week of 1961):

	Feb. 4-10	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	110,410	112,301	129,510	583,231	793,484
Total radio .....	264,411	289,045	358,817	1,608,420	2,095,691
auto radio .....	79,281	101,244	141,871	569,003	948,244

**TV Buying Plans Up:** TV business should be even better than last year during 1961's first half if consumers follow through on their stated intentions to buy, as measured in *Newsweek's* Survey of Consumer Buying Plans. The latest installment of the continuing survey, conducted by National Industrial Conference Board, was based on 10,000 telephone interviews by Sindlinger & Co. during Nov. & Dec.

TV, in fact, shows up as almost the only bright spot among all products listed. Consumers' plans to buy TV sets during first half of this year were up 21% from their stated plans just a year ago—as opposed to these other products: New cars, down 4%. Furniture, down 9%. New houses, down 2%. Dishwashers, down 28%. Ranges, down 2%. Refrigerators, down 2%. Washing machines, down 10%. Vacuum cleaners, down 1%.

The only other major categories which were up from a year ago were used cars, up 22%; older houses, up 6%; vacations, up 2%.

Said *Newsweek*: "A year ago, when most U.S. consumers & businessmen alike were anticipating a boom year in the U.S. economy, there was a surge of plans to buy almost all of the 9 appliances covered in the survey. Inevitably, the latest reading looks gloomy in contrast. Of all the items surveyed, only TV sets showed any improvement over 1959 levels."

**Canadian TV Declines:** Canada's TV industry wound up 1960 on the downgrade. Distributor sales to dealers fell off sharply to 340,755 units, from 405,965 in 1959, reports EIA of Canada. The only 1960-over-1959 gain was scored by high-end TVs—the 3-way combos, which increased sales nearly 30%. All other product categories were down.

December business also reflected the downbeat trend. The 29,375 units sold to dealers in 1960's final month trailed preceding month's 35,469 units & Dec.-59's 32,208.

The breakdown of total 1960 sales (corresponding 1959 figures in parentheses): Portables, 64,162 (69,979); table models, 69,309, (107,757); consoles, 188,857 (215,872); combinations, 18,427 (14,357).

In December, portables & combos ran ahead of the year-earlier pace, but not by enough to offset the table & console slump. Breakdown for December (vs. Dec. 1959): Portables, 5,297 (4,350); table models, 6,488 (8,852); consoles, 15,361 (17,429); combinations, 2,229 (1,577).

Eastman Kodak will begin to manufacture magnetic tape later this year in Rochester, N.Y. Initially, Kodak will market audio recording tape through its photo dealers. The company later will make video & computer tapes.

**ABRAMS PREDICTS PICKUP:** Emerson Pres. Benjamin Abrams guardedly forecast an improvement in the economic picture and in Emerson's TV-radio business last week at the company's stockholder meeting in N.Y. At the same time, he revealed that Emerson has introduced a new British-developed polyester finish for TV cabinets, requiring no waxing, resistant to stains, scratches and other damage.

Despite a poor year in 1960 (see p. 19 & Vol. 17:5 p19) and a slow first quarter, Abrams said: "I think the next 12 months will be an improvement and the economic picture will be better." He applauded the efforts of the Kennedy administration to shore up the economy and predicted their effects may be felt in 2 or 3 months, stimulating public optimism. "And I don't know anything that can help our economy more than a dose of optimism." Other points made by Abrams:

**New cabinet finish:** Emerson's Brooklyn cabinet plant is now turning out high-gloss Polyester-finish cabinets for 3 TV models at the rate of 200 a day, and will soon increase to 400-to-500 daily. First reports, including the results of a sale at Macy's (N.Y.), have been encouraging, he said. The company currently is developing a non-glossy velvet-finish version. The finish doesn't add to the cost of the set.

**Prices:** List prices of Emerson radios were cut 20% Jan. 1, he said, but except for sets in inventory, profit margins were retained due to production & administrative economies. He reported "only minor price changes" in TV and predicted relative stability in this field. The most significant TV price change has been reduction of a 19-in. portable \$10 to \$159.95 to meet competition of GE's similarly priced set (Vol. 17:1 et seq.).

**Imports:** Abrams attributed much of Emerson's profit drop last year to import competition. He confirmed that his company had discontinued imports of Japanese transistor radios last summer because of the unstable price structure of Japanese radios. (They had been sold under Emerson's Jefferson-Travis tradename). "We are fighting imports," he said. He added later that Emerson has no Japanese operations & uses no Japanese components.

**Battery TV:** Emerson's battery-operated 10-in. TV set (Vol. 16:17 p15) never reached mass production because "we found battery TV does not have ready acceptance at the price it must be sold for in order to make a profit." At the \$250 list price, which represented a loss for Emerson, he said, there "was no great interest" in the product.

**TV-radio outlook:** The industry should sell about 6 million TV sets this year, Abrams guesstimated after the meeting. Because he anticipates a large 2nd-set market—for portables—he said the dollar volume may not be as high as last year. As to radio, he predicted "Emerson will do better," largely as a result of its Granco FM line.

**Color:** "There is an improvement in interest in color. It's still not big business. We think it's going to grow slowly." The company has color sets in both its Emerson & DuMont lines.

**Isophase loudspeaker:** The wafer-thin Israel-invented speaker, to which Emerson owns Western Hemisphere rights (Vol. 16:25 p18) is coming closer to commercial application. A tweeter version is now undergoing pre-production work, while the woofer "still needs development." He declined to say when it would be ready.

**DuMont operations:** Sales of DuMont products increased in 1960, said Abrams, and "further improvement is seen in 1961." He said the direct-to-dealer distribution has made this line more profitable to dealers than most lines.

**TV-RADIO SALES SLOW:** January TV sales continued at the same slow pace set the last few months of 1960, preliminary estimates indicate. For the year's first month, at least, the skyrocket pace of radio sales slowed down, and there was some evidence that radio inventories were at a potentially dangerous level.

Retail TV sales totaled an estimated 403,000 sets, down 32% from the 591,000 sold in Jan. 1960. Distributor-to-dealer sales were down only 3% to 407,000 from Jan. 1960's relatively low 421,000. Sales were still higher than the 361,000 factory production registered in January, and end-of-month inventories at all levels totaled 1.7 million sets, 19% lower than the 2.1 million of Jan. 31, 1960, and considered a safe figure. At all levels, TV-set inventories were lower than a year ago—retail inventories were 707,000 (vs. 828,000 last year), distributor 592,000 (vs. 813,000), factory 402,000 (vs. 450,000).

As reported last week, radio sales suffered a setback in January (Vol. 17:7 p17) which could have been due to poor weather over much of the U.S. Distributor sales were 450,000, down 36% from Jan. 1960's 705,000; retail sales 560,000, down 30% from 803,000 one year earlier. If radio's sales dip continues, inventories would seem much too high. Total radio inventories at the end of January were about the same as one year before—3,682,000 at all levels, compared with 3,704,000 last year. Retail inventories, were 1,563,000 (vs. 1,625,000), distributor 1,201,000 (vs. 1,170,000), factory 918,000 (vs. 709,000).

The industry, however, was withholding judgment on the significance of the preliminary January figures. January statistics—particularly on the manufacturer & distributor levels—sometimes have a tendency to be less accurate than those for other months. In addition, the effect of the unusually severe winter in the East has been difficult to assess. And recent consumer surveys seemed to indicate more people will want a TV this year (see p. 17).

**Trade Personals:** Robert L. Shaw, former pres. of Sylvania Home Electronics Corp., resigns as exec. vp, DuMont Emerson Corp.; Emerson Pres. Benjamin Abrams says no decision has been made as to whether he will be replaced . . . Col. Francis N. Miller (ret.), former chief of staff, Army Proving Ground, Ft. Huachuca, Ariz., named head of field engineering section of Sylvania's Electronic Defense Labs . . . Charles Hubbard resigns as mgr. of product planning, Sylvania Home Electronics Corp.

Dr. Jerrold R. Zacharias, director of MIT Lab for Nuclear Science, elected to Sprague Electric board, succeeding Dr. Jerome B. Wiesner, who resigned following his appointment as special asst. for science & technology to President Kennedy.

Robert A. Bailey promoted from industrial sales mgr. to special product mktg. dir., International Resistance Co. . . . C. R. Lambert named chief mfg. engineer, Philco computer div. . . . Calvin Globe promoted from asst. ad mgr. to sales promotion mgr., CBS Electronics.

Milton J. Shapp, Jerrold Electronics pres. and strong Kennedy campaigner, is now serving Commerce Secy. Hodges as a special consultant. Assignment: Stimulate business growth. "The Commerce Dept. has been merely a collector of statistics," Shapp said last week, "and Mr. Hodges is determined to see that it takes a positive role in encouraging business development." William Ruder, chmn. of the N.Y. PR firm of Ruder & Finn, has been named special asst. to Hodges in charge of public affairs.

**Finance**

**SCREEN GEMS' STORY:** Hitherto unreleased details on the operation of Screen Gems, Columbia Pictures' TV subsidiary, were made available to the public last week as 288,400 shares of its stock went on sale at \$9 a share to Columbia stockholders on the basis of one Screen Gems share for each 5 Columbia shares held on Feb. 9 (Vol. 17:7 p24). Columbia will still hold about 89% of the stock. Highlights of the prospectus issued by the underwriting team headed by Hemphill, Noyes & Co. and Hallgarten & Co.:

Screen Gems' peak year was the fiscal year ended June 25, 1960, when its sales totaled nearly \$41.7 million, net income \$1,620,017 (see table below). Although the first quarter of fiscal 1961 showed declines in both gross & net, the company has more national network programming than in any other year of its history, and more than 90% of the network income is due to be reflected in the results of the year's last 3 quarters.

For fiscal 1960, reruns grossed \$8.75 million for the company (up from \$6.15 million in fiscal 1959) and represented 30% (up from 22%) of Screen Gems' gross profits. In fiscal 1960, approximately 85% of the company's revenues was derived from TV-licensing of films & features and about 12½% from sale of commercials. The remaining 2½% came from merchandising & other activities.

For the 1960-61 season, the company has 399 individual episodes (14 series) slated for first-run telecasting. Screen Gems is producing 117 of these itself, and has participation deals with outside producers for 282. Screen Gems' interests in programs which it produces but in which others have participating interests vary from 31% to 95% and average 65%; its interests in programs produced by independent producers range 10-to-50%, average 30%.

**2,078 Rerun Episodes Available**

In the rerun field, Screen Gems has 2,078 individual episodes (551 produced by Screen Gems, 352 acquired, 1,175 produced by outside producers) currently in distribution or due for distribution.

As to feature films, Screen Gems has distribution rights to 1,400 (of which it owns 112), plus about 1,000 shorts. Of the features, some 450 are pre-1948 Columbia pictures, 600 pre-1948 Universal films. In the post-1948 field, Screen Gems' deal with CBS o&o stations will gross about \$11 million (of which Screen Gems will receive at least 25%), and the company estimates that the CBS o&o markets constitute about 30% of the potential sales for these features.

Screen Gems' total assets as of Sept. 24, 1960 are listed as \$30,554,827 (up from \$28,360,325 on June 25, 1960), current assets at \$22,280,444 (from \$19,867,909). Its retained-earnings balance on Sept. 24, 1960 totaled \$4,084,825—down from \$4,132,280 on June 23, 1960.

For the last complete fiscal year (ended June 25, 1960) and the preceding year (ended June 27, 1959), Screen Gems reports:

	1960	1959
Gross revenues .....	\$41,690,402	\$40,411,092
Net income .....	1,620,017	1,097,907
Per common share ....	72¢	49¢
Common shares .....	2,250,000	2,250,000
For 13 weeks ended Sept. 24, 1960 vs. Sept. 26, 1959:		
Gross revenues .....	\$6,218,374	\$7,448,113
Net income .....	152,545	384,303
Per common share ....	7¢	17¢

Emerson expects to acquire control of Granco Products "before long," Pres. Benjamin Abrams told stockholders at the annual meeting in N.Y. last week. Emerson has an option to buy control of the FM radio producer, to which it made a loan last year (Vol. 16:31 p18). In response to a question, Abrams assured stockholders that the option price is "considerably under the market" for Granco stock. He also revealed that Emerson plans soon to sell a "relatively small" percentage of its govt. & industrial subsidiary Emertron Inc., giving Emerson stockholders first option to buy Emertron stock. Emerson's first-quarter sales will be "slightly under" those of last year's comparable period, he said, and "the profit picture will not be as good." But he added: "The decks have been cleared and from this point on we expect to show improvement." Emertron, he said, "was in the black for February, and we expect it to stay in the black." (For Abrams' comments on consumer-electronics trade picture, see p. 18.)

Guild Films trustee was named last week to settle the debts of the defunct distributor of TV films (Vol. 16:43 p9). He's N.Y. attorney Daniel Glass. A meeting of creditors has been set for March 2. A schedule filed in Southern District Federal Court in N.Y. listed Guild Films's liabilities at \$10,101,047, vs. assets of \$277,475, excluding a 69% interest in Inter-World TV Films Inc.

Webcor will declare a 5% stock dividend next month, at the quarterly board meeting, Chmn. Titus Haffa informed stockholders at the recent annual meeting. The stockholders approved a proposal to double the number of authorized common to 2 million shares.

Minnesota Mining's 1960 sales were "very close" to \$550 million, nearly 10% ahead of 1959's record \$500,675,-932. The 4th-quarter sales also set a record—topping \$145 million, vs. \$137 million in the same 1959 quarter.

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

Thursday, February 16, 1961

Electronics TV-Radio-Appliances Amusements

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	19½	21	Magnetics Inc.	8½	10
Aerovox	10¼	11¼	Maxon Electronics	15	16¼
Allied Radio	20¾	22½	Meredith Pub.	36½	39¾
Astron Corp.	1½	2½	Metropolitan Bcstg.	24	25½
Baird Atomic	24½	26½	Milo Electronics	23	25½
Cetron	5½	6½	Narda Microwave	5½	6½
Control Data Corp.	83½	87¾	Nuclear of Chicago	43½	47¼
Cook Elec.	11½	12½	Official Films	2-11/16	3-1/16
Craig Systems	16¾	18¾	Pacific Automation	4½	5½
Dictaphone	33	35¾	Pacific Mercury	5½	6½
Digitronics	24¾	27	Phillips Lamp	157¼	163
Eastern Ind.	14½	15¾	Pyramid Electric	2½	3-5/16
Etel-McCullough	17½	19	Radiation Inc.	28½	30¾
Elo Corp.	17¼	18½	Howard W. Sams	43½	47
Electro Instruments	29½	33	Sanders Associates	38½	42
Electro Voice	12½	13½	Silicon Transistor	4½	5½
Electronic Associates	34¼	37	Soroban Engineering	43½	47
Erie Resistor	15½	16¾	Soundscribe	12¾	14¼
Executone	20	21¾	Speer Carbon	18½	20¾
Farrington Mfg.	22½	24½	Sprague Electric	59¾	63
Foto Video	2½	3-7/16	Sterling TV	1½	2¼
FXR	31	34½	Taft Bcstg.	12½	13¾
General Devices	10½	11¾	Taylor Instrument	44½	48¼
G-L Electronics	7½	8½	Technology Inst.	6¼	7¾
Gross Telecasting	22½	24¾	Telechrome	13½	14¾
Halicrafters	36¾	39	Teletcomputing	7½	8¾
Hewlett-Packard	30½	32½	Time Inc.	100	106
High Voltage Eng.	214	229	Tracerlab	8½	10
Infrared Industries	19	21	United Artists	7½	7¾
Interstate Engineering	18½	19¾	United Control	21¾	23¾
Itek	50½	54½	Universal Trans.	1½	1¾
Jerrold	6½	7¼	Vitro	15½	16¼
Lab for Electronics	46½	49¾	Vocaline	2¾	3-3/16
Lel Inc.	6	6¾	Wells-Gardner	25¼	27¼
Magna Theater	2¼	2¾	Wometco Ent.	13½	14¾

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Artists	1960—26 wks. to Dec. 31	\$ 7,560,000	\$ 363,000	\$ 312,000	\$0.32 <sup>2</sup>	899,723
	1959—26 wks. to Dec. 31	9,035,000	846,000 <sup>4</sup>	846,000	.91 <sup>3</sup>	895,346
Amphenol-Borg Electronics	1960—year to Dec. 31	60,358,468	5,869,814	2,934,814	2.51	1,171,499
	1959—year to Dec. 31	56,451,533	5,819,605	2,926,605	2.50	1,172,044
Arvin Industries	1961—year to Jan. 1 <sup>2</sup>	66,843,000	2,831,000	1,366,000	1.21	1,132,534
	1960—year to Jan. 3	66,174,567	4,186,889	2,031,058	1.80	1,132,534
Avnet Electronics	1960—6 mo. to Dec. 31	8,876,406	—	696,132	.36	—
	1959—6 mo. to Dec. 31	8,212,552	—	769,876	.39	—
	1960—qtr. to Dec. 31	5,064,211	—	404,431	.21	—
	1959—qtr. to Dec. 31	4,360,518	—	401,585	.21	—
Belock Instrument	1960—year to Oct. 31	14,148,473	(848,352)	(424,352) <sup>5</sup>	—	975,086
	1959—year to Oct. 31	15,794,325	711,988	349,988	.38 <sup>3</sup>	889,625
Bendix	1960—qtr. to Dec. 31	181,661,340	—	7,632,537 <sup>6</sup>	1.42	—
	1959—qtr. to Dec. 31	197,490,837	—	5,753,583	1.13	—
Capital Cities Bcstg.	1960—year to Dec. 31	8,421,601 <sup>7</sup>	—	817,263	.71	1,149,798
	1959—year to Dec. 31	6,067,424 <sup>7</sup>	—	380,545	.33	1,149,798
Gabriel	1960—year to Dec. 31	31,237,141	—	(436,556)	—	—
	1959—year to Dec. 31	28,836,253	—	536,906	.77	—
GPE	1960—year to Dec. 31 <sup>2</sup>	244,000,000 <sup>1</sup>	—	5,300,000	3.46 <sup>2</sup>	1,127,000
	1959—year to Dec. 31	215,588,430	—	4,198,200	2.63 <sup>3</sup>	1,126,625
	1960—qtr. to Dec. 31 <sup>2</sup>	67,800,000	—	1,690,000	1.18 <sup>2</sup>	1,127,000
	1959—qtr. to Dec. 31	59,168,125	—	1,154,572	.72 <sup>3</sup>	1,126,625
International Rectifier	1960—6 mo. to Dec. 31	6,941,832	1,242,204	602,204	.25	2,405,713
	1959—6 mo. to Dec. 31	6,396,201	1,260,725	602,915	.25	2,405,713
International Resistance	1961—52 wks. to Jan. 1 <sup>2</sup>	20,824,173 <sup>1</sup>	—	1,943,450 <sup>1</sup>	1.40	1,386,498
	1960—53 wks. to Jan. 3	19,810,403	—	1,783,859	1.29	1,379,398
Meredith Publishing	1960—6 mo. to Dec. 31	28,210,657 <sup>8</sup>	1,252,331	632,509	.48	1,322,936
	1959—6 mo. to Dec. 31	28,468,938 <sup>9</sup>	4,142,576	2,202,854	1.69	1,299,621
NTA	1960—year to Sept. 30	19,018,000	—	(7,001,891)	—	—
	1959— <sup>10</sup>	—	—	—	—	—
Perkin-Elmer	1961—6 mo. to Jan. 31	11,900,000	—	435,681	.35	—
	1960—6 mo. to Jan. 31	8,700,000	—	342,919	.30	—
Polarad Electronics	1960—6 mo. to Dec. 31	6,204,676	—	26,773	.02 <sup>1</sup>	1,325,692
	1959—6 mo. to Dec. 31	6,544,676	—	374,778	.29 <sup>2</sup>	1,300,092 <sup>11</sup>
Siegler	1960—6 mo. to Dec. 31 <sup>12</sup>	49,053,963	—	1,776,865	.80	2,216,547
	1959—6 mo. to Dec. 31	45,059,831	—	1,758,878	1.07	1,639,602
Storer Bcstg.	1960—year to Dec. 31	—	10,236,202	5,062,668	2.05	2,474,750
	1959—year to Dec. 31	—	10,143,392	5,336,682 <sup>13</sup>	2.16	2,474,750
	1960—qtr. to Dec. 31	—	—	1,508,657	.61	2,474,750
	1959—qtr. to Dec. 31	—	—	1,756,414	.71	2,474,750
Technicolor	1960—year to Dec. 31 <sup>2</sup>	28,458,945	—	345,943	.16	2,211,679
	1959—year to Dec. 31	27,250,407	—	237,160	.12	2,034,346

Notes: <sup>1</sup>Record. <sup>2</sup>Preliminary. <sup>3</sup>After preferred dividends. <sup>4</sup>No tax provision because of carry-forward credit. <sup>5</sup>After \$424,000 tax credit. <sup>6</sup>Includes \$3,215,287 (60¢ a share) from sale of Elliott-Automation stock. <sup>7</sup>Broadcasting revenue. <sup>8</sup>Including \$5,518,795 from broadcasting. <sup>9</sup>Includ-

ing \$5,777,343 from broadcasting. <sup>10</sup>Comparison unavailable because of change in fiscal year. <sup>11</sup>Adjusted for June-1960 2-for-1 split. <sup>12</sup>Including Jack & Heintz, merged Feb. 2, 1960 (Vol. 17:6 p16). <sup>13</sup>Including non-recurring gain of \$581,614 (24¢ a share) on sale of radio WAGA Atlanta.

Pacific Semiconductors, Thompson Ramo Wooldridge subsidiary, posted sales of more than \$20 million in 1960—double the 1959 volume of \$10 million.

Reports & comments available: Magnavox, analysis, Dean Witter & Co., 14 Wall St., N.Y. 5; profile in Feb. 15 *Financial World* • GPE, review, Walston & Co., 74 Wall St., N.Y. 5 • "Broadcasting Industry," report, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • AB-PT and Cenco Instruments, reviews, A. M. Kidder & Co., One Wall St., N.Y. 5 • Siegler, comments, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Electronic Research, prospectus, Schwabacher & Co., 14 Wall St., N.Y. 5.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
AB-PT .....	Q	\$0.25	Mar. 15	Feb. 24
AT&T .....	Q	.82½	Apr. 10	Mar. 10
Buckeye Corp. ....	Omitted	—	—	—
Consol. Electronics ..	Q	.25	Apr. 5	Mar. 14
Famous Players Can. ..	Q	.37½	Mar. 10	Feb. 22
Federal Pacific Elec. .	Q	.20	Mar. 15	Mar. 3
GPE .....	Q	.30	Mar. 15	Feb. 28
Hazeltine .....	Q	.20	Mar. 15	Mar. 1
Indiana General .....	Q	.15	Mar. 10	Feb. 24
Minnesota Mining ...	Q	.15	Mar. 12	Feb. 24
Sprague Electric ....	Q	.30	Mar. 14	Feb. 28
Time Inc. ....	Q	.75	Mar. 10	Feb. 24

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

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**WITH THIS ISSUE:** Text of FCC Public Notice on Program Forms (Supplement)

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## SUMMARY-INDEX OF WEEK'S NEWS

### FCC

**FCC MAKES PAY-TV TEST OFFICIAL**, but spells out set of conditions (pp. 1 & 3).

**FCC'S 'PROGRAM UPLIFT' PROPOSAL** aims to stimulate ideas among broadcasters, and pressures from community groups to be consulted (p. 2 & Special Supplement).

**ENTER, THE MINOW REGIME.** New FCC chairman takes oath March 2. Kenneth Cox definite as general counsel; top Broadcast Bureau spot still open (p. 10).

### Networks

**ABC GETS WKRC-TV** as new affiliate and strengthens its position with 2 other Taft stations (pp. 3 & 4).

**'61-'62 NETWORK SALES ARE VIGOROUS.** ABC-TV reports \$73 million signed, NBC-TV reports \$94 million, and CBS-TV says its "practically sold out at night" (p. 5).

### Film & Tape

**HOW WILL NBC-TV MOVIES AFFECT TV film?** Some Hollywood executives fear the precedent; others think it won't spread (p. 6).

**LITTLE COMPANIES IN DANGER.** 2 dozen telefilm companies have folded or are without production in the face of TV's mortality rate (p. 6).

**REVUE HITS HOT PILOT PACE.** Studio is turning out dozen—or more—pilots for next season (p. 6).

**MOST PRODUCERS COME FROM WRITER RANKS.** More than 50 TV-film producers came up from the typewriter corps (p. 7).

### Consumer Electronics

**ZENITH COLOR ANNOUNCEMENT** gives color major boost. Other manufacturers re-examine their positions. ABC-TV & CBS-TV say their color position is unchanged. First details of Zenith's fall color sets & plans (pp. 2, 14 & 16).

**WALKER FAVORS GE OR ZENITH STEREO**, telling Washington IRE meeting that Crosby suffers lack of SCA, others aren't sufficiently developed (p. 15).

**PACKARD BELL HEADS EAST.** Seeks exclusive dealers for TVs, radios, phonos in major Eastern & Midwestern cities (p. 15).

**128 MILLION TRANSISTORS** valued at \$301 million were sold at factory in 1960, up from 82 million units at \$222 million in 1959, reports EIA (p. 17).

### Stations

**HOMEWORK FOR BROADCASTERS** is provided in profusion by NAB's staff for delegates from 45 state broadcasting assns. (p. 8).

### Congress

**HOUSE BAN ON TV UPHELD** by strictly-political 8-6 Rules Committee vote against moves to permit broadcast coverage (p. 11).

### Finance

**TV-ELECTRONICS FUND** posts record net assets of \$388.2 million in first quarter of fiscal 1961, ended Jan. 31 (p. 19).

### Other Departments

**TECHNOLOGY** (p. 5). **ADVERTISING** (p. 10). **EDUCATIONAL TV** (p. 10). **PROGRAMMING** (p. 12). **PERSONALS** (p. 13).

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**FCC MAKES HARTFORD PAY-TV TEST OFFICIAL:** FCC granted the RKO-Zenith Hartford pay-TV test last week, as it intended (Vol. 17:4 p2). Vote was unanimous, Comr. Lee absent. It's assumed theater interests will move promptly to exhaust all appeals for reconsideration, court review, etc., which will take some months—and an actual start of pay telecasting very likely will be delayed until next year.

Show is on the road, more or less, at any rate. It's been assumed that other pay-TV proponents will come to FCC with similar applications for tests, now that RKO & Zenith have cleared most of the legal underbrush—but this kind of pioneering is expensive and the late-comers may well let these well-heeled entrepreneurs venture further into the wilderness before they take off.

FCC's announcement was issued Feb. 24, too late for publication of full text of decision which runs 20-some pages. Important aspects of the decision are the conditions attached to the test (for details, see p. 3).

An RKO spokesman offered this comment on FCC's action: "We're very happy about the decision. None of the conditions was unexpected. Therefore, none, in our view, will interfere with our carrying the project forward. And therefore we are proceeding with all reasonable dispatch to get it going. In the event of an appeal, we will decide at that time if it justifies any suspension of preparations. But we believe the decision is sound and is sustainable on appeal." Opposition spokesmen couldn't be reached at press time.

**ZENITH'S DECISION—A BOOST FOR COLOR:** Zenith Radio Corp.'s entry into the color-TV field next fall is expected to give color its biggest push since RCA began its long, virtually lone campaign. The mere announcement last week by Zenith—the nation's largest TV manufacturer in 1959 & 1960—touched off strategy meetings of officials of other set makers which have been hewing to the no-color line.

Warmest welcome came from Zenith's arch-rival RCA, which has sunk a reputed \$130 million into color development & promotion, and has finally guided its own color-TV production into the operating-profit stage. Five other manufacturers currently offer color TV—Admiral, Emerson (Emerson & DuMont lines), Magnavox, Olympic, Packard Bell—all depending on RCA as their source of supply for tubes & other color components & sub-assemblies. Sylvania and at least one other manufacturer are expected to announce addition of color-TV sets later this year.

Zenith's move won't put color "over the top" automatically. "It's not a big market," Zenith officials explain—"but we want to be in it." The long-awaited "breakthrough" which will make possible a cheaper set is not here. The Zenith set will resemble RCA's in both appearance & pricing—21-in. round shadow-mask tube, consoles starting at \$600, possibly table models priced lower. It will supply the push, not the panacea.

Step-up in NBC-TV & local colorcasting has been a big help in increasing RCA's color sales recently. Will Zenith's decision give the wheel another push and prompt a swing to color by CBS-TV & ABC-TV? At week's end, both networks said it was sets-in-use, not manufacturers-in-color, which counts with them.

From CBS-TV: "Our stand on color is what it always has been. When the manufacture of color sets increases perceptibly and audience demand warrants it, we will go into regular color programming." From ABC-TV: "There is no change in our policy on color. We do not feel that present set sales warrant it. When we feel the demand from our o&o's, affiliates and from public directly, we will go into colorcasting. Our N.Y., Los Angeles & Chicago studios are equipped to broadcast color within days after a go-ahead."

There are about 600,000 color-TV sets now in use, ARB estimated last week. Although RCA keeps color sales figures secret, it's a good guess that somewhat less than 150,000 color sets were sold last year (by all color manufacturers), up from 90,000 in 1959 and 70,000 in 1958.

Color won't be used in Zenith-RKO General pay-TV tests in Hartford, incidentally, even though RKO General Pres. Thomas O'Neil says the system is capable of handling color. In its pay-TV decision this week (see p. 1), FCC notes: "Decoders will receive vhf or uhf channels in monochrome and in color when a color decoder is used on a color receiver." A footnote states: "As noted above, however, color decoders would not be used in the trial proposed herein."

For details & background on Zenith color plans and industry reactions, see p. 14.

**FCC'S 'PROGRAM UPLIFT' PROPOSAL:** Because everyone who broadcasts or wants to is vitally concerned, we're enclosing herewith the full text of FCC's proposed program-form revision ("Statement of Program Service") as a special supplement for all subscribers.

Document may be termed FCC's first major "program uplift" attempt in recent years. What's fundamentally different about it is that licensees & new applicants would be required to scout their areas and tell FCC precisely what they've done to determine community needs & what they propose to do to meet them.

Whole proposal raises elementary question of: "So what?—what if we tell them we've done nothing to determine community needs? Or what if we give them a glowing document—and don't follow it up with programs? Are they going to take our licenses away?"

Commission theory is this: (1) No one will ignore scouting completely. (2) Mere scouting around is bound to stimulate some action among broadcasters. (3) Those who are scouted—mayors, ministers, et al.—will eventually get tired of being consulted without seeing results, will pressure for action.

There's bound to be plenty of comment (deadline April 3, replies April 17), not only from industry, but from non-broadcast groups. For example, National Council of Churches of Christ plans a major filing. Comr. Hyde concurred in the proposal but he's mighty dubious, foreshadowing an ultimate negative vote. Said he: "The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste & opinion."

Late in the week, Comr. Craven added his concurring-but-almost-dissenting views: "I have been in the past, and I continue to be, unalterably opposed to the Commission establishing guidelines for the programming of broadcast stations. For, as I have frequently stated, it is the legal obligation & privilege of the



licensee and not the government to ascertain the mass communication needs, tastes and desires of the communities of this country . . . In my opinion, it is the govt.'s duty merely to ascertain whether the licensee has the sense of public responsibility necessary to enable him to operate a broadcast station in the public interest, and whether he has been diligent in ascertaining the needs, tastes and desires of his community."

(Limited quantities of extra copies of FCC's proposal are available to subscribers on request.)

**ABC PUSHES FOR NEW AFFILIATIONS:** Affiliation coup was scored last week by ABC in Cincinnati. Taft Bcstg. Co. outlet WKRC-TV Cincinnati is shifting its affiliation from CBS-TV to ABC-TV, effective April 30. One reason: ABC was willing to offer more than CBS (see p. 4). As part of the deal, ABC will also move up to equal footing with CBS for good time periods in 2 other Taft TV markets, Birmingham, Ala. & Lexington, Ky. where ABC has been operating on a "shared-affiliation" basis.

ABC-TV is now competing strongly with other networks for affiliates, as well as in a number of night-time program periods. Rivalry has been just below the level of public visibility ever since ABC got off to fast rating start last fall. ABC's uphill fight (most major-market affiliations were carved up between NBC & CBS before ABC became a TV network reality) was treated by the other networks, at first, with some amusement. More recently, they've been visibly annoyed, as when NBC Chmn. Robert W. Sarnoff took a swing at ABC's lack of "balanced" programming at last fall's NBC affiliates meeting (Vol. 16:47 p7).

ABC has been quick to seize advantage lately with affiliates in capitalizing on other networks' headaches. It has extensively promoted the ratings of its top shows ("Untouchables," "77 Sunset Strip," "The Rifleman") to non-ABC affiliates & shared-affiliation outlets. It has wooed NBC outlets (playing up the low ratings of many NBC specials) and CBS outlets (pointing to the new CBS daytime plan which not all affiliates like).

## Auxiliary Services

### More about

**FCC'S PAY-TV STRINGS:** FCC made sure it will keep a tight rein on the RKO-Zenith Hartford pay-TV test (p. 1) by carefully spelling out the conditions. Here-with is the Commission's discussion of the conditions and text of the conditions themselves:

"The Broadcast Bureau proposes that a grant herein be conditioned upon faithful compliance by Applicant, RKO, Zenith and Teco with the letter & spirit of all requirements of the Third Report [FCC document permitting pay-TV tests], and upon full adherence by each of those parties to the sworn undertakings & commitments to the Commission which were made in the application & during the hearing. Although such conditions would be implied in any event, since Applicant & the other participants are willing to have them expressly attached, we will make them express if only to stress the importance which the Commission places on candor & responsibility in all of its proceedings.

"The Bureau suggests the inclusion of certain other conditions such as compliance with all pertinent Commission Rules, screening of all promotional matter by the Applicant, and furnishing to the Commission of all information requested by it. These are included by implication in the condition discussed in the preceding paragraph and need not be made express conditions. Some comment should be made at this point regarding the problem of review by the Applicant of advertising & other promotional matter concerning the proposed Phonevision trial. As we noted earlier, we have had occasion in the past to reprimand Zenith for its failure to respect our views concerning promotional material which could deceive the public into believing that Phonevision would soon be permanently established. Although this incident can not be attributed to nor serve to discredit the Applicant, it does prompt the Commission to warn all the participants in the proposed trial that similar conduct in connection with this author-

ization will not be tolerated. Every effort should be made to apprise the public, especially the subscribers of the service, that a trial—and only a trial—for a 3-year period is involved. In view of Zenith & Teco's commitments to 'clear' all promotional matter with the Applicant, the latter will be held ultimately responsible for the matter in advertising & other promotional copy in the Hartford area which is attributed to any of these participants.

"The Bureau would also require Applicant, Zenith and Teco to submit any agreements, arrangements, commitments or understandings with third parties concerning 'type and quantities of programming to be furnished, compensation arrangements, and other similar matters going to the basic terms and conditions of agreements affecting the procurement and flow to the station licensee of subscription programming.' We need not determine, at this time, whether such a broad condition would be expedient or necessary, because we are deferring for the present a determination of exactly what reports and information will be required of the Applicant and the parties associated in this effort. We will require, however, that Applicant maintain complete files and records of all such arrangements for inspection by or submission to the Commission at any time during and after the trial.

"There was extensive discussion during the instant hearing concerning the possibility that Applicant would conduct a viewer survey before the commencement of Phonevision operations in Hartford. Applicant is uncertain that such a survey could be completed prior to commencement of the operation, and the Broadcast Bureau has suggested that commencement be postponed until the survey is completed. We do not believe that postponement is necessary, nor are we certain that the Applicant should be called upon by the Commission to undertake the expense of conducting such a survey as a condition to grant of its application. Therefore, no such condition will be imposed. We would encourage Applicant to make such a survey of its own accord, however, since it would appear, potentially at least, to be useful to the Applicant and the Commission, and could make the trial more meaningful . . ."

FCC then proceeds to make the conditions specific:

"(1) Hartford Phonevision Company; RKO General Inc.; Zenith Radio Corporation and Television Entertainment Company Inc. and each of them shall faithfully comply with the letter and the spirit of all the requirements and conditions set out in the Commission's Third Report on subscription television, and shall fully adhere to their sworn undertakings and commitments addressed to the Commission directly in testimony by their presiding officers and through endorsement of the instant application.

"(2) Hartford Phonevision Company shall file with the Commission complete information concerning the classification of subscribers to its subscription service, other than 'private home subscribers' as described in the instant application, and approval thereof by the Commission shall precede the effectuation of any agreement for service with such other classified subscriber.

"(3) Hartford Phonevision Company and RKO General Inc. shall maintain a complete record of all aspects of the trial operation, including any agreements, arrangements, commitments or understandings with any third persons concerning subscription programs which may become available for use, whether or not actually used, in the proposed trial operation, and shall keep such information available for inspection by or submission to the Commission."

Commission wraps it up with these final orders:

"It is further ordered, that the instant authorization is for a period of three (3) years, such period to commence on the date of the first transmission of subscription programs to subscribers; that the instant authorization is for a trial only, and as such shall not be renewable as of right; and that subscription operation pursuant to this authorization shall commence within six (6) months of the date of this order unless for good cause shown, the Commission, in its discretion, extends the date for the commencement of subscription programming;

"It is further ordered, that this authorization may be suspended upon notice to the grantee that the requirements of the Third Report concerning electrical interference are not being met, such suspension to remain in effect until provision is made for compliance therewith satisfactory to the Commission; and

"It is further ordered, that this authorization will be terminated automatically should the authority of Hartford Phonevision Company for the regular operation of station WHCT be terminated for any reason prior to the expiration of the afore-mentioned three-year trial period; and

"It is further ordered, that this authorization may be revoked or modified prior to the expiration of the three-year period if, in the judgment of the Commission, such action is required in the public interest; provided, however, that no order of revocation or modification shall become final until the grantee has been notified in writing of the proposed action and the reasons therefor and has been afforded an opportunity to show cause, in writing within thirty days, why such action should not be ordered. Grantee may also request oral argument or an evidentiary hearing, and may propose issues to be determined therein. In such cases the Commission will designate for oral argument or evidentiary hearing such issues [it deems appropriate]."

FCC's CATV bill, authorizing the Commission "to issue rules & regulations" for systems but not to license them (Vol. 17:8 p10), has been introduced—"by request"—by Sen. Engle (D-Cal.). Acting for Senate Commerce Chmn. Magnuson (D-Wash.), he submitted the text of the Commission-drafted legislation, along with a transmittal letter from FCC Chmn. Ford, but made no recommendation.

## Networks

### More about

**TAFT'S CBS-TO-ABC SWITCH:** A 12-year affiliation between CBS-TV and Taft Bcstg. Co.-owned WKRC-TV Cincinnati ended last week as Taft officials prepared to switch to the ABC-TV lineup of primary affiliates (see p. 3). Happily announcing the change, ABC's official statement quoted Pres. Hulbert Taft Jr. as crediting "the meteoric rise of ABC in network TV programming" as the reason for the change.

Two more affiliate relationships are involved in the Taft switch. In Birmingham, Ala., a 2-station market, Taft-owned WBRC-TV already shares an ABC-TV affiliation with Newhouse-owned WAPI-TV, the Birmingham NBC-TV affiliate. WBRC-TV is retaining its CBS affiliation (and has not notified CBS of any change) but is upgrading the ABC-TV end of its affiliation to an "equal" status. By this, presumably, WBRC-TV will no longer give CBS-TV a first priority on choice time but will pick equally between program offerings of the 2 networks.

ABC-TV will also be upgraded in status (and will improve its compensation rate) in another 2-station market in which there's a Taft-owned station—Lexington, Ky. There the affiliations are virtually a repeat of the Birmingham situation, with Taft-owned WKYT carrying CBS-TV & ABC-TV and WLEX-TV carrying NBC-TV and ABC-TV schedules. Again, Taft will retain the CBS-TV affiliation and is expected to improve ABC-TV's status in time clearances. Both Lexington outlets are uhf.

The Taft group has had a good experience with ABC-TV affiliation—its WTVN-TV Columbus, now rates "first place in its coverage area, from sign-on to sign-off," according to Pres. Taft. But there is more to the switch than just the rating strength of ABC-TV, apparently.

### Rate Boost and Increased Compensation

In its new network liaison, Taft's WKRC-TV will get a substantial rate boost, we learned in N.Y., jumping its Class A network hourly rate in the ABC-TV lineup \$300 to a new level of \$1,800. (In the CBS-TV lineup, WKRC-TV has been getting \$1,500.) Also, WKRC-TV will get better than 50% of the network price in its compensation agreement with ABC. (About 30% is considered the industry standard for affiliate compensation.)

CBS is understandably not pleased by the switch, but it's largely a case of hurt pride. The CBS-TV affiliation will, almost certainly, be switched before March 1 to WCPO-TV, the current ABC-TV affiliate in Cincinnati—and probably at an improvement in that station's present \$1,750 rate in the ABC-TV lineup. CBS has also felt for some time, we learned, that WKRC-TV's value in the CBS-TV lineup was reduced slightly by its partial overlap with CBS-TV affiliate WHIO-TV in Dayton—an overlap which won't be repeated by WCPO-TV affiliation.

Whether the semi-defection of the Taft stations from CBS-TV was caused by that network's new "daytime minutes" sales plan (Vol. 17:7 pp3 & 9 *et seq.*) was a moot point. Taft was one of several station groups which didn't like the plan when it was announced earlier this month, and stayed away from it. Last week, only the Meredith Stations, among major multiple-station groups, were not carrying the controversial 10 a.m.-noon participation lineup, and such groups as Westinghouse, Storer and Corinthian were all in the CBS-TV late-morning fold.

**1961-'62 Outlook Is Bullish:** Fall business figures flew furiously last week after the appearance of an ABC-TV statement that \$73 million had already been signed for the 1961-62 season. "We are far ahead of last year in advance business," said Pres. Oliver Treyz, adding that his network by contrast, had signed only \$49 million by March of last year. No breakdown of how the \$73 million is distributed was offered, but the network made the point that the figure did not include "option contracts which may not be renewed, or vague, unconfirmed commitments."

How is NBC doing? "\$94 million is firmly committed over here, but the figure has not been generally released because we can't yet announce the breakdown," we were told. "We've sold the entire Sunday-night line-up, and that represents \$39-million gross for one night alone."

CBS-TV wouldn't give us an official business level for the 1961-'62 season, but a network source said: "We are practically sold out at night for fall." Program schedules at CBS-TV are still in the near-final state, and a few business deals are hanging fire until the last holes in the schedule are filled. "We don't like to give out sales-level figures," our CBS source said, "because we don't want to get in a dollar horse-race."

\* \* \*

CBS-TV concessions to General Foods—renewal bait for that company's estimated \$20-million worth of night-time business (Vol. 17:7 p10)—were "extremely good," according to GF agency Benton & Bowles. "We went to all 3 networks and, being good traders, we accepted the best offer," said a B&B media official. Neither advertiser, agency nor network would comment on particulars of the offer, but it's understood that CBS made GF the following promises: A 3-year lease on the 9-10 p.m. Mon. and 9:30 p.m. Wed. time slots; an option to put whatever programs it wants in these time periods; and a network promotional expenditure of \$400,000 for each GF show.

\* \* \*

New CBS daytime business was landed by that network last week from S. C. Johnson (Johnson's Wax etc.). The total contract calls for more than \$500,000 worth of additional daytime CBS-TV participations for Raid insecticide, about half of which will be in the 10 a.m.-noon lineup. Johnson previously had ordered nearly \$1-million worth of CBS daytime availabilities for the first half of 1961.

## NETWORK SALES ACTIVITY

### ABC-TV

Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. August. *Lever Bros.* (BBDO)

### CBS-TV

Kentucky Derby, May 6; Preakness, May 20; Belmont Stakes; June 3.

*Pabst Brewing* (Kenyon & Eckhardt)

*Wynn Oil* (EWR&R)

*American Tobacco* (SSC&B)

Father Knows Best, Tue. 8-8:30 p.m., part. eff. April.

*General Foods* (Ogilvy, Benson & Mather)

Daytime programming, 10-12 a.m., part. eff. immediately.

*Lever Bros.* (SSC&B)

### NBC-TV

Daytime programming, part. eff. March & April.

*Lever Bros.* (BBDO)

*Union Underwear* (Grey)

TV Guide Award Show, June 13, 10-11 p.m.; full-sponsorship.

*Thomas J. Lipton* (SSC&B)

NBC-TV's Sunday-night schedule for fall, now sold out promises: A 3-year lease on the 9-10 p.m. Mon. and 9:30 (see next column), is considerably different from the '60-'61 line-up. Walt Disney's new color-film show (Vol. 16:49 p7) will occupy the 7:30-8:30 p.m. berth, with RCA & another firm "to be announced shortly" co-sponsoring. *The Snow Whites*, under Procter & Gamble sponsorship, is slotted for 8:30-9 p.m. Chevrolet, which retains the 9-10 p.m. Dinah Shore time (Vol. 17:8 p6), is putting in *Bonanza*. And the *Du Pont Show of the Week*, a Don Hyatt-Irving Gitlin potpourri of music, variety, drama and documentary shows, is scheduled for 10-11 p.m. Other NBC fall business: *Sing Along with Mitch* is 75% sold and slated opposite *The Untouchables* (Thu. 9:30-10:30 p.m.); participation sales are "soaring" for the Saturday-night feature films, as well as for *Americans* and *Laramie*.

Initial expansion of ABC News under vp James C. Hagerly's direction is an across-the-board capsule news show, *ABC Mid-Day Report* to be seen (Mon.-Fri. 1:25-1:30 p.m.) with the network's *About Faces* series (1-1:25 p.m.), starting March. 6. Featured on the newscasts will be ABC-TV correspondent Al Mann, who covered political news for the network last year and who wrote the Peabody-award-winning *Mr. Khrushchev Abroad* series of 12 shows. No sponsor for the series has been announced.

CBC has accepted the recommendations of a conciliation board concerning the network's wage dispute with its news-service employes, members of the Canadian Wire Service Guild (Local 213, American Newspaper Guild). Subject to Guild approval, the recommendations call for a new 2-year contract (ending May 31, 1962), three 3% salary increases (retroactive to June 1, 1960; effective April 1 & Nov. 1, 1961); new employment classifications.

ABC-TV is offering American Tobacco a fall season Tue. 8-8:30 p.m. slot for *Bachelor Father*, now in NBC's Thursday lineup. Should the cigaret company decide to move the series to ABC, *Bachelor Father* will see some familiar program faces—*Peter Gunn*, *The Fight of the Week*, NCAA football games, the Oscar awards—all of which have switched from NBC to ABC this season.

NBC schedule shifts firming up: *Thriller* will move from its present Tue. 9-10 p.m. berth to Mon. 10-11 p.m. *The Price Is Right* (Wed. 8:30-9 p.m.) will also occupy the Mon.-night slot being vacated by *Wells Fargo*, with sponsor Lever Bros. negotiating for a second NBC Mon. nighter as a lead-in.

## Technology

Tribute to amateurs was paid by FCC Chmn. Ford & Edward P. Tilton, vhf-uhf specialist of the American Radio Relay League, at GE's annual Edison Radio Amateur award dinner in Washington Feb. 23. Ford outlined the history of govt.'s attitude toward amateurs, telling how it had changed from regarding the hams as nuisances to present-day encouragement. "I believe," he said, "that the radio amateur is undisputedly the true pioneer in the field of radio-wave propagation." Tilton documented that with a technical history, relating how amateurs have constantly moved up in frequency, making "impossible" bands work. The winners were John T. Chambers, Palos Verdes Hills, Cal., a satellite-communications-project leader for Hughes Aircraft, and Ralph E. Thomas, Kahuku, Oahu, Hawaii, engineer-in-charge of an RCA Communications station (Vol. 17:6 p7). Their achievement was the successful working of 432, 220 & 144 mc over the 2,540-mile path between their homes. Next step: 1296 mc.

## Film & Tape

**NBC'S MOVIES TO AFFECT FILM?** Hollywood TV-film executives, closely watching NBC-TV's scheduling of post-1948 movies in prime time next season (Vol. 17:8 p4), are widely split in their reactions as to what effect this may have on their industry.

Some think the move, if successful, will spread and the transition may be "earthshaking," as one put it. But, some are inclined to look at the NBC-TV experiment as so unusual because of its circumstances that it won't be duplicated. Whatever their views, Hollywood may be watching those movie ratings next season even more closely than their own.

One executive pointed out to us that the purchase of the 20th Century-Fox movies has already had an effect—simply by diminishing the time available for pilots. Four half-hour pilots might have been bought for the 2-hour NBC-TV time slot, and pilot makers, already working against great odds, have thereby had those odds reduced even further, he said.

Typical of the comment we received:

William Dozier, vp in charge of West Coast activities, Screen Gems: "I think NBC-TV is in a unique position in putting on these post-1948 movies, because it was the only way to stand off CBS-TV's *Gunsmoke* and *Have Gun—Will Travel*. I don't look for this to spread, because it was a desperation move dictated by time & circumstances. Even if the experiment is a success, it won't spread, because the urgency isn't so great in other situations. Also—they're going to run out of first-class movies."

Bert Granet, exec. producer, Desilu Productions: "I think the experiment will be successful and, if it is, will create a debate at the major studios. They would have to decide whether to hold back their pictures for pay TV or sell to free TV. The answer would depend on the financial condition of the companies. Spyros Skouras [20th-Fox pres.] once said he would never allow his movies to go to TV. TV film can't compete with a multi-million dollar spectacle starring Marilyn Monroe. It will suffer a setback. This is the most interesting development in TV in a year."

Taft Schreiber, pres., Revue Studios: "The audience will have an opportunity to decide whether it prefers movies to TV film. There has never been a real test of this. The public will decide. Much will depend on the quality of the movies."

Dick Powell, pres., Four Star Television: "I don't think the movies will make much difference. People would rather watch a new *Gunsmoke* than an old Dick Powell movie. I would rather have had our *Zane Grey* series against an old movie than against *The Real McCoys*. I would prefer to see something new on TV. Aside from a couple of instances, I can't think of any outstanding movies. When the studios first released their old movies to TV, everybody thought it would be disastrous for TV film, it wasn't."

Robert M. Weitman, production vp, MGM-TV: "I don't think the NBC-TV movie programming will hurt TV. It will just have to spur TV film producers to make better product. I cannot see the move as a deterrent to TV film. The experiment has got to be proven out. Personally, I don't see that it will make any real difference."

Warren Lewis, producer: "The movies will have the edge if they are strong ones. Movies deal with better, bigger and more complex stories and have star names."

**LITTLE COMPANIES IN DANGER:** Generally overlooked in the seasonal upheaval which kills off many a series is the fact that there is an increasing mortality rate among production companies in TV film.

TV's giants such as Revue Studios, Four Star Television, Warner Bros., and Screen Gems can survive their casualties, but when a small independent is the victim, the company often goes under. Result: More & more, production is being split up among the giants, and the smaller companies are fading from the scene.

Several of these one-or-2-series companies are in danger this spring. Should they lose their shows, and not have new pilot offerings, they will probably go under. This fate doesn't necessarily have anything to do with the financial resources of the telefilmery. A case in point is Paramount TV, which lost its only series, *Mr. Garlund*. Despite the fact that it's owned by wealthy Paramount Pictures, there's no production by Paramount TV today. It doesn't even have a production chief.

TV's company casualty list includes such familiar names as the George Burns-Gracie Allen company, McCadden Productions (no production); Jack Webb's Mark VII (had no production, but is now filming a pilot); Bing Crosby Productions (dormant 2 years, now plans 3 pilots); Hal Roach Jr.; Kirk Douglas's Bryna Productions; and Gross-Krasne.

Other companies no longer in production include the Betty Hutton independent; Al Scalpone's La Mesa Productions; Roland Reed Productions; Bridget Productions—the independent owned by Howard Duff & Ida Lupino; John Loveton Productions; The Mirisch Co.; Studio City Television (a Republic subsidiary until its demise); Jim Bowie Enterprises; Tom Curtis Productions; Dallad Productions; Federal Telefilms; Flying A Productions; Fordyce Enterprises; Guild Films; Lewman Productions (Jane Wyman's company); Roy Rogers Productions; Superman; Wesmor Productions; Interstate Television (Allied Artists).

**Revue Hits Hot Pilot Pace:** Revue Studios, No. 1 in production volume, will have finished at least a dozen pilots in the next 2 to 3 weeks. This figure may rise, because of other projects pending, contingent on casting & scripts.

Going into production in the near future are *The Audrey Meadows Show* (comedy), *87th Precinct* (60-min. series for NBC-TV being produced by Boris Kaplan under the aegis of Hubbell Robinson Productions with Revue), *Frontier Circus* (60-min., for CBS-TV), *Mother Climbs a Tree* (comedy starring Jan Clayton, being produced by Jack Chertok with Revue).

The studio has completed pilots on *No Place Like Homicide* (comedy, Paul Ford), *17 Battery Place*, *The Bob Cummings Show*, *The Denver & the Rio Grande* and *Mr. Huggler-Mugger*. It has also filmed presentations of *The Greenhorn*, *Tom Sawyer* and *The Rangers*.

*Frontier Circus* was inspired by the studio's hit *Wagon Train*. CBS-TV, after taking a ratings whipping from the NBC-TV show for several years, approached the makers of that series for another show "like it," but different enough not to be labeled an imitation, we're told. The result: A 60-min. show in which 3 leading characters will be seen wending their way westward—with a frontier circus, to give it a show business atmosphere. Chili Wills, John Derek and Richard Jaeckel have the inside on the starring roles, but their tests must be approved by CBS-TV.

Revue has sold 7 series for next season.

**Most Producers Are Ex-Writers:** More than 50 TV film producers in Hollywood today used to be writers—and some still do stories for their own series. In the continuing search for producer material, companies have been finding their best material among the scribes.

This extends in some instances to the super-executive level. At 20th Century-Fox TV, when the studio sought a well-rounded, experienced production head, it signed Roy Huggins, a veteran Hollywood writer and creator of *77 Sunset Strip*. An ex-writer, Felix Jackson, is NBC-TV program vp in Hollywood. And Nat Perrin is production chief for Filmaster Productions.

Writers turned producers are Rod Serling (*Twilight Zone*); David Dortort (*Bonanza*); Seeleg Lester (*The Gunslinger*); Maxwell Shane (*Cheekmate*); Joe Connelly & Bob Mosher (*Leave It to Beaver, Bringing Up Buddy* and *Ichabod*); Parke Levy (*Pete & Gladys*); Everett Freeman (*Bachelor Father*); Ray Singer & Dick Chevillat (*The Jim Backus Show*); Aaron Spelling (*Dick Powell's Zane Grey Theater*); Bill Frye (*Thriller* and *GE Theater*); Sam Peeples (*The Tall Man*).

Also Charles Marquis Warren (*Rawhide* & *The Gunslinger*); Cy Howard (*Harrigan & Son*); George Tibbles (*My 3 Sons*); Sy Gomberg (*The Law & Mr. Jones*); Antony Ellis (*Michael Shayne*); Sam Peckinpah (*The Westerner*); Don McGuire (*Hennesey*); Phil Rapp (*The Tab Hunter Show*); Blake Edwards (*Peter Gunn*); Coles Trapnell (*Maverick*); Stanley Niss (*Hawaiian Eye*); Jerry Davis (*Surfside 6*); Richard Bare (*Case of the Dangerous Robin*); John Champion (*Laramie*); Michel Kraike (*The Deputy*); Nat Perrin (*Death Valley Days*); Al Lewis & Sid Dorfman (*One Happy Family*); Larry Berns (*The Nanette Fabray Show*); John Robinson (*Acapulco*); and Fenton Earnshaw (*Solitaire*).

Many writers are busy in the production of pilots: Stanley Roberts (*The Colonel's Lady*); Bare (*The Joan Davis Show* and *Jamaica Reef*); Danny Arnold (*Beachfront*); Herb Meadow (*The Big Fever*); Chevillat & Singer (*Marty and Me*); James Moser (*Ben Casey*); Richard Collins (*My Favorite Love Story*).

Also Howard (*My Wife's Brother* and *Mickey & the Contessa*); Bob Weiskopf & Bob Schiller (*You Can't Win 'Em All*); Levy (untitled comedy); Gomberg (*Our Man in Rome*); Art & Jo Napoleon (*The Sea Rover*); Spelling (*The Atoner*); Morton Fine & David Friedkin (untitled drama); Tom Waldman & Blake Edwards (*The Boston Terrier*); Peckinpah (untitled Robert Culp action series); Ed Simmons (untitled comedy anthology); Everett Freeman (*My Uncle Elroy* with George Gobel); Harry Julian Fink (*Tiggero*); Paul Monash (*Cain's 100* and *Woman in the Case*); Al C. Ward (*3 White Hats*); Huggins (*The House on Rue Riviera*); John Robinson (*The King of Diamonds*); Budd Schulberg (*Ross of the Everglades*); Jules Bricken (*The Lawyer*); Robert Blees (*The Hunters* and *Jayhawkers*); Hal Goodman & Larry Klein (*Margie*).

Wells Fargo (NBC-TV) is imitating its rival *Gunsmoke* (CBS-TV) by expanding to 60-min. next fall (Vol. 17:4 p7). The Dale Robertson series, produced by Revue, will move to the 7:30 p.m. Sat. slot presently occupied by *Bonanza*, which will probably shift to Sunday night. Lengthening of *Wells Fargo* is in step with the current trend toward 60-min. series (Vol. 17:3&6).

Screen Gems has finished production on 39 segments of its *Two Faces West* series starring Charles Bateman & produced by Matthew Rappf.

## HOLLYWOOD ROUNDUP

Syndication price squeeze resulted in "the smallest number of new first-run properties being made available in 1960 in our history." Sam Cook Digges, CBS Films vp, speaking before the San Francisco Ad Club TV department Feb. 21, added that the TV-film business is now in the hands of a very few of the major companies. "Increased costs of production, along with station-advertiser demand for higher quality programs, has forced major producers to invest considerably more money than was the case only a few years ago," he said. But advertisers and stations are "paying just about the same amount of money that they paid several years ago." In 1961, film production will hit a record \$170 million (Vol. 17:1 p6), predicts Digges, with strong emphasis on 60-min. action-adventure shows & 30-min. situation comedies. "If advertisers & stations sincerely desire to program with the strongest possible product, they will have to pay a reasonable price for that product," he concluded.

MCA is negotiating for Bob Hope's 40 acres adjacent to its Revue Studios in Universal City, Cal. Hope, who bought the real estate in 1941, has put a \$1-million price tag on it. MCA wants the San Fernando Valley property for expansion. It bought the studio which now quarters Revue from Universal-International several years ago.

CBS Films has finished production of 4 pilots, *Mister Doc*, a comedy starring Dean Jagger; *Baron Gus*, comedy starring Ricardo Montalban & Pippa Scott; *Daddy-O*, comedy starring Don DeFore, Lee Phillips and Jean Byron; *Russell*, a Western, starring Fess Parker.

Arwin Productions, owned by Marty Melcher & Doris Day, has signed Dick Shawn for a TV series & a movie.

CBS-TV's 60-min. pilot, *Beachfront*, will star Keefe Brasselle. Danny Arnold is producer.

ABC-TV will finance *Tramp Ship*, 60-min. Don Federson Productions pilot starring Neville Brand.

Goodson-Todman has received an order from NBC-TV for 6 more scripts on *Las Vegas Beat*. The pilot is done.

Screen Gems' Greene-Rouse production team will pilot *The President's Man*, about an ex-secret service agent.

Four Star Television will film 16 half-hour & four 60-min. films for 11 series this week.

Addax Music Co. has been formed by Desilu Productions Pres. Desi Arnaz . . . Everett Freeman is producing *My Uncle Elroy*, a pilot starring George Gobel, which will be filmed March 6 . . . The 13th annual screen writers' awards dinner will be held March 24 at the Beverly Hilton.

**People:** Pam Polifroni named casting director for Selmur Productions' 2 daytime shows, *Morning Court* & *Day in Court* . . . Herb Wallerstein named associate producer of Screen Gems' *My Sister Eileen* . . . Robert Palmer will head Four Star Television's new talent dept. . . . Rose Mathias has resigned as *Lassie's* story editor . . . Jack Mitchell named asst. producer on CBS-TV's *Rawhide* . . . Richard Dunlap is named producer-director for ABC-TV of the Academy of Motion Picture Arts & Sciences' Oscar awards telecast April 17 . . . MGM-TV has signed Jerrald Goldsmith to compose & conduct the music score for its *Cain's Hundred* pilot for NBC-TV.

## NEW YORK ROUNDUP

Former *Maverick* star James Garner, who staged a contract battle with Warner Bros. last year and finally walked off the show, will soon be back before the cameras—but not for TV. He has signed a contract for 4 movies with the Mirisch Co., one of the independent production firms in the United Artists fold. Absent from virtually all *Maverick* episodes seen in the 1960-61 seasons, Garner was replaced in the series by ex-*Alaskans* player Roger Moore (as "Beau Maverick," a conveniently found cousin). Due to be added for the remainder of this season's *Maverick* episodes is another fortunate discovery "Brent Maverick," still another *Maverick* brother. This one is played by Bob Colbert who has a strong resemblance to Garner.

\$4-million bid for WNTA-TV N.Y. by a citizen's group has been rejected as too low by the station's owner NTA. The group, headed by Howard C. Sheperd, Greater N.Y. Fund Board chmn. and ex-First National City Bank chmn., is working with NET to acquire the station as a non-commercial outlet. The group's broker, Howard E. Stark, said last week that the group will increase its offer "at the proper time"—which probably means after a bid by Ely Landau. The former NTA chmn. has indicated that he will top the group's offer.

NTA Telefilm (Canada) Ltd. scored 7 "major sales" for its pre- & post-1948 20th Century-Fox feature film library, announces Pres. David Griesdorf. CJAY-TV Winnipeg & CFQM-TV Calgary bought over 300 features and 10 NTA program series, including *The Play of the Week*. The sales represent "a new quarterly high" for the Canadian company and, according to Griesdorf "a significant increase in feature-film programming in both the English & French-speaking markets of Canada."

Screen Gems has signed a co-production deal with Aladan Productions to develop "an assortment of new live TV programs, including dramatic & panel shows." Dan Enright, ex-*Twenty One* producer, and Alfred Crown, ex-Moulin Productions pres., run Aladan and will act as exec. producers of the new shows, the first of which will be ready next fall. This is the 2nd SG move toward the development of a live packaging operation (Vol. 17:8 p13).

WNTA-TV N.Y. is planning another local-level public-affairs special, "The First Hundred Days," a review & analysis of President Kennedy's term for the 100 days following his inauguration. The April 30 broadcast will consist of (1) a 120-min. segment covering the President's TV activities, excerpts from the inaugural ceremonies, addresses to Congress, press conferences, and (2) a 60-min. round-table discussion by several leading journalists.

WNEW-TV N.Y. has bought ITC's 104-episode underwater adventure series, *Diver Dan*, for telecast beginning the week of Feb. 20. The 7-min. shows, available in both color and black & white, combine the actions of live & puppet performers. Other stations buying the package include WGN-TV Chicago, and total markets to date are 21.

People: Norman B. Katz, TV Industries foreign-operations vp, is in the Far East & Australia marketing the RKO film library . . . Jack P. Martin has been named Ziv-UA Northeastern div. sales mgr. and Jim Grubb has been named North Central div. sales mgr. . . . Vernon Burns named NTA gen. mgr.

## Stations

**HOMEWORK FOR BROADCASTERS:** Leaders of 45 state associations of broadcasters went through 1½ days of an NAB school in Washington last week—and carried away enough home-study lessons to keep them busy for months to come.

The delegates—53 in all—to NAB's 6th annual grass-roots-&-brass-tacks state conference were supplied by the hq staff with bulging kits containing 20 separate batches of broadcasting textbook materials.

Titles of some of the home-work courses, which were supplemented by extended bibliographies: "Dimensions of TV," "Dimensions of Radio," "Suggested Legislative Plan of Action," "Public Relations Outline," "News Privilege Laws," "Labor Report," "NAB Survey of State Assns."

The delegates also: (1) Heard a go-back-&-do-better speech by NAB Pres. LeRoy Collins. (2) Listened to lectures on "goals" & "challenges" by NAB staffers. (3) Took notes on reports by presidents of 5 state organizations. (4) Met in bull sessions to compare local notes and talk over the industry's national problems. (5) Witnessed presentation of awards to high-school winners of the "Voice of Democracy" contest (see p. 9).

In his turn at the microphone, at a concluding luncheon, Collins called on the state leaders to help NAB "make broadcasting a greater force in American life." Collins said NAB is much more than an "average trade association," that NAB needs every broadcaster & vice versa, that "unity is essential for strength & prestige." He wound up: "I want the broadcasters of the U.S. to realize that they have something that is theirs—that it doesn't belong to the advertisers or the networks or the rating services."

Copies of Collins' hard-hitting Feb. 10 Palm Springs NAB Board speech (Vol. 17:7 p1), which was topic "A" in corridor talk by the delegates at the Shoreham Hotel, were included in the conference kit of background documents. And, during the conference, House Commerce Committee Chmn. Harris (D-Ark.) inserted the text in the *Congressional Record*, praising Collins for his "candor & courage."

"If the broadcasters of America heed the advice which Gov. Collins gave them in his speech, I feel that they will move in the right direction in discharging the important public responsibility placed on them," Harris said.

Seminar sessions of the Feb. 22-23 conference, keyed to the NAB president's analysis, were led by such NAB staffers as industry-affairs vp Howard H. Bell, TV vp Charles H. Tower, radio vp John F. Meagher, govt.-affairs vp Vincent T. Wasilewski, PR mgr. John M. Couric, TV Code Affairs dir. Edward H. Bronson, Radio Code Affairs dir. Charles M. Stone.

Everything from local tax problems to TV-&-radio promotion campaigns was covered in state reports by Ronald A. Murphy (Wash.), Lee Ruwitch (Fla.), Thad M. Sandstrom (Kan.), Lloyd W. Dennis Jr. (Md.-D.C.) and George R. Dunham (N.Y.).

Roundtable discussions by the delegates touched on an even wider range of topics: State legislative developments (including bills in Ore. & N.Y. legislatures providing for supervision of rating-service operations); regulatory prospects in Congress & at FCC; lobbying techniques; TV & Radio Code recruiting methods; hurricane & tornado warnings; development of community identities by stations; advertising competition which stations must suffer from trading-stamp operations.

**NEW & UPCOMING STATIONS:** CHBC-TV-6 (Ch. 5) Keremeos, B.C. got on the air ahead of its mid-February target and began programming Jan. 27 as satellite of CHBC-TV (Ch. 2) Kelowna, B.C. We are so informed by CHBC-TV sales mgr. R. L. Sharp. The satellite's owner is Keremeos-Cawston Television Society, headed by H. Blakeborough, but all construction was done by CHBC-TV, with funds furnished by the Society. It has a 5-watt Benco transmitter & a Taco yagi 5-element antenna on 50-ft. wooden pole. It is the 6th in the CHBC-TV chain of low-power, unattended repeaters. Canadian on-air total: 84 stations.

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

KCDA (Ch. 3) Douglas, Ariz. plans to start soon as an independent outlet, writes commercial mgr. Daniel C. Park. He is ex-radio WIRE Indianapolis, and more recently was with Better Business Bureau of Tucson. The station has a 500-watt transmitter furnished by KCDA owner Electron Corp., Dallas, Texas. A Jampro antenna has been installed on the roof of the Gadsden Hotel, Douglas. Base hour will be \$150. Rep not reported.

WBNB-TV (Ch. 10) Charlotte Amalie, V.I. has changed its target to April 1 for programming with CBS-TV & NBC-TV, says Robert Moss, pres.-gen. mgr. A 500-watt Gates transmitter is ready for use in the studio-transmitter building at Mountain Top Estates, St. Thomas, but a Utility tower won't be ready for an 8-bay Jampro antenna until some time in March. Base hour will be \$60. Rep will be Caribbean Networks.

KICU-TV (Ch. 43) Visalia, Cal. has a 12-kw GE transmitter on hand, and plans to begin programming June 1, reports owner Norwood J. Patterson. He also controls San Francisco radio KSAN. The station will use the 100-ft. guyed tower at Eishon Point of off-air KVVG-TV (Ch. 27) Tulare-Fresno. It hasn't signed a network affiliation.

WYAH-TV (Ch. 27) Portsmouth, Va. has set July 2 as its programming target, reports M. G. Robertson. He is pres. of grantee Christian Bcstg. Network Inc., which plans non-commercial operation and is buying the plant of off-air WTOV-TV (Ch. 27) with 1-kw RCA transmitter.

Simultaneous vhf-uhf operation on Ch. 12 & Ch. 30 by KFRE-TV Fresno, which is switching to the uhf channel under FCC's deintermixture decision, was opposed by competitor KJEO (Ch. 47). The Commission order permits the dual operation until April 15. KJEO asserts that it will be harmed, up to \$100,000 worth, because both ARB & Nielsen are making their surveys and KFRE-TV will benefit from having 2 signals on the air. KJEO alleged that KFRE-TV's application was granted hastily by the FCC without proper notification of interested parties. It asked that the Ch. 12 operation be stopped immediately. KFRE-TV has until Feb. 27 to file its opposition to the petition.

Most powerful low-band TV station in North America will be CBC's CBXT (Ch. 5) Edmonton, Alta. RCA Victor Ltd., Montreal, announced it will supply transmitter-antenna combination capable of radiating 318-kw ERP, due to a specially-designed super-gain antenna. Low-band (Ch. 2-6) TV stations in the U.S., and in Canada within 250 miles of the U.S. border, are limited to 100 kw. Ch. 7-13 stations are limited to 316 kw. CBXT is due on the air Sept. 1, when it will take over CBC network programming from independently owned CFRN-TV.

Top winner in "Voice of Democracy" contest sponsored by NAB, EIA & VFW was Carol Ogata, 17-year-old Pahoa, Hawaii, high school senior. She was awarded a \$1,500 college scholarship at a luncheon in Washington Feb. 22. The 3 other finalists of the 51 state & D.C. winners were: Miss Briony Sharman, an English exchange student representing N.Y.; Joseph G. Quill, Raynham, Mass.; William C. S. Mays, Providence. Almost 100 Senators & Representatives attended the luncheon, sitting with their respective state winners and presidents of state broadcasters' associations. At an evening reception presented by NAB Pres. LeRoy Collins for the state presidents, guests remarked that Miss Ogata had one of the most poignant voices they had ever heard, some confessing she had brought them close to tears. Though she wants to become a mathematics teacher, several broadcasters said she'd have a great future in TV-radio & acting.

Full ownership in KMTV (Ch. 3) Omaha is now held by the May Bcstg. Co. An ownership report filed with FCC shows that it purchased the 500 shares (25%) formerly held by the Central Bcstg. Co. (WOC-TV & WOC Davenport, Ia.) for \$550,000 in Feb. 1960 and retired the stock to the treasury. FCC approval of the transaction was not required because May Bcstg. already held 75% control.

Young Television's exec. vp James F. O'Grady Jr. adds to our survey of the spot field (Vol. 17:8 p6) with the following: "We are optimistic about TV-spot billing levels during 1961. Sales have been reasonably good during the first 2 months of 1961, and we expect an increase over present levels during the next several months. We have not seen any evidence of a business slump in national spot."

Fine financial line has been drawn by NLRB in determining whether labor regulations of a broadcasting station are subject to federal regulation. In a test case involving NABET & radio WNAK Nanticoke, Pa., NLRB accountants did some figuring to project the station's gross volume for the fiscal year ending in August. The estimate: \$92,553.93, just short of NLRB's \$100,000-standard for taking jurisdiction over a radio station. Accordingly, all parties were notified that NLRB wasn't interested in the Nanticoke situation.

WFAA-TV & WFAA Dallas will move to a new \$3.5 million communications center at Young & Record Sts. April 5, the day that has been set for the formal opening & dedication of the new hq.

#### FACTBOOK NO. 32 CLOSES MARCH 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Advertising

Bell & Howell sponsorship of controversial public-affairs shows is making a lot of new friends & apparently selling a lot of cameras, exec. vp Peter G. Peterson told an Advertising Women in Radio & TV meeting in Chicago. Favorable letters to the camera company about its TV shows outnumber the unfavorable ones by a ratio of almost 40-to-1, Peterson said—even though B&H-sponsored shows have dealt with such hot topics as union featherbedding and birth control. Viewers who enjoy thought-provoking, albeit controversial, programming tend to extend this mood to B&H products to a far greater extent than with other forms of advertising, said Peterson. "All of our TV funds [have been placed] into public-service programming indefinitely with a signed contract through 1962," he added. Bell & Howell Pres. Charles H. Percy had told us nearly 16 months ago (Vol. 15:44 p6) as his firm took the public-affairs plunge with co-sponsorship of *CBS Reports*: "We don't have a red-carpet budget with which to sponsor public-service TV; it's got to sell cameras for us." Peterson's statement would indicate that Percy's 1959 philosophy ("we're willing to pay a premium if necessary in terms of CPM to reach a higher-quality audience") has been paying off.

Auto industry's unsold backlog, estimated earlier this year to be over 1 million units, has resulted in a series of not-unexpected TV cutbacks. Hardest-hit is NBC (which has about 50% of all nighttime auto network business). Ford Motor Co. has notified the network that it will pull out of *Wagon Train*, effective April 5, and will sponsor *Alfred Hitchcock Presents* only on a co-sponsorship basis (with Revlon). Chevrolet has already declared its intention of substituting *Bonanza*, at a lower price, for its Sun-night *Dinah Shore* series (Vol. 17:8 p6). At ABC-TV, Dodge div. of Chrysler (a firm particularly hard-hit by slumping auto sales) has notified the network that it will drop its \$5-million annual co-sponsorship of *Lawrence Welk* in June. Originally, Dodge was full sponsor of the Welk music show, cut this expenditure in half last summer, and is now bowing out entirely. Dodge won't be out of TV entirely, the auto firm made clear last week, and is shopping around for a lower-priced public-affairs show.

Publishers raised their ad expenditures in the competitive medium of TV by a considerable sum in 1960. TvB reports that for the first 11 months of last year publishing & media gross-time billings rose to \$2,140,677 from a mere \$5,261 in the like period of 1959. TvB also reported estimated network-TV billings of all advertisers for January-November 1960 at \$621,686,247—up sharply from the 1959 like period's \$568,642,061. The leading company advertiser in November was Procter & Gamble with billings of \$3,984,364, followed by American Home Products with \$2,725,163. Anacin was the leading brand in November, with a \$952,607 expenditure.

Auto-Lite returns to TV this fall after an absence of several years. It will co-sponsor ABC Films' 30-min. adventure series *The Racer*, the pilot of which was produced last fall. "National TV provides strong support to our dealers and most effectively increases consumer awareness of Autolite products," said vp & dir. of sales E. R. Stroh. "We are pleased to return to the medium." (Autolite previously sponsored CBS-TV's *Suspense* and participated in NBC-TV's *Today*.) The 1961 ad campaign, handled by BBDO, will also include schedules in trade magazines & consumer periodicals.

## The FCC

**ENTER, THE MINOW REGIME:** Newton N. Minow takes over as FCC Chairman March 2, will be sworn in at the Commission meeting room by U.S. Supreme Court Justice Douglas. He won't have much chance to dally—for he faces a whole day of oral arguments March 3.

Seattle attorney Kenneth Cox definitely will become his general counsel, is expected to report within a few weeks. Attorneys Henry Geller & Ted Meyers, from Justice Dept. and ABC, respectively, have been on the scene informally, will join his staff officially when he takes the oath. There's still no indication of who is favored to become chief of the Broadcast Bureau.

Orlando Ch. 9 case, remanded to FCC by the Court of Appeals for further "influence" hearings for winner WLOF-TV and contestant WORZ, will be heard by chief hearing examiner James D. Cunningham. The Commission named him to replace special examiner Horace Stern, retired Pa. Supreme Court judge who "is no longer available to serve as presiding officer."

First new vhf translators on air: K3AA & K13AA Mexican Hat, Utah, equipped with Benco transmitters, began repeating KGGM-TV & KOB-TV Albuquerque Feb. 16. They are the first vhf grants made by the FCC which has 90 applications pending for new vhf translators. In addition FCC has granted STAs for 992 vhf repeaters to continue operation.

Novel telegram received by FCC last week: Peter Corrado, of Brooklyn, owner of radio WREA East Palatka, Fla., notified the Commission that his station was off the air because his manager had disappeared. He said he'd keep FCC informed.

KIEV Glendale, Cal., has been purchased by a syndicate headed by William Beaton, ex-mgr. of KWKW Pasadena, Cal., subject to FCC approval. Majority stockholder in the station was Reed Callister. Station executives declined to comment on reports that the price was \$500,000.

## Educational Television

Another ETV go-around in Congress starts this week with March 1-2 hearings by the Senate Commerce Committee on a \$51-million subsidy bill (S-205) by Chmn. Magnuson (D-Wash.) for purchase of educational station equipment in the states & D.C. He lined up 16 witnesses—none of them known as a federal-aid-to-ETV opponent—to testify on his measure, which was passed by the Senate last year but blocked in the House (Vol. 17:6 p14). The tentative list: March 1—Sen. Metcalf (D-Mont.), HEW Secy. Abraham Ribicoff, RCA Pres. John L. Burns, Pa. Public Instruction Supt. Dr. Charles H. Boehm, Mrs. Hornung of the Greater Cleveland ETV Assn., Baltimore School Supt. George Brain, Mgr. Loren Stone of KCTS-TV Seattle, mgr. John Schwarzwald of KTCA-TV St. Paul-Minneapolis, Mont. State U.'s Dr. Erling Jorgenson. March 2—outgoing FCC Chmn. Ford, Mrs. Edmund D. Campbell of the Greater Washington ETV Assn., Westinghouse Bcstg. Co. vp Joseph E. Baudino, Mrs. Alison G. Bell of the American Assn. of University Women, Raymond D. Hurlbert of the Ala. ETV Commission, Chmn. Lawrence E. Dennis of the Joint Council on Educational Bcstg., Electron Corp. Pres. Mort Zimmerman.



## Congress

**House Ban on TV Upheld:** The House Rules Committee voted 8-6 last week to kill proposals to permit TV & radio coverage of proceedings of the House and/or its committees. But the action had little to do with pros & cons of electronic journalism. It was strictly politics.

Opponents & supporters of the liberalizing moves to give news cameras & microphones equal access to sessions lined up at a Rules Committee hearing to speak their pieces for the record. But the arguments were just *pro-forma*. The real lineup matched opponents vs. supporters of Speaker Rayburn (D-Tex.). And in one of his first tests of strength with Chmn. Smith (D-Va.) of the expanded & liberalized traffic-controlling Rules Committee (Vol. 17:8 p9), Rayburn won. When it comes to House coverage, he is adamantly anti-broadcasting.

No tip-off on the nature of the contest was needed, but it was provided in pre-hearing maneuvering. Pro-Rayburn Rep. Griffiths (D-Mich.), author of companion resolutions (H. Res. 27 & 28) to relax House rules against broadcasting equipment, discreetly absented herself and didn't appear at the hearing at all. Anti-Rayburn Rep. Meader (R-Mich.) hastily stepped in with a proposal (H. Res. 173) of his own to permit committee chairmen to decide if hearings could be televised.

When the showdown came, Chmn. Smith and conservative Democratic-Republican coalition colleagues on the Committee—none of whom had ever expressed much interest in such matters before—voted to embarrass Rayburn and clear the resolutions for floor action. The Committee's pro-Rayburn majority of 8 Democrats—some of whom have no personal objections to TV & radio coverage—stood firm with the speaker.

In these topsy-turvy political circumstances, there was much banter—and little serious testimony—at the Rules Committee hearing.

"How many members might get killed running to get in front of the camera?" Rep. Brown (R-O.) wanted to know. "Would we have to go to the makeup room before going on?" asked Rep. Madden (D-Ind.). "There might be a tremendous turnover . . . if you put the House on TV," Rep. O'Neill (D-Mass.) warned.

"We all know that some Senate members have become known in households across the United States through TV," Meader retorted, tongue in cheek, mentioning John F. Kennedy as one. "Why should there be a block on the House?"

Meader & Rep. Younger (R-Cal.) said the TV-radio proposals shouldn't be bottled up by the Rules Committee. "The House should be permitted to vote on this," said Meader. Both had voted against Rayburn when he succeeded in enlarging the Committee in order to cut down Smith's power to block legislation which the Democratic leadership really wants.

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CBS Inc. Pres. Frank Stanton has been credited by Rep. Springer (R-Ill.) with "a rather penetrating analysis" of broadcasting's political equal-time problems. Springer, second ranking minority member of the House Commerce Committee, said that Stanton's equal-time testimony before the Senate Commerce Communications Subcommittee (Vol. 17:6 p2) was "excellent." He asked his House colleagues to read Stanton's statement as reworked into a bylined article in the *Decatur Herald & Tribune*, which Springer inserted in the *Congressional Record*.

"Moral quality" of TV & movies had better be improved through self-supervision if the industries don't want the federal govt. to step in & do the job, Rep. Wilson (R-Ind.) said in a blistering attack on entertainment offered by both media. In a statement accompanying a sense-of-the-House resolution (H. Res. 186) calling on TV & Hollywood to clean their houses, Wilson said "sexpots, beat generations and sadism" should be swept out. "With TV," he said, "violence of all shapes & sizes is the thing. Murders, pillaging, mugging, slugging, whippings and other forms of brutality are paraded before the TV audience night after night. It's getting worse instead of better, and it's time the TV industry took a look at itself." As for the movies, Wilson said "sex is being purveyed in every possible packaging." He commended both industries for past actions to improve their products, but urged "immediate corrections in the present moral content." As a starter, he suggested both needed a czar-like office like the old Hays Office which used to police Hollywood.

Relatively modest budget of \$435,000 for the House Commerce Committee this year—down from the \$750,000 of last year, when the Legislative Oversight was flourishing—has been approved by the Administration Committee. In his housekeeping resolution (H. Res. 165), Commerce Chmn. Harris (D-Ark.) earmarked \$170,000 for his proposed Subcommittee on Regulatory & Administrative Commissions (Vol. 17:8 p9), \$60,000 for a continuing spectrum study, \$7,000 for winding up the American Statistical Assn.'s contract survey of rating systems (Vol. 17:5 p8). Meanwhile Harris delayed naming members of the standing Communications Subcommittee and the new special unit on regulatory-agency operations.

U.S. film stars who reside abroad are living it up at Uncle Sam's expense, according to Sen. Gore (D-Tenn.). He proposed closing what he said is an income-tax loophole. It permits Americans who set up temporary residence abroad for 17 out of 18 months to escape taxes on \$20,000 of their earned income. "This provision appears to be particularly beneficial to movie stars," Gore said. He also proposed to plug another loophole which he said is used by movie stars. Gore said that it is permissible now for wealthy persons—"in contemplation of death"—to sell U.S. holdings and invest the proceeds in foreign real estate so that their beneficiaries need pay no tax.

Another "ethics" bill, forbidding back-door approaches to federal regulatory agencies and gift-giving to officials to influence decisions, has been introduced by Rep. Cramer (R-Fla.). The measure (HR-4812) also provides for repeal of the "honorarium" section of the Communications Act that permits FCC members to receive fees for speeches & articles. Cramer submitted the same proposals in 1959.

CBS-TV's medical-care documentary "The Business of Health: Medicine, Money and Politics" did an "outstanding" job of presenting "the pros & cons" of the issues, Sen. Proxmire (D-Wis.) told the Senate. He added the documentary to a growing list of network programs which he said deserve public applause (Vol. 17:8 p9).

Add daytimer bills: Reps. Moulder (D-Mo.), Ikard (D-Tex.) and Whitten (D-Miss.) have joined the annual Congressional parade of supporters of small-town radio by introducing bills (HR-4749, 4830 and 4695) to extend daytime station operations from sunrise-sunset to 6 a.m.-6 p.m.

Rigid inspection rules for shipboard radio equipment would be relaxed under an FCC-supported bill (HR-4743) introduced by House Commerce Chmn. Harris (D-Ark.). Similar bill was passed last session by the Senate.

## Programming

**Untouchables Still Under Fire:** ABC-TV's concessions to the Italian-American group that is protesting *The Untouchables* are "unsatisfactory," said Rep. Alfred E. Santangelo (D-N.Y.) last week. He said the plan to picket ABC-TV hq on March 9, "Amerigo Vespucci Day," is still on, as is the plan to boycott sponsors of the show (Vol. 17:3 p14 *et seq.*) The group for which Santangelo is spokesman, the Italian-American Democratic Organizations of N.Y., presents 5 major complaints against the show:

1. Of the 14 program titles scheduled on *The Untouchables* between Feb. 2 and May 4, nearly half (6) are based on Italian-origin names. This, says the IADO, is "disproportionate."

2. There's considerable doubt that the original book version of *The Untouchables* is the base any longer for most of what's seen in the series. ABC will be asked "to substantiate" that at least one Italian-named mobster was really involved in the wide range of criminal activities credited to him by the show.

3. There will be "4 consecutive shows using a central Italian criminal character" (April 13—May 14), adding "fuel to the image which has been created unfairly linking Italians with violations of the law."

4. ABC's chief concession so far—a voice-over announcement stating that part of the show is "fictionalized"—is "lost in the welter of post-program commercials." IADO wants the announcements made "at the beginning & end of each show, audibly & visually."

5. IADO doesn't like the show on any count, particularly "the continuous use of murder, violence and high-voltage crime which is contributing to the encouragement of juvenile delinquency & disregard of the law."

A group of Italian-American Congressmen headed by Rep. Santangelo has been authorized by IADO to hold another conference with top-level ABC-TV officials. The group will then submit a final report to IADO on March 3—the last scheduled meeting of its board before the March 9 picket deadline.

\* \* \*

Congressional complaints against ABC-TV's *The Untouchables* (Vol. 17:8 p3) have produced a legislative proposal to ban derogatory TV & radio portrayals of any ethnic group. A bill (HR-4502) by Rep. Anfuso (D-N.Y.) would add a new Sec. 510 to the Communications Act's Title V, making it unlawful for any station "to consistently or systematically portray [in programs] any religious group, race, or nationality in a degrading or criminal manner." Anfuso is one of a group of House members who protested characterizations of Italian gangster types on *The Untouchables*. His bill, which sets up no criminal penalties for infractions, was referred to the Commerce Committee headed by Rep. Harris (D-Ark.).

Nightly TV newscasts should be longer & more frequent, ex-CBS News Pres. Sig Mickelson said last week at U. of Mich. He recommended expansion of newscasts to 30 min., called for more original reporting, deplored the absence of research at the university level on TV news. "It is a new field and we have been operating largely by guesswork," he said.

Independent CFTO-TV Toronto outbid CBC for TV rights to 1961 & 1962 football games of Canada's Eastern Big 4 League. The *Toronto Telegram*-owned CFTO-TV won the 2-year contract with a bid of \$375,000 annually for all league games.

Anti-censorship coalition has been formed by TV-radio, movie and book-publishing industries to seek overturn of the Supreme Court's 5-4 decision that upholds the right of state & city censors to preview films before they are permitted to be shown in theaters (Vol. 17:5 p5). Joined by NAB, Book Publishers Assn. and Authors League, the Motion Picture Assn. of America was scheduled to ask the Court Feb. 27 to rehear the appeal of Chicago's Times Film Corp. from lower-court decisions validating pre-exhibition censorship. NAB's chief counsel Douglas A. Anello & other lawyers who are enlisted for the mutual-defense move have taken their cue from dissenting Chief Justice Earl Warren. Speaking for the minority of the Court, he warned that the decision threatened to spread "a licensing scheme" to every "medium of expression." Following filing of the rehearing petition, the Court may ask to hear arguments on it, but it rarely agrees to take up a once-decided case again. If the petition is turned down, Eric Johnston's MPAA will be ready to initiate new movie test cases on the censorship issue.

Arthur Godfrey is being eased out of *Candid Camera* at the end of the show's current cycle (in May), and won't be back on the Allen Funt package this fall. Funt has been far from happy in recent months with Godfrey's role in the program, and said recently in San Francisco that he & his staff had "made Godfrey conscious of the need for reducing talk." Godfrey's resignation from the show was said last week by CBS sources to be voluntary. Godfrey himself will probably be seen in CBS-TV's nighttime schedule next season in a weekly 30-min. show (if the network can come up with a suitable format) and this spring will be in 2 CBS specials (one for Bulova). Godfrey was originally added to the *Candid Camera* format last fall at the request of CBS, which now owns (with Funt & producer Bob Banner) an interest in the package.

TV's the best source of information about Civil Defense, Milwaukee parents voted in a recent poll. Nearly 50,000 persons cited TV in a questionnaire circulated by the Milwaukee City Civil Defense Administration. Runners-up as information suppliers: newspapers (37,445 votes); leaflets (36,533); radio (35,585).

Pop tunes and hit-&-run headlines are inadequate for radio's new sophisticated audience, said CBS Radio Pres. Arthur Hull Hayes last week. He told a group at the Annenberg School of Communications, U. of Pa., that broadcasters have a dual duty in modern society: "Survival & stature." A radio network's primary role is "its ability to present programming which would be difficult or impossible for stations to present themselves," he said. The most promising fields of development, according to Hayes, are news & information programming. "CBS Radio's schedule is 55% information . . . Broadcasting can't create the public taste, but it can lift & broaden it by exposing people to things they might not have experienced at all," he said. "Our job is to present a truly varied diet and leave the choice to the public."

David Susskind & Dinah Shore were voted "Man of the Year" & "Woman of the Year" by 358 TV-radio editors participating in *Radio Daily's* 19th annual All-American Awards Poll. Other winners in 24 TV categories: *The Untouchables*, best filmed series. *Wagon Train*, best Western. David Brinkley, commentator of the year. *I've Got a Secret*, top panel show. *Project 20*, best of the public-service programs. *Perry Mason*, best mystery. ABC-TV's *Winston Churchill* took double honors as the year's best documentary series & best new program idea. Radio's Man & Woman of Year: Arthur Godfrey, Pauline Frederick.

## Television Digest

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**Personals:** Bob Bagley named ad & promotion mgr., ABC's Western div. . . . Russell C. Stoneham, ex-CBS, named West Coast program-development dir., NBC-TV.

Peter S. Crawford named gen. sales mgr., WLWA Atlanta, succeeding James H. Burgess, recently named gen. mgr. . . . Mike Schaffer, ad & promotion dir., WFIL-TV & WFIL Philadelphia, named liaison between BPA and TIO.

John Scali, ex-AP, appointed Washington diplomatic correspondent, ABC News . . . Bill Shadel, ABC News commentator, named pres., Assn. of Radio & TV News Analysts . . . Graham Wallace, Canada's Bureau of Bcst. Measurement member-relations officer, is spending 34 days visiting station members & member prospects in Western Canada.

Josef C. Dine named information & special services dir., CBS News . . . Leonard H. Lieberman, ex-Richards Associates, named NCTA information dir. . . . Lacy S. Sellars promoted from program mgr., WBTW Charlotte, N.C., to head Jefferson Standard Bcstg.'s new quality-control dept. for WBTW, WBTW Florence, S.C. and WBT radio . . . Horace W. (Buddy) Ray promoted from program dir. to operations mgr., WAGA-TV Atlanta . . . Bill McCoolgan named sports dir., WTOP-TV Washington.

William P. McSherry appointed to new post of national news editor for TV, ABC News . . . Alan Wagner, ex-Benton & Bowles, named gen. program executive, CBS-TV . . . John Stilli named asst. to the gen. mgr., WFBG-TV & WFBG Altoona, Pa.

Meetings this week: RTES timebuying & selling seminar (Feb. 28). Stockton Helffrich, NAB TV Code Board dir., N.Y. office, will speak on "TV Taboos." Hotel Lexington, N.Y. • Vhf translator conference sponsored by *DXing Horizons* (March 3-4). Hotel Utah, Salt Lake City • U. of Okla. annual TV-radio conf. (3-4). Norman, Okla.

Meetings next week: RTES time buying & selling seminar (March 7), Hotel Lexington, N.Y. Annual banquet (9), Waldorf-Astoria Hotel, N.Y.

Annual dinner of Radio-TV Correspondents Assn., with President Kennedy as guest, is set for March 18 at the Statler-Hilton, Washington. Elmer Lower, NBC, is chmn. of the affair, and entertainment from the networks is being lined up by Robert Doyle, ex-NBC, of radio WICO Salisbury, Md.

Freedoms Foundation at Valley Forge announced on Washington's birthday the following awards to TV programs & personnel: George Washington Honor Medal (principle TV award) to the Lutheran Church-Missouri Synod for a *This Is the Life* segment, "Trap of Freedom." Freedom Leadership plaque to Arthur Godfrey for "personal patriotism," and Dave Garroway for "unfailing emphasis on responsible citizenship." Other TV awards to: Equitable Life Assurance Society of the U.S. for "Not Without Honor" from *American Heritage* series. KING-TV Seattle for "The Living Constitution." KPIX San Francisco for "Life in the Balance." KVTV Sioux City for "The American Way." WBRC-TV Birmingham, for coverage of the area's Independence Day observance. Southern Baptist Convention radio & TV commission for "Bread on the Water" in *The Answer* series. WCAU-TV Philadelphia for *The Gene London Program*. WRCV-TV Philadelphia for "Destiny of Freedom." WFBM-TV & WFBM Indianapolis for a year-long "Operation Patriotism" campaign, including a weekly TV series *Young Mr. Liberty* and a radio *National Purpose* series. Distinguished Service awards to NBC-TV for "U.S. Government" on *Today*, and to NBC-TV & National Council of Catholic Men for "The War for Geoffrey Wilson" on *The Catholic Hour*.

KFSD-TV & KFSD San Diego will be renamed KOGO-TV & KOGO March 1. The KOGO logo was selected from 17,576 four-letter combinations starting with "K" run off for the station in 2 minutes by neighbor Convair's computer. Gen. mgr. William E. Goetze explained the change: "In this day when the station image is so important, the word KOGO gives us an important plus. It has great memorability, lends itself to vigorous promotion and has a sound linkage to San Diego that is unmistakable." The KFSD call letters, originated in 1926, will continue to identify the station's FM operation.

TV-radio winners of 1961 "National Brotherhood Awards" by the National Conference of Christians & Jews: CBS-TV for "Strangers in the City," 60-min. documentary on N.Y.'s Puerto Ricans; ABC-TV for "Cast the First Stone," a documentary on prejudice & discrimination; radio WBZ Boston for a 60-min. broadcast of "Anne Frank: The Memory & the Meaning;" radio WNEW N.Y. for "An Open Letter to Gov. Rockefeller" regarding a fair-housing bill.

NAB Pres. LeRoy Collins has won a "certificate of appreciation" from the Southern Regional Education Board for his 1955-57 services as its chmn. while he was Fla. governor. Praising Collins for his "imaginative leadership," the citation said: "Your own forward-looking action programs for higher education in Fla., for educational TV, and for the development of community colleges, are today looked upon as models for other states."

New consultant firm is being organized in N.Y. by Edward J. DeGray, former head of ABC Radio, to work with TV-radio station groups, affiliate stations and independent outlets. DeGray will not compete with reps in the spot field; he'll concentrate on advising stations on business practices, marketing research, syndicated and local-level programming and general "image-building."

New chairmen for Station Reps Assn. committees have been named by Pres. Lewis H. Avery: Adam Young, Adam Young Companies, radio trade practices committee; Edward R. Shurick, Blair TV, TV trade practices committee; Eugene Katz, the Katz Agency, legal committee; Frank E. Pellegrin, H-R Television, SRA awards committee; Jones Scovern, Peters, Griffin, Woodward, president's special committee.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BEHIND ZENITH COLOR DECISION:** "If color becomes a business, we'll be right in it." So said Zenith Pres. Joseph S. Wright almost a year ago (Vol. 16:11 p. 19). In Zenith's view, color is now a business—not a big one, but one which can supply profits.

Zenith's announcement of its entry into color (see story on p. 2)—rumored for last few weeks—caused a stir among its competitors. Led by Zenith's biggest rival, RCA, those manufacturers which are now merchandising color gave Zenith a hearty welcome to the fold. Those without color sets largely reiterated previous statements that they have no color plans—but some hedged just a little more than in the past.

Announcement made to special distributor meeting in Chicago last week by Chmn. Hugh Robertson was sketchy, said Zenith will introduce "line of completely new & unique color-TV receivers" in fall, that console models will "probably carry retail prices above \$600."

Announcement also stated Zenith will use 3-gun shadow-mask picture tube and "a Zenith-developed color demodulation system which employs a new tube invented by Zenith scientists"—leading to erroneous speculation that Zenith sets will use a new type of picture tube.

Although Zenith officials steadfastly refused to elaborate on the announcement, here are some facts & details on Zenith's color sets & plans:

Set will use standard 21-in. round RCA tube—the new one with the brighter sulfide phosphors (Vol. 16:43 p16)—although it may be employed with different type of masking & implosion-shielding than RCA now uses. The "new tube" referred to in Robertson's announcement is a receiving tube, not a picture tube. Although Zenith's tube-making subsidiary Rauland Corp. has developed color tubes, it's understood that the extremely costly job of putting a new picture tube into production will be held up until Zenith has had a chance to measure the market with color sets using standard RCA 3-gun shadow-mask type. Rauland's developmental tubes are all understood also to be 3-gun shadow-mask types.

The "over-\$600" price announced for consoles isn't necessarily Zenith's floor price. It's good guess that Zenith will also have at least one color table model and that pricing will be roughly comparable to RCA's.

Zenith will enter color whole-heartedly—but at the same time realizing that it's not "a big business." As Zenith Sales Corp. Pres. Leonard C. Truesdell told us: "We're not fooling—but neither are we reaching for the moon." Is the color operation merely a market test, a probe? No, replies Truesdell. "We don't know what the true market is, but with our leadership & position in TV, we hope we can help pull color off dead center. But we will not buy our way into this market with wild pricing & crazy promotions."

Why did Zenith tip its hand a full 7 months ahead of introduction? Truesdell gives 2 basic reasons: (1) The company plans to launch a concentrated service training program for the next several months. "Now we can put things in motion" so that service & installation personnel will understand Zenith sets when they come out. (2) Zenith hopes that its early announcement "will encourage people to start broadcasting in color." Truesdell said one factor in Zenith's delay in entering the color field was shortage of colorcasts and particularly the shortage of "suitable color shows."



Will other majors follow Zenith? Best guess: Eventually. Color is here, and those manufacturers waiting for an "invention" (i.e., a single-gun tube) take a chance on missing something—for, even at today's prices, the prestige & promotion of Zenith added to RCA's (plus promotion by Admiral, Magnavox, Olympic, Emerson-Du Mont, Packard Bell) is going to be a powerful force in selling the concept of color.

Consider the dilemma of one manufacturer (which may be typical of others). In the labs it is giving high priority to an improved color circuit & tube. But even with added engineering personnel, this can't

conceivably be ready for marketing for a year or more. In meantime, its own sales dept. is pressing for a color set now. If pressure from dealers & distributors mounts, it may have to go into business with somebody else's set design. Incidentally, the single-gun tube which could bring set prices down doesn't seem to be in sight anywhere, as far as we know.

Only set manufacturer known to be on verge of going into color is Sylvania (Vol. 17:6 p18). Nearly every major manufacturer—Zenith is an outstanding exception—tried marketing color sets during first days of color. Almost everybody got burned at least a million dollars' worth.

For reactions of manufacturers & others to Zenith color announcement, see p. 16.

**WALKER FAVORS GE OR ZENITH STEREO:** GE or Zenith stereo system would be chosen by A. Prose Walker, chmn. of NSRC's field-testing panel, if he were an FCC Commissioner. In his first public expression of his judgment, the NAB engineering mgr. (who joins Collins in May) gave his views in response to a question at a meeting last week of the Washington IRE section.

Walker made it clear that his opinion is based on results of field testing "on the present state of development of the systems." He also emphasized that opinions were his own, not NAB's.

He would reject Crosby system, he said, because it precludes the use of subsidiary communications much needed for revenue by FM stations. Multiplex Development, Calbest and EMI systems, he said, haven't reached point of development warranting their choice. This leaves GE & Zenith, which, he concluded, are a toss-up because they're almost exactly the same.

Meanwhile, FCC has no idea which system it will choose. Commissioners have had only one meeting on subject—at which staff member Harold Kassens gave them short course in elementary stereo, mono and audio generally—and played field-test tapes. Commissioners haven't yet been presented with analysis of competing systems, and Kassens himself said: "I haven't the slightest idea which system they'll choose."

This should scotch, for some weeks at least, recurring rumors that one system or another is favored.

Crosby recently submitted supplementary comments to FCC, describing further developments & a new adapter, and GE last week responded by declaring that Crosby's latest reported developments are untested, but that it's willing to participate in any further tests requested by FCC. Commission recently declined to observe demonstrations conducted by Crosby in connection with a hi-fi show in Washington—on grounds it would constitute an "ex parte" off-the-record affair outside the official proceedings.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 17 (7th week of 1961):

	Feb. 11-17	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	116,463	110,410	121,577	699,694	915,952
Total radio .....	277,136	264,411	378,670	1,885,556	2,475,404
auto radio .....	65,671	79,281	153,661	634,674	1,102,173

**PACKARD BELL HEADS EAST:** In its 35th business year, Los Angeles-based & Western-U.S. oriented Packard Bell Electronics is stretching eastward for national distribution & sales of its TVs, radios and phonos. It has already established a factory-to-dealer marketing arrangement with Liberty Music Shops in N.Y. It is also actively seeking & advertising for an exclusive key account in "each major Midwest, Eastern and Southern city." Heretofore, PB has confined its marketing area to 15 Western & Southwestern states.

News of PB's expansion follows soon after the report that L.A. neighbor Hoffman Electronics is not presently producing TV sets (Vol. 17:7 p20), but PB tells us there's no connection between its eastward ho & Hoffman's possible heave ho. PB vp Kenneth R. Johnson, gen. mgr. of the home instruments div., says discussion meetings with potential dealers are being set up for next month.

PB executives were less informative about the expansion than its ads. Its insertion in Feb. 21 *Wall St. Journal*,

for example, proclaimed: "Notice! TV Dealer! Exclusive franchise! West's best seller!" The ad went on to note that "one—and only one—TV, radio, stereo dealer" will be appointed per city, listed a number of "patented features & firsts" in the PB line ("We have made our own color TV since 1954"), emphasized that "every angle [is] covered, including competitive pricing, discounts and freight allowances to make this the outstanding profit opportunity of the year." The negotiations with individual dealers are being conducted by PB Sales Corp. Pres. Richard D. Sharp.

Although Packard Bell reported a profit plunge & reduced sales in its 1960 fiscal year ended Sept. 30 (Vol. 16:50 p20), the home products div. "recorded its greatest year since the boom TV year of 1953 with a 5.5% increase in sales over fiscal 1959," noted Pres. Robert S. Bell in the year-end statement. "Our share of total industry dollars increased by approximately 6½%, largely as a result of expansion in the TV-radio-stereo combination field & introduction of the industry's first color-TV combination."

**More about**

**REACTIONS TO ZENITH COLOR:** Zenith's announcement that it will introduce a line of color sets next fall (see pp. 2 & 14) had other manufacturers guessing about motives, timing and other imponderables. To say there was "interest" is an understatement. Almost anything Zenith does is news. When Zenith joins its long-time enemy RCA—which it recently displaced from No. 1 position in TV sales—in the promotion of color, it's really sit-up-&-take-notice time.

Most manufacturers' statements for quotation were cautious, reflecting previously expressed views. But informal, don't-quote-me comments indicated that all major manufacturers will go into color if the push led by RCA & Zenith bears fruit at the marketplace next fall & winter. There was agreement that if color should really "catch fire," it could provide just the excitement (and profit) that the TV market needs—but all doubted that any such process of ignition could take place at current high prices.

There was a wistful attitude, too. Most non-color manufacturers just plain aren't ready for color, have nothing of their own they could throw into the line by fall even if they wanted to—so if they are forced to make a last-minute decision to plunge into color this year, it may have to be either with complete RCA chassis or with sub-assemblies purchased from RCA.

RCA Pres. John L. Burns formally welcomed Zenith to the color fold in a statement issued "in response to many inquiries." Said Burns: "RCA welcomes the entry of Zenith into the color TV field. Their announcement is further indication of the rapidly mounting interest in color TV on the part of the public, manufacturers, broadcasters, sponsors, distributors & dealers during the past year." He listed the other manufacturers now making color sets and expressed hope that, "like the other competing manufacturers, the other competing networks will join the march of progress in this great new industry." RCA foresees the time, he said, "when color TV will be the major medium of home entertainment and will provide the American economy with a vigorous new multi-billion-dollar industry."

Here are comments from the major manufacturers which are not now making color TV sets:

GE spokesman says the company "is watching the color-TV market with increased interest, but at the present time we have no immediate plans to enter the market."

Motorola exec. vp Edward R. Taylor: "Motorola's position is unchanged. In 1954 & 1955 we made a major move in the color field which cost several million dollars. A mass market for color TV still requires a major electronic breakthrough—a one-gun tube. We see nothing in the wind now to make us change our minds. This doesn't mean color is a dead item in the labs. And if a minor miracle should happen—if demand between now & next fall reflects a changed public attitude—we could be responsive to it."

Philco electronics group vp Armin Allen: "We are not aware of any technical breakthrough or contribution connected with the Zenith color announcement. We consider it merely a marketing decision to add color-TV models to their product line." Other Philco spokesmen reiterated the company's past position that it has no plans to add color.

Westinghouse TV-radio div. gen. mgr. O. H. Yoxsimer stated that the company's position that it has no foreseeable color plans is "unchanged at this point."

Sylvania Home Electronics Corp. Pres. Peter Grant stated earlier this month that his company had noted a

"very real" demand for color last Christmas season and "probably will" enter color TV, although no decision has yet been made (Vol. 17:6 p18).

Color-TV producers Admiral & Emerson joined RCA's the-more-the-merrier approach, expressing the opinion that Zenith's entry would have a salutary effect on color TV.

NARDA Chmn. Mort Farr, big Upper Darby, Pa. TV-appliance retailer, in behalf of NARDA's New Frontiers Committee, wired Zenith Pres. Joseph Wright congratulations "for this constructive move." In a separate statement he said that if ABC-TV & CBS-TV joined NBC-TV in extensive colorcasting "color TV would quickly [become] a multi-billion-dollar industry" from which "all segments of our national life & economy stand to benefit."

Farr said he is suggesting that the NARDA membership write CBS & ABC to urge them to join in "aggressive exploitation of color TV." He added that "a well-established nationwide color-TV system" could generate enough increased consumer demand for goods & services to add "as many as 3 million people to our [national] payroll."

**Mergers & Acquisitions:** Amphenol-Borg Electronics will acquire FXR Inc., Woodside, N.Y. maker of microwave equipment and test & measuring instruments, if the shareholders of both companies approve at special meetings May 23. The proposal approved by both boards provides for an exchange of .55 of a share of Amphenol-Borg for each FXR share.

Fairchild Camera & Instrument has purchased for an undisclosed price the printing press business & other assets of Waste King Corp. The acquisition will add color printing presses, flight data recorders and other instruments to the Fairchild line.

Republic Corp. has signed a merger agreement with Utility Appliance Corp., Los Angeles maker of ranges, air conditioners and water heaters. The proposal calls for the onetime movie maker to exchange one share of Republic for each 1.3 shares of Utility.

Sonotone and Loral Electronics have dropped their merger discussions (Vol. 17:5 p19). Sonotone Pres. Irving I. Schachtel reports his concern will begin talks shortly with "a most significant company" • Consolidated Electronics Industries plans to acquire Thompson-Hayward Chemical, Kansas City, Mo. supplier of chemicals for industrial & agricultural use • Chance Vought's hassle with Ling-Temco Electronics (Vol. 17:6 p16) continued last week with the former filing an amended petition in its suit against the Dallas electronics firm. The amendment drops 6 of 7 original charges. Remaining is a charge of violation of Sec. 7 of the Clayton Anti-Trust Act.

Other merger news: Telex, Minneapolis, Minn., maker of electronic components & equipment, has acquired in a stock exchange all outstanding shares of Lumen Inc., Joliet, Ill. manufacturer of electronic amplifiers and electrical & mechanical controls • Minnesota Mining & Mfg. and Warner-Lambert Pharmaceutical have decided to drop their merger plans (Vol. 16:51 p13) because "the long time during which the merger has been held in abeyance has created many problems for each of the companies as well as an air of uncertainty which makes it difficult for management to deal with these problems" • Ling-Temco Electronics has acquired National Aeronautics & Space Engineering Inc., Los Angeles consulting concern, and will operate it as a division under the managership of ex-NASE Pres. Robert Speech.

**128 Million Transistors:** To no one's surprise, 1960's factory sales of transistors continued the upward climb to new unit & dollar records. Sales advanced to 127,928,586 transistors valued at \$301,432,285, compared with 82,294,120 units at \$222,009,722 in 1959.

The year closed with a big finish: December's sales of 13,347,525 transistors made it 1960's top month, but the dollar volume of December sales, \$28 million, reflecting decreasing prices, was only the 3rd highest monthly total. Here are EIA's tabulations of 1960 & 1959 factory transistor sales by months:

	1960		1959	
	Units	Dollars	Units	Dollars
January .....	9,606,630	\$24,714,580	5,195,317	\$13,243,224
February .....	9,527,662	24,831,570	5,393,377	14,550,056
March .....	12,021,506	28,700,129	6,310,286	18,117,560
April .....	9,891,236	23,198,576	5,906,736	16,864,049
May .....	9,046,237	24,714,580	6,358,097	19,007,293
June .....	10,392,412	27,341,733	6,934,213	18,031,593
July .....	7,070,884	18,083,802	6,030,265	15,618,315
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
November .....	12,149,077	25,372,480	7,846,500	22,742,525
December .....	13,347,525	27,915,649	7,826,194	22,819,931
<b>TOTALS .....</b>	<b>127,928,586</b>	<b>\$301,432,285</b>	<b>82,294,120</b>	<b>\$222,009,722</b>

Japan struck back at its tormentors last week with the charge that electronics imports were being made the scapegoat for U.S. unemployment. Japanese electronics-industry rep H. William Tanaka, in a joint news conference with the U.S.-Japan Trade Council, declared: "We contend the unemployment stems from 2 factors. Part of it was the loss of demand for TV & radios due to the general recession, which began in April 1960. It was also affected by automation & the introduction of such devices as the printed circuit." The news conference was called in Chicago, in the wake of threatened boycott action there by an IBEW local (Vol. 17:5 p15). The local has voted to handle no Japanese parts after May 1. "While the claim is made that imports are taking away the jobs of American workers," Tanaka noted, "discussion is rarely heard of the other side—the jobs created for American workers by exports." He said U.S. electronics exports to Japan increased by 70% in 1959 over 1958 and climbed another 15% last year.

Proposed boycott of Japanese fabrics by the Amalgamated Clothing Workers of America (Vol. 17:2 p16) "is having little apparent impact on the flow of goods from Japan to U.S. suit makers," reports Feb. 21 *Wall St. Journal*. "Manufacturers who ordered cloth from Japan last fall & early this winter for use in clothing for retail sale next fall say they are receiving shipments." The ACWA has threatened to order members not to sew cloth received from Japan after May 1. Continues the report: "U.S. suit makers say they expect all the cloth on order to arrive before the proposed May 1 cut-off . . . Many suit makers are adopting the position held by Japanese importers that the proposed union action would constitute an illegal secondary boycott because it is against fabrics, not suits. For this reason, they figure the boycott won't materialize."

**Reduction in Japanese color-TV prices has begun**—but sets are still well beyond the means of the average family. Mitsubishi chopped \$222 from the price of its 21-in. color set, bringing it down to \$1,222 from \$1,444. It also announced it will introduce a 17-in. color set at \$944. Ten manufacturers are now making color sets (Hitachi, Toshiba, Matsushita, Mitsubishi, Nippon Electric, Sanyo, Victor, Columbia, Yao, Hayakawa). Color sets went on the market last July, but only 1,000 were sold in 1960.

**Trade Personals:** Morgan A. Greenwood, onetime Philco gen. ad mgr. and more recently mgr. of the Philco-Firestone account, appointed gen. mgr. of Philco commercial laundry dept. . . . Thomas W. Lentz named sales planning & development mgr., Radio "Victrola," RCA Sales Corp. . . . Jack A. Kleiman, Symphonic controller, elected also controller of parent Lynch Corp. . . . Harry M. Frey promoted from dir. of contracts to mktg. vp; Arthur T. Stephan from controller to treas.-controller, Crosby-Teletronics.

Horace R. Potter named pres., Reeves-Hoffman div. of Dynamics Corp. of America . . . T. H. Abrahams named chief engineer, Hoffman Electronics instrument div. . . . Daniel B. Campbell, ex-Philco, named field service mgr., General Dynamics/Electronics military products div. . . . John (Chick) Cihocki, recently head of production for Channel Master's electronic div., named dir. of educational services, Channel Master . . . Jack C. Peet, formerly with GE's radio & TV dept., named mgr. of advertising & sales promotion, GE rectifier components dept.

Col. Caesar Frank Fiore (USA ret.), asst. to the vp & dir. of mktg. and commercial development, ITT, has been cited for meritorious service by the Commerce Dept., where he has been on temporary assignment for the past 6 months as asst. dir. for mobilization planning, communication industries div., Business & Defense Services Administration . . . Milton S. Kiver resigns as editor of *Electrical Design News* to establish Milton S. Kiver Publications Inc., 222 W. Adams St., Chicago 6, which will publish a new magazine in the electronics field and offer consulting services to electronics firms.

Robert H. Beisswenger named gen. sales mgr., Jerrold Electronics . . . Burtis E. Lawton named Eastern regional sales mgr., Du Mont Labs . . . Richard J. Guglielmetti named mkt. research mgr., Eitel-McCullough.

**Distributor Notes:** Admiral Sales Corp. names Jacob L. Miller sales mgr. of distributing branches • Admiral names Richard G. Evans, ex-Capehart, Motorola & Sylvania, as gen. mgr., Admiral Sales Corp.-Omaha • J. N. Ceazan Co., Los Angeles, onetime Olympic distributor, takes over Sylvania line from Graybar • Emerson Radio of Md. is new name of Allied Appliance Distributors, Baltimore, now manufacturer-controlled. Edward C. Kane continues as gen. mgr. • Westinghouse Appliance Sales, St. Louis, names M. Curry Giles mgr., succeeding Hurley F. Brady • Olympic Mid-States Inc. establishes showroom & service dept. in Albany • Stromberg-Carlson names Donald W. Slack car-radio sales mgr., Southern region.

**New plants & expansions:** Sprague Electric will begin construction next month of a 15,000-sq.-ft. production plant for solid tantalum capacitors on a 16-acre site at Plymouth, N.H. Pending completion of the plant in June, Sprague will initiate Plymouth production in temporary quarters, starting in late March • IBM is building a 58,000-sq.-ft. research lab in Ruschlikon, Switzerland to house its Zurich facility, now operating in leased quarters. The lab is slated for completion in late 1962. Planned research projects include thin magnetic films & semiconductor materials • RCA will begin construction shortly of a multi-million-dollar, 8-story space-vehicle testing center at Princeton, N.J. The building is slated for completion Sept. 30, will go into operation by year's end. RCA also announced the opening of a Los Angeles microwave-engineering lab and a sales & engineering office for tubes & semiconductors in Los Angeles, both at 6801 East Washington Boulevard.

Worth its weight in publicity is the 3-screen TV being offered by Chicago manufacturer-retailer de Forest TV (U. A. Sanabria). With three 19-in. TV screens, AM-FM radio & stereo phono in one cabinet, it carries a \$1,196 list price. It's being heavily promoted in newspaper ads with such messages as this: "Watch *Perry Mason*, *Roaring 20's* and *Bonanza* at the same time! Telecasters compete for your attention . . . de Forest 3-screen all-channel TV gives you all the best all the time. You'll be thrilled and amazed when you actually try it. Your eyes stroll from show to show and suddenly there's one you're sure you like the best. You'll be surprised to find you can easily enjoy more than one channel at a time. Of course, the sound is on tap in your hand remote-control button. When the show you are hearing drags, shift sound to another, pick up the story and go back to catch the important material of the first. There's little doubt as to who is head social lion in your neighborhood when you have a de Forest 3-screen combination . . . Giant clearance sale on all one-screen TVs."

GE was accused by NLRB last week of unfair labor practices during the nationwide strike which closed its plants for 3 weeks last October (Vol. 16:44 p18). Hearings on the charges by the Board's N.Y. office will be held Mar. 13 before a trial examiner. NLRB regional dir. Ivan C. McLeod said he filed the complaint after investigating IUE charges. Among the charges: GE tried to break the strike by making separate & more attractive offers to employes in various plants; tried to induce union members to desert their leaders; sought to bypass union negotiators and deal directly with the employes; failed to bargain in good faith during negotiations before & during the strike. Two days later, on Feb. 23, "unfair" complaints were lodged against 6 IUE locals in Syracuse & Schenectady, N.Y. and Lynn & Pittsfield, Mass, by NLRB's Buffalo & Boston offices. Each cited 3 locals on the basis of GE charges of picketing violence & other misconduct during the strike. Hearings have been set for late March.

Forecasts of TV set sales, made by the RCA 501 computer monthly since Feb. 1960, have been consistently accurate within 2 percentage points. RCA Electronic Data Processing Div. made this disclosure in offering an electronic sales-forecasting technique to business without charge. Developed for its own use as an outgrowth of preparations for NBC election forecasting, the market-prediction technique, said RCA, is available in the form of a do-it-yourself instruction manual plus consulting support & assistance in applying the programming.

Plugging transistorized AC radios, RCA Semiconductor & Materials Div. is advertising to set manufacturers the advantages of a 5-transistor circuit: Compactness, instant warm-up, better sound, reliability, no hot chassis, low power drain, competitive price. Ad brochure gives these styling ideas: A clock radio styled to look like a clock instead of a radio, radio in a lamp, cigarette case-radio, radio plugging directly into wall outlet like a night light, radio in picture frame.

Reverberation unit for component audio systems was announced recently by CBS Electronics. Like previously announced reverb systems, it utilizes a coiled spring to produce a short delay in the audio signal. A separate control amplifier is required to add the reverb unit to a music system.

Magnavox has fired 202 workers for "acts of violence" in the wake of a walkout at its Jefferson City, Tenn. cabinet plant. Industrial relations dir. Byron D. Sites said that those dismissed were "employes known to have engaged in acts of violence or threats of violence or who participated in the 'illegal walkout' of Feb. 7." The walkout, by some 1,200 employes, developed out of a dispute over the reinstatement of an absent-on-sick-leave union steward. Sites reported workers started back to work within a week, and production & assembly are back in operation.

Los Angeles import & distribution depot is being established by Delmonico International at 5015 Hampton St. Japan Victor TVs, stereo & radios will be received directly from Japan. Picture tubes will be added to the imported TV chassis in the Los Angeles facility, as is now being done in Delmonico's Corona, N.Y. plant. The sets will be designed to meet Los Angeles City Lab safety requirements, so that they may be sold in that city. Delmonico West Coast regional sales mgr. Ira Silvers will head the expanded L.A. operation.

National "Bargain Bonanza" campaign will be conducted by RCA Feb. 27-March 3, tying in with commercials on RCA-sponsored *Bonanza* (NBC-TV) & other advertising. Featured will be 2 special sets—a 17-in. portable, promotionally priced at \$149.95, and a special color set listing at \$795. Local distributors will also offer specially priced TV sets from RCA's current line.

Emerson TVs, radios & air conditioners will be produced in Israel by Amcor Ltd., Tel Aviv, under the terms of a license agreement announced recently by Emerson Pres. Benjamin Abrams. Emerson will furnish engineering & technical assistance to Amcor, which is due to introduce Emerson lines in Israel & "several export markets."

Good stereo background can be obtained by reading *The Story of Stereo: 1881*—by John Sunier (Gernsback, 160 pp., hard-cover \$5, paperback \$2.95). The book traces the history of stereophonic sound and describes various applications, including film sound, records, tape, broadcasting, and its use in business, industry & medicine.

Electronic kitchen ranges this year are cheaper and are featuring extended warranties. New models introduced by Westinghouse and Tappan have a suggested retail price of \$795 (\$100 under the price of 1960 models) and are warranted for 24 months vs. 12 for the 1960 ranges.

Erie Resistor and Tyco Semiconductor of Waltham, Mass. have arranged for Erie to market in the U.S. & Canada the latter's lines of gallium arsenide varactor diodes, silicon-controlled rectifiers, and transistors (silicon power, intermediate power, small signal).

Electronic product exports from the United Kingdom to the U.S. in the first 9 months last year dropped 3% to \$13.7 million from the corresponding 1959 period, the Commerce Dept. reported. Declines were shown in record-playing mechanisms, phono parts & accessories, electron tubes and radio receivers. Partly offsetting them were gains in shipments of commercial electronic equipment & recording tapes.

Industrial electronics plant needs are being studied for the Commerce Dept. by the Arthur D. Little Inc. consulting firm as part of a govt. program to help depressed industrial areas. Plant relocation possibilities will be explored in the survey of such factors as present location patterns, markets, raw materials & supplies, transportation & utility requirements, labor. Findings will be reported by mid-summer to development groups in unemployment areas.



## Finance

**TV-Electronics Fund Gains:** Record gains in assets, stockholders and shares outstanding were posted in fiscal 1961's first quarter (ended Jan. 31) by Television-Electronics Fund. The Chicago-based mutual fund has 83.6% of its assets in electronics, nucleonics and allied fields. Pres. Chester D. Tripp reported that total net assets climbed to \$388.2 million from \$314.1 million in the year-ago quarter and \$339.4 million at the close of the 1960 fiscal year, Oct. 31 (Vol. 16:49 p22). The net asset value per share rose 10.7% to \$8.05 from \$7.54 on Jan. 31, 1960.

Portfolio changes in common stock since the close of the 1960 fiscal year: Holdings were increased in Fairchild Camera & Instrument, Foxboro, GE and Westinghouse. Holdings were reduced in Admiral, Ampex, Eitel-McCullough, Royal McBee and Smith-Corona Marchant. Holdings were eliminated in Mergenthaler Linotype and Paramount Pictures. There were no common stock additions.

Oak Mfg., Chicago manufacturer of TV-radio components, has omitted its first-quarter dividend to conserve cash in the face of "anticipated continued lower earnings in the first quarter of 1961" (see financial table). Pres. E. A. Carter also noted that "we are also continuing final negotiations for the acquisition of an electronics company which will require a substantial cash outlay." Oak had been paying 25¢ quarterly.

Beckman Instruments is making a subscription offering of 69,976 common stock shares to stockholders on the basis of one new share for each 20 held. Lehman Bros. heads underwriters for the issue, according to an SEC registration statement (File 2-17627) which didn't list the subscription price.

General Precision Equipment has filed suit to block what it charges is a takeover move by principal stockholder Martin Co. (about 15% of GPE voting stock). In an anti-trust action in Southern District Federal Court in N.Y. last week, GPE asked that Martin be ordered to get rid of its GPE holdings, and, in the meantime, be barred from voting its GPE stock & from taking any action leading to control. In a letter to stockholders, GPE Chmn. James W. Murray & Pres. D. W. Smith said the legal action was taken in view of "evidence of an attempt to destroy the independence of General Precision and to take over control & direction of this corporation for the benefit of Martin Co."

Filmways Inc. has applied to SEC for registration (File 2-17600) of (1) 20,000 common stock shares to be offered until March 1962 for use in acquiring movie scripts and to "induce present or prospective key employees to remain with or join the company," (2) 17,500 outstanding shares to be offered by present holders to the public, (3) 16,000 shares to be offered to holders of warrants acquired in Dec. 1958 at 1¢ each by S. D. Fuller & Co.

United Artists has placed privately with institutional investors \$10 million of 6% subordinated notes due in 1976 and 10-year warrants to purchase 200,000 common shares at prices in excess of the current market. The financing was arranged by F. Eberstadt & Co. and Lazard Freres & Co. Proceeds will be used for expansion & for repayment of short-term debt, said UA Pres. Arthur B. Krim.

Sony Corp. of Tokyo will boost its capitalization to \$5.5 million by issuing \$3 million in new stock: 18 million shares for public sale in April at par value (14¢), 18 million shares to be distributed to present stockholders in the ratio of one new share for each 10 held.

Small-business investment-company dealings in the news last week: Narragansett Capital Corp., Providence, R.I., has purchased \$200,000 in 10-year notes of Providence Radio Inc. (Radio WICE) with warrants to purchase 292 common shares • Triton Electronics Inc., manufacturer of recording tape, has sold \$143,320 in common stock & 8% subordinated debentures to Royal Small Business Firms Inc. (N.Y.), General Small Business Investment Co. of Conn. (New Haven), Small Business Investment Co. of Pa. (Philadelphia) and Baltimore Business Investment Co. • Techno Fund Inc., Columbus, O. small-business investment company specializing in electronics, metallurgy & instruments, has received a \$2-million loan from the Small Business Administration—the largest single loan made to date under the Small Business Investment Act. Techno Fund sold \$5 million in stock to the public last summer and has made 12 financial investments totaling \$4.6 million, has 3 commitments involving \$1,273,000 in financing not yet completed.

Adler Electronics Inc. plans public offerings of 160,000 common stock shares to raise working capital for the company's expansion from the uhf translator manufacturing business into the vhf market (Vol. 17:1 p10). Adler submitted an SEC registration statement (File 2-17616) covering 110,000 shares to be offered by the company & 50,000 by present holders. Underwriters are headed by Carl M. Loeb, Rhoades & Co. The offering price wasn't reported. Adler said proceeds would be used initially to pay a \$500,000 demand bank loan and reduce \$1.5 million in short-term loans. Selling holders include Pres. Benjamin Adler (25,000 of 212,000 shares owned).

Giannini Controls Corp. is offering 38,839 common shares (closed at 61 Feb. 23) for the purchase of Conrac Inc. of Glendora, Cal. (Vol. 17:6 p16). The proposed acquisition was to be voted upon by Conrac stockholders at a special meeting Feb. 24. Giannini Pres. Donald H. Putnam noted recently that the Duarte, Cal. maker of electronic systems & components for missiles & aircraft increased sales in 1960 21% to \$15.8 million from \$13 million in 1959. Earnings rose to "just over \$1.50 a share" from \$1.30 on fewer shares the preceding year. For 1961, he predicted the "same pattern of profitable growth we have had over the past several years." Profit margins are expected to continue at between 3½% & 4% of sales.

Avionics Investing Corp., Washington firm, has withdrawn a public offering of 250,000 common stock shares following acquisition by Sutro Bros. & Co. of a majority interest from 8 stockholders (Vol. 16:15 p24, 31 p24). At the request of Avionics, the SEC issued an order declaring that the firm no longer is an investment company as defined by the Investment Company Act.

GT&E scored increases in sales & earnings in 1960 over 1959 (see financial table) and anticipates that 1961's volume & revenues will be "at least as good as 1960," exec. vp-mfg. Leslie H. Warner told the Washington Society of Investment Analysts last week. He said that subsidiary Sylvania produced 1960 sales of about \$431 million, divided approximately into 45% consumer products, 30% defense, 25% industrial & commercial.

Lafayette Radio Electronics Corp., Jamaica, N.Y. hi-fi & electronics-parts distributor, has filed an SEC registration (File 2-17525) for public sale of \$2.5 million of convertible subordinated debentures due 1976 and 100,000 outstanding shares of common stock. Underwriters are headed by C. E. Unterberg, Towbin Co. The interest rate & price weren't listed in the initial SEC statement.

## 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 Dec. 31	\$7,920,454,000	—	\$1,212,966,000 <sup>1</sup>	\$5.53	219,233,530 <sup>3</sup>
	1959—year to Dec. 31	7,392,997,000	—	1,113,152,000	5.22	312,403,096 <sup>3</sup>
Barnes Engineering	1960—6 mo. to Dec. 31	—	—	30,924	.08	—
	1959—6 mo. to Dec. 31	—	—	151,390	.46	—
Desilu Productions	1961—39 wks. to Jan. 28	14,432,798	—	264,949	.23	—
	1960—39 wks. to Jan. 28	17,553,899	—	708,121	.61	—
	1961—13 wks. to Jan. 28	—	—	144,032	.13	—
	1960—13 wks. to Jan. 28	—	—	587,204	.51	—
Four Star Television	1960—6 mo. to Dec. 31	11,087,250	—	317,203	.52	600,000
	1959—6 mo. Dec. 31	7,106,437	—	160,858	.26	600,000
GT&E Story on p. 19	1960—year to Dec. 31 <sup>2</sup>	1,178,000,000	—	72,400,000	1.04	69,000,000 <sup>3</sup>
	1959—year to Dec. 31	1,081,000,000	—	72,253,000	1.13	62,990,000 <sup>3</sup>
Globe-Union	1960—year to Dec. 31 <sup>2</sup>	60,677,064	—	1,775,477	2.08	851,714
	1959—year to Dec. 31	65,170,127	—	2,269,746	2.72	834,190
Hewlett-Packard	1961—qtr. to Jan. 31	16,293,000	—	1,237,000	.13	9,859,971
	1960—qtr. to Jan. 31	13,539,000	—	1,192,000	.12	9,804,573
Indiana General	1960—year to Dec. 31	19,631,041	\$2,922,631	1,429,811	1.26	1,131,522
	1959—year to Dec. 31	19,865,219	3,012,879	1,552,446	1.38 <sup>5</sup>	1,124,552 <sup>5</sup>
Magnetics Inc.	1960—year to Dec. 31	5,297,237 <sup>1</sup>	—	246,084	.23	—
	1959—year to Dec. 31	4,811,423	—	301,516	.28	—
Maxson Electronics	1960—qtr. to Dec. 31	3,372,200	252,745	120,745	.16	741,440
	1959—qtr. to Dec. 31	4,368,065	260,147	123,147	.17	739,185
Oak Mfg. Story on p. 19	1960—year to Dec. 31	17,642,295	—	351,310	.54	—
	1959—year to Dec. 31	18,442,747	—	991,685	1.51	—
Official Films	1960—6 mo. to Dec. 31	—	92,000 <sup>4</sup>	92,000	.04	2,268,328
	1959—6 mo. to Dec. 31	—	(1,495,000)	—	—	2,268,328
Thompson Ramo Wooldridge	1960—year to Dec. 31	420,421,158	20,946,555	10,176,555	3.13 <sup>6</sup>	3,152,605
	1959—year to Dec. 31	417,748,953	19,813,918	9,743,918	3.02 <sup>6</sup>	3,119,503
Tung-Sol Electric	1960—year to Dec. 31 <sup>2</sup>	66,471,971	—	1,476,259	1.37 <sup>6</sup>	924,928
	1959—year to Dec. 31	72,345,248	—	2,712,552	2.70 <sup>6</sup>	924,321

Notes: <sup>1</sup>Record. <sup>2</sup>Preliminary. <sup>3</sup>Average. <sup>4</sup>No tax provision because of loss carry-forward. <sup>5</sup>Adjusted for June-1960 2-for-1 split. <sup>6</sup>After pfd. div.

Reports & comments available: Arvin Industries, analysis, Carreau & Co., 115 Broadway, N.Y. 6 • Republic Corp., analysis, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • Time Inc., report, Kalb, Voorhis & Co., 25 Broad St., N.Y. 4 • Times-Mirror Co., review, Daniel Reeves & Co., 398 S. Beverly Drive, Beverly Hills, Cal. • Aeronautical Electronics, analysis, Scott & Stringfellow, Mutual Building, Richmond 13, Va. • "The Microwave Industry," report, Steiner, Rouse & Co., 19 Rector St., N.Y. 6.

MGM forecasts a 25% jump in profit in its 1961 fiscal year ending Aug. 31. In the 1960 fiscal year, the firm cleared \$9,595,000—equal to \$3.83 a share. Pres. Joseph R. Vogel predicted additional profit gains for fiscals 1962 & 1963. He reported that MGM is preparing to release its post-1948 films to TV, and is now in the process of classifying its features library. Vogel said MGM will maintain a "significant gap" between the theater & TV distribution.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
American Bosch	Omitted	—	—	—
Amphenol-Borg Elec.	Q	\$0.35	Mar. 30	Mar. 16
Andrea Radio	Q	.12½	Mar. 30	Mar. 15
Mendix	Q	.60	Mar. 31	Mar. 10
Globe-Union	Q	.25	Mar. 10	Mar. 4
MGM	Q	.40	Apr. 14	Mar. 17
Oak Mfg.	Omitted	—	—	—
Philco	Omitted	—	—	—

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 23, 1961

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	18½	20½	Magnetics Inc.	8½	9½
Aerovox	9½	10½	Maxson Electronics	15½	17
Allied Radio	20¼	22½	Meredith Pub.	36½	39½
Astron Corp.	19½	21½	Metropolitan Bcstg.	23½	25½
Baird Atomic	23½	25½	Milco Electronics	26¼	28½
Cetron	6½	7¼	Narda Microwave	6	6½
Control Data Corp.	82½	86¼	National Co.	—	—
Cook Elec.	11½	12½	Nuclear of Chicago	44	47¼
Craig Systems	18½	20½	Official Films	2-11/16	3-1/16
Dictaphone	34¼	36¼	Pacific Automation	4½	5½
Digitronics	25¼	27	Pacific Mercury	6¾	7½
Eastern Ind.	15½	17	Philips Lamp	160½	166½
Eitel-McCullough	17	18½	Pyramid Electric	2½	3-1/16
Elco Corp.	17½	19¼	Radiation Inc.	27¾	30½
Electro Instruments	33	36½	Howard W. Sams	45½	49
Electro Voice	12¼	13¾	Sanders Associates	45	48¼
Electronic Associates	36½	38½	Silicon Resistor	4½	5½
Eric Resistor	13¾	14¾	Soroban Engineering	47	50½
Executone	19¾	21½	Soundsciber	12½	14
Farrington Mfg.	23¾	25½	Speer Carbon	20¾	22½
Fischer & Porter	—	—	Sprague Electric	60½	64
Foto Video	2½	3-1/16	Sterling TV	2½	2½
FXR	27	30¾	Taft Bcstg.	13	14¾
General Devices	10¾	11¼	Taylor Instrument	43½	46½
G-L Electronics	8	9¼	Technology Inst.	6¾	7½
Gross Telecasting	23¼	25¾	Telechrome	12½	14
Hallcrafters	36¼	38½	Teletime	8¾	9½
Hewlett-Packard	31	33	Time Inc.	105	110
High Volatage Eng.	205	217	Traerlab	8¾	10
Infrared Industries	18	19½	United Artists	6¾	7¾
Interstate Engineering	22	23½	United Control	21¼	23¼
Itek	51	55½	Universal Trans.	1¼	1½
Jerrold	6½	7½	Vitro	16½	17½
Lab for Electronics	50	53½	Vocaline	2¾	3-3/16
Lel Inc.	6½	7½	Wells-Gardner	25½	27½
Magna Theater	2¼	2½	Wometco Ent.	14	15½

# WEEKLY **Television Digest**

FEBRUARY 27, 1961

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1961 SUPPLEMENT NO. 2

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

## Full text of

## FCC Public Notice on Program Forms

FCC 61-223 393      DOCKET No. 13961

In the matter of Amendment of Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314 and 315. Comments due April 3, reply comments April 17.

With concurring statements of Comrs. Ford, chairman, and Hyde; Comr. King abstaining.

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington 25, D. C.

### NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. As a result of information submitted to the Commission by its Network Study staff in a report dated October 3, 1957, the Commission instituted an "Investigatory Proceeding" (Docket No. 12782) which envisioned, *inter alia*, an over-all inquiry with respect to the television network program selection process. This proceeding was amended and enlarged by Commission Order of November 9, 1959 to include a general inquiry with respect to programming to determine, among other things, whether the general standards heretofore laid down by the Commission for the guidance of broadcast licensees in the selection of programs and other material intended for broadcast are adequate; whether the Commission should, by the exercise of its rule making power, set out more detailed and precise standards for such broadcasters; and whether the Commission's present review and consideration in the field of programming and advertising are adequate under present conditions in the broadcast industry. This part of the inquiry was conducted by the Commission *en banc* between December 7, 1959 and February 1, 1960, and consumed nineteen days in actual hearings.

3. The information and views which the Commission obtained in connection with the above-mentioned programing inquiry led to the Commission's "Report and Statement of Policy Re: Commission *En Banc* Programming Inquiry" (FCC 60-970, 25 F.R. 7291, 20 R.R. 1902) released on July 29, 1960. The Commission set forth therein certain guidelines to assist broadcast applicants and licensees in fulfilling their statutory obligation to program their stations in the public interest. It also stated that it intended to revise Section IV of the broadcast application forms to require a statement by the applicant as to the measures he has taken and the effort he has made to determine the tastes, needs and desires of his community or service area, and the manner in which he proposes to meet those needs and desires.

4. There is presently pending a proceeding (Docket 12673) involving a revision of Section IV. Notice of Pro-

posed Rule Making in said matter was issued November 24, 1958 (FCC 58-1098). However, as noted above, the Commission's programming hearings have been held and its programming policy statement has been issued since the institution of the proceedings in Docket 12673, and accordingly said proceedings are no longer considered appropriate in light of the form proposed in November, 1958 and its variance with the Commission policy announced on July 29, 1960. We have, therefore, devised the attached form consonant with the Commission's recent policy statement.

5. In light of the above, it appears that the proceedings in Docket 12673 should be terminated. Accordingly, contemporaneously with the issuance of the instant Notice, the Commission is issuing an Order terminating the collateral proceedings in Docket 12673. Additionally, the Commission requests that comments in the instant proceedings be submitted *de novo* by interested parties and without incorporation by reference of any comment which may have been filed in the earlier proceeding. We believe this procedure to be desirable because it will encourage comments on individual sections of the proposed application as they are related to the new form as a whole, and that it will expedite and facilitate the adoption of a final report in the instant proceedings.

6. Pursuant to applicable procedures set out in Section 1.213 of the Commission's Rules, interested parties may file comments on or before April 3, 1961, and reply comments on or before April 17, 1961. In reaching its decision in this proceeding, the Commission will not be limited to comments of record but will take into account any relevant information obtained in any manner from informed sources.

7. In accordance with the provisions of Section 1.51 of the Rules, the Commission shall be furnished with an original and 14 copies of all written comments filed herein.

8. Authority for adopting the amendments proposed herein is contained in Sections 4(i), 303(j), 303(r), 307(d), 308(a) and 308(b) of the Communications Act of 1934, as amended.

FEDERAL COMMUNICATIONS COMMISSION  
Ben F. Waple, Acting Secretary

Adopted: February 17, 1961

Released: February 21, 1961

**BROADCAST APPLICATION  
FEDERAL COMMUNICATIONS COMMISSION**

Section IV, Page 1

**STATEMENT OF PROGRAM SERVICE  
OF BROADCAST APPLICANT**

Name of Applicant \_\_\_\_\_

**NOTICE TO ALL APPLICANTS**

The replies to the questions herein which relate to future operation constitute a representation of programming policy upon which the Commission relies in considering the application, and against which the Commission will measure the subsequent operation of the station. Applicant may, during the ensuing license term, supplement this information with respect to significant changes which may occur in his over-all programming.

**INSTRUCTIONS**

1. Questions herein pertain to past and proposed operation. Applicants for new stations or assignees or transferees of existing stations are to answer only questions relating to proposed operation. Applicants for renewal of existing station licenses are to answer questions as to both past and proposed operation; in areas where no substantial change from past operation is proposed, applicant may so state.
2. Applicants for renewal of license must attach the original or one exact copy of program logs for the seven days currently designated by the Commission as the "composite week."
3. Program types and classifications incident to the replies to Paragraphs 7 and 8 below, are to be in accordance with the definitions on pp. 5, 8 & 9 of this Section.
4. Applicants for renewal filing FCC Form 303 need not complete Paragraph 8(d), except to indicate the names, addresses, and positions of employees who are not United States citizens.

**1. Service Area Description**

With reference to the primary service area (day-time pattern) of a standard broadcast station, the 1 mv/m contour of an FM broadcast station or the area within the Grade A and B contours in the case of a television station (excluding translator stations), attach as Exhibit a description of said area, including but not limited to such factors as over-all population; foreign language and minority groups; agricultural population; religious institutions and educational facilities; recreational, sports and cultural facilities; broadcast services; newspapers; and the nature of the principal businesses, trades or industries in the area. If the applicant has previously submitted such a statement to the Commission, it will be sufficient to identify the prior application, and to indicate the changes in such information since the date of filing.

**2. Area Needs and Interests**

- (a) Attach a brief statement as to the continuing efforts made during the past license period by or on behalf of the applicant to ascertain the needs and interests of the listening and viewing audience to be served. If this is an application for new facilities, attach a brief statement as to the scope and results of the applicant's efforts to ascertain the foregoing information. Evidence in support of the above statements should be retained in the station's files for a period of three years.
- (b) State the scope and results of consultations with civic leaders, including but not limited to public officials, educators, religious leaders, and representatives of agriculture, business, labor, non-profit organizations and the professions with respect to the needs of their groups.
- (c) How does the applicant propose to translate into its schedule programs designed to fulfill the needs found through the consultations and efforts described above?

- (d) State the extent to which, and the procedure by which, complaints and suggestions from listeners have been and will be considered by the applicant and acted upon if appropriate. For past operation, give specific examples.

**3. Controversial Issues of Public Importance**

State the past and proposed practice of the applicant with respect to the fair presentation of controversial issues of public importance, including the frequency of editorials (if broadcast) or other types of programs, and the procedure followed or to be followed with respect to the presentation of opposing views of view. If this is an application for renewal of license, describe at least two leading community issues (i.e., local in nature) in each of the last three years and state whether specific programs and/or announcements have been broadcast in connection therewith, the number and length thereof, and the times at which broadcast.

**4. Community Expression**

- (a) Describe the steps, if any, taken or proposed to encourage development of local talent for use in connection with applicant's program service.
- (b) Attach a statement indicating whether the applicant has carried and proposes to carry programs devoted to any of the following, including the frequency and length of such programs (N.B., only programs of at least 4½ minutes duration which do not contain in excess of one minute of commercial continuity, spot announcements or non-commercial spot announcements are to be counted):
  1. Area News (i.e., dealing with area events)
  2. Area political candidates
  3. Area governmental affairs (viz. activities of local councils, officials, legislatures, boards, etc.)
  4. Area business, labor, fraternal, cultural or civic organizations

**5. Specialized Programming Service**

State whether the applicant's past and/or proposed programming falls substantially into a specialized category, such as: popular music and news, classical music, foreign language, religious, agricultural, educational or instructive, etc. If answered in the affirmative, state the manner in which the applicant has determined that the public interest is being served by such "specialization," with appropriate attention being given to the public interest served by the applicant if the programming of one or more other stations in the community is devoted primarily to the same "specialty."

**6. Program Review Prior to Broadcast**

State your policy and practice and describe regular procedures within your organization for review of programs and advertising prior to transmission or exhibition through your station:

- (a) as to programs produced or originated by your station;
- (b) as to non-network programs produced by others (syndicated programs, etc.) and originated by your station;
- (c) as to network programs.

**7. Program Types**

- (a) Indicate whether the applicant has broadcast or proposes to broadcast any of the following types of programs on a daily or weekly basis. (N.B. Only programs of at least 4½ minutes duration which do not contain in excess of one minute of commercial continuity, spot announcements, or non-commercial spot announcements are to be counted.) Check under appropriate heading. Also state the total amount of time devoted and to be devoted to each program type in the average week during the past license period.

PAST			Religious Instructive Public Affairs Agricultural News Sports Entertainment Other (Specify)	PROPOSED		
(Check) Daily	(Check) Weekly	Amt. of Time During the Average Week		(Check) Daily	(Check) Weekly	Amt. of Time During the Average Week
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	

(b) Of the average weekly time set forth above, state the time (hours and minutes) devoted and to be devoted to programs prepared by, or in behalf of, or in cooperation with educational organizations, exclusive of sporting events.

PAST \_\_\_\_\_ PROPOSED \_\_\_\_\_

(c) Does the information above adequately describe past or proposed programming?  
Yes  No

If "no" attach any additional information which the applicant wishes to bring to the Commission's attention.

(d) Indicate the applicant's maximum and minimum daily operating hours.

PAST		Category	PROPOSED	
Max.	Min.		Max.	Min.
_____	_____	Recorded Time	_____	_____
_____	_____	Live Time	_____	_____
_____	_____	Network Time	_____	_____
_____	_____	Total Operating Hours	_____	_____

(e) State whether this applicant adheres to the principles of any code of broadcasting ethics and what measures the applicant has taken or proposes to take to insure the maintenance of programming and advertising standards.

**PROGRAM TYPES**

Religious (include here all sermons, devotionals, religious news and drama, etc.)

Instructive (include here programs other than those classified under religious, agricultural, news or public affairs, involving primarily the discussion of, or primarily designed to further an appreciation of or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.)

Public Affairs (include here talks, discussions, speeches, editorials, forums, panel, round table and other programs primarily concerning local, national and international affairs or problems.)

Agricultural (include here all programs of farm or market reports or other information specifically addressed to the agricultural population.)

News (include here news reports and commentaries; news programs devoted primarily to wire news copy are "recorded" news programs.)

Sports (include here play-by-play and all pre- and post-game related activities, and all programs devoted exclusively to sports news and reports.)

Entertainment (include here all programs which are intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.)

NOTE: The type of the program is determined by the character of the program material, and not the nature of whatever commercial material or NCSAs may be included. Thus, a 5-minute program of recorded music containing an NCSA on behalf of a civic organization is "entertainment."

**8. Commercial Operation**

(a) State the maximum amount of commercial time (i.e., time devoted to spot announcements plus

time devoted to commercial continuity) which the applicant has broadcast or proposes to broadcast during any one hour.

PAST		PROPOSED	
_____ min.	Commercial Time	_____ min.	_____ min.
_____ min.	Other program matter	_____ min.	_____ min.
60 min.	Total	60 min.	_____ min.

(b) State the maximum number of spot announcements which the licensee has broadcast and proposes to broadcast in any one hour.

PAST \_\_\_\_\_ PROPOSED \_\_\_\_\_

**9. Operating Policies**

(a) State the name of the network, if any, with which the station will be affiliated.

(b) (1) State the average number of announcements and hours of programming per week which will be used in advertising or promoting any business, profession or activity other than broadcasting in which the applicant or any party to the application is engaged or financially interested either directly or indirectly. (This includes affiliated companies, subsidiaries and parent companies.) If this is an application for renewal of license, also show this information for the past license period.

(2) Does the applicant, any party to the application, or employee or independent contractor of the applicant have a financial interest, either direct or indirect, in any product or service which is advertised, promoted, or exposed on the air without the payment of standard commercial rates? (e.g. the applicant is affiliated with or connected with a manufacturer and announcements or programs are broadcast on behalf of said manufacturer without charge.)

Yes  No   
(Check)

If the answer is yes, give name and description of the products and the programs on which they have been and will be mentioned or exposed. Indicate the extent and frequency of such exposure, and the nature of such financial interest.

(c) If this is an application for an FM authorization, state whether the programs of any AM station serving the same area will be duplicated, and if so, the number of hours per day to be devoted to duplicated programs and the basis for applicant's belief that such duplication serves the public interest of the area served.

(d) State applicant's general plans for staffing the station, including the number of employees in each department (i.e., program, commercial, technical, etc.), and the names, residence and citizenship of the general manager, station manager, program director and other department heads who have been employed or whom the applicant expects to employ.

## PROGRAM CLASSIFICATION

A network program (N) is any program whether of live or recorded character furnished to the station by a network or another station (except in the case of combined AM-FM operations in the same area). Delayed broadcasts of transcribed programs or films, originated by networks, are classified as "network" or "recorded." Programs are classified as network whether furnished by a nationwide, regional, or special network or by another station.

A recorded program (R) is any program consisting primarily of phonograph records, electrical transcriptions, films or other means of mechanical reproduction. A program utilizing mechanical reproductions half the time or longer is classified as "recorded"; otherwise it is classified as "live." Programs in which the live talent employed is incidental to the presentation of mechanical reproductions, as in so-called "disc jockey" shows, shall be classified as "recorded." A transcribed delayed broadcast of a network program, however, is not classified as "recorded" but as "network." A live program produced by the station and recorded or filmed for later broadcasting by the station shall be considered a live program.

A live program (L) is any local program which uses live talent primarily, whether originating in the station's studios or elsewhere. Programs furnished to a station by a network or another station, however, are classified as "network." A program utilizing mechanical reproductions less than half the time is classified as "live;" otherwise it is classified as "recorded." Programs in which the live talent employed is incidental to the presentation of mechanical reproductions, as in so-called "disc-jockey" shows, shall be classified as "recorded" and not "live." A live program produced by the station and recorded or filmed for later broadcasting by the station shall be classified as "live."

A commercial program (C) is any program all of the time for which is purchased by a single sponsor, or by two or more sponsors each of whom pays for a portion of the total program time rather than for announcements within the program. A participating program (P) is any program, not classified as commercial under the foregoing definition, which is interrupted by one or more spot and nouncements (as defined below). A network program shall be classified as "commercial" if it is commercially sponsored on the network or contains announcements originated by the network on behalf of participating sponsors, even though the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station. Cooperative programs furnished to its affiliates by a network which are available for local sponsorship are sustaining programs if no local sponsorship is involved, but are either commercial or participating commercial programs, as defined above, where there is local sponsorship.

A local alternately-sponsored program retains the classification commercial if the time is sold to a single sponsor and the program contains no more than one "cross-plug" for the alternate sponsor.

A sustaining program (S) is any program which is not interrupted by a spot announcement (as defined below) or the time for which is not paid for by one or more sponsors.

A spot announcement (SA) is any announcement, including a promotional announcement, for which a charge is made and which is not part of the continuity of a commercial program, as defined above; or any announcement which, by express or implied agreement between the applicant and a sponsor assumes in fact the character of a paid commercial announcement (such as "bonus" spots, "per inquiry" spots, promotional announcements containing sponsor identification, or "trade out" spots involving a barter arrangement). Time signals, weather announcements, and station identification announcements are classified as "spot announcements" if they come within either of the two foregoing categories; otherwise, they are not clas-

sified as announcements except for station identification announcements which refer to or mention the name of any business concern beyond the mere name of the station licensee (i.e., the exact name of the applicant herein), in which case they are classified as "spot announcements."

A non-commercial spot announcement (NCSA) is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—e.g., Government Bonds, Red Cross, Public Health, civic announcements, etc. Government Bond, Red Cross, civic and similar announcements for which the station receives remuneration should not be classified as "non-commercial spot announcements" but as "spot announcements." Promotional announcements which are not "spot announcements" within the above definition should not be classified. Participating announcements should be classified as "spot announcements."

## CONCURRING STATEMENT OF CHAIRMAN FREDERICK W. FORD

I concur in the above proposed form, however, I would prefer that the provision made for a composite week be eliminated and that item 7 be further broken down better to reflect the actual programs proposed and broadcast as well as the number of weeks involved. Specifically, column 3 should be divided to show the number of weeks the program category was broadcast and the time per week it was broadcast.

## CONCURRING STATEMENT OF COMMISSIONER ROSEL H. HYDE

I concur in the issuance of the Notice of Proposed Rule Making, Docket No. 13961, for the purpose of obtaining comment. However, I have misgivings concerning certain phases of the procedures proposed and the possible overall implications of the same which it seems appropriate to state in conjunction with the issuance of the invitation for comment.

The approach, however well intended, in which the licensing authority endeavors to prescribe certain guide-lines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with aside from the traditional objections against government intervention in such matters and the specific prohibition of Section 326.

I am also concerned that this attempt to give direction may tend to limit rather than expand the potential of broadcast services. The concept which requires a determination of the tastes, needs and desires of the community or service area and the reduction of the same into a written formula for submission to the Commission seems most difficult of application. Does it assume that a definitive statement of actual needs can be posted for each community to be used as some kind of a standard for the weighing of the service of all broadcasters serving the community? If, on the other hand, it means submission of an applicant's opinion or judgment as to a community's needs how can the agency undertake to approve or disapprove?

My suggestion is that it would be more appropriate to recognize that there is always a general need in every community for information, public understanding of local and national issues, for entertainment as such, the enhancement of cultural interests and, of course, the serving of economic interests. The possibilities and opportunities for service would seem to be as great as the imagination, creative ability, dedication and resources of the applicant would permit. It would be agreed, I am sure, that there is always a need for better understanding of the values on which society has been established; always the need for making the educational message more interesting, and always a need for making informative presentations more effective. There is, it seems to me, a need for diversity and competition as opposed to conformity and sameness which, I fear, would be the product of prescribing guidelines and formulae.

My suggestion in respect to the application form would be that the Commission should put more emphasis on the showing it requires of the applicant as to the effort it makes to provide a successful and useful service. It seems to me that information as to an applicant's methods and means of obtaining and developing program material, evidence as to the provisions made for continuing study, research, experimentation and consultation in search of good programming would be relevant and more significant than statistical analyses of past and proposed programs. I would further suggest that more emphasis should be placed upon the provision made by the applicant to insure the integrity of its service. It seems to me that the Commission might require specific information as to how an applicant insures that it is fully informed and that necessary safeguards are maintained regarding all matters accepted for broadcasting.

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# WEEKLY **Television Digest**

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## SUMMARY-INDEX OF WEEK'S NEWS

### **Congress**

**MILITARY HOGS THE SPECTRUM**, charges Sen. Magnuson, taunting FCC with timidity at federal-aid-to-ETV hearings. Ford stumps for vhf-uhf sets (pp. 1 & 9).

**OVERSIGHTERS AT WORK AGAIN** in new Subcommittee on Regulatory Agencies set up by House Commerce Committee Chmn. Harris (D-Ark.) He'll head unit (p. 9).

### **Networks**

**COURT BACKS FCC NETWORK-REP DECISION**, unanimously holding conclusions to be reasonable (p. 2).

**1960 NETWORK BILLINGS ROSE 8.8%** to \$682.4 million, reports TvB. December business increased 3.4% to \$63.4 million (p. 6).

### **FCC**

**MINOW SWORN**. Assumes FCC leadership as Justice Douglas reminisces about the time he thought he would be Commission Chmn. (p. 2).

**AN "A" REPORT CARD ON SEC. 315** Presidential-campaign behavior by broadcasters is filed with Congress by FCC (p. 11).

### **Programming**

**TV VIEWING GOES UP**. In Jan. 1961, it hit a near-record level of 6 hours per home per day, aided by snowy winter (p. 2).

### **Auxiliary Services**

**McGEE BOOSTS BOOSTERS**, reporting on problems found in Western hearings, calling for FCC & Congressional action (p. 8).

**H&B BUYS 3 CATV SYSTEMS**. Approximately \$1.3 million is paid for properties in Montana & Arizona (p. 8).

### **Consumer Electronics**

**NEW IN TUBES & SETS**: No-reflection screen from Corning; Sylvania may resume color tube output this year; du Pont & Pittsburgh implosion shields evaluated; revival of 17-in. sets (p. 17).

**NEW FRONTIERS** for consumer electronics foreshadowed in 3 developments: First commercial electronic refrigerator, air-conditioned garment, molecular radio (p. 18).

**DISTRIBUTION OVERHAUL** by GE may result from new planning operation headed by Riegelman (p. 19).

**GE IN FERMENT**: On heels of company's anti-trust indictment, Pres. Robert Paxton retires and Chmn. Ralph Cordiner resigns chairmanship of Business Advisory Council (p. 19).

### **Film & Tape**

**WESTINGHOUSE DICKERS FOR DESILU**. Hush-hush negotiations for the telefilm studio held in Hollywood (p. 3).

### **Stations**

**SPOT GAINED 6.3%** in 4th quarter to \$163 million, pushed 1960 gross-time billings to a preliminary \$616.7 million total (p. 13).

### **Advertising**

**MORE SUCCESS STORIES** in local-level TV, this time for food products, beverages and restaurants (p. 14).

### **Finance**

**PHILCO AND RCA PROFITS FELL** in 1960 (pp. 23 & 24).

### **Other Departments**

**FOREIGN** (p. 12). **TECHNOLOGY** (p. 15). **PROGRAMMING** (p. 16). **PERSONALS** (p. 16).

**MILITARY HOGS THE SPECTRUM, SAYS MAGNUSON:** Long-dormant issues of broadcasting-vs.-military use of scarce vhf channels were suddenly revived last week by Senate Commerce Committee Chmn. Magnuson (D-Wash.).

Military services are hogging the spectrum without known justification, and FCC has been too timid in challenging the armed forces to surrender some space to crowded telecasters, Magnuson said. He taunted the Commission for its acceptance—without further argument—of OCDM's decision last August that "national defense & security" require the armed forces to keep what they have taken (Vol. 16:34 p2).

"What does the military do with all these 'v' channels?" Magnuson asked FCC Comr. Ford, who had been testifying on educational TV allocation problems at the Committee's hearings on Magnuson's federal-aid-to-ETV proposals (see p. 9). Magnuson didn't press for answers, remarking that even if he knew, Ford couldn't tell.

Military just stamps "secret" or "classified" on any answers to such questions—and inquiries about actual military uses of vhf always seem to stop there, Magnuson complained. "Experiments" also are cited as the excuse for not yielding unutilized channels for civilian use, Magnuson went on. "Sure, they'll tell you they're experimenting. And if they aren't, they'll think one up."

Magnuson promised he'd try to get some answers this session. He issued no summons to OCDM or Defense Dept. and scheduled no hearings on spectrum. But problems of TV allocations are high up on the Commerce Committee's investigations agenda for 1961 (Vol. 17:8 p9).

**COURT BACKS FCC NETWORK-REP DECISION:** FCC's spot-rep decision forbidding networks to rep stations other than their o&o's (Vol. 15:41 pl et seq.) was sustained by Court of Appeals last week, to few observers' surprise. Unanimous decision by Judges Bazelon, Phillips & Washington, written by Bazelon, was mere 3 pages. It rejected out of hand the arguments of NBC and 4 repped stations. (CBS didn't appeal; ABC isn't in the business.)

First, Court said, FCC has adequate legal power to make the decision, and "we cannot say that these conclusions, based upon findings supported by substantial evidence, were erroneous." Second: "Nor can we agree that the regulation in dispute is unwarranted on the basis of petitioners' claim that its promulgation is rested merely on a potential evil of restraint upon the independent responsibilities of licensees affiliated with the network and not upon a violation of the antitrust laws. We need not decide whether the evil may fairly be characterized as 'potential.' For it is settled that practices which present realistic dangers of competitive restraint are a proper consideration for the Commission in determining the 'public interest, convenience & necessity.' And the elimination of this danger is consistent with the Commission's duty under the Act to 'encourage the larger and more effective use of radio in the public interest.'"

Finally, Court rejected appellants' claim that FCC's action was "unduly harsh" and that less drastic remedies were available. "Since the Commission considered the alternatives presented," Court said, "and since we cannot say that the basis for their rejection is unreasonable, its action must stand."

Repped stations joining NBC in appeal were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis, WRGB Schenectady. Station Representatives Assn. backed FCC, and its counsel Harry M. Plotkin last week said: "We're gratified. Complete vindication." NBC Washington counsel Howard Monderer commented: "We're studying the decision, haven't decided whether to go to the Supreme Court."

**MINOW SWORN, ASSUMES FCC LEADERSHIP:** Newton N. Minow is now on the job as FCC Chmn., sworn in March 2 in the most "public" ceremony on record—with more audience, photographers & reporters on hand than at any similar Commission occasion.

Ceremonies were distinguished more by outgoing Chmn. Fred Ford's graciousness than anything else. He made certain that every FCC employe was invited—first time in history—and he held Bible as Minow repeated the oath administered by Supreme Court Justice Douglas. Among guests were Reps. Harris (D-Ark.) & Mack (D-Ill.). Minow and his attractive young wife remained for some time to accept congratulations from the Commission staff and other guests.

Before swearing Minow in, Justice Douglas noted that, 22 years ago, "I had expected to become Chairman of the FCC"—something not generally known. Douglas inscribed the Bible as follows: "For Newton N. Minow, in the great day of March 2, 1961, with all good wishes and affectionate regards."

Earlier in week, in Commission's regular meeting, Ford expressed thanks to colleagues for co-operation, lauded Minow. Comr. Bartley, on behalf of other members, presented Ford with gavel made from the "Washington elm"—a tree reputedly planted by George Washington on grounds of Capitol.

**TV USAGE AT NEAR-RECORD LEVEL:** And now a message to those who say the public is sick & tired of TV programming: According to Nielsen, the average U.S. home TV set was viewed 6 hours a day in January—a near record.

Figure is substantially higher than that of previous month, Dec. 1960, when the average TV home watched for 5 hrs., 41 mins. daily. Researchers we talked to were of the opinion that the upsurge, in part, was due to the blizzardy January weather throughout much of northern U.S., which kept many families at their nighttime hearthsides—and TV sets

In any event it's highest level in 3 years. Last big TV surge beyond the 6-hours-daily level (which itself represents something akin to a 4-minute-mile) occurred in Dec. 1957, when usage also hit 6 hours exactly, and in Jan. & Feb. 1958 when it hit 6 hrs., 6 mins. twice in a row. Jan. 1961 score is also up nicely from the Nov. 1960 score of 5 hrs., 47 mins. (Vol. 17:4 p7) when viewing was boosted by election TV coverage.

Because the TV base keeps growing, it's also a new peak in terms of homes. At night (7-11 p.m. all week), 62.2% of U.S. TV homes were watching TV at any average minute in Jan. 1961. Although the 62.2% figure is a bit lower than the 64.0% scored in Jan. 1960, when measured against the total U.S. TV homes, it produces the whopping average of 29,172,000 American families watching the medium.



**TELEMETER STARTS A 'HOPE CHEST':** Feature movies aren't enough to sustain program effort in a pay-TV system—you've got to produce your own TV shows as well. This was the tacit admission of Paramount-owned Telemeter in N.Y. last week with announcement by Pres. Louis A. Novins that the pay-TV system was starting a stockpile of taped TV specials.

Telemeter has already ventured into the production realm in its Toronto pilot operation with live, and later, tape-repeat telecasts of "An Evening with Bob Newhart" (Vol. 17:2 p9). Last season it set up a special AFTRA pay-TV rate in order to tape a Jean Dalrymple production of Menotti's "The Consul." And Telemeter also feeds sports specials (ice hockey, etc.) to its hookup of "some 6,000" families.

New shows will have Toronto trial runs, probably at a loss initially to Telemeter. They'll then go on the shelf to become a product backlog awaiting the start of Telemeter-franchised operations in U.S. Production costs thus stand a chance of being amortized, after the productions themselves initially help fill the gap between the amount of programming needed for normal Telemeter operation and the amount of movies, sports, etc. that can be obtained. To build its backlog, Telemeter will scout many areas—Broadway productions, off-Broadway, night clubs, etc. (see p. 7).

Telemeter in Toronto is in unique position to argue with movie majors & large distributors who view pay TV with mixed feelings. Paramount offshoot Famous Players controls at least half of all Canadian movie theaters, and books their films. It's virtually impossible to make a movie profit in Canada without playdates in Famous Players' houses—and Famous Players also operates the Toronto Telemeter system. In U.S., where movie-studio ownership of theatrical circuits is barred by Justice Dept., Paramount has no such lever.

## Film & Tape

**WESTINGHOUSE DICKERS FOR DESILU:** Secret negotiations are being held between Desilu Productions and Westinghouse Bcstg. Co., regarding the sale of Desilu to Westinghouse.

Earlier, Desilu brass had denied to us the report that such negotiations were on, but late last week several associates of Desilu Pres. Desi Arnaz confirmed to us that such conversations are being held. Westinghouse Pres. Donald McGannon met with Desilu vp Edwin Holly and other Desilu executives in a secret meeting at Desilu Culver Studios Friday (March 3).

In addition to Pres. McGannon, a coterie of WBC brass had gathered last week in Los Angeles, ostensibly to take part in the WBC-Desilu huddles: WBC finance vp Joseph Mikita; sales vp Alexander W. Dannenbaum Jr.; program vp Richard M. Pack; national program mgr. William J. Kaland; PR dir. Michael R. Santangelo. WBC executives were going to some lengths to blend unobtrusively into the Hollywood scenery and to avoid attracting attention to what amounted to a top-brass gathering.

Arnaz, in Palm Springs, Cal., wasn't available for comment. However, we are told he is willing to sell—if he can get what he considers to be the right price. Some sources said Desilu is asking \$20 million., but this could not be confirmed. Involved are 3 studios—Desilu Gower and Desilu Culver (formerly the RKO studios), and Desilu Cahuenga (formerly Motion Picture Center).

Controlling interest in Desilu is owned by Arnaz and his ex-wife, Lucille Ball. The pair bought the RKO Studios several years ago for \$6,150,000. A sale, if it's consummated, would include the company's backlog of films & all assets in addition to the studios.

In N.Y. meanwhile, WBC was taking another step forward toward becoming a major figure on the national TV program scene. Announced by the station group's hq was the formation of WBC Productions Inc., "a corporation which will produce radio & TV programs for the 11 WBC stations." Named as executive producer for the new company was Ben Park, who produced WBC's taped ETV

series *Lab 30* and who was recently pres. of Mills-Park-Milford. Also named to the WBC Productions Inc. staff: Associate producer William Peters, production mgr. Roger W. Murphy, research dir. Marlene Sanders and TV-radio writer Marvin David. "Further details about WBC Productions Inc.," said the station group, "will be announced shortly."

\* \* \*

Desilu Productions filed suit against NTA in Los Angeles Superior Court last week, seeking an accounting & damages, alleging breach of contract, and asking an injunction against further showing of 3 series. Desilu asked \$105,956 damages for 78 *U.S. Marshal* telefilms, and alleged that because of assertedly delinquent payments by NTA, action has been threatened against Desilu by Screen Actors Guild, Writers Guild of America and Directors Guild of America to collect residuals (Vol. 17:7 p12). Desilu owns 43%, NTA owns the remainder of the series. Desilu asked \$26,031 damages for *Sheriff of Cochise* and \$12,268 for *This Is Alice*. The plaintiff said Desilu owned 33 1/3% of each series, NTA the rest. Involved are 78 *Sheriff* films and 39 *Alice* films.

NBC TeleSales "doubled" production during 1960 in the black-&-white tape-commercials area and increased color commercial production 75% during the Oct. 1960-Jan. 1961 period, said dir. Jerry Madden last week. The NBC offshoot credits its expanded activity to recent N.Y. studio-facility additions: The Chroma Key process, a background-effect technique; the RCA TK12, a large-tube, black-&-white camera using the 4 1/2-in. image orthicon; Intersync, a "non-roll-over" picture device. In recent months, TeleSales has also been hired to tape dramatic shows, including *2 Plays of the Week* for WNTA-TV and "Hedda Gabler" for Telemeter (see p. 7).

Tidewater Oil Co. has bought two 60-min. specials, *The Race for Space* and *Project: Man in Space*, from David L. Wolper Productions for 50 markets. Foote, Cone & Belding placed the order for Tidewater's Flying A dealers. *Race* will air the second week in April in some areas, and repeat in others. *Project* will be telecast in May.

**FOUR STAR & BRITISH A-R MAY LINK:** Four Star Television and Associated-Rediffusion of London are negotiating for an alliance which may embrace co-production & distribution, we're informed by Dick Powell. The Four Star president recently returned from a trip to England & the Continent.

In his offices at Republic studios, Powell told us: "There is a possibility we may make an association with Associated-Rediffusion. We are going to make some films in London. We will do background footage there principally, with the rest of the photography being done here in Hollywood. Associated has distribution facilities in Hong Kong, Rhodesia—in many out-of-the-way places, and it may distribute our films."

Powell said he was considerably impressed by Associated's tape facilities, and that much progress has been made in the transition of tape from the electronic camera to film. "We are not going into tape now, but we may next year," he commented.

Four Star, which will be 10 years old next September, lost \$160,000 in its first year of operation, when it had one series—Four Star Playhouse. For the fiscal year ended June 30, 1960, it netted \$317,506 on a gross of \$15,141,419. Powell expects even more production in 1961-'62. Four Star had 11 series at the outset of this season, and will have 10 next, but over-all production will be greater, because at least four 60-min. series, Powell expects, will be before the cameras: *Dick Powell Anthology Theater* (already bought by NBC-TV), *The Corrupters* (several episodes of which are being financed by ABC-TV), *Stagecoach West*, and *Michael Shayne*. A fifth—a 60-min. version of *Zane Grey Theater*—is now the subject of negotiation with the networks.

Four Star has also sold *The Freshman*, starring Gertrude Berg & Cedric Hardwicke, for next season. Powell expects sales on *The Jimmy Durante Show* (starring Durante and Eddie Hodges), *The Corrupters* (a James Thurber pilot starring Orson Bean), *McKeever & the Colonel*, and *Mustang*, a Western. He predicts renewals on *The Rifleman*, *The Tom Ewell Show*, *The Law & Mr. Jones*, and *Robert Taylor's The Detectives*, and is trying to convince Taylor he should expand his show to an hour.

#### Future Production Plans

Busy preparing his anthology series for NBC-TV, Powell expects to go into production in April. He will star in 10 of the segments, and has commitments for other episodes from his Four Star partners, Charles Boyer and David Niven, and from actors Peter Ustinov, Curt Jurgens, Robert Morley and Jack Hawkins. Writers will include Howard Koch, Christopher Knopf, Frank Gilroy, Aaron Spelling, Frank Gabrielson and Charles Beaumont.

Powell has made a deal with Jurgens to star in a series, the pilot of which Jurgens did in Germany. Other Powell-Four Star plans: He is planning a situation comedy series starring June Allyson & Van Johnson, for the 1962-'63 season; he has postponed the pilot on *Caribbean*, starring Rory Calhoun, until next year; and although Four Star has filmed the pilot, *Our Man in Rome*, starring Rossano Brazzi, it won't be shown until next year because the star has 3 back-to-back movie commitments and would not be able to work in a series next season.

The NBC-TV deal is for 30 first-runs and 20 reruns. The budget will be \$150,000 for each episode. Powell ("Don't call me host—I don't like the word") will introduce each segment. Theme: action, adventure, strong drama—"the same as *Zane Grey* but contemporary," he said.

Four Star casualties this season are *The Westerner*, *Dante, Wanted—Dead or Alive*, *The DuPont Show With June Allyson*, and *Peter Loves Mary*. Of *The Westerner*, axed after 13 weeks during which it got generally good reviews, Powell said: "We are not going to make any more 13-week deals. I don't see any reason to gamble that much. It takes too long to get a good show organized & off the ground. *The Westerner* never got a bad notice, as far as I know. Still it was axed, when the network refused to move it to a later time slot. Maybe this proves good notices don't mean a thing. The only good time slot we had this season was the *Ewell* show, at 9 p.m. Tuesdays, and that was opposite one of our others—*Stagecoach West*."

Powell does not think there will be as many 60-min. series next season as is generally believed.

## NEW YORK ROUNDUP

Intercontinental TV, production-packaging-distributing company recently formed by the Walter Reade Group (Vol. 17:4 p8), has placed its first TV series, *Golden Time*, on the market. The 39-episode, 30-min. animated color series, adapted from Simon & Schuster's Golden Books & records, will be offered to the networks and, barring any deal there, will be syndicated. According to John Leo, Intercontinental vp & sales mgr., promotion plans in co-operation with Golden Press will offer sponsors a "merchandising program built into the package." The tie-in will utilize the Golden Books sales staff and their 100,000 retail outlets, said Leo.

Screen Gems has sold its newest Hanna-Barbera production, *Top Cat*, to ABC-TV where it will get a fall prime-time airing (Wednesday, 8:30-9 p.m.). The animated comedy series is the 5th H-B 30-min. show set for the 1961-'62 season, and the 2nd on a prime-evening-time network hookup. The first, *The Flintstones*, will continue on ABC-TV next season, and *Huckleberry Hound*, *Quick Draw McGraw* and *Yogi Bear* will continue on a national spot basis. All 5 are under Kellogg sponsorship, with Bristol-Myers co-sponsoring *Top Cat*.

Synchronous editing of video tapes is now being offered by Reeves Sound Studios in N.Y. The newly installed equipment also makes possible fades & dissolves, split screens or transition with expanding geometric patterns in the post-production editing of tapes. Pres. Chester L. Stewart said 2 Reeves' recorders are now equipped for this process, while installations for the other 6 are being completed.

BBC-TV N.Y. is marketing in the U.S. an off-network 6-episode, 30-min. adventure serial, *No Wreath for the General*, produced by Julian Aymes, ex-dir. of *The Third Man* TV series.

CBS-TV & Cayuga Productions' *Twilight Zone* has been renewed for the rest of this season by L&M and Colgate. March 15 is the option date on the decision for renewing the Rod Serling series for next season.

Add syndication sales: Seven Arts has sold its post-1950 Warner Bros. feature-film package to KHJ-TV Los Angeles, bringing market total to 47.

People: Edgar A. Grower has been appointed Videotape Productions sales production supervisor . . . George Mitchell has been named Seven Arts West Coast div. mgr. . . John Fernandez has been named NTA Spot Sales gen. sales mgr. . . Will Baltin has been appointed administrative assistant to the pres., International Telemeter.

## HOLLYWOOD ROUNDUP

Revue Studios has spent approximately \$3 million in an expansion program, in which 8 new stages have been built on the lot since it was acquired from Universal-International several years ago. It has also added 3 more stages by dividing huge movie stages, and a 12th by converting the old UI prop shop which originally had been a stage. The expansion is designed to accommodate the company's largest production program—biggest in the industry—as well as movie production companies such as Stanley Kramer Productions which will rent space.

Bing Crosby Productions has postponed piloting *My Favorite Love Story* until May or June, and will aim the 60-min. project at a January sale. Meanwhile it has cast Sam Jaffe & Evelyn Ward in its 60-min. *Ben Casey* pilot (which stars Vincent Edwards, and is produced by James Moser) and Barbara Jo Allen & Steve Brodie in *The Colonel's Lady* (which stars Eve Arden).

Warner Bros. exec. TV producer William T. Orr, has been placed in charge of all movie production as well as TV for the Burbank studio. He will report to Pres. Jack L. Warner. Hugh Benson, Orr's TV asst., will also help him in the movie area. Steve Trilling, who has been exec. associate to Warner in movie production, will continue as a WB vp, and may produce some projects, Warner said. Warner expects to add TV & movie producers, writers & directors to the studio's contract list.

Warner Bros. will star Evan McCord & Chad Everett in its new 60-min. Western, *Tumbleweed . . . Screen Gems* will pilot *Father Came Home*, a comedy, with Harry Ackerman as exec. producer . . . Tarantula Productions has been formed by producer Joan Harrison and Eric Ambler for TV film production.

Revue Studios has added another pilot to its agenda (Vol. 17:9 p6), *Breakdown*, a fictionalized series dealing with mental health. The studio is planning to use big names in the series. Producer is Richard Berg.

Belmont Television, owned by Danny Kaye & his wife Sylvia Fine, plans to pilot *Zurich*, a mystery-adventure series, as well as a 60-min. adventure series, and a semi-documentary series.

Granite Productions, owned by David O'Malley & Everett Freeman, has signed Paula Winslow, Barbara Perkins and Billy Mummy as regulars in *My Uncle Elroy*, the George Gobel pilot.

Four Star Television is filming its 60-min. pilot, *The Boston Terrier*, in Boston. Robert Vaughn stars in the project which was created by Blake (*Peter Gunn*) Edwards.

People: Howard Jaffe named editorial asst. to vp William Dozier of Screen Gems . . . Louis Morheim is story editor of CBS-TV's *Rawhide* . . . Ezra Stone will produce *The Hathaways* for Screen Gems . . . Harold Breacher, ex-William Morris Agency, named exec. in charge of TV for Famous Artists . . . Jerry Thorpe, exec. producer of *The Untouchables*, named to new post of programming vp, Desilu Productions . . . Arthur Hoffe, producer of *The Ann Sothorn Show*, joins Columbia Pictures April 17 as a movie producer . . . George A. Elber elected first vp & a board member of Four Star Television.

## Networks

**NBC PULLS A COLOR COUP:** NBC's long-term investment in color TV paid a handsome dividend last week. Some \$6 million in Eastman Kodak billings are being shifted from black-&-white network vehicles on CBS-TV and ABC-TV to a color co-sponsorship deal on NBC-TV. To make its color splash, Kodak is dropping co-sponsorships of *The Ed Sullivan Show* and *The Adventures of the Nelson Family*, and is joining with RCA in sponsoring the high-budget *Walt Disney's Wonderful World of Color*, the new lead-off show in NBC's Sunday-night lineup (Vol. 17:9 p5).

CBS belittled the idea that color-TV exposure was the reason for the switch, when we queried the network last week. "CBS has color equipment, and we've always been willing to colorcast for any advertiser who requests it," insisted a network spokesman, adding that Kodak had "never discussed color with us in connection with *Ed Sullivan*." James E. McGee, Kodak domestic sales & ad vp, said, however: "We are moving to Walt Disney's new show because color TV has now come of age." We asked J. Walter Thompson, Kodak's agency, about CBS's willingness to provide color on demand, were told, "Kodak approached CBS on this more than a year ago."

### Tie-in With Color-Film Sales

The shift to color TV will be timely for Kodak. The giant photographic firm has just launched "Kodachrome II," a speeded-up, premium-priced version of its 25-year-old Kodachrome film, and is hoping to expand the market for its use in home movies & still photography. Commercials for the Disney show will, naturally, be on film & in color.

Some other color-TV factors are working in favor of NBC's color-sales efforts this season. Not generally known is the fact that median income in color-TV homes has been running at somewhat better than \$13,100 annually, as compared with about \$5,400 for the nation as a whole—indicating a well-above-average potential market for such semi-luxury items as movie cameras, color film, etc. ARB's recent estimate of 600,000 U.S. color homes further underlines the scope of the 1961 color-market ad potential.

The value to networks of such color-sparked TV business was stressed to us last week by NBC Chmn. Robert W. Sarnoff: "There's no question but that networking, as it now is, is approaching a plateau because of limits on hours available, limits on station ownership, rising production and other costs. Networks are facing a profit squeeze. Increasing revenue will be difficult. Color TV will help enormously to raise from that plateau and to create more TV advertising dollars. I don't believe in the theory that 'networks should wait for color demand before getting into color.' They should do all they can to create the demand in the first place."

Apart from Kodak, there are several other advertisers who have insisted on color programs & commercials when buying NBC shows for this fall. These include: Du Pont (see p. 6), Ford Motor Co., Chrysler, Bell Telephone, Kraft Foods, and a sprinkling of color experimentation (such as L&M and Newport cigarets, which have quietly aired color film commercials in black-&-white shows).

On the daytime color front, NBC has set aside March 13-17 as "Festival of Color Week"—will colorcast 50% of its regular daytime programs for a total of 22.5 hours, or 8 programs daily. The color schedule will begin at 6 a.m. with *Continental Classroom* and run till 4 p.m.

Du Pont is leaving CBS-TV at season's end, taking an approximately \$10-million budget over to NBC. The sponsor, which now has some \$6 million in *The Du Pont Show with June Allyson* and \$4 million in *The Show of the Month*, will put all its TV money into one NBC-weekly series described as a "panorama of unprecedented scope." (Vol. 17:9 p5). The series includes musical variety, dramatic actualities and Don Hyatt-Irving Gitlin special projects.

CBS News N.Y. hq recently received the following wire from Hong Kong correspondent Guy Searls: "Do we have any stationery which still has the full name of Columbia Bestg. System on it? I have a problem. Columbia Bestg. System can be translated into Chinese but CBS can't. Result: The Chinese have not learned to connect the initials with the organization." Searls got his stationery, although CBS is still wondering how the full network name looks in Chinese.

American Institute of Graphic Arts has awarded NBC a certificate of merit for a promotional kit the network recently sent to affiliates on the proper use of the new NBC corporate trademark (the NBC letters).

## NETWORK SALES ACTIVITY

### ABC-TV

- Hawaiian Eye, Wed. 9-10 p.m., part. eff. April.  
*Lever Bros.* (Foote, Cone & Belding)
- The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. June.  
*Derby Foods* (M-E Productions)
- Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. April.  
*Colgate-Palmolive* (Ted Bates)
- Calvin and the Colonel, Tue. 8:30-9 p.m. (tentative), half-sponsorship eff. fall 1961.  
*Lever Bros.* (J. Walter Thompson)  
*Whitehall Laboratories* (Ted Bates)

### CBS-TV

- The Arthur Godfrey Show, May 19, 8:30-9:30 p.m., full-sponsorship.  
*Bulova* (McCann-Erickson)

### NBC-TV

- The Du Pont Show of the Week, Sun. 10-11 p.m., full-spon. eff. Sept. 17.  
*Du Pont* (BBDO)
- The Lawless Years, Fri. 9-9:30 p.m., part. eff. May 12.  
*Brown & Williamson* (Keyes, Madden & Jones)  
*Alberto Culver* (Compton)
- Wagon Train, Wed. 7:30-8:30 p.m., part. eff. April 12.  
*Revlon* (Grey)  
*National Biscuit* (McCann-Erickson)
- Michael Shayne, Fri. 10-11 p.m., part. eff. March 17.  
*Walt Disney Productions* (no agency)
- JFK No. 2, Tue. April 11, 10-11 p.m., full-sponsorship.  
*Proctor & Gamble* (Benton & Bowles)
- JFK No. 3, Tue. July 4, 10-11 p.m., The Great War, June 20, 10-11 p.m., full-sponsorship.  
*Lipton* (SSC&B)
- Baseball special, April 4, 10-11 p.m., half-sponsorship.  
*Kemper Insurance* (Clinton E. Frank)
- Purex Special for Women, June 17, 10-11 p.m., full-spon.  
*Purex* (Edward H. Weiss)

## Network Television Billings

December 1960 and January-December 1960  
For Nov. report, see TELEVISION DIGEST, Vol. 17:6 p10

**1960 Gained 8.8%:** Network TV's 1960 gross-time billings rose 8.8% to \$682.4 million from \$627.3 million in the preceding year, reports TvB. The year closed with \$60.7 million in December billings. This was 1960's 3rd highest monthly volume, topped only by Nov.'s \$64 million & Oct.'s \$63.4 million. December's business also was 3.4% ahead of Dec.-1959's \$58.7 million—but the percentage gain was the smallest posted by any 1960 month over 1959.

CBS, after trailing NBC for 2 consecutive months, regained the leadership in monthly dollar volume. But CBS backed into the lead. Its December volume declined 3% to \$23.2 million from \$24 million in Dec. 1959. And runner-up NBC was upbeat, with a 5.8% gain to \$22.7 million from \$21.5 million.

Each of the 3 networks posted 1960-over-1959 gains. CBS led in dollars with a 2.9% increase to \$274.1 million. ABC set the pace for percentage gains with a 26.2% jump to \$158.6 million. NBC chipped another chunk off CBS's lead with a 6.1% gain over its 1959 billings.

The 1960 nighttime billings of the 3 networks climbed 11.1% to \$471.5 million from \$424.2 million in 1959. Day-time billings gained 3.8% to \$210.9 million from \$203.1 million. In Dec. 1960 vs. Dec. 1959, nighttime billings inched up 1.1% to \$40.7 million from \$40.3 million. Day-time gained 8.7% to \$20 million from \$18.4.

### NETWORK TELEVISION

	Dec. 1960	Dec. 1959	% Change	Jan.-Dec. 1960	Jan.-Dec. 1959	% Change
ABC .....	\$14,788,070	\$13,280,610	+11.4	\$158,591,010	\$125,665,324	+26.2
CBS .....	23,205,750	23,935,048	- 3.0	274,139,763	266,355,269	+ 2.9
NBC .....	22,691,002	21,453,811	+ 5.8	249,640,296	235,290,937	+ 6.1
Total	\$60,684,822	\$58,669,469	+ 3.4	\$682,371,069	\$627,311,530	+ 8.8

### 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 .....	15,239,570	23,024,149	25,086,325	63,350,044
November .....	15,841,960	23,563,839	24,575,958	63,981,757
December .....	14,788,070	23,205,750	22,691,002	60,684,822

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

Support for NAB Pres. Collins, who recently shook up NAB's board meeting in Palm Springs with a lively criticism of TV-radio (Vol. 17:7 p1), was voiced last week by 2 top-level broadcasting executives in N.Y. CBS Chmn. William S. Paley wrote Collins: "Many of us do not agree with some of the things you said—but your general objectives are the important thing, and we endorse them. You can count on our best efforts . . ." MBS Pres. Robert F. Hurlleigh publicly supported Collins with an editorial in MBS's monthly newsletter, *Of Mutual Interest*. "What he (Collins) did was to spell out realities," said Hurlleigh, "in terms even the most ostrich-like license holder could heed & understand. He eschewed patent defensiveness, argued for positive, remedial action to eliminate malpractices."

**Goldenson Talks Global TV:** International TV can advance understanding & harmony among the world's people, said AB-PT Pres. Leonard H. Goldenson last week. He told the San Francisco ad club that TV can "hurdle the handicap imposed by mass illiteracy" as does no other medium.

The free world, he warned, "can't afford to relinquish its pre-eminent position in the area of electronic communications and must take the initiative now."

American business must lead the global expansion, Goldenson challenged, pointing to a few pioneering corporations now advertising on the Central American TV Network. He said TV "can open new channels . . . to an unlimited & as yet untapped number of consumers."

Programming concepts must portray "in its truest form" the U.S. way of life, he added. New approaches & different concepts are demanded, although familiar areas of programming—entertainment & public information—will form the backbone of international TV. "The time to plan, to experiment, to act is now," he concluded.

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New Venezuelan TV network, VeneVision, in which AB-PT has a minority interest (Vol. 16:33 p9), began operation last week. The 3-station network covers a potential audience of 3 million in the areas of Caracas, Maracaibo, Barquisimeto and Valencia. A number of ABC-TV shows (*77 Sunset Strip*, *Maverick*, *Cheyenne*) are included in the schedule. TV ad billings committed to date total "close to \$500,000," according to ABC, which represents VeneVision here. Young & Rubicam has bought participations for 7 clients: General Foods, Bristol-Myers, Procter & Gamble, Johnson & Johnson, Chrysler, S. C. Johnson, Dorothy Gray Ltd. Other advertisers include Firestone, Pepsi-Cola, Kellogg, Mobil Oil, Esso Standard, div. of Humble Oil, H. J. Heinz, Nestle, Philip Morris.

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ABC Radio regional-network consolidation to serve 10 Western states with regional programming was announced last week. ABC Radio West, as it is now called, will include 104 stations of the ABC Pacific network, the Arizona network and the Intermountain network. The coverage area encompasses 11 million radio homes & almost 26 million people. Jack H. Mann has been named dir. and Harry Woodworth sales mgr.

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NBC won't "editorialize" news, said NBC Chmn. Robert W. Sarnoff last week, in the latest of his open letters to TV editors. The current upsurge in informational programming has created problems of style & policy, he added, and "we have not yet resolved to our satisfaction some of the practical & procedural problems involving editorial opinion . . . We are continuing to work on these problems because we believe in the value of the broadcaster's editorial voice." NBC's approach to news is "interpretive reporting rooted in a responsible sense of fairness," he declared. Sarnoff also reiterated NBC's stated policy of refusing to schedule outside-produced news & public-affairs shows. "Interpreting the news through such programs is a keen responsibility. We therefore present them only when they are produced or directly supervised by NBC . . . It is not enough to review & evaluate a finished program dealing with public issues as produced by others. Responsibility demands that we be able to vouch for the competence of the research and preparatory interviewing, the impartiality in the selection of material, the conditions under which it is obtained, the interpretation of data, as well as the manner of presentation."

## Auxiliary Services

### More about

**TELEMETER'S TAPED TRY-GUTS:** Telemeter's new plans to produce a program backlog specially for TV include "a wide variety of special programs on a scheduled basis," according to Pres. Louis A. Novins, who outlined projects due for trial runs in Toronto (see p. 3):

1. Gian-Carlo Menotti's opera "The Consul" will be shown for the week beginning March 16, matinees Saturday & Sunday. Taped "especially for Telemeter," it is uncut & presented "exactly as Menotti wrote it," runs 2 hrs., 13 min. with 5-min. intermissions. Patricia Neway, who originated the leading role on Broadway in 1950, will star.

2. A "direct-from-Broadway" performance of "Show Girl," starring Carol Channing with Jules Munshin is scheduled for April 2. Mobile units at N.Y.'s Eugene O'Neill Theater will pick up the show for a live telecast to subscribers in Toronto, where it will be taped for repeats.

3. Off-Broadway's current success, the David Ross production of Ibsen's "Hedda Gabler" starring Anne Meachem, is set for the week of April 20. Novins called this project "a new form of road show" which would otherwise be economically impossible for off-Broadway productions.

4. "An Evening with Edith Piaf in Paris," currently at the Olympia Theater in that city, will play during the week of May 4 as a filmed special.

Home "box-office" price will be \$1.50 for "The Consul," may be upped or lowered "slightly" for future shows, depending on how much Menotti draws. (Telemeter charged \$1.25 for Bob Newhart and scored a 30% rating—"which compares very favorably with free TV," said Novins.)

There is no official union wage scale governing pay-TV productions, but "the unions have been most co-operative," Novins said. Contracts have been worked out to grant creative personnel "a participation in the tapes over a long period of time, on a gross percentage basis."

Although Novins described the talent unions' attitude as "most co-operative," a union hassle seemed possible at week's end. Actors Equity indicated it would fight to protect "our exclusive jurisdiction" in the "Show Girl" theatrical production. Telemeter, however, pointed to negotiations with AFTRA dating back nearly a year (Vol. 16:20 pp4 & 12) when it recognized the union as bargaining agent for "The Consul." A long-range AFTRA-Telemeter contract was negotiated a few months later (Vol. 16:44 p2).

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**Exhibitors Mull Pay-TV Decision:** Movie operators, through the Joint Committee Against Toll TV—affiliated with Theater Owners of America—are still studying FCC's go-ahead on the Hartford pay-TV experiment (Vol. 17:9 p1). Philip F. Harling, chmn. of JCATT, told us:

"Uppermost in our minds is an appeal to the courts. Too little attention was paid by the FCC to the facts in the record. The programming is not in the public interest. They have nothing lined up. The pie in the sky was not brought down to earth. Whether we appeal or not, we'll be looking over the Hartford operators' shoulders all the time. FCC has given them no *carte blanche*."

Harling also said that exhibitors will oppose the wired pay system proposed for Little Rock, Ark. by Telemeter (Vol. 17:5 p3) in state Public Service Commission hearings expected at the end of this month. Harling asserted that the Ark. operation should come under FCC supervision because its proposed programming "will be interstate in character."

**McGee Boosts Boosters:** Sen. Gale McGee (D-Wyo.) returned from his recent vhf booster hearings in Salt Lake City & Casper, Wyo. with 4 major points, he told us last week:

(1) Operators needed clarification of FCC rules to tell them whether they could adapt existing equipment or would have to junk it. FCC Comr. Lee, who attended the hearings, went back to Washington, McGee said, and explained the problem to FCC—which then assured operators they could adapt present gear.

(2) Increased power is a prime desire. Operators insisted that many isolated transmitters couldn't possibly cause interference if they used more than FCC's one-watt ceiling. McGee said that Comr. Lee didn't encourage them much—noting that interference can extend hundreds of miles in some cases.

(3) Small-market stations are concerned about duplication—extension of other stations' signals into their coverage areas—just as they were with CATV duplication. McGee said that local-live stations “must be kept alive” and measures must be taken to reduce or eliminate harmful duplication.

(4) There is continuing CATV opposition to boosters. McGee said that there have been instances of CATV operators establishing boosters causing destructive interference—“for the purpose of driving boosters out of business.”

No more field hearings are planned at present, according to McGee, but he said that Congress & FCC must settle the problem soon.

FCC acted last week to ease booster operators' problems of complying with new Commission rules which require publication in a daily newspaper of the fact that they have applied for new or changed facilities. The Commission modified the rules to allow the use of weeklies or bi-weeklies—or mere posting of notice in the post office if no other medium is available.

**Canada Delays CATV Control:** Canada's Board of Broadcast Governors recommended last week that the government maintain a watchful eye on the development of CATV & wired pay-TV systems, but refrain from placing them under federal controls at this time. Both CBC & CAB had called for application of standard TV-broadcasting regulations to the 2 services, and both were represented on BBG's special study committee.

CBC Pres. Alphonse Ouimet said the network had modified its opinion and was agreeable to BBG's watchful-waiting proposal because wired- & pay-TV are not yet a major factor in influencing public opinion. He did recommend that the legislative definition of broadcasting be changed now to embrace CATV & pay TV so that the government could apply the broadcast regulations any time it thought necessary.

Canada currently has 260 CATV systems servicing 200,000 or 4.6% of all Canadian homes. About 100 of the systems carry Canadian TV programs exclusively. Less than 20 rely solely on U.S. TV stations for programming. The remainder offer both U.S. & Canadian shows.

TNT has recently produced & networked closed-circuit shows for all of the automotive industry's big 4—GM, Ford, Chrysler and American Motors. In all, TNT has done 21 shows for the automotive industry.

**Translator starts:** K81AJ Ellensburg, Wash. began week of Jan. 9 repeating KNDO Yakima, Wash.

**H&B Buys 3 CATV Systems:** H&B American Corp. is acquiring 3 additional CATV systems, Pres.-Chmn. David E. Bright disclosed last week. The properties being acquired by H&B's recently organized subsidiary, Transcontinent Communication Systems Inc., are in Missoula and Whitefish, Mont., and Prescott, Ariz. Approximately \$1.3 million is being paid for the properties & an inter-city common-carrier microwave relay system that serves the same communities.

Bright said that with these acquisitions H&B will have about \$6.5 million invested in the CATV industry, making it the largest single entity in the field. Last summer, H&B acquired 9 CATV systems from Jerrold Electronics for \$5 million (Vol. 16:33 p8).

Bright also reported H&B's operating income of \$300,732 represents earnings of 11¢ per share before depreciation & taxes, on sales of \$2,569,291 for the last 6 months ended Jan. 30, compared with a loss of 8¢ per share on sales of \$5,308,345 for the 6 months ended Jan. 30, 1960.

The latest purchases bring H&B's subscribers to a total of 41,500. Plans call for the acquisition of systems including about 20,000 more subscribers within the next several months—at a cost of about \$3 million. H&B will then dispose of its non-CATV properties, leaving it the sole publicly-held firm exclusively in CATV.

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TelePrompTer acquired Elmira Video Inc. (Vol. 17:7 p24), Elmira, N.Y. CATV system, for 45,000 shares of TelePrompTer common stock (closed at 13¼ March 2).

## Congress

“I take my hat off,” said Sen. Monroney (D-Okla.) in a *Congressional Record* statement commenting on NAB Pres. LeRoy Collins' speech at last month's NAB Board meeting in Palm Springs, Cal. (Vol. 17:7 p1). A member of the Commerce Committee and a frequent critic of TV rating services, Monroney said challenges thrown out to the industry by Collins were “encouraging, exhilarating and tough.” All in all, Monroney went on, the Collins speech was “the freshest breeze we have heard from the medium which monopolizes the recreation of so many Americans.” Monroney was particularly impressed (“I hardly can believe my ears”) with the way Collins decried programming influences of the rating systems.

**Forgetful legislator:** Rep. Cramer (R-Fla.) voted last year for the Harris-Pastore Act. As enacted, its first order of business was to repeal part of Sec. 4(b) of the Communications Act which permits FCC members to collect “a reasonable honorarium or compensation” for speeches & articles. But on Feb. 23 Cramer introduced an “ethics” bill (HR-4812) calling for repeal of the honorarium bit all over again. Cramer's legislative aides, abashed, told us last week that he was unaware that the repealer already was law, that he'd withdrawn his bill for some rewriting.

CBS-TV deserves commendation for changing its mind about permitting “The Spy Next Door” to be shown on the *Armstrong Circle Theater* Feb. 15 after canceling it Feb. 1, Sen. Hruska (R-Neb.) told the Senate. He said it would have been “a grave mistake indeed” if the network had stuck to its original decision to cancel the show in the fear that it might damage U.S.-Soviet relations. Hruska inserted the TV script in the *Congressional Record*.

**Piped music services** would be exempted from communications excise taxes under a bill (HR-4236) introduced by Rep. Davis (D-Tenn.).

**OVERSIGHTERS AT WORK AGAIN:** A new Subcommittee on Regulatory Agencies to "take the place of & supplement the work" of the gone-but-not-forgotten House Commerce Legislative Oversight Subcommittee was set up last week by Committee Chmn. Harris (D-Ark.)

The roster of the new unit—assigned to "exercise continuous watchfulness" over operations of FCC & other govt. commissions & boards—probably will resemble that of the Oversight unit, with Harris himself as chairman again. He & Rep. Bennett (R-Mich.), ranking minority member of the full Commerce Committee, caucused March 3 on selections for it. They were reported agreed on a ratio of 5 Democratic members to 4 Republicans, but postponed naming the members until this week.

On taking over his new Subcommittee, Harris is expected to turn in a 3rd hat he has been wearing on the Committee—chairmanship of the Communications Subcommittee. Next in seniority line for that job is Rep. Rogers (D-Tex.).

Harris said the Regulatory Agencies Subcommittee will need "services of some technical staff," but that for the most part it will count on regular professional staffers of the full Committee to carry on the Oversight's work. One of them is veteran communications counsel Kurt Borchardt.

No specific inquiries by the new unit in such areas as FCC and TV & radio were outlined by Harris, who said only that he had "no intention of abandoning or neglecting the responsibility [of the Commerce Committee] in this field." He did indicate that FTC operations would be one target, however: "There is no reason why false & misleading advertising should remain in a gray area, unchecked by regulation."

One investigative item on this year's Commerce Committee agenda—broadcast rating systems—may be shifted from the full Committee to either the Communications Subcommittee or the new regulatory-agency unit when a contract study of the services by the American Statistical Assn. (Vol. 17:9 p11) is completed.

The ASA report had been scheduled for delivery to the Committee in January, but won't be ready until late this month, at least. Chief counsel Robert W. Lishman of the Oversight Subcommittee, who has been cleaning up its left-over paper work, told us last week that drafts of the ratings study have been exchanged by members of a 3-man ASA committee. But Lishman said neither he nor members of the Committee had seen any part of the report.

Lishman plans to return to private law practice after the delayed ASA study comes in. He said he would not carry on with the Regulatory Agencies Subcommittee.

Meanwhile the House voted without dissent to give \$435,000 to the Commerce Committee for "experts, clerical, stenographic and other assistance" to carry on all of its jurisdictional investigative work.

FCC's budget requests (Vol. 17:4 p10) will be handled again in the Senate by Commerce Committee Chmn. Magnuson (D-Wash.), who wears another legislative hat in the regulatory-agency field as chmn. of the Appropriations Committee's Independent Offices Subcommittee. He was renamed head of the 16-man subcommittee.

"How the FTC Works" is the title of an article by outgoing FTC Chmn. Earl W. Kintner in *Repros*, Advertising Federation of America publication. Copies are available from AFA's bureau of education & research, 655 Madison Ave., N.Y.

**EVERYBODY FAVORS ETV:** Usually-cautious FCC Comr. Hyde, who takes a dim view of such govt. intervention as the Commission's latest moves to make TV & radio programming better (Vol. 17:9 p2), last week came out swinging against current fare—and prescribed govt. ETV subsidies as an antidote for it.

Hyde enlivened otherwise repetitious Senate Commerce Committee hearings on federal aid to educational TV by taking the stand to heap scorn on "cowboys, private eyes and giveaways." He also became the first FCC member to give public endorsement to \$51-million proposals by Committee Chmn. Magnuson (D-Wash.) for station-equipment purchases by the states & D.C.

Expected support for the Magnuson bill (S-205) came from nearly a score of witnesses, including spokesmen for CBS-TV, RCA and Westinghouse Bestg. Co. in addition to ETV professionals who also had testified for the measure at 2 previous sessions of Congress.

FCC Comr. Ford, who had just relinquished his Commission chairmanship to Newton N. Minow (see p. 2), reiterated FCC's traditional hands-off policy position on ETV subsidies. Ford also engaged in an indecisive colloquy with Magnuson on military uses of vhf channels (see p. 1). and urged Congressional approval of FCC proposals to require manufacture of vhf-uhf sets (Vol. 17:6 p1).

Ford said an FCC-drafted bill prohibiting interstate sale of sets which don't meet the Commission's proposed all-channel standards would be ready soon for Congress, which has pigeonholed such measures in the past. Pointing to unused uhf educational channels, he argued that the forced acceptance of all-channel sets would stimulate the spread of ETV. "We've tried everything else," Ford said. "And I think this is the only thing left." Some Committee members wondered whether repeal of the excise tax on uhf sets bought for ETV reception might do the trick. That wouldn't work, Ford said: "I've just about given up on the idea of the excise tax."

#### Hyde Pleads for Federal ETV Aid

Then, speaking for himself, Hyde took over. "I feel impelled," he said, "to urge the use of federal funds for educational TV." He described ETV as "the single most important addition needed to improve our communications institutions in the public interest."

Hyde stressed these points: (1) "Starting with a different economic base, educational TV is not under the pressing need to equate public interest with maximum sales of soap, cigarets, beer, deodorants or cold remedies." (2) "I am optimistic enough about the possibilities of educational TV to believe that it can even educate the people to demand of commercial TV something better than a surfeit of cowboys, private eyes and giveaways."

CBS-TV Pres. James T. Aubrey Jr. also foresaw benefits to commercial programming in ETV systems activated by \$1-million grants to each state. It would work the other way, too, competitively speaking, he said, because in the "competition of ideas & formats, some elements of commercial TV's format & showmanship may find their place in educational programming. And concepts of educational programming may well be adaptable to commercial TV in its endeavor to entertain & inform its viewers."

RCA Pres. John F. Burns, who once taught at Harvard & Lehigh, endorsed the Magnuson bill "as an essential first step in stimulating the national growth of electronic teaching methods."

Westinghouse's Washington vp Joseph E. Baudino submitted a statement by WBC Pres. Donald H. McGannon,

who said enactment of the Magnuson measure would break "a logjam that is thwarting the forward progress & expansion of educational TV."

One scheduled witness—HEW Secy. Abraham Ribicoff—didn't show for the March 1-2 hearings, but Magnuson told us that his absence didn't indicate any cooling-off of the Kennedy administration's support for federal aid to ETV. Magnuson said Ribicoff begged off appearing because he hadn't had time in his new office to familiarize himself with the proposed govt. program, which would be administered by HEW's Office of Education. Ribicoff is expected to testify at as-yet-unscheduled House hearings.

Other witnesses who testified or submitted statements in favor of the Magnuson bill included Sens. Metcalf (D-Mont.) & Cooper (R-Ky.), Pa. public instruction supt. Dr. Charles H. Boehm, NET Pres. John F. White, mgr. John Schwarzwald of KTCA-TV St. Paul-Minneapolis, mgr. Loren B. Stone of KCTS-TV Seattle.

No opposition to the Magnuson plan was voiced by any witness or by any Committee member except Sen. Lausche (D-O.). He said he didn't like the idea of the federal govt. paying for things which should be bought by states & cities if they need them. "There is a misapprehension in the country that there are unlimited federal funds," Lausche complained.

Magnuson said he was confident that his bill would again be passed by the Senate, which has already approved it twice. Prospects in the House for ETV-aid legislation—probably modified to require states to put up money matching federal grants—are better than they were last year, when the Rules Committee blocked a floor vote on it. The Committee's membership has been revamped & liberalized (Vol. 17:6 p14). Another matching-grant bill (HR-5099) was introduced March 1 by Rep. Rogers (D-Tex.).

## Educational Television

ETV research grants totaling \$252,000 have been awarded by the U.S. Office of Education to educational WQEX (Ch. 16) & WQED (Ch. 13) Pittsburgh and Miami U., Oxford, O. The 2 publicly-financed Pittsburgh stations received \$126,000 under Title VII of the National Defense Education Act for an 18-month study of techniques in televised science demonstrations. A like amount went to Miami U. to finance a 38-month project, now under way, to determine how well students can master closed-circuit courses. The awards were among 23 new grants totaling \$1 million that covered such other media fields as films & teaching machines. All told, the Office of Education has allocated \$7 million for 139 audio-visual educational research projects since the program was started in 1958 (Vol. 14:49 p6 *et seq.*). The National Defense Education Act expires June 30, 1962, but an advisory panel of 20 educators has recommended that its programs be expanded and that the law itself be extended another 5 years. The programs will be administered in the Kennedy Administration by academic vp Sterling M. McMurrin of the U. of Utah, a philosophy teacher named to succeed Lawrence G. Derthick as U.S. Educational Commissioner. Under a \$56,000 contract with the Office of Education, the National Assn. of Educational Bcstrs. is conducting a nationwide survey of educators to determine their precise TV channel needs. The survey will be followed by an engineering study by Jansky & Bailey.

Latest ETV applications: Ch. 17, Schenectady, by Mohawk-Hudson Council on Educational TV (William J. Gold, pres.); Ch. 29, Williamsville (Buffalo), N.Y., by Board of Cooperative Educational Services, first supervisory dist. of Erie County.

ETV "patronage" trend is growing quietly in San Francisco. It began recently on non-commercial KQED with the purchase by San Francisco Brewing Co. (Burgermeister Beer) of NTA's *Open End* series, which is now telecast on the educational outlet with a "KQED wishes to thank . . ." corporate mention. Intrigued, CBS Films recently checked up on how Burgermeister was doing with this bare-bones "commercial," discovered that the beer firm had received sackloads of mail and "a definite increase" in sales. Next move: CBS Films and KQED have worked out a deal for the prestige-laden, taped-in-N.Y. *Robert Herridge Theater*, a dramatic anthology. It will have as its "patron" (as distinguished from "sponsor") Bank of America, which will also receive "thank you" mentions but will have no say in the station's programs. FCC sources say that the ETV stations don't violate Commission rules when they accept programming material without payment. In fact, they point out, the stations are required to identify the donor under the new "payola" rules—and a "thank you" method is satisfactory. They report no complaints received from commercial stations.

Unusual ETV effort in Maine finds 3 private liberal arts colleges—Colby, Bates and Bowdoin—joining forces to build what is claimed to be the nation's "first full-powered satellite." CP for WPTT (Ch. 10) Augusta, now held by Bates, which acquired it from Boston storage-business operator Richard S. Robie last year, will be transferred to a corporation owned equally by the 3 colleges. Each has appointed 3 representatives; included are Carleton D. Brown, radio WTVL Waterville, and Horace Hildreth (Hildreth network). Plans call for construction of a \$425,000 facility using 316 kw near Lewiston. An order for equipment has been placed with RCA and the on-air target is next September. The station will relay WENH-TV (Ch. 11) Durham, N.H. which in turn repeats WGBH-TV (Ch. 2) Boston. Eventually, studios will be built.

Special TV course for teachers has been developed jointly by the N.Y. City Board of Education and TIO "to help orient teachers constructively in their utilization of commercial TV as an adjunct to formal in-school teaching." Entitled *TV in Today's World*, the 15-session course deals with TV as communication & art form, industry, and social institution. Guest lecturers will include TV executives, creative, technical and research personnel. "Since TV occupies a large part of school children's free time, teachers could take a more active role in helping their pupils understand the medium and get the most out of it," said TIO Dir. Louis Hausman. The course, which began Feb. 16, is held in N.Y.'s Donnell Library.

Wider use of TV as an educational instrument in Cal. schools & colleges has been recommended by a subcommittee of the Assembly. The group warned, however, that ETV must be used wisely & in courses where it can be most effective. Other subcommittee recommendations: To justify itself financially, TV should be limited to courses in which at least 200 students are enrolled; the state college board of trustees should develop an overall plan and spell out how ETV should be used in each college; a policy should be established regarding the rights of instructors affected by the introduction of ETV.

"Design for ETV" is an elaborate, 96-page, illustrated brochure-report from Educational Facilities Labs on "how to plan new schools or adapt existing schools for teaching by TV." The subject was researched for EFL by Dave Chapman, Inc., Industrial Design. Copies are available from EFL, 477 Madison Ave. New York 22.



## The FCC

**INDUSTRY GETS AN 'A' ON SEC. 315:** In a follow-up report supplementing testimony by then-FCC Chmn. Ford to the Senate Commerce Communications Subcommittee (Vol. 17:6 p2), the Commission told Congress last week that TV & radio behaved themselves well during the 1960 Presidential election campaign.

Equal-time complaints from all sources could be counted on the fingers of one hand following Congressional suspension of requirements of the Communications Act's Sec. 315 for candidates for President & Vice President, FCC said in a 12-page recapitulation buttressed by 22 pages of statistics.

From Aug. 24 last year (effective date of the Sec. 315 suspension) until Election day in November, just 2 complaints about "equal opportunities" on the air were filed on behalf of Presidential candidates John F. Kennedy or Richard M. Nixon. And only 3 complaints came in from minor-party candidates for the White House. All beefs were quickly resolved by stations involved, FCC said.

In the comparable Presidential campaign period of 1956, when Sec. 315 was in full force, there were 13 complaints to FCC—4 on behalf of major-party candidates, 9 from all other sources.

The Commission had 2 suggestions for Congress in acting on a bill (S-204) by Sen. Magnuson (D-Wash.) to regularize the equal-time suspension for Presidential tickets. Both were minor.

For one thing, FCC said, language of the bill should make it "unequivocally" clear that "nominees" for President & Vice President are all of the candidates for the offices—not just Democrats & Republicans nominated at national conventions.

FCC also recommended that the bill take care—of one way or another—of equal-time situations in which a top candidate is running at the same time for another office. This question was raised during last year's campaign by Lyndon B. Johnson's dual candidacy for election as Vice President & re-election to his Tex. Senate seat. Johnson's Republican opponent for the Senate, John G. Tower, had argued that he was entitled to equal time every time Vice-Presidential candidate Johnson appeared, but did not press the argument in any formal complaint to the Commission.

Scheduled for delivery to Congress by FCC in April is another batch of equal-time reading matter which is guaranteed to get close attention from all politicians. It will contain state-by-state TV-AM-FM statistical breakdowns on political announcements & programs (paid & sustaining) involving appearances by candidates not only for President & Vice President but for the Senate, House and governor.

RCA won FCC contract for the transmitter for the Commission's N.Y. uhf project—lease of \$377,584 running to June 31, 1962, "with option for renewal, if necessary." In addition, FCC will pay a dismantling charge of \$135,615 if the transmitter isn't otherwise disposed of—*e.g.*, given or sold to ETV or municipal authorities at the conclusion of the experiment. The choice, FCC said, was "on the basis of power consumption, tube replacement, experience in installing and general performance as well as cost." The contract specifies installation by Aug. 1 and 2 months of testing before acceptance Oct. 1. Contract for an antenna is expected to be signed soon.

**Craven's Doubts on Govt.-&Programming:** FCC Comr. T. A. M. Craven issued his concurring but dubious statement on the Commission's new program-form rule-making (Vol. 17:9 p2) too late for inclusion in our supplement reprinting the full text. Here it is:

"While there are several aspects of this Notice of Proposed Rule Making with which I am not satisfied; for example, the retention of a composite week and the requirement that an applicant specify the number of hours to be devoted to various types of programming, I think the Notice is appropriate for the purpose of obtaining industry comments.

"I have been in the past, and I continue to be, unalterably opposed to the Commission establishing guidelines for the programming of broadcast stations. For, as I have frequently stated, it is the legal obligation and privilege of the licensee and not the government to ascertain the mass communication needs, tastes and desires of the communities of this country. Establishment by the Commission of programming types which the applicant must follow in order to be seriously considered by this Agency would mean the throttling of initiative, creative thinking and the legal rights and duties of licensees in violation of the censorship provisions of the Constitution and the Communications Act. I certainly would not aid, abet, or condone any efforts on the part of the government to intrude on the private rights of individuals. In my opinion, it is the government's duty merely to ascertain whether the licensee has the sense of public responsibility necessary to enable him to operate a broadcast station in the public interest, and whether he has been diligent in ascertaining the needs, tastes, and desires of his community.

### Endorses FCC Program-Type Definitions

"In characterizing programming the Commission and the industry over the years have used terminology peculiar to the broadcast field to describe the programs which are transmitted to the public. While this descriptive language has now become an integral part of the broadcast field, there has been a wide disparity among the users thereof as to the appellation to be given to certain types of programs. What one broadcaster might call educational, another might call informational or entertainment. In an effort to obtain unanimity of thinking in this regard the Commission, in its proposed application form, has included certain program types and has attempted to define them as well as illustrate the type of programming which might come under such headings. I should think that this would be most helpful to the industry and the Commission, and it would in no way impinge upon the rights of broadcasters.

"Additionally, the Commission proposes to require applicants to list these program types and state the number of hours which they contemplate devoting thereto. I have already stated that I am opposed to requiring applicants to state the number of hours which they propose to devote to their various types of programs. Insofar as listing the programs according to type is concerned, I have no objection thereto as long as I am correct in my understanding that it is the Commission's intention that such list is to serve only to round out the applicant's narrative statement as to the type of programming he proposes to broadcast as a consequence of his study of the needs, tastes, and desires of the community which he proposes to serve. Insofar as I am concerned, no applicant need fear that all such types must be included in a proposal in order to be assured of favorable consideration by the Commission."

Last week, the Commission also issued 2 corrections to its proposed changes (see Special Supplement). Paragraph

4 of the "instructions" is changed to read:

"Applicants for renewal filing FCC form 303 need not complete paragraph 9(d), except to indicate the names, addresses, and positions of employes who are not U.S. citizens."

The paragraph titled "Controversial Issues of Public Importance" is changed to read: "State the past & proposed practice of the applicant with respect to the fair presentation of controversial issues of public importance, including the frequency of the editorials (if broadcast) or other types of programs, and the procedure followed with respect to the presentation of opposing points of view. If this is an application for renewal of license, describe at least 2 leading community issues (*i.e.*, local in nature) in each of the last 3 years and state whether specific programs and/or announcements have been broadcast in connection therewith, the number & length thereof, and the times at which broadcast."

Award of Ch. 2, Portland, Ore. was granted last week to Fisher Bestg. Co. by FCC, which denied the competing application of Tribune Publishing Co. It thus affirmed examiner Herbert Sharfman's initial decision (Vol. 16:2 p7). Fisher is 60% owned by the owners of KOMO-TV Seattle. Tribune owns KTNT-TV Tacoma & *The Tacoma News Tribune*. "Of decisional importance," FCC concluded, "is the question of which applicant gives greater assurance that it will do what it proposes to do. Insofar as such is predictable, the answer is 'Fisher.' Its principals' backgrounds are more diverse than Tribune's, thus indicating that a broader range of experience will be brought to bear upon problems which might confront the station. The local residence of three 10% stockholders, who, though lacking in broadcast experience, appear determined to have more than a passive voice in the operation of the proposed station, weighs strongly in Fisher's favor. Finally, Fisher's past broadcast record at Seattle has been demonstrated to be superior to that of Tribune at Tacoma despite its abandonment of FM and its promise-vs.-performance variance in the area of spot announcements, and this factor is entitled to considerable weight."

Ch. 10, Medford, Ore. is free for CP—with the withdrawal of TOT Industries and Medford Telecasting leaving radio Medford the sole applicant. Radio Medford will pay TOT \$6,700, Medford Telecasting \$9,300, for expenses incurred to date. FCC chief examiner Cunningham approved the agreements.

FCC Comr. Robert E. Lee will address a joint banquet meeting of N.Y. state legislators & broadcasters in Albany March 7, at the Sheraton Ten Eyck hotel, to stress the need for activating the state's fall uhf ETV CPs. Guests will include Gov. Rockefeller.

CP for KFUR-TV (Ch. 11) Santa Fe has been reinstated by FCC which approved its transfer from Harrison M. Fuerst to Raymond F. Hayes & Milford Kay—for \$2,700 out-of-pocket expenses.

## Foreign

West Germany's proposed 2nd TV network was declared unconstitutional last week by the federal Constitutional Court, which upheld a challenge brought by 5 West German state governments. The ruling was considered a major defeat for Chancellor Adenauer, who had been closely identified with the controversial network proposal.

## Stations

**NEW & UPCOMING STATIONS:** KCDA (Ch. 3) Douglas, Ariz. began programming Feb. 27 as an independent outlet after receiving FCC program-test authorization Feb. 24. The new starter boosts the on-air total to 582 (90 uhf) outlets. KCDA has a 500-watt transmitter furnished by the station's owner Electron Corp., Dallas, Tex. A Jampro antenna has been installed on the roof of the Gadsden Hotel, Douglas.

William B. Miller, ex-KBTV (now WFAA-TV) Dallas and more recently consultant to Mexican TV stations, is gen. manager. Daniel C. Park, ex-radio WIRE Indianapolis, more recently with Better Business Bureau of Tucson, is commercial mgr. David B. Miller, coming from management & production in the entertainment industry, is production director. Norman Robb is chief engineer. Base hour is \$150. Rep not reported.

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

KCSD-TV (Ch. 19, educational) Kansas City, Mo. now has a mid-March target for programming, reports J. Glenn Travis, admin. asst. to the school supt. of the Kansas City School Dist. It has just completed work on studios in the Board of Education Bldg. A 1-kw GE transmitter has been ready for use since early January, and the antenna was installed on a stub tower atop City Hall last fall. Zoel, Parentian, ex-WETV Atlanta, Ga., has been named producer-director.

KBMT (Ch. 12) Beaumont, Tex. has set a May 15 target, writes John H. Fugate, gen. mgr. Owners Randolph C. Reed, pres. & 50%, and N. D. Williams, secy. & 50%, operated KBMT on Ch. 31 April 1954 to Aug. 1956. (Additional information about construction has been requested from Mr. Fugate.)

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has a tentative June 1 target for its start as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill. (an ABC-TV affiliate). The report by O. L. Turner, gen. mgr. of WSIL-TV, also states that a studio-transmitter building has been completed and installation of GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., began on March 1. Work on a 500-ft. utility tower is scheduled to start March 30 or before. It will use a GE 4-bay helical antenna. Personnel not chosen and rates not set. WSIL-TV rep is Meeker.

CJOH-TV (Ch. 13) Ottawa, Ont. has changed its target for programming to March 12 from the previous March 1 target, wires W. O. Morrison, sales mgr. It has an 18-kw Marconi transmitter & 600-ft. Microtower. Base hour will be \$475. Reps will be Young and Stovin-Byles.

CHCB-TV (Ch. 10) Banff, Alta. has been delayed until mid-March for its start as a satellite, reports G. A. Bartley, pres. of parent CHCA-TV (Ch. 6) Red Deer, Alta. It will be an automatic unattended repeater and will be sold as a bonus to CHCA-TV, which has a \$200 hourly rate.

KCMC-TV Texarkana, Tex., which is changing call letters to KTAL April 1 when it expects to begin operating from a site at Vivian, La., 30 mi. from Shreveport, has signed with NBC-TV as its Shreveport outlet, with the effective date tentatively set for Sept. 1.

Triangle stations are moving their N.Y. sales office to 320 Park Ave. New telephone is Plaza 9-7115.

**SPOT GAINED 6.3% IN 4TH QUARTER:** Spot-TV sales in 1960's final quarter produced gross time billings of \$163,060,000, TvB noted last week in a report based on a 330-station checkup compiled with N. C. Rorabaugh. The Oct.-Dec. volume pushed 1960 business to a preliminary \$616,701,000 total—7.9% ahead of 1959 billings on the basis of similar estimating procedures.

The 4th-quarter figures reflect the new 4-part measuring system introduced by TvB with its 2nd-quarter report (Vol. 16:40 p10). Based on the measuring system operative a year ago, 1960's 4th-quarter volume would total \$176,105,000—or 6.3% ahead of Oct.-Dec. 1959.

Prime-night accounted for 32% or \$52.3 million of the total time investment, followed closely by day with 31% (\$50.5 million). Late night accounted for 19.1% (\$31.1 million); early evening, 17.9% (\$29.2 million).

More than three-fourths (76.4% or \$124.6 million) of the Oct.-Dec. volume went for spot announcements. The balance was divided 13.1% (\$21.3 million) for programs and 10.5% (\$17.2 million) IDs.

Food & grocery products, with total gross time billings of \$46.6 million, led all product classifications (TVs & radio receivers accounted for only \$107,000 of total spot ads). Procter & Gamble was the 4th quarter's top time buyer, with billings of almost \$12 million. Runner-up: General Foods, \$4.8 million.

Three newcomers were added to the list of top-100 spot spenders: Corning Glass, 76th (\$435,000); Ideal Toy, 74th (\$445,900); J. Nelson Prewitt Inc., 89th (\$405,500).

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Price boost for 60-sec. spots (to bring their cost into "a more realistic balance with the cost of triple-A 20-sec. spots") and discount revisions are highlights of WNBC-TV N.Y.'s new rate card No. 21, effective March 1. Previously, WNBC-TV—like many other stations—had been charging the same price for both 1-min. and 20-sec. spots in prime evening hours. Under the new card, the 1-min. spots will jump in price to \$2,500 (an increase of \$200) on the basis of 4 each week. The 20-sec. spots will generally remain the same, although there'll be a 40% fixed-position discount in the 8 p.m. station-break strip, making the new per-spot rate \$1,380. Daytime spot rates, thanks in part to NBC's upbeat daytime ratings, receive a "minor upward revision," as do spots slotted next to nighttime newscasts. New maximum discount on the station at night with a large spot buy is 57.25%, an increase of 7.25% over the previous rate card.

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Transfer of about 25% of CHAN-TV (Ch. 8) Vancouver, B.C. for an undisclosed price (Vol. 16:48 p13) has been recommended by BBG and awaits approval by Federal Transport Minister Leon Balcer. The stock is being acquired by Famous Players Canadian Corp. Ltd. and Canastel Bestg. Co. Ltd., the latter a subsidiary of British program contractor Associated Television Ltd. Famous Players will be represented on the CHAN-TV board of directors by its B.C.-Alta. div. supervisor Maynard S. Joiner, and Canastel by its managing dir. William Jones.

New CBC microwave hook-up Feb. 18 with CBAFT (Ch. 11) Moncton, N.B. brought the area its first live French network TV. The station has been using kines since it began operation in Dec. 1959. The microwave system cost \$1.2 million and has towers at Dalhousie, where the signal is first picked up, and at Guitar, Allardville, Bartibog, Rogersville and Adamsville.

**That ABC-Taft Deal:** Final details of the affiliation switch by Taft-owned WKRC-TV Cincinnati from CBS-TV to ABC-TV at the end of April (Vol. 17:9 pp3 & 4) include these highlights:

1. WKRC-TV will enter the ABC-TV lineup as a primary affiliate at a \$1,750 network hourly rate. This, ABC-TV points out, is "not a network rate increase in the Cincinnati market"—the present ABC affiliate, WCPO-TV (joining CBS-TV April 30), having been getting the same rate. It represents, however, a \$250-an-hour boost (or a gross network-rate boost of around \$275,000 annually) for WKRC-TV. The station's compensation rate, adds ABC, will be "standard."

2. In its shared-affiliation rivalry with CBS-TV on Taft-owned WBRC-TV Birmingham, ABC-TV is going all-out to be competitive financially with CBS. The station's network rate will be similar with both networks. But an increase in compensation rate works out to just about the break-even point for ABC-TV; *i.e.*, ABC will pick up line charges to Birmingham on ABC shows, provide a compensation rate of approximately 54%, and will pocket no profit. CBS won't match the deal, we're told.

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Bids abound for WNTA-TV N.Y. David Susskind is the latest contender for ownership of the independent, on the market since mid-February (Vol. 17:8 p8). Reportedly, Susskind has the financial backing of "a reputable concern" and will inform NTA of his offer "shortly." Other bidders: A citizen's group working with NET bid \$4 million (Vol. 17:9 p8), and was turned down by NTA, but has indicated it will raise its offer "at the proper time." And Ely Landau, ex-NTA chmn. who stated he would make a "substantial offer," last week formed Landau Bestg. Ltd. to handle negotiations.

Westinghouse is "banker" for a deal whereby a Montreal firm, Shoreacres Bestg. Co. Ltd., is putting up over \$4 million to buy CKEY Toronto, said a report from Montreal last week. The Shoreacres concern is seeking authority from Canada's BBG to take over the CKEY license from Consolidated Frybook Industries Ltd., now owned by *Liberty* magazine. No confirmation of such an arrangement could be had from Westinghouse Bestg. Co. in N.Y. (For report on WBC program activities see p.3.)

KJEO (Ch. 47) Fresno has been sold for \$3 million to Shasta Telecasting Corp., operator of KVIP-TV (Ch. 7) Redding, Cal. The price is the highest ever paid for a uhf station. The area is now all-uhf, FCC having deleted Ch. 12, shifting KFRE-TV to Ch. 30. KJEO is an ABC-TV affiliate, KMJ-TV, NBC-TV; KFRE-TV, CBS-TV.

Off-air WUTV (Ch. 36) Charlotte, N.C. transfer application has been filed with FCC to permit the following to acquire 12.5% each for total consideration of \$34,000: C. J. Hawes, D. W. Phillips, Franklin Brown & L. W. Coppala. This will reduce holdings in Century Advertising Co. Inc., owner of WUTV, from 37.5% to 18.75% for Hugh A. Deadwyler; from 37.5% to 18.75% for F. P. Larson Jr.; and 25% to 12.5% for R. E. Redding.

Friendly rivalry between San Francisco's KRON-TV and KGO-TV spurred the former's gen. mgr. Harold P. See to wire the latter's gen. mgr. David M. Sacks: "ASSUME AVERAGE VIEWER COMMENT RE YOUR NEW NEWS SHOW WOULD BE 'GOOD.'" Sacks was proudly showing off this heart-warming message when See's follow-up wire arrived reading: "TO PREVIOUS WIRE ADD THE WORD 'GOD.'"

## Advertising

**SUCCESS STORY—CHAPTER 3:** Continuing our coverage of local TV successes (Vol. 17:8 p11), this report covers regional & local food products, grocery outlets, beverages and restaurants.

WOW-TV Omaha, Neb. In Jan. 1957, the station talked a local supermarket chain, Shaver's Food Marts of Omaha, into co-sponsorship of the station's *Million-Dollar Movie* feature series. "We noticed an immediate increase in our business," said Shaver's ad mgr. Neil Shaver. "It continued to build month by month and by the end of our first year, our business had increased nearly 33%. As we did no other advertising, the gain can be chalked up completely to TV." Added WOW-TV gen. mgr. C. A. Larson: "When Shaver's started on our station, it owned 4 Food Marts. Today, there are 6—with a 7th under construction." Since its initial purchase, Shaver's has expanded WOW-TV sponsorship to include the syndicated *Sea Hunt* series and nighttime minute announcements. "TV," said adman Shaver, "has given us an image of quality that is difficult to achieve in other media."

WAST Albany, N.Y. An exclusive client for the past 9 months, the Ventre Packing Co. has increased sales for its TV-sold product, Enrico Spaghetti Sauce, "a full 25%," according to station promotion mgr. Michael S. Artist. Full sponsorship of the 30-min. syndicated telefilm series *Target* helped Ventre to achieve "a 90% distribution factor in the Albany-Schenectady-Troy market."

CFCL-TV Timmins, Ont. Unable to score any strong gains against veteran competitors, executives of McDonald Beverages Co. came to this Canadian station to take a chance on a trial TV campaign. Reported station mgr. Jean De Villiers of what followed: "Four years ago, at the opening on our TV station, McDonald Beverages sponsored a 30-min. program with live commercials. The impact was such that they reported a 50% sales increase in the first year, and a 20% rise in the 2nd year. McDonald has become the soft drink plant of Northern Ontario, all through TV advertising."

KDKA-TV Pittsburgh, Pa. A literal "overnight success" was scored not long ago for a local Pittsburgh supermarket chain. Wishing to promote a special sale of prime beef, the food retailer bought a single late-night feature film. Result: by noon next day, some 300,000 pounds of beef were sold. Added station promotion-PR dir. Peter Thornton: "These results were achieved with just 4 commercials—all 4 between 11:15 p.m. and 1:30 a.m."

WLWI Indianapolis, Ind. "We're proud to cite the Frisch Drive-In Restaurants as one of the outstanding ad campaigns exclusively on our station," reported gen. mgr. John B. Babcock. "When it started on TV, Frisch was completely unknown in this very competitive restaurant market. Frisch opened one location and advertised it on several 5-min. weather shows, plus a supplemental schedule of alternate-week 60-sec. announcements. Now, 2 years later, Frisch is making plans to dedicate its 11th restaurant in our coverage area."

WJXT Jacksonville, Fla. "An admittedly rough beer market from the standpoint of a new entry." Station promotion dir. Tom Mahaffey so described the Jacksonville marketing situation facing Busch Bavarian Beer, a premium-priced brand. In Sept. 1958, Busch purchased a heavy spot TV schedule on WJXT, with only a light schedule in other media. Result: "By Feb. 1959, Busch was the No. 3 beer in this area and sustained TV advertising has kept it in this position ever since."

WPTA Fort Wayne, Indiana. This midwestern outlet reported that Hobby House Restaurants have been WPTA sponsors for the past 2 years, using no other advertising. By all indications, what keeps things this way is results. Hobby House advertised recently a special "Kentucky Fried Chicken Sale" on *Club 21*, a Sat.-night teen-age dance show with considerable adult appeal as well. All the Hobby House restaurants were sold out the first day of the sale, with people waiting in lines for over an hour, stated WPTA. The restaurant chain's TV-stimulated success has enabled it to expand recently from 3 to 5 restaurants.

Parting shot at James M. Landis, President Kennedy's regulatory agency advisor, has been fired by lame-duck Republican FTC Comr. Edward K. Mills, who is being replaced by Democrat Philip Elman (Vol. 17:7 p3). He said that Landis made "arbitrary & unreasonable" agency-reform proposals in his report to Kennedy (Vol. 17:1 p1), that in other FTC recommendations Landis seemed more interested in "an improved organizational chart" than in improved administration. As for FTC's operations under outgoing FTC Chmn. Earl W. Kintner, Mills said the agency had acquired "momentum." But he suggested more attention should have been paid to long-range FTC planning and to "major business evils" than to piling up a "statistical box score" of cases started. For one thing, Mills recommended that more authority be delegated to individual FTC members in the future.

"Interim guide-lines" for toy advertisers were issued last week by NAB's N.Y. Code office, pending a review by the Code Review Board of a recent hassle over alleged abuses of viewer confidence in last Christmas-season's toy commercials (Vol. 17:2 p8). Commercials should "avoid demonstrations or dramatizations that show a toy in use in a manner that is not authentic . . . dramatizations from real life (or) suggesting attributes not inherent—unfair glamorization . . . dazzling visual effects . . . sounds of the real object." Recommended: "The toy in the framework of a play environment, performing in a way actually representing the toy." Another Code office caution: Avoid the use of the word "only" in front of the toy's price.

U.S. cosmetics industry has been warned by FTC in letters to 40 manufacturers to eliminate advertising-&-promotion representations that domestically-made products have foreign origins. Citing widespread complaints from consumers that "words, names and phrases" used on labels mislead buyers to believe the products are imported, FTC gave the manufacturers until March 20 to decide whether they will comply voluntarily with truth-in-cosmetics rules. Otherwise, said FTC, "mandatory procedures may be used."

All media have shown a gain, although slight, in co-op advertising over the past 3 years, reports ANA. Newspapers showed the largest gain among ANA members using co-op advertising. Of 203 advertisers in the study, 102 reported use of newspaper co-op advertising. TV had 45; radio had 56. Of total respondents, only 76 reported no use of co-op.

**People:** Robert H. Schmidt named PR vp, Grant Advertising . . . William D. Kistler appointed a vp, Assn. of National Advertisers. He will be in charge of the media committee . . . Jack L. Warner, Warner Bros. Pictures pres., will serve on the industries advisory committee of the Advertising Council . . . Maitland Jones named vp & associate creative dir., Donahue & Coe.

Comparison pictures used in TV commercials to illustrate Wesson Oil's claimed advantages over "solid shortening" aren't in conflict with the product-disparagement clause of NAB's TV Code as now written—but the language may be clarified to cover such representations. That, in essence, is the answer of the Code office in Washington to complaints by big TV advertiser Procter & Gamble and its agency Compton that the Wesson commercials display a can, labeled "solid shortening," which is otherwise an easily-recognizable P&G Crisco can. The Code clause (XII-C) cited by the complaints says "copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions." It was the first time the Code office had been called on to make a ruling on acceptability of commercials which don't identify a competing product directly in downgrading it. In the Wesson-P&G case, Compton had called on stations carrying the Wesson commercials to cancel them—and questions from the stations poured into the Code office. All code subscribers were notified in a letter signed by N.Y. office dir. Stockton Helffrich that the Code Review Board would take a fresh look at the subject.

TV Code progress is being made in the area of "false & misleading" advertising copy, said N.Y. TV Code office dir. Stockton Helffrich in a discussion of taste in TV commercials at an RTES meeting in N.Y. He asserted that lurid descriptions of competitors' deficiencies and "copy-writers' pitches which resemble a Cook's tour through the alimentary canal" prove that "a TV Code is needed." Noting a Better Business Bureau challenge, Helffrich added: "Advertisers must be willing to forego performance claims until they can prove them; agencies must demand proof without fear of offending clients; and media must pass up revenue rather than accept unsupported claims of a questionable nature."

Recent NAB Code target, Holland House, is "very pleased" with the results of its cocktail mix campaign on non-Code-subscriber WNTA-TV N.Y. and is ready to expand "on a national level." So said David Sheinker, its pres. & ad mgr. last week, adding that non-Code stations in Boston & the South are under consideration. Said he: "The Code is operating under a double standard—it permits club soda and quinine water ads. We feel our product is in the same category." NAB ruled last fall that the Holland House commercial "did not follow the spirit & intent of the Code since the actual mixing of a whiskey sour" was shown (Vol. 16:39, 40, 41).

A Lemmy is a "so-so show—not quite a lemon, not quite an Emmy," explains a recent *Television Age* in producing a whole new clutch of Madison Ave. clichés. "A tall tower but no signal" refers to a man who is impressive at meetings until he opens his mouth. "A Key West snow tire" is an impractical suggestion. "Don't pan while I dolly" is a request to quit changing the subject. And if the meeting is not producing the needed idea, one now says: "Rattle the knob again; there must be somebody home."

Northwest Schools Inc., Portland, Ore. firm which has branches in 9 other cities, has been ordered by FTC to stop misrepresenting employment prospects of students enrolled in correspondence & resident courses which included "Television Broadcasting." In its opinion FTC modified & adopted an initial decision by examiner L. H. Laughlin.

New reps: WLEX-TV Lexington, Ky. to Raymer March 1 from Bolling • WTVP Decatur, Ill. to Blair Television Associates Jan. 1 from Gill-Perna.

## Technology

**Space Race Accelerates:** Long-range plans for space communications were filed with FCC last week by 17 parties, and they included a determined effort by several organizations to use the new technology to cut a slice of AT&T's pie.

Notable among comments were those of RCA, General Telephone & Electronics and Lockheed—which propose a joint effort in the field. Lockheed included a Justice Dept. letter, from acting asst. antitrust chief W. Wallace Kirkpatrick, which gave the 3 a certain amount of antitrust immunity for their project. They propose the synchronous type of satellite—3 of them 22,300 miles out—as contrasted to AT&T's recommended series of 20-30 low-flying units. Drawback to the far-out type, AT&T says, is that time delays (about one second) make 2-way conversations unsatisfactory.

FCC & NASA, meanwhile, announced the signing of a "memorandum of understanding" which stated that civil space communications would be a private-enterprise operation under govt. supervision & encouragement.

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New-model RCA TV tape recorder (TRT-1B) has "improved picture quality, greater reliability, versatility & all-around performance," according to RCA Best. & TV Equipment Div. vp-gen. mgr. C. H. Colledge. Among the features of the new recorder, which retains the basic design concept of its predecessor: (1) Conversion to color has been simplified, now requires only a half rack of additional equipment; color-rack price has been cut by more than one-third. (2) Transistor signal processing amplifier, with key function controls grouped on a single accessible control panel. (3) Increased limiting (more than 55 db) of the demodulator, minimizing "drop-outs" & extending usable life of tape. (4) Separate guide position controls for record & playback, reducing possibility of error. (5) Variable de-emphasis network for quality playback of non-standard tapes. (6) Transistor power supplies for lower power consumption & greater reliability. RCA said it has manufactured more than 200 TV tape recorders in 2 years.

Broadcast engineering problems ranging from automation & tall-tower rules to TV frequency-deviation monitoring & space communications were explored March 1 by NAB's Engineering Advisory Committee at a Washington meeting. No policy recommendations were reported adopted by the Committee, which is headed by A. James Ebel of KOLN-TV Lincoln. But it did vote a resolution expressing regret over the resignation of NAB engineering mgr. A. Prose Walker, who joins Collins Radio May 16.

New series of TV monitors was announced recently by GE. Available with 14-, 17- or 21-in. tubes, they're designed for maximum accessibility. All normal servicing & adjustments may be accomplished without major disassembly. The resolution (800-line minimum horizontal) is claimed to exceed that of all standard camera chains. The size, focus & linearity controls may be operated individually, with no interaction.

Inexpensive sound-newsfilm operation has been developed by KPHO-TV Phoenix, using the Fairchild 8mm home-movie magnetic sound camera, which retails at \$239.50 (Vol. 16:5 p21). As adapted by station engineer George McClanathan, KPHO-TV uses the Fairchild camera & companion sound projector (listing at \$240.50) and Fairchild's rapid film processor.

## Programming

Threats of TV censorship are implicit in the Supreme Court's decision upholding the authority of Chicago's city officials to pre-judge theatrical movies, NAB said in urging that the case be heard again. Joining with other media in supporting a petition by the Times Film Corp. for re-examination of the 5-4 ruling (Vol. 17:9 p12), NAB argued in a brief that "what disrupts the basic freedoms guaranteed by the First Amendment with respect to one medium, affects all others." The brief said the Supreme Court majority in the Times Film-"Don Juan" case may have assumed that normal processes in criminal courts give protection against censorship to other media. "We submit that this is not a sound assumption," NAB argued. "But even if true, what is vital to freedom of expression and distinguishes a free society from a police state is that there be no prior censorship of any media." Among groups united for the Supreme Court move were the American Society of Newspaper Editors, American Society of Magazine Photographers and Society of Magazine Writers. Thanking all of them for their help, Times Film Corp. Pres. Jean Goldwurm suggested from Europe that an all-media Permanent Council Against Censorship be organized.

TV is rated higher in 1961 than it was in 1959, according to the latest Schwerin Research Corporation sampling of 920 viewers. This year 66% rated TV excellent or good as against 60% two years ago. However, the 66% included a pickup in "good" (29% to 40%) and a drop (from 31% to 26%) in "excellent" ratings. (For the same years, the same audience rated magazines as doing an excellent or good job as follows: 68% in 1961 vs. 59% in 1959.) Asked for their main criticisms of TV, 9% (in both sexes) gave general approval, but among the men, 60% complained of programs and 31% of commercials. Women had a higher ratio of commercial complaints: 42% vs. their 49% disapproval of programs. Program complaints were largely about Westerns, sex, violence and lack of culture. Commercial complaints were mainly about their being too numerous; less than one in 200 viewers accused commercials of being deceptive or mendacious.

Add public service: An amnesia victim, puzzling Pittsburgh police for 24 hours, was identified by 2 people immediately after being interviewed on a KDKA-TV Pittsburgh noon news show.

### FACTBOOK NO. 32 CLOSES MARCH 10

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 10.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Television Digest

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**Personals:** Sig Mickelson, ex-pres. of CBS News, joins bestg. div. of Time Inc. with "broad responsibilities for Time Inc. plans in the fields of international broadcasting" . . . Seymour L. (Stretch) Adler ex-Official Films and Guild Films, promoted from national sales dir., Paramount Television Productions, to vp & gen. mgr., Paramount-owned KTLA Los Angeles.

Samuel G. Henderson Jr., gen. mgr., WGAN-TV Portland, Me., and vp of Guy Gannett Bestg. Services, will resign Oct. 1 to begin study to become an Episcopal priest . . . Edgar J. Scherick, ex-Sports Programs Inc. (his own production firm), named ABC-TV network sales vp . . . Keith T. McKenney promoted from local sales mgr. to gen. sales mgr., WJBK-TV Detroit.

Peter Robinson named associate dir. of program development, CBS-TV, Hollywood, succeeding Bruce Lansbury, recently named to new post of daytime programs dir., CBS-TV, Hollywood . . . Abe Mandell appointed to new post of ITC administration vp. He continues as international sales vp . . . Don B. Curran named to new post of publicity & promotion dir., ABC Radio's o&o stations, effective April 11 . . . H. D. Neuwirth named vp & radio sales dir., Metropolitan Bestg. Corp.

Paul B. Evans, ex-Metropolitan Bestg. Corp., Storer and NBC, named gen. mgr., WHCT Hartford, which will test Zenith's Phonevision pay-TV system . . . Robert M. McGredy, ex-WBC and WCAU-TV Philadelphia, named gen. sales mgr., TvAR, succeeding Jack Mohler, resigned . . . Michael Joseph named ABC Radio program consultant to o&o stations . . . N. Gary Eckard, ex-ARB, named vp, Charles Harriman Smith & Associates.

President Kennedy & former Vice President Richard M. Nixon will get RTES's Gold Medal Awards for "outstanding achievement in broadcasting" this week (March 9). The awards will be accepted *in absentia*. The President's medal will be picked up by his communications advisor, J. Leonard Reinsch, exec. dir., WSB-TV & WSB Atlanta. Herbert G. Klein, *San Diego Union* editor and press secy. for the former Vice President, will pick up for Mr. Nixon. RTES's Gold Medal Awards were established last year, the first going to Brig. Gen. David Sarnoff, RCA chairman.

David Brinkley, asked whether he's getting into station ownership, comments: "I'm working on it."

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**WHAT'S NEW IN PICTURE TUBES & TV SETS:** Stability, maturity, quality seem to be the best words to describe the TV industry and its product for 1961-'62. The days of the breathtaking scientific breakthroughs have passed—at least temporarily—with the '50s. Today's advances are centering around increased reliability, simpler servicing, better styling, higher quality.

If there's such a thing as a "minor breakthrough," here are some upcoming & current ones in picture-tube & set technology & merchandising: (1) A new no-glare laminated picture-tube cap from Corning. (2) A potential 2nd source of supply for color tubes before year's end. (3) Revival of 17-in. sets this spring. (4) Eventual price increase in 19-in. sets due to hikes in tube & other part & material prices. (5) Some chance for full-scale production of Pittsburgh laminated picture-tube shields by early 1962. (6) Availability of super-low-power picture tubes for battery portables, if anyone wants them.

Next "major breakthroughs" in consumer-electronics technology probably will be in non-TV fields—such as refrigeration (see story on p. 18). Widely heralded picture-on-wall electroluminescent TV screen is only tentatively chalked in for middle or late 1970s. A simplified low-cost color-TV system is not in sight.

These observations are based in part on a visit last week to Sylvania's vast picture-tube operation in Seneca Falls, N.Y. (the biggest of its 3 CR-tube facilities) and to its Home Electronics hq in nearby Batavia. Among new & upcoming highlights:

**'Velvetone' No-Glare Glass:** Sylvania, and presumably other tube makers, will soon be sampling to set makers a new Corning anti-reflective laminated cap for 19- & 23-in. picture tubes. "Velvetone" cap was designed to meet objections to present anti-reflective shield—which it replaces. We saw demonstration and, from our viewpoint, the new shield represents good compromise—diffusing reflections without appreciably affecting picture resolution. It will be priced the same as old anti-reflective cap, which failed to gain industry acceptance, having been used only on Sylvania receivers and on some high-end Zenith models. It will be available in time for summer new-line showings.

**Picture-tube Implosion Shields:** We saw lab samples of tubes with newly improved Pittsburgh laminated plate-glass shield and with du Pont Mylar plastic shield. Briefly, this is how they are seen at this moment by Sylvania Electronic Tubes gen. mgr. Gordon Fullerton and asst. chief engineer Max Krawitz: Mylar still has "long way to go—another year of development & research at the very minimum." On the plus side, it holds promise of cheaper, lighter 19-in. tubes. Negative aspect is its susceptibility to scuffing, they said, plus a tendency to bumps & bubbles in preliminary samples—indicating need for "much more intensive work on equipment & material."

Pittsburgh glass shield is more advanced and "could be a product in 6-to-9 months." Sylvania claims to have made more Pittsburgh-type laminated tubes than anyone in the business, is now evaluating Pittsburgh's new process. Preliminary estimates indicate that new manufacturing techniques, along with reduction in glass price, could make Pittsburgh shield "a good competitor" to the Corning bonded tube, Fullerton said—although he said it was too early to determine whether there would be a price differential. Although Sylvania has been identified with the Corning process because it was first to go into production of bonded-shield tubes, Fullerton emphasized that his company is interested in every new approach and will supply whatever its customers want.

**Color TV:** Zenith's announcement last week that it's going into color business next fall (Vol. 17:9 p2) makes color the industry's hottest current topic. All major non-color TV makers were re-examining whole question of color last week. At both Sylvania tube & Home Electronics plants we saw evidence of renewed color activity. Fullerton and tube product sales mgr. Ralph R. Shields told us that Sylvania may be back in

the color picture-tube business by end of year—thus providing 2nd source of supply for 21-in. round shadow-mask tubes.

Sylvania Home Electronics Div. is in throes of deciding whether to return to color-set production—a decision which probably will be forthcoming within 30 days, according to vp-gen. mgr. Robert E. Kenoyer, who says his company fortunately is in position to be producing sets by fall if it decides to rejoin the field. Decision will be made, according to Home Electronics Corp. Pres. Peter J. Grant, on basis of demand from dealers & public. Will Zenith's move help increase demand or "take the pressure off" such manufacturers as Sylvania whose dealers want color? Too early to say, they replied—but they indicated a tendency to feel that their dealers still should have Sylvania color to sell.

As to major simplifications of color-set circuitry or bold new color-tube innovations—nobody in Sylvania tubes or Home Electronics saw anything on horizon.

**17-in. Revival:** Several set makers, Sylvania included, have gone back into the 17-in. set business, or are planning to do so this spring. Reviving its Duolette portable, Sylvania finds demand brisk, according to Grant. Reported last week was RCA's promotional "Bonanza" 17-in. at \$149.95 (Vol. 17:9 p18). Admiral is said to be planning springtime exhumation of 17-in., and Philco, which never dropped its popular "Slender Seventeen," reports sales good, does not intend to drop it before new-line showings this summer.

**Transistor TV:** If anyone wants a picture tube with heater-power requirements so low it can be operated from a flashlight battery, Sylvania presumably will be ready. It's already making for portable military display devices a heater & cathode combination so small it's almost microscopic—which could be adapted to standard-size picture tube. Power requirements for the heater have been reduced from more than 3 watts for standard picture tube to .2 watt for the miniature assembly. We reported original development of this technique last June (Vol. 16:26).

**Business Conditions:** Record foreign orders for bonded-shield tubes are taking up much of the slack of lower domestic picture-tube orders, according to Fullerton. From vantage point of picture-tube business, he observed that production & sales in year's 2nd half will have to be extremely heavy if industry is to sell 5.7-5.8 million sets this year. At Sylvania Home Electronics, Grant reported business pickup in February over January in both TV & radio.

Note: As predicted here several months ago, bulbs for 19-in. picture tubes went up 50¢ March 1. Exactly what this will do to picture-tube & set pricing isn't certain yet, but best guess is that tubes will rise about \$1 and there will be no general increase in 19-in. set prices before new models come out.

**NEW FRONTIERS FOR CONSUMER ELECTRONICS:** Three significant developments last week emphatically underscore our belief that TV, radio & the phonograph as we know them today are only the beginning of a vastly larger, more inclusive, consumer-electronics industry:

(1) The first commercially-available electronic refrigerators will be installed next May in each of the 500 rooms of a new Sheraton hotel in Chicago. Made by Norge div. of Borg-Warner, each refrigerator-freezer will be designed only to make ice cubes (18) in its half-cubic-ft. interior. Each unit is priced at \$200—comparable to the price of a much larger conventional refrigerator. But the new units, with no moving parts, require almost no repair or maintenance.

(2) Also using thermoelectric principles, Westinghouse & U.S. Navy have announced development of an experimental air-conditioned garment for military use, which can maintain temperature of about 80° when external temperatures vary from 40° below to 135° above zero. Although the bulky, battery-powered suit obviously isn't a civilian item, it points the way to all sorts of consumer cooling & heating applications—possibly even a true air-conditioned suit for regular outdoor wear in the far future.

(3) Dramatic demonstration of molecular electronics at Wright Air Development Div., U.S. Air Force, gave a glimpse of the radio of the future. Also developed by Westinghouse, the molecular broadcast-band radio receiver—with neither tubes, transistors nor traditional electronic circuits—was composed of 6 silicon wafers about the size of a dime but only one-fourth as thick. Replacing 50 components & 150 soldered connections, the tuned-RF set was termed "the most complex electronic system yet achieved by these principles." Each of the 6 wafers performs a complete circuit function (such as amplification, detection, etc.). The set has



enough power to operate a 2-in. speaker. It was developed to show basic principles which eventually will be built into a molecular-electronics military receiver.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 24 (8th week of 1961):

	Feb. 18-24	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	103,571	116,463	113,066	810,680	1,029,947
Total radio .....	282,031	277,136	321,852	2,202,696	2,798,156
auto radio .....	63,520	65,671	126,939	696,852	1,229,333

**GE Distribution Overhaul?** GE's complex distribution system for its recently broadening line of consumer electronic products is scheduled for a thorough study—which presumably will be followed by a continuing review. Radio & TV Div. gen. mgr. Hershner Cross has organized a distribution planning operation, which “will initiate a detailed analysis of the current distribution structure used by the division's product departments.” Added Cross: “It will enable the division to maintain a distribution system in line with its future growth & planned expansion of its product line.”

Supervising the new operation will be Herbert Riegelman, who leaves the post of TV-receiver dept. gen. mgr. A member of the TV-receiver dept. since 1953, when he joined it as marketing mgr., Riegelman is a former Montgomery Ward vp. He'll be stationed at Radio & TV Div. hq in DeWitt, N.Y. Until the appointment of a successor, Cross will take over the duties of TV-receiver dept. gen. mgr. plus his own post as head of the Radio & TV Div.

The distribution study operation apparently was made more urgent by the recent introduction of 2 new consumer electronic product lines—home intercoms and educational electronics kits—and may herald further new products.

At present, GE's consumer-electronics lines are handled through at least 5 different distribution approaches. TV sets are distributed through GE Sales & Distribution Dept. (formerly GE Appliances), Louisville, and several independent distributors. Radios are distributed by GE Supply Co. (Gesco), phonos through Gesco and the Sales & Distribution Dept. Home intercom distribution varies by area, choice of distribution method being left up to district managers. GE's new educational electronics kits are being merchandised direct to dealers through manufacturers' reps.

Jerrold Electronics is completing acquisition of Harman-Kardon Inc. (hi-fi components). H-K stockholders will receive one share of Jerrold stock for each 1.8 shares of H-K common. Jerrold will issue a maximum of 300,600 shares, of which 42,414 will be reserved for potential conversion of \$538,000 of outstanding H-K convertible debentures. When all H-K stock is converted, Jerrold will have 2,020,000 shares outstanding • **Other merger news:** Oak Mfg. Co. (components) acquired McCoy Electronics Co. (quartz crystals, filters), Mt. Holly Springs, Pa., for an undisclosed cash sum. McCoy's sales last year totaled more than \$1 million • **Giannini Controls Corp.**'s purchase of Conrac Inc. was approved by Conrac shareholders • **Litton Industries** announced acquisition of Hopkins Engineering Co. (micro-miniature capacitors, interference filters) for stock • **Space-Tone Electronics Corp.**, Washington, D.C., hi-fi equipment firm, has bought Product & Industrial Engineering Co., Arlington, Va. The latter firm will produce amplifiers, speakers & tuners for Space-Tone.

**GE In Ferment:** GE is still reverberating from that anti-trust explosion in Philadelphia 3 weeks ago (Vol. 17:7 p18). Pres. Robert Paxton last week cited his poor health and retired from both the presidency & board. Simultaneously, on Feb. 27, Chmn. Ralph J. Cordiner resigned the chairmanship of the Secretary of Commerce's Business Advisory Council. In the aftermath of the anti-trust indictment of GE, he had been under fire to vacate the Council chair. He gave up the post (but not his Council seat) with the explanation that Paxton's retirement requires that “my time must be devoted solely to the affairs of my company.” He will assume Paxton's duties until GE's board names a new president, possibly March 24.

In another reverberation, GE reported last week that it will put to stockholder vote at the annual meeting April 26 various IUE proposals for more severe punishment of the GE executives involved in the anti-trust violations. The union wants GE to fire the violators, sue them for damages and obtain return of any incentive compensation they received. IUE also proposes a committee to determine whether GE's top officers & directors “reasonably” should have known of any illegal conspiracy.

Addressing the U. of Chicago's 9th annual Management Conference March 1, Cordiner said the “sorry experience” of the anti-trust suits had “brought embarrassment upon everyone associated with the industry.” He announced that GE was setting up a reform program to prevent anti-trust violations in the future, noted that “the errors of a few can do great damage, and it will take patient effort to restore what has been lost.”

Ling-Temco Electronics made more court news last week (Vol. 17:9 p16) when stockholder R. C. Slagle Sr. filed suit in the state district court in Dallas to force Pres. James J. Ling & 13 other company directors to return to the firm 235,000 shares of Ling-Temco stock or their market equivalent of more than \$7 million. He charged that they acquired the shares through “fraudulent & unlawful” maneuvers in 1956 involving predecessor companies Ling Electric and Ling Electronics. Slagle's action, on behalf of all Ling-Temco stockholders, alleges that the 14 directors made loans to Ling Electric for relending to Ling Electronics as “merely a device & excuse for the subsequent transfer of 235,000 shares of Ling Electronics to the defendants” at a price of “\$1 a share or less.” Ling replied: “I emphatically deny the allegations. I regard the suit as a slanderous & vicious affront to me & to others named.”

Parliament T. V. Tube Sales Inc., Chicago, has denied FTC charges in a Nov. 1960 complaint that it sold rebuilt picture tubes as new, misrepresented age & size of its business. Parliament asked dismissal of the complaint.

New long-life battery for transistor radios has been introduced by Eveready (Union Carbide) at a list price of 75¢. No. 333 “Mini-Max” is claimed to replace the mercury E-133 at half the cost.

**Japanese Pot Still Boils:** Japan continued to make import news along a broad front last week. President Kennedy was reported as strongly opposed to a threatened boycott of Japanese fabrics by U.S. clothing workers (Vol. 17:2 p16). A major American radio manufacturer, generally regarded as in the no-import camp, revealed that it was now importing Japanese components for use in a forthcoming radio. Another U.S. manufacturer, which had been importing Japan-made radios, announced a completely Yankee-made model. Here are last week's Japan-made news items:

RCA confirmed to us that it is currently importing Japanese components—specifically capacitors. A spokesman explained: "American industry, including RCA, sells millions of dollars worth of American products & services in foreign markets. Conversely, it's RCA's practice to consider the purchase of materials & components from any company within the free world if the products meet our high quality standards & specifications. In line with this practice, we are now purchasing certain components from Japanese suppliers for use in one model of our forthcoming transistor radio line. These components represent a very small part of the radio."

Columbia Phonographs, which had been importing made-in-Japan radios, last week introduced an American-made 9-transistor set in which every component is as Yankee as apple pie. The Columbia 709 lists for \$39.95, including matching leather case & shoulder strap.

Japan Trade Union Congress, through its Pres. Minoru Takita, expressed to President Kennedy its concern over the threatened boycott of Japanese fabrics scheduled for May 1 by the Amalgamated Clothing Workers of America (Vol. 17:9 p17). After their 30-min. meeting, Takita reported that "the President agreed that a boycott move by U.S. industry would not be in the best interests of our trade relations."

**Japan's 1960 exports to the U.S.:** 3-or-more-transistor radios, 4,149,164 valued at \$55,042,783 (vs. 3,990,361 at \$57,829,176 in 1959); tube radios, 880,790 at \$6,277,500 (456,580 at \$2,552,300); TV sets, 10,347 at \$502,980 (3 at \$200); radio-phonos, 38,576 at \$1,251,989 (21,045 at \$546,596); recorders & reproducing equipment, 207,642 at \$6,414,486 (41,313 at \$1,676,584).

Japan is replacing the U.S. as the world's biggest exporter of transistors, Tokyo-based *Nikkan Kogyo Industrial Journal* reported last week. The paper said exports had grown in the last year from less than one million transistors monthly to more than 2 million.

AFL-CIO executive council approved without a dissenting vote last week a declaration which said in part: "Labor has supported a liberal trade policy, but we insist that gradual reduction of trade barriers must not entail a callous disregard for U.S. workers displaced by imports."

\$20-million order for a steam-electric power plant was placed with Westinghouse last week by Osaka-based Kansai Electric Power Co.

Sylvania's 1960 picture-tube exports to Europe doubled those of 1958, largely because of the bonded-shield design. So said Sylvania senior vp George C. Connor in a recent address in Chicago. In the case of the bonded-shield tube, he said, Sylvania had a product which was not being produced in Europe and it successfully exploited this advantage. In the field of foreign marketing, he said, "ingenuity of product design is one weapon we're going to have to count on increasingly in the years ahead to lick the problem of foreign competition."

**RCA's 'Dark Heater':** RCA last week took the wraps off a major tube development which already has been incorporated in more than a quarter-million receiving types. The development is a "dark heater," of undisclosed chemical substance, which, RCA says, "functions efficiently at operating temperatures 20% lower than those necessary with conventional white heaters."

Although exact figures regarding the beneficial effect of the heat reduction on tube life were unavailable, vp Douglas Y. Smith, electron-tube div. gen. mgr., hailed the new heater as a milestone in tube technology, the "key to greatly extended tube life & improved performance for all types of entertainment, industrial and military receiving tubes."

The new heater is now being incorporated in RCA receiving tubes for TVs, radios and phonos—with no change in price. Application to industrial & military receiving tubes will follow.

An RCA source told us that the company also is investigating the possible use of the dark heater material in other tube types, including TV picture tubes. He also gave us some indication of dark heater tubes' longer-life potential: "RCA's conventional receiving tubes already have life expectancies measured in years," he said. "It will require continuing our current tests over extended periods of time to determine the exact improvement. However, tests to date indicate that the reduction of heater operating temperature permits a 50% increase in the ultimate tensile strength of the wire, a reduction of as much as 25% in internal stresses which will result in a significant increase in heater life."

We understand that the new heater's "patent aspects have been covered" by RCA, but the company's plans to sell the dark-heater process or materials to other tube manufacturers were not immediately available.

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Nuvisor uhf tuner has been developed by F. W. Sickles div. of General Instrument Corp., and will be offered to the TV-receiver industry. Sickles, which claims to be the largest maker of uhf tuners, says the new tuner will minimize drift, thereby reducing the amount of retuning required when the set has warmed up. The tube's life is said to be 300% longer than that of a conventional tube. The uhf nuvisor, developed jointly by RCA & Sickles as a modification of an RCA vhf nuvisor, is claimed to be "equal to or better than conventional glass & metal tubes" in all performance characteristics. It will reduce the top-to-bottom measurement of Sickles' uhf tuner by one inch.

Guide to electronic teaching devices, for school administrators & language teachers, will be published within 4 months by EIA under contract to U.S. Office of Education. Titled *A Technical Guide for the Purchase & Use of Language Facilities & Equipment*, the booklet will be written by Howard W. Sams & Co.

GE's 1¢ TV-base sale, which "cleaned out retailers' showrooms last year," is being repeated this week, accompanied by national & local advertising. The sale features a swivel TV stand or mobile TV cart for 1¢ with the purchase of any 19-in. Designer TV set.

Motorola consumer products will be manufactured in Canada by Seabreeze Mfg. Ltd. and marketed by J. O'Brien Industries Ltd., both located in Toronto. The full Motorola line—including TV, stereo and table, clock, portable & AM-FM radios—will be sold exclusively through independent regional distributors.

**Trade Personals:** Joseph B. Elliott, ex-Tele-Dynamics pres. and formerly RCA exec. vp, named chmn. of Borg-Warner electronics subsidiary, Omnitronics (511 N. Broad St., Philadelphia). Herman Epstein, ex-Tele-Dynamics vp, appointed pres.

John H. Adams, ex-gen. sales mgr. of Kleinschmidt Div., Smith-Corona Marchant Inc., appointed vp-gen. mgr. of Zenith subsidiary Central Electronics Inc. . . . Thomas M. Snow Jr. promoted to gen. sales mgr., Rauland Corp. . . . John L. Franke, ex-RCA Victor, appointed engineering dir., Warwick radio products div., succeeding John T. Ralph . . . Robert E. Brockway named mgr., Sylvania Electro-Specialties, marketing organization for Sylvania closed-circuit TV systems.

Robert L. Parrish named mgr., Lee Hermanson chief engineer, James C. Balderston mgr. of commercial engineering, William Dudley production mgr. of new Sprague Transistor Div., consolidating all transistor manufacturing, engineering & marketing activities of Sprague Electric . . . Will I. Bull appointed operations dir., Warren H. Davis mktg. dir., Dr. Paul N. Russell technical dir., Hoffman Electronics semiconductor div. . . . Louis H. Neimann named mgr., govt. & industrial marketing, CBS Electronics.

Robert G. Frick heads new educational technology & products project within GE Defense Electronics Div.; Robert W. Beckwith is engineering mgr. . . . Dermot A. Dollar named to new post of mgr., sales administration, commercial systems dept., RCA Electronic Data Processing Div., as reported here last Dec. (Vol. 16:49 p21) . . . Herbert W. Morse, ex-vp-treas., Radiation at Stanford Inc., joins Electronics Capital Corp. as chief financial officer . . . Ben Snyder, pres. of Snyder Mfg. Co., elected "Host & Greeter" of auto accessory industry's Quarter Century Club.

John C. Forrest promoted from chief engineer for radar & special products, GPL, to engineering div. dir. Dr. Frank N. Gillette promoted from industrial products chief engineer to associate dir., engineering div. Louis L. Pourciau promoted from head of electronics dept., industrial products, engineering div. to new post of head of the industrial products dept.

H. Kenneth Brown heads new nation-wide electronic service div. of Federal Electric Corp. William F. Dority named sales mgr., N. V. Calzolari operations mgr.

RCA has awarded \$4,000 fellowships to each of 12 graduate students for advanced studies in engineering, physics, dramatic arts, journalism, and science teaching. The new grants make a total of 140 fellowships awarded since 1947 • Westinghouse has honored 399 high school seniors as the nation's "most promising young scientists," in conjunction with its 20th annual Science Talent Search. Forty finalists were chosen for an all-expense trip to Washington in March to compete for Westinghouse scholarships & awards totaling \$34,250.

Export control violations are charged against Max Rose & his Vienna firm M. Rose Handels Gesellschaft m. b. H. in a Commerce Dept. order alleging that Rose transhipped 17 electronic tubes from Austria to Hungary. Rose has been denied all U.S. export privileges, but may apply for probationary restoration of them in January 1962.

Radio refractive data researched by Bureau of Standards' Boulder, Colo. labs has been compiled in *Climatic Charts & Data on the Radio Refractive Index for the U.S. & the World*. Copies at \$2 are available from the U.S. Govt. Printing Office, Washington 25, D.C.

Electronic "reading" instrument for the blind, developed in Britain, uses photo-electric cells to convert printed words into a sound "alphabet" of musical notes. The notes are transmitted to a telephone-type receiver as the instrument, called Optophone, traverses a line of print. The device, reports the British Information Services, "has made it possible for blind people to 'read' ordinary printed books & newspapers, and even typewritten material." The BIS says a blind person is able to use the Optophone with "reasonable facility" after only a few lessons, and "a practised Optophone reader may recognize words as readily as a telegraph operator interprets a succession of sounds in the Morse code."

American Standard Television Tube Corp. & its sales agent A. S. T. Sales Corp., both of Jamaica, N.Y., have signed an FTC consent order forbidding them to misrepresent rebuilt tubes as new. The agreement settled an FTC complaint filed against the firms last August.

Emerson marketing subsidiary Du Mont Emerson Corp. has named N.Y.-based Robert Whitehill ad agency for Emerson TVs, radios, phonos and other consumer products. The Whitehill agency has been servicing the Granco div. for some time.

Sylvania's 1962 line will have its premier May 23-25 at a distributor convention at Miami Beach's Eden Roc.

## Finance

Westinghouse's final 1960 figures (see Vol. 17:5 p20 for preliminary report): Earnings of \$79,057,562 (vs. 1959's \$85,947,359) on sales totaling \$1,955,731,183 (\$1,910,730,252). The pamphlet report issued last week also disclosed the sales breakdown (1959 performance in parentheses): Consumer products, 25% (28%); apparatus & general products, 55% (54%); atomic & defense products, 20% (18%). Chmn. Mark W. Cresap forecast slightly higher sales in 1961, but noted increasing pressure on earnings, particularly in the first half. The report also noted that Westinghouse had made no provisions for any contingent liability that may arise from the recent anti-trust indictment (Vol. 17:7 p18). "It is not feasible at this time to predict what claims may be asserted," the company said, adding: "It is our conviction that our customers have at all times received fair & full values."

International Resistance orders in 1961's first 8 weeks were 20% higher than in the corresponding 1960 period. Pres. Walter Slocum noted in a letter to stockholders that incoming orders are running in excess of IRC's forecast for 1961. (For IRC's record 1960 sales & profit figures, see Vol. 17:8 p20.) Slocum said that several "large, new product programs" have been initiated, and that their "full effect will be evidenced in 1962 by a rising sales volume & by increased earnings." He reported that IRC "continues to maintain a strong financial position," and said the company's working capital totaled \$4,609,450 at 1960's end.

MPO Videotronics sales in fiscal 1961's first quarter (ended Jan. 31) rose 20% above the year-ago level and the profit gain was "larger than the 20% increase in sales," Pres. Judd L. Pollock told the annual meeting last week. It was MPO's first annual meeting as a publicly-held company. Pollock told 25 attending shareholders that 1961 should be "another year of continued growth. We have a larger backlog of industrial film contracts than we had at this time last year." He said TV commercial sales also are ahead of a year ago.

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Adler Electronics <sup>1</sup>	1960—24 wks. to Dec. 17	\$ 3,358,709	—	\$ 43,287	\$0.08	552,129
	1959—24 wks. to Dec. 12	720,795	—	(198,824)	—	552,129
Andrea Radio	1960—year to Dec. 31	7,423,316	\$ 621,201	314,761	1.26	250,700
	1959—year to Dec. 31	6,526,827	541,402	279,675	1.12	250,700
Crosby-Teletronics	1960—year to Oct. 31	1,683,010	—	35,264	.04	836,417
	1959—year to Oct. 31	463,179	—	(213,858)	—	834,704
Dominion Electrohome Ind.	1960—year to Dec. 31	15,175,000	—	332,000	.79	417,940
	1959—year to Dec. 31	15,424,000	—	381,794	.91	417,790
Federal Pacific Electric	1960—6 mo. to Dec. 31	45,861,001	—	(164,194)	—	—
	1959 <sup>2</sup>	—	—	—	—	—
Giannini Controls	1960—year to Dec. 31	15,848,007	1,292,401	599,401	1.52 <sup>3</sup>	385,803 <sup>4</sup>
	1959—year to Dec. 31	13,070,501	1,051,423	482,423	1.30 <sup>3</sup>	344,996 <sup>4</sup>
Litton Industries	1960—6 mo. to Dec. 31	108,202,000	8,559,000	4,448,000	1.03 <sup>3</sup>	4,267,171
	1959—6 mo. to Dec. 31	77,401,000	6,020,000	3,248,000	.83 <sup>3-5</sup>	3,752,848
Metropolitan Bcstg.	1960—year to Dec. 31	42,579,477	—	1,708,253	1.01	1,699,137
	1959—year to Dec. 31	16,543,422	—	1,552,463	1.00	1,549,102
Philco Story on p. 23	1961—52 wks. to Jan. 1	400,587,000	2,273,000	2,287,000 <sup>6</sup>	.47 <sup>7</sup>	4,090,207
	1960—53 wks. to Jan. 3	397,792,000	15,534,000	7,176,000	1.67 <sup>3</sup>	4,074,866
	1961—qtr. to Jan. 1 <sup>8</sup>	103,486,000	—	180,000	—	4,090,207
	1960—qtr. to Jan. 3	114,277,000	—	2,803,000	—	4,074,866
RCA Story on p. 24	1960—year to Dec. 31	1,494,896,000 <sup>7</sup>	66,917,000	35,117,000	2.10	16,537,220
	1959—year to Dec. 31	1,395,620,000	78,542,000	40,142,000	2.65	14,271,378
	1960—qtr. to Dec. 31 <sup>8</sup>	433,896,000	—	11,017,000	—	16,537,220
	1959—qtr. to Dec. 31	417,420,000	—	12,842,000	—	14,271,378
Rollins Bcstg.	1960 <sup>1</sup> —9 mo. to Jan. 31	3,141,479	—	309,400	.35	890,245 <sup>4</sup>
	1960 <sup>2</sup>	—	—	—	—	—
Standard Kollsman Ind.	1960—year to Dec. 31	95,568,805	7,760,992	3,459,992	1.66 <sup>9</sup>	2,078,566
	1959—year to Dec. 31	73,765,428	3,211,379	1,523,379	.73 <sup>9</sup>	1,983,553
Texas Instruments	1960—year to Dec. 31	—	—	15,488,209	3.91	—
	1959—year to Dec. 31	—	—	14,142,788	3.59	—
Textron Electronics	1960—year to Dec. 31	25,271,000	—	(1,022,000)	—	—
	1959 <sup>2</sup>	—	—	—	—	—

Notes: <sup>1</sup>From SEC report. <sup>2</sup>No comparison available. <sup>3</sup>After preferred dividends. <sup>4</sup>Average. <sup>5</sup>Adjusted for Oct.-1960 2½% stock dividend.

<sup>6</sup>Includes \$700,000 special tax credit. <sup>7</sup>Record. <sup>8</sup>Indicated. <sup>9</sup>Based on shares outstanding Dec. 31, 1960.

Dynatronics Inc., Orlando, Fla. electronic equipment manufacturer, proposes a public stock offering of 120,000 common shares through underwriters headed by R. S. Dickson & Co. The price wasn't listed in an SEC registration statement (File 2-17567), which also covered 60,060 shares to be offered for \$1.75 per share to holders of outstanding bearer warrants and 10,000 shares which may be purchased by the underwriter through 5-year warrants.

Bendix foresees a drop in both sales & profits in its 1961 fiscal year ending Sept. 30. Pres. Malcolm P. Ferguson told the annual meeting recently that sales will sink to about \$735 million from \$792 million in fiscal 1960 and will carry earnings below the year-ago \$26 million or \$4.88 a share. "Earnings will be related to the hoped-for pickup in business conditions and the results we obtain from strenuous efforts we are making to cut costs & raise our over-all efficiency," he said. Bendix's backlog, he noted, had climbed to \$473 million on Feb. 1 from \$452 million Sept. 30, 1960.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Acme Electric .....	Q	\$0.07	Mar. 20	Mar. 8
Bendix .....	Q	.60	Mar. 31	Mar. 10
Clevite .....	Q	.30	Mar. 28	Mar. 13
Corning Glass .....	Q	.37½	Mar. 31	Mar. 13
Decca Records .....	Q	.30	Mar. 30	Mar. 10
GE .....	Q	.50	Apr. 26	Mar. 17
Hoffman Electronics ..	—	(no action taken)		
Newark Electronics A ..	Q	.06¼	Mar. 30	Mar. 15
Radio Condenser .....	Q	.07½	Mar. 20	Mar. 8
RCA .....	Q	.25	Apr. 24	Mar. 13
Rollins Bcstg. ....	Q	.08	Apr. 25	Mar. 24
Sangamo Electric ....	Q	.18¾	Apr. 1	Mar. 11
Times-Mirror .....	Q	.10	Mar. 23	Mar. 7
Universal Pictures ...	Q	.25	Mar. 29	Mar. 15
Wells-Gardner .....	—	.30	Mar. 15	Mar. 8

Rollins Bcstg. was listed for trading on the American Stock Exchange recently. Symbol: ROL.

Reports & comments available: "The New Sprague Electric Co.," booklet study, Laidlaw & Co., 25 Broad St., N.Y. 4 • International Resistance, discussion, Cohen, Simonson & Co., 25 Broad St., N.Y. 4 • CBS, report, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • American Bosch Arma, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • "The Science Companies in 1961," review, Hemplill, Noyes & Co., 15 Broad St., N.Y. 5 • Electronics Capital Corp., report, Lieberbaum & Co., 50 Broadway, N.Y. 4 • Wometco Enterprises, prospectus, A. C. Allyn & Co., 44 Wall St., N.Y. 5.

**PHILCO PROFIT FALLS 68%:** A "disappointing & difficult year" was the way Philco Pres. James M. Skinner Jr. viewed 1960 last week in the annual report. The year had wound up with a 68% profit plunge to \$2.3 million from \$7.2 million in 1959, despite a slight 0.7% sales gain to \$400.6 million from \$397.8 million (see financial table).

He attributed the drop in earnings to an "industrywide drop in consumer-goods volume, the continued cost of computer developments, and subnormal margins on highly competitive military contracts." The view for 1961 is more hopeful: "We look forward to an improved, though not an exceptional, year," Skinner said. "And we are reasonably optimistic for the balance of the 1960s."

Despite the less-than-cheery results, 1960 "was not, however, a year without accomplishment or encouragement for the future," Skinner noted. "Philco computers are establishing excellent performance records" on important defense programs.

\* \* \*

Philco's international operations established new sales peaks in 1960, Philco International Corp. reported last week. Said *Philco World*, the company's world-wide house organ: "The total units of product sold in world-wide markets outside the U.S. & Canada under the Philco, Crosley & Bendix trademarks exceeded 1959 by more than 15%." The total outside-U.S. business of these products in 1959 had been estimated at more than \$100 million, or in excess of 600,000 TVs, radios & appliances (Vol. 17:4 p14). In a message to Philco's foreign licensees, subsidiaries & distributors, Philco International Pres. Harvey Williams wrote: "We of Philco look forward to 1961 & 1962 with confidence & enthusiasm. We do not anticipate business conditions in the U.S. which will be detrimental to other national economies abroad. We anticipate that the spending of American consumers will remain at a high level, that American imports in 1961 will tend to exceed those of 1960 as our production level rises and our need for raw materials increases. When we observe the unsaturated state of markets abroad for household appliances, radio & TV receivers, we are not surprised that independent professional marketing consultants expect overseas sales of these products to grow, from year to year, from twice to 4 times as fast as in the U.S."

■

Guild Films, now in bankruptcy with \$10-million liabilities vs. \$277,475 assets (Vol. 17:8 p19), has run into SEC trouble. The defunct TV film distributor was summoned to a Washington hearing March 10 to answer SEC charges that a May 1960 stock registration statement contained "deficiencies." Cited by SEC in the proceedings against Guild Films, which could lead to issuance of a stop-order against the registration of 11,664,891 common stock shares, were: (1) Failure to disclose the bankruptcy prospects. (2) Failure to disclose collapse of a stock-exchange deal with the Vic Tanny Gymnasium System. (3) Faulty financial statements which weren't certified.

Kings Electronics Co. Inc., Tuckahoe, N.Y. maker of radio frequency connectors & other components, plans public sale of 250,000 common stock shares at \$4 per share through Ross, Lyon & Co. Inc. An SEC registration statement (File 2-17524) also listed an offering of 45,187 shares by present holders at prevailing prices in the over-the-counter or exchange market, the stock not to be sold until 60 days after the company offering.

Thompson Ramo Wooldridge will offer 206,433 common stock shares in exchange for employe option holdings in its subsidiaries Space Technology Labs Inc. & Pacific Semiconductors Inc. An SEC registration statement (File 2-17583) said TRW will offer its shares for STL common stock on a share-for-share basis and for PSI convertible preferred stock on a 10-for-1 basis. TRW now holds all other outstanding shares of the subsidiaries. No underwriting is involved. The company has also asked SEC approval of its plans to buy Radio Condenser Co. through exchange of 103,463 TRW common stock shares for 435,815 Radio Condenser shares (Vol. 17:1 p19). The SEC registration statement (File 2-17527) said TRW's offer of .2374 of a share for each Radio Condenser share is conditioned on acceptance by not less than 90% of Radio Condenser holders.

Electronics Investment Corp. reports record net assets of \$37,653,050 at the close of fiscal 1961's 3rd quarter (ended Jan. 31). This was a 16% gain over the \$32,377,675 shown at the end of the 2nd quarter (Vol. 16:49 p22). The net asset value per share also gained sharply over the 3-month period, to \$8.17 from \$7.26. As of Jan. 3, 1961, the portfolio included \$26,016,350 in common stocks, \$43,200 preferred, \$3,702,330 bonds & notes, \$6,086,155 U.S. govt. obligations.

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American Society of Composers, Authors & Publishers' receipts for 1960 amounted to \$32,344,135—an increase of \$2,313,168 over 1959. ASCAP's 350 West Coast members were told at their semi-annual meeting in Beverly Hills last week. Of the total, \$31,983,789 was derived from licensing; \$249,590 represents interest on U.S. Treasury notes; and \$110,755 came from membership dues. Approximately 1,200 new members joined ASCAP last year. After deduction of expenses, which totaled \$6,131,455, ASCAP funneled \$26,212,689 in royalties to its members. ASCAP set \$850,716 for payments to foreign societies for performances in the U.S. Last Dec. 7, ASCAP members received \$2,618,549 collected for performances of their works in 17 foreign countries. (This is part of a reciprocity arrangement, whereby American composers are compensated when their works are done abroad.) ASCAP is currently negotiating contracts with the networks.

AB-PT profit in 1961's first quarter "will likely be a little behind" the \$3,336,000 (80¢ a share) earned in the year-earlier period, because of "a little softness in spot-TV commercial sales" currently, Pres. Leonard H. Goldenson forecast last week. The "outlook for the year is better," he said, than 1960's expected showing of a \$10.5-million profit (\$2.50) on a gross of some \$320 million. Goldenson reported that advance TV ad orders for 1961's 2nd half are running ahead of last year's advance-order volume.

**RCA PROFIT DOWN 13%:** RCA's 170,000 stockholders got the bitter with the sweet in the 1960 annual report from Chmn. David Sarnoff & Pres. John L. Burns last week. Sales were up a healthy 7% to a record \$1.5 billion (see financial table). But profits were down 13%—to \$35.1 million from 1959's \$40.1 million.

Factors in the sales & profit see-saw, apart from the economic softness: "Continuing heavy investments in electronic data-processing" and the "write-off of the \$4-million cost of centralizing our consumer-products operation in Indianapolis," Sarnoff & Burns explained, adding: "Our profits for the year would have exceeded 1959 had we not taken these 2 essential steps in the interest of efficiency & growth." They noted that "5 of our operating units had record earnings," but they didn't (and RCA's corporate offices wouldn't) identify the pacemakers. "NBC's profits for 1960 were the largest in the company's history," they said, but no figures were released.

The RCA leaders were bullish about their EDP future: "Independent surveys of the industry-wide market potential for data-processing systems indicate that the sales value of new equipment deliveries will increase from an estimated 1960 total of \$600 million to \$1.2 billion by 1965. We believe our data-processing investment will be earning profits a very few years from now."

Breakdown of RCA's record \$1,494,896,000 sales: Commercial sales, 39%, \$576,777,000. Military, 37%, \$551,662,000. Broadcasting (NBC's TV-radio operations), 22%, \$329,682,000. Communications, 2%, \$33,246,000. RCA Institutes chipped in a fractional \$3,529,000.

Westinghouse has registered 200,000 common shares with SEC (File 2-17674) for use in its stock plan for employees.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 2, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	17	18½	Magnetec Inc.	10½	12
Aerovox	9¼	10¼	Maxson Electronics	16¾	18
Allied Radio	21¼	23	Meredith Pub.	36½	38¾
Astron Corp.	1½	2½	Metropolitan Bcstg.	21½	23
Baird Atomic	25	27¼	Milgo Electronics	28½	30¾
Cetron Electric	8½	9¾	Narda Microwave	6½	6¾
Control Data Corp.	70½	74¾	Nuclear of Chicago	45½	48¾
Cook Elec.	13¼	14¾	Official Films	2¾	3-1/16
Craig Systems	16¾	18¾	Pacific Automation	6¾	7¾
Dictaphone	34½	37¼	Pacific Mercury	7½	8¾
Digitronics	24½	26¾	Philips Lamp	164¼	170
Eastern Ind.	16½	17¾	Pyramid Electric	2½	2¾
Eitel-McCullough	16¾	18¼	Radiation Inc.	25½	27¾
Elco Corp.	16¾	18¾	Howard W. Sams	46½	49¾
Electro Instruments	35	38¾	Sanders Associates	47	51¾
Electro Voice	13¼	14¾	Silicon Transistor	5¾	6¾
Electronic Associates	36	38½	Soroban Engineering	53	57¾
Erie Resistor	14¾	16	Soundscribe	13½	15
Executone	19	20¾	Speer Carbon	21½	23¾
Farrington Mfg.	19¼	21¼	Sprague Electric	63¼	66¾
Foto Video	3½	4¼	Sterling TV	2	2½
FXR	26½	29¾	Taft Bcstg.	14¼	16¼
General Devices	10¾	12	Taylor Instrument	41	44¾
G-L Electronics	9¾	10¾	Technology Inst.	8	9¼
Gross Telecasting	21½	23¾	Teichrome	13¾	15
Halicrafters	34¼	36¾	Telecomputing	7¾	8¾
Hewlett-Packard	32	34½	Time Inc.	97	102
High Voltage Eng.	192	206	Tracerlab	11¼	12¾
Infrared Industries	17¾	19¾	United Artists	6¾	7¾
Interstate Engineering	23¼	25½	United Control	20	22
Itek	56	62½	Universal Trans.	1	1½
Jerrold	8	8¾	Vitro	19¼	21
Lab for Electronics	52¼	55¾	Vocaline	2¾	3-3/16
Lel Inc.	7¼	8¼	Wells-Gardner	25½	27¼
Magna Theater	2¾	2¾	Wometco Ent.	14	15¼

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**MINOW EXPOUNDS PHILOSOPHY & PRIORITIES:** New FCC Chmn. Newton Minow has given the public some idea of his philosophy, notably during his confirmation hearing (Vol. 17:7 p2). Last week he elaborated for us in an interview—as much as possible, considering that he's been in office only a week. Here are things most important to him, in this order:

(1) TV allocations. (2) Space communications. (3) Programming. (4) ETV. (5) FCC procedures.  
 His reasons:

"Probably 95% of our problems would be solved if we could use all of the TV channels. The scarcity produces the tremendous competition for facilities, trafficking in licenses, etc. More usable channels would provide a diversified service. We've got to have more diversity.

"I endorse the FCC's belief that there should be all-channel sets. I understand that there's opposition to it in the industry. I can't understand why, for it's to the industry's own interest in the long run. They'll be able to sell new kinds of sets & more sets. I want to talk to the manufacturers soon. After all, it's our duty to encourage the expansion of broadcasting.

"Space communications are extremely vital. I talked with Rep. Harris & White House people about it yesterday. Of course, FCC has only one part of this—but I consider it very important.

"In programming, there must be more diversity. Not only public affairs & news, but music, drama, etc. I don't minimize the marvelous things they do—and they do them—but there aren't enough.

"The kind of programming I like has nothing to do with it. The worst thing we could do is try to tell the industry what is good or bad. That would be censorship—and I'm a great civil libertarian.

"The public must awaken to the power it has over TV & radio. It doesn't realize its influence. Most people have no idea how broadcasting works—who owns stations, networks, and so forth.

"How can FCC improve programming? It's strictly a matter of promise vs. performance. No one can cry 'censorship' if we ask a licensee why he didn't carry out his promises. I think renewal hearings might have a very beneficial effect. I'd like to have them in the field. We don't know the stations the way the PTAs, church groups and Leagues of Women Voters do.

"There's nothing in the law that says broadcasting must be an advertising or entertainment medium. However, I'm not going to try to undo history.

"We've got to have fully nationwide educational TV. Its potential for teaching is beyond measure. I don't believe the federal govt. should operate ETV—but it should help financially. If we make all channels useful, there will be enough for ETV.

"We've got to give faster service. Applicants shouldn't have to make financial commitments—then wait. We should delegate a lot more. We spend a lot of time on routine. My predecessor, Fred Ford, got a lot of faster procedures under way—and I'm lucky to come in at this time, after the Commission has sort of turned the corner. I'm lucky, too, incidentally, to arrive with Gov. Collins on the scene over at NAB."

In a surprise change at week's end, Minow announced that Seattle attorney Kenneth A. Cox would become chief of Broadcast Bureau instead of general counsel. He had been all set for the latter job but Minow concluded he'd be even more useful in the former. FCC approved Cox's selection unanimously, and Minow said: "We are delighted that Mr. Cox has agreed to serve in this capacity. It is in this area that the Commission must make important policy decisions in the coming years. Mr. Cox brings to the Commission a rich & varied experience in dealing with the complicated problems of the broadcasting industry." Cox will take over about April 10, succeeding Harold Cowgill.

Shift of Cox renewed hot speculation about general counselship. There's been no announcement, but Max Paglin will get the job—promoted from asst. general counsel in charge of litigation, while Daniel Ohlbaum will return from Justice Dept. to succeed Paglin. Henry Geller, who came from Justice Dept. to become Minow's asst., will be associate general counsel (position now vacant), and Jerry Cahill will move up to asst. general counsel for legislation—replacing Charles Smoot. No changes are indicated at present for other 2 asst. general counsels—Dee W. Pincock (regulatory) and Charles Escola (administrative laws & treaties)—or for Hilburt Slosberg, asst. to the general counsel.

Minow will be batching it in Washington until his children finish the school year in Chicago. He hopes to start going home weekends soon. His associates report he's working about 18 hours a day.

**A GOOD LOOK AT NEXT SEASON:** Hour-long shows will rule the program roost in network nighttime schedules this fall. Of 147 half-hour nighttime periods during the week (Mon.-Fri., 7:30-11 p.m., all networks), nearly 2 out of 3—64%—will be occupied by 60-min shows. Looking at it another way, there are almost as many 60-min. shows (45) as there are 30-min. series (53). (Network fall line-ups on p. 3).

Warner Bros. is the leading program supplier with 10 shows, followed by Screen Gems with 8 and MCA-owned Revue Productions with 6. Four Star, 20th Century-Fox and NBC are tied as production sources with 5 network shows apiece. (This lineup may shift slightly in favor of Revue and Four Star. Not all network periods have fall occupants, but the above was the ranking late last week.)

Innovations are few & far between in fall programming. The trend to 60-min. shows is marked; most of those from the current season are back, and a few veterans like "Gunsmoke" and "Wells Fargo" are expanding from 30- to 60-min. The 60-min. roster is largely an expansion of current programming (action-adventure, crime shows, Westerns, etc.) in this length with little that is really new. There are more adult-appeal cartoon shows scheduled for fall (5 as against only 2 this season). And post-1948 Hollywood-produced movies are making their first appearance in prime time (Fridays, 9-11 p.m. NBC).

Inter-network rivalries are active as ever. NBC-TV is waiting until the last minute to announce its Friday-night schedule, with which it hopes to buck ABC's strong ratings. NBC is also out to crack ABC's "The Untouchables" with the sudden-success "Sing Along with Mitch," although CBS has chosen to battle Ness & Co. with lofty public-affairs vehicles on Thursdays.



CBS-TV has picked Tuesday night as its comedy showcase, and has no less than 4 comedies in back-to-back position, followed by "Garry Moore Show." The Saturday-night strength of CBS with "Checkmate," "Have Gun, Will Travel" and "Gunsmoke" will be challenged by NBC with its 20th Century-Fox features. And CBS is still trying to select a lineup that will buck both ABC's action-adventure string and NBC's "Wagon Train" and "Perry Como" powerhouses on Wednesdays.

**FCC SEEKS COURT ACTION VS. MCA:** A two-pronged civil & criminal court action against MCA and Taft Schreiber (MCA vp & Revue Studios pres.) was recommended by FCC chief hearing examiner James D. Cunningham last week in Los Angeles following Schreiber's refusal to testify about MCA's TV activities at the resumed investigation of TV film. Schreiber refused on the same grounds he used last October: FCC was operating beyond its jurisdiction; Schreiber was being deprived of counsel; the ground rules were objectionable (Vol. 16:43 p2).

MCA is obviously prepared for a lengthy court fight to avoid testimony, and FCC is just as obviously prepared to take every step to compel the large talent agency to cooperate.

An MCA motion to quash the subpoena on the same grounds on which it objected last fall was denied by Cunningham. As it did last fall, MCA offered to have Schreiber testify if such data was to be kept secret. This was flatly rejected. (See p. 6 for details.)

**IS AD INDUSTRY BELT-TIGHTENING?** Last week there were some indications that it is. A spot check by the N.Y. Times indicated that big-ticket & luxury items (autos, appliances, etc.) were trimming their 1961 ad budgets by 5-to-10%, although low-price, fast-turnover packaged goods (soaps, drugs, beverages, etc.) were holding up well in billings.

One large agency said: "There is no denying that there is a general softness in the advertising picture. One encouraging note is that for agencies with overseas operations such as ours, increased European billings tend to offset the general softness."

Network TV, however, didn't seem hard hit. Admen generally felt that the current mild recession would end by mid-year and that clients aren't willing to lose good time franchises in the future by stalling on fall TV purchases now.

Agencies are practicing their own economies. The narrow profit margin for agencies has forced several to trim their staffs, cut down on expense-account living, and eliminate lavish presentations of campaign ideas to clients.

## Programming

### More about

**FALL SHOW LINEUPS:** At a glance, the program patterns this fall (see story on p. 2) will shape up, network by network, like this:

ABC-TV: Having jumped into a 3-way nighttime race with fast-paced action shows, ABC plans to give fall viewers more of the same. New additions: *Las Vegas File* (private-eye drama with a Las Vegas setting), *The Force* (a [North] Western, with the Royal Canadian Mounties), *The Hunters* (Trader Horn-type derring-do in Africa) and *Asphalt Jungle* (big-city police stories). There'll also be an increase in ABC's comedy shows, with new entries including *Calvin & the Colonel* (cartoon show with the voices of the *Amos 'n' Andy* creators), *Top Cat* (another cartoon show, this one vaguely like the Phil Silvers *Bilko* characterization), and *Room for One More* (Warner Bros.' first situation comedy).

CBS-TV: Half-hour comedy shows are still a strong point of the CBS nighttime schedule, with entire blocks of them scheduled for Monday, Tuesday and Thursday nights. Noting the success of 60-min. action & crime shows on ABC & NBC, CBS will have at least 8 long shows of this genre. CBS is also the only network to schedule a public-affairs series in a mid-week prime-time slot.

NBC-TV: With its stress on "balanced" programming, NBC has managed to come up with a little of everything for fall. There are crime shows (*87th Precinct*, *Thriller*, *Alfred Hitchcock*, *Cain's 100*), "family" shows (the *Walt Disney Show*, *Perry Como*, etc.), Westerns (*Outlaws*, *Bonanza*, etc.), situation comedies (*3 Wishes*, *The Snow Whites*), feature movies, and a list of nearly 100 specials that will be dropped into the schedule on a pre-emption basis. NBC's schedule doesn't have CBS's big stress on star-name comedy, nor does it have ABC's shoot-'em-up enthusiasm for slam-bang action properties on almost every night.

Here are the tentative network night-time schedules as they stood at last week's end:

#### MONDAY NIGHT

TIME	ABC-TV	CBS-TV	NBC-TV
7:30	The Cheyenne Show (Warner Bros)	To Tell The Truth (G'ds'n-T'dm'n)	The Americans (NBC)
8:00		Pete & Gladys (CBS)	
8:30	The Rifleman (Four Star)	Robert Young Show (Temopic Ent.)	The Price Is Right (Goodson-Todman)
9:00	SurfSide 6 (Warner Bros)	The Danny Thomas Show (Marterto)	87th Precinct (Hubbell Robinson)
9:30		Andy Griffith Show (Marterto)	
10:00	Adventures In Paradise (20th-Fox)	Hennesey (Hennesey Co.)	Thriller (Hubbell Robinson)
10:30		I've Got A Secret (G'ds'n-T'dm'n)	

## TUESDAY NIGHT

TIME	ABC-TV	CBS-TV	NBC-TV
7:30	Bugs Bunny (Warner Bros)	(Gunsmoke r'p'ts.) Dillon of Dodge (CBS-Arnese)	Laramie (Revue)
8:00	Bachelor Father (Revue)	Dick Van Dyke Show (Marterto)	Alfred Hitchcock (Shamley)
8:30	Calvin & the Colonel (Connolly-Mosher)	Dobie Gillis (20th-Fox)	Dick Powell Show (Four Star)
9:00	Las Vegas File (Warner Bros)	Tom Ewell Show (Four Star)	
9:30		Red Skelton Show (CBS-Skelton)	
10:00	Alcoa Drama Series (Revue)	Garry Moore Show (CBS-Redwing)	Cain's 100 (MGM-TV)
10:30	Bell & Howell Closeup (ABC alt. wks.)		

## WEDNESDAY NIGHT

7:30	The Force (Warner Bros)	Alvin & the Chipmunks (Format Films)	Wagon Train (Revue)
8:00		Father Knows Best (reruns) (Temopic-Screen Gems)	
8:30	Top Cat (Hanna-Barbera- Screen Gems)	TBA	TBA
9:00	Hawaiian Eye (Warner Bros)	TBA	Perry Como (Roncom)
9:30		Mother Is A Fresh- man (Four Star)	
10:00	Naked City (Screen Gems)	U.S. Steel Armstrong (Theatre Guild, Talent Assoc.) (Alt. wks.)	TBA (Probably Dinal Shore-Henry Jaffe)
10:30			

## THURSDAY NIGHT

7:30	Ozzie & Harriet (Stage 5)	TBA	Outlaws (NBC)
8:00	Donna Reed Show (Tony Owen- Screen Gems)	Angel (CBS Films)	
8:30	Real McCoys (Brennan-West- gate-Marterto)	Fasten Your Seat Belts (Rbt.Cummings- Revue)	What Do You Want? (John Guedel- Groucho Marx)
9:00	My Three Sons (Don Feddersen)	Gunslinger (CBS)	This is Your Life (John Guedel- Ralph Edwards)
9:30	TBA		Ernie Ford (Beth-Ford)
10:00	The Untouchables (Desilu)	CBS Reports & Face The Nation (CBS)	Sing Along With Mitch (Marandel Enter.)
10:30			

## FRIDAY NIGHT

7:30	Room For One More (Warner Bros)	Rawhide (CBS)	TBA
8:00	The Hathaways (Screen Gems)		Three Wishes (Don Sharpe)
8:30	The Flintstones (Hanna-Barbera- Screen Gems)	Route 66 (Screen Gems)	Unselected 60-min. Adventure Show
9:00	77 Sunset Strip (Warner Bros)		
9:30		Twilight Zone (CBS-Cavouca)	Unselected 60-min. Drama Series
10:00	The Corrupters (Four Star)	The Defenders (CBS-Plautus)	
10:30			David Brinkley (NBC)

## SATURDAY NIGHT

7:30	Roaring 20's (Warner Bros)	Perry Mason (CBS-Paisano)	Wells Fargo (Overland Prod.)
8:00			
8:30	Leave It To Beaver (Gomallo)	Checkmate (Jamco)	Tall Man (Revue)
9:00	Lawrence Welk (ABC-Ed Sobel)		Feature Movies (20th-Fox)
9:30		Have Gun, Will Travel (CBS)	
10:00	Sat. Night Fights (ABC)	Gunsmoke (CBS-Arnese)	
10:30			

## SUNDAY NIGHT

7:30	The Hunters (20th-Fox)	Dennis the Menace (Screen Gems)	Walt Disney Show (Disney)
8:00		Ed Sullivan Show (CBS-Sullivan)	
8:30	Lawman (Warner Bros)		The Snow Whites (Nat Hiken)
9:00	Bus Stop (20th-Fox)	GE Theater (Revue)	Bonanza (NBC)
9:30		Jack Benny (J & M)	
10:00	Asphalt Jungle (MGM-TV)	Candid Camera (Fant-Banner- CBS)	Du Pont Show of the Week (NBC-TV, outside sources)
10:30		What's My Line (CBS-Goodson- Todman)	

**'FIRESIDE CHATS' A POSSIBILITY:** President Kennedy, whose use of live TV & tape has given unprecedented new dimensions to his news conferences (Vol. 17:8 p4), may go back to a precedent set by President Roosevelt—"fireside chats" on the air—to widen his communications with the country.

The new TV-radio news-conference formats are working well for him so far, Mr. Kennedy indicated in answer to a question at his March 8 meeting with reporters in the State Dept. auditorium. But White House press aide Andrew Hatcher said the President is contemplating going on the air alone to develop subjects which aren't explored in the q-&a sessions.

"There are certain things the public should know," Hatcher said, explaining that Mr. Kennedy is reluctant to go into details on his policies at his news conferences unless he is asked about them specifically. He added that the President doesn't want to plant questions with reporters, either, and so is thinking about special broadcast speeches from the White House *à la* FDR.

At the March 8 conference Mr. Kennedy was asked to describe his "feelings" about the way the conferences have been conducted on TV & radio. He was reminded that a "tremendous mail response" had come in, and that many letters complained that reporters were subjecting the President to "abuse or lack of respect."

Mr. Kennedy said lightly that he had been subjected "to some abuse but not to any lack of respect," and that "I would say that we should stay with what we now have." The President cited an old adage: "Don't take down the fence until you know why it was put up."

Amplifying the President's attitude later, Hatcher said the idea of supplementing the conferences with the "fireside" format hadn't jelled yet into definite plans, but that they were being talked over at the White House.

Meanwhile, TV & radio innovations in coverage of the new administration began spreading from the White House to the Cabinet. Secy. of State Dean Rusk announced that he would hold April 3-4 briefing sessions for invited TV & radio program directors & commentators from all 50 states. Editorial writers & other newspapermen from across the country were invited to similar briefings April 24-25.

Rusk said the President would attend the sessions, whose purpose "will be to examine a number of current international issues and to provide opportunity for discussion." The State Dept. anticipated that about 300 persons would turn up for each briefing.

\* \* \*

Republicans may seek equal time to compensate for the steady TV-radio exposure being given to President Kennedy in his broadcast-covered news conferences. So hinted Herbert G. Klein, former press secy. to ex-Vice President Richard M. Nixon, at the annual RTES banquet in N.Y. last week. Klein was present to accept a gold medal on Nixon's behalf for "outstanding achievement in broadcasting" (*i.e.*, participation in last fall's TV-radio debates). A similar medal was accepted on President Kennedy's behalf by J. Leonard Reinsch, Democratic TV-radio adviser during the campaign. Klein also quoted a Nixon telegram in which the former Vice President said he considered that TV was still "an infant factor in politics."

Bill to extend legal protection to TV, radio and wire-service newsmen who decline to disclose their sources has been passed by the Cal. Assembly 77-0 and sent to the Senate. Present legislation covers newspapermen only.

**Untouchables Picketed:** The hassle between the Italian-American Democratic Organizations of N.Y. and ABC-TV (Vol. 17:9 p12) reached the picketing stage March 9. A first protest was staged in front of ABC hq in N.Y. from 6 to 10:30 p.m., disbanding at the conclusion of the show's regular Thursday-night telecast. On the other side of town, another IADO picket line marched before the doors of the Waldorf-Astoria, where the annual RTES banquet was being held.

IADO said the 250 pickets marched as a result of "a breakdown of conferences" between a group of Italian-American congressmen, led by Rep. Alfred E. Santangelo (D-N.Y.), and ABC officials. Said Santangelo: "The 21 million Americans of Italian ancestry on whose behalf these pickets parade . . . will not permit ABC-TV to commercialize on crime, and to paint America to the world as a nation of violence, shooting and murder—hot ammunition for Communist cold-war propaganda." The March 9 date was picked to coincide with the birthday anniversary of Amerigo Vespucci. Of lesser public-relations value was the picket-line appearance of Brooklyn dock boss Anthony (Tough Tony) Anastasia who threatened a longshoreman's boycott of all Liggett & Meyers products unless a stop is put to the "stereotyping" of Italians as criminals. (Tony's brother Albert was "rubbed out" in the *Untouchables* manner in a N.Y. barber shop 4 years ago. Tony himself has a record of 7 arrests.)

A second line of attack against *The Untouchables* by IADO was scheduled to be announced March 12 at the annual Amerigo Vespucci awards dinner held at the Hotel Biltmore, N.Y.

ABC's official statement concerning the picketing added little to the situation one way or the other. ABC, said the network, had instituted some time ago "a policy of avoiding the use of Italian characterization on *The Untouchables*, except where the story is based on a person who actually existed or where the plot was entirely dependent for its theme on the use of such characterizations." Added ABC: "This is in line with ABC's long-established policy never to present any program which might reflect upon the integrity of any law-abiding Americans. ABC regrets that this action has been taken by the group."

\* \* \*

Screen Producers Guild, reports Hollywood, has selected *The Untouchables* as 1960's best-produced TV series.

TV murder weapon of a freshly-cleaned rug smelling of carbon tetrachloride is too fanciful even for *Peter Gunn*, according to the National Institute of Rug Cleaning. It sent a hot protest to ABC-TV against the Feb. 13 *Peter Gunn* show, which "portrayed that a murder or murders had been committed" by fumes for the "alleged" cleaning agent. Following the show, said NIRC counsel J. Anthony Moran, rug cleaners throughout the country were overwhelmed with queries from worried customers. The network was asked to "rectify this injury." Moran told us NIRC members never use carbon tetrachloride.

Electronic baby-sitting isn't TV's function, NAB TV Code Review Board member Joseph Herold of KBT Denver said in a *Denver Post* guest column. He wrote that worried parents are off the beam when they complain: "I think it's awful. Little Herbert watches TV 4 hours a day. He doesn't get his homework done & he's short on sleep." Herold said that when he was growing up he knew who was running his family, that he wasn't allowed to go to the movies daily, and his all-day suckers were rationed.

**Paar vs. Sullivan—Round 1:** A Jack Paar-Ed Sullivan hassle exploded last week when Sullivan, who pays guests "up to \$7,500," declared he would no longer hire entertainers who perform (not merely appear) on Paar's show for \$320. Before a nationwide audience, Paar charged Sullivan March 9 with violating right-to-work laws. "My show is a low-budget freak which caught on because performers want to entertain without the monkey acts & Japanese jugglers waiting in the wings," Paar snapped. He challenged Sullivan to a ratings race, suggesting the 2 shows be slotted opposite each other.

"I don't indulge in personalities," Sullivan retorted. "He [Paar] has a show where anything goes. I want to fight in the same size ring. I want to go on his show." In a March 10 wire to Sullivan, Paar extended the requested invitation, but insisted that his usual live audience be present. He promised "every courtesy we extend to President Kennedy, Billy Graham and a host of others, none of whom have ever requested that people be banned from the studio . . . Looking forward to seeing you, I only hope your appearance on our show for scale will not ban you from your own."

"Amazed" at comedian-performer Paar for insisting on "the vocal help of his studio audience," Sullivan stressed "good sportsmanship" in an answering wire to Paar. "Let us direct our debate on important principles to the intellect of your millions of viewers, rather than to the comparatively small studio audience which responds to your skillful cues with cheers or boos."

Late-night TV viewers get an occasional unexpected laugh from feature-movie shows because of odd juxtapositions between dropped-in film participation commercials and movie-story content. When WCBS-TV N.Y. ran "Death of a Salesman," a touching scene in which Fredric March pleaded for a loan was followed by a commercial telling viewers "you have a friend at the Chase-Manhattan Bank." When the same station showed a scene in "Hollywood Cavalcade" in which Alice Faye gets dumped in a mud puddle, viewers also found themselves watching a demonstration of New Blue Cheer. During a recent WABC-TV N.Y. screening of the 1958 "Pursuit of the Graf Spee," when British cruiser commanders were gathering on their flagship to plot strategy against the German raider, viewers were regaled with a Philip Morris commercial whose jingle urges: "Have a Commander! Welcome aboard!" One advertiser, however, has wisely avoided the problem. When the Japanese National Tourist Office bought a small spot schedule some time back in WCBS-TV's *The Late Show*, it requested that the participations not be scheduled in such films as "30 Seconds over Tokyo."

Huntley & Brinkley get the latest (March 13) *Newsweek* cover, along with a 5-page story about the celebrated news team. "TV's Castor & Pollux," says *Newsweek*, "have achieved the popularity of a Godfrey, a Como, a Sullivan—and they have done it in the unlikeliest field of all—TV news." Each member of the team, which was launched on Oct. 29, 1956, now earns more than \$100,000 annually.

Casualty rates for sponsored series & new series are both up slightly this season, reports *Sponsor* with the following tabulation:

	1960-'61	1959-'60	1958-'59	1957-'58
Total number of series entries	114	119	114	120
Total series dropped	48	49	30	34
Casualty rate for all sponsored series	42%	41%	26%	28%
Total news series started since the fall	50	47	36	45
Total newcomers dropped	31	29	17	26
Casualty rate for new series	62%	61%	47%	58%

## The FCC

### More about

**FCC COURT ACTION VS. MCA:** Courtroom spectators in the U.S. Courthouse & Post Office Bldg. in Los Angeles last week may well have been watching a rerun of FCC's TV-film investigation. MCA & its vp, Taft Schreiber, again refused to testify. MCA attorney Allen E. Susman, almost ousted from the courtroom last fall in his attempts to keep Schreiber off the witness stand, again clashed with hearing examiner James D. Cunningham. Schreiber again flatly refused to testify in the face of Cunningham's directions.

There was this major difference: Because FCC in January upheld Cunningham's ground rules and rejected MCA's appeal, another MCA refusal meant court action, and this it will get. Cunningham told Schreiber that anyone refusing to testify or produce documents is, under FCC regulations, guilty of a misdemeanor, and subject to a fine of not less than \$100 and not more than \$5,000 and/or one year's imprisonment. He also informed FCC counsel Ashbrook Bryant that appropriate proceedings should be instituted in the U.S. District Court to compel compliance with the subpoena, and that the record should be turned over to the Dept. of Justice for possible criminal action. Dee Pincock, asst. gen. counsel for FCC in charge of enforcement, said the civil action would be sought in U.S. District Court in Los Angeles, that the criminal action would be discussed with Dept. of Justice.

#### Blasts MCA Arguments

Earlier, in denying MCA's motion to quash the subpoenas for Schreiber's testimony & documents from MCA, Cunningham (1) declared the motion "contemplates suspension of the ground rules"; (2) rejected MCA's questioning of the jurisdiction of the FCC regarding MCA, saying that, because it is involved in production & packaging of TV shows, it is as much a part of the broadcast industry as a licensee; (3) rejected as "unmeritorious" the MCA contention that it is being deprived of proper counsel; (4) rejected MCA's contention that the hearing violated the Administrative Procedure Act, asserting it does not come under that act and that it is a fact-finding hearing; (5) rejected as a request for "special treatment" the MCA proposal that Schreiber testify but not publicly, with data to be held confidential pending a determination of the issues in the courts. On the last point, Cunningham was particularly vehement, pointing out that FCC had provided that public hearings be held in order that the public, licensees, broadcast-industry members and Congress have access to information garnered at such hearings. "Private interests must not be subordinated to the public interest," he said. "They (MCA & Schreiber) want a hearing tailored to their desires, built to their specifications, under rules which they will prescribe," said Cunningham sharply.

Although Schreiber flatly refused to testify, he was asked a series of questions by Bryant, all going unanswered: His position & duties with Revue? Were MCA or its subsidiaries involved in production & packaging of TV shows? Does MCA represent talent in TV? Etc. As Schreiber left the stand he was admonished that he was still under subpoena.

"Plug specialists" Dick Fishell and Betty Langley of Dick Fishell Associates, and Mary Rothschild of Promotions Unlimited, who had also declined to testify last

fall, joined in the MCA motion to quash. However, when it was denied, their attorney, Oliver B. Schwab, said they would testify. Because Fishell was ill, the hearing was recessed until this Monday (March 13), when the trio is scheduled to appear.

Fred Kline, consultant to the Fred Kline Agency, originally subpoenaed last fall for his activities in the "plug-ola" field, appeared as a friendly witness last week. He explained he could not appear last fall because he was out of town, and later had undergone major surgery. Kline, saying he was no longer in the plug field, gave a frank picture of how plugs are sneaked into TV shows.

#### Two Types of Plugs

There are 2 types of show plugs: (1) exposure, wherein a client's product is seen as background, or (2) "exploitation by dialogue," wherein the brand name is ingeniously planted in the dialogue. As to the exposure plug, Kline said Walter Kline & Associates, the firm with which he was associated prior to his organization of the Fred Kline Agency, had a warehouse filled with products it supplied to producers of TV shows gratis in return for a plug. The company represented such diverse products as a railroad, a finance company, a van & storage company, kitchen appliances, clothing, wine, a brand of Scotch, a dance studio, a seltzer company. There was no "financial relationship" with program executives in the exposure field, said Kline, but he freely admitted "something of value" was given many times.

When a firm wanted a product plug on a live daytime show, arrangements were made with the production executives & writers. In return for the plug, gift certificates were given to those who cooperated. Writers were often paid off with a case of liquor, he said.

Certain clients liked to have their products mentioned on comedy shows, and when this was "arranged," usually through the writers, the latter would be compensated, usually with the gift certificate or a case of Scotch or bourbon. Sometimes writers and "program people" approached the agency, and they would figure out a situation or gag involving a Kline-client product, he said.

When products were furnished to TV film companies, the exposure in itself was considered sufficient, but on live shows the client received 10 words of hard-sell dialogue, Kline said.

Kline termed all this "fairly common practice" in the industry until September, 1960 (when the anti-payola act went into effect).

Kline said it's difficult to get a plug on a TV-film show because of possible sponsor conflict, and because film is eventually syndicated and consequently producers are wary of having any brand names in films which might conflict with potential syndication sponsors. Once he supplied Nash cars to a series, and when Packard bought the show, it ordered sequences with the Nash cars reshot, he said.

Kline acknowledged that "it's been the practice to pay writers for plugs" for Hollywood-made shows. He estimated that 25% of the gross income of the Walter Kline company came from the broadcast field.

Deintermixture of Bakersfield may be voted by FCC this week. The plan is to delete Ch. 10, add Ch. 23 & 5j, deny educational reservation of Ch. 10 in Bakersfield and Ch. 12 in Fresno, reserve Ch. 39 for ETV in Bakersfield, assign Ch. 12 to Santa Maria. KERO-TV Bakersfield would be ordered to show cause why it shouldn't be shifted to uhf.

A "summary" procedure, designed to reduce the number of long evidentiary hearings, will be proposed by FCC in recommended legislation, as forecast last year (Vol. 16:52 p1). The Commission is understood to be proposing changes in Sec. 309(d)(2) & 309(e) of the Communications Act, using language such as this to justify the amendments: "These proposed legislative changes would make clear the responsibility of the Commission initially to determine whether or not there are genuine & substantial issues as to any fact which in its judgment and under its criteria would be material to a decision. If the Commission found such to exist, it would direct the holding of an evidentiary hearing on those issues of fact, the resolution of which it deemed material to an ultimate Commission decision. If the Commission found that no genuine & substantial issue as to any fact material to a decision was presented, but was nonetheless unable to find that a grant would be in the public interest, it would notify the applicant & all of the parties in interest of the reasons therefor and afford them an opportunity to file pleadings with & present oral argument to the Commission with respect to any conclusions & determinations of legal issues by reason of which the Commission was unable to make an affirmative public-interest finding. Such a procedure would accord the parties ample opportunity to be heard with respect to the conclusions & legal determinations to be drawn from the undisputed, substantial, and material facts set forth in the pleading, without resort to a trial type hearing, and would not be dissimilar to the summary judgment procedure followed by the Federal Courts under Rule 56 of the Rules for Civil Procedure for the U.S. District Courts, as promulgated by the U.S. Supreme Court under 28 U.S.C. 2072."

Miami Ch. 7 oral argument before FCC last week was more of the same in the long "influence" case. Examiner Horace Stern last year (Vol. 16:38 p4) had urged the absolute disqualification of 3 of the 4 applicants involved—Biscayne (which won the original decision and operates WCKT), South Florida TV Corp. and East Coast TV Corp. This left Sunbeam TV Corp. unscathed and presumably the survivor & winner. Attorneys for the first 3 told the Commission that their clients or emissaries talked to Comr. Mack for one of 2 major purposes: (1) To find out "status" of the case, when it would be decided, etc. (2) To determine whether their opponents were attempting off-the-record influence, as rumored. They insisted that their clients had done nothing improper. Counsel for Sunbeamsaid that Stern's decision was absolutely right and that FCC can immediately give it the channel. The others asserted that the Commission should make a brand new comparison of all the applicants and discount Stern's recommendations.

Greensboro, N.C. Ch. 8 should be awarded to TriCities examiner Elizabeth C. Smith, who proposed the denial of Jefferson Standard Bcstg. Co., High Point TV Co. & Southern Bestrs. Inc. Her main reasons: "The TriCities proposal will bring a new & competitive service in the field of mass communication to the 3-cities area of Greensboro, High Point and Winston-Salem, with the wide business experience & talents of all of its owners devoted to the day-to-day operation of the proposed station on a full-time basis. These factors are here controlling. Especially is this true when coupled with the plans of this applicant for extensive live programs of a commendable nature & of interest to the entire area." TriCities is owned by 4 equal partners: Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt and Ralph C. Price. She conditioned her recommendation on Price's disposal of an indirect interest in Jefferson Standard.

## Educational Television

**Minow is for ETV Aid:** Federal money for ETV is advocated by new FCC Chmn. Minow. Lining up with Comr. Hyde, who testified at Senate Commerce Committee hearings in support of govt.-subsidized equipment purchases for educational TV stations (Vol. 17:10 p9), Minow said he "wholeheartedly" endorses the idea.

He didn't come out specifically for the bill (S-205) by Sen. Magnuson (D-Wash.) authorizing \$51-million ETV grants to the states & D.C. "The amount of funds to be allocated to this project as against other worthwhile legislative programs is a matter for the judgment of Congress," Minow said.

But in a statement filed with the Senate Committee he attached "immense importance" to the Magnuson measure. Adequately financed ETV would open up "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement," Minow said. He added: "In view of the present lack of funds in many areas to meet station construction costs, I believe that federal aid is needed, particularly to advance the date of construction and to permit extensive rather than minimal operation."

Meanwhile, the Commerce Committee, headed by Magnuson, gave speedy approval to the Senator's bill—for the 3rd time in recent sessions—and sent it along to the Senate floor, where it already has been passed twice.

\* \* \*

Clue to FCC Chmn. Minow's thinking may be found in his first dissent. He objected last week to the grant of an AM in Ebensburg, Pa. to Cary H. Simpson. "I would designate the application for hearing," he said, "on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania." Comr. Bartley concurred with him. Simpson owns 100% of WTRN Tyrone & WBLF Bellefonte; 67% of WFRM Coudersport & WNBT Wellsboro; 50% of WKBI St. Marys.

\* \* \*

FCC Comr. Lee needled N.Y. legislators in an Albany speech last week, urging them to activate their uhf ETV CPs. "The U.S. looks to New York for leadership," he told a joint meeting of the lawmakers and broadcasters, "but isn't getting it . . . If the educators come forth with their plans for multi-channel uhf operations at this time and act effectively to implement these channels, they can be saved for the needs of both educational & commercial broadcasting. Otherwise, it is difficult to say what the outcome will be." Gov. Rockefeller, an ETV enthusiast, reportedly listened with enthusiasm.

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Dim view of ETV for Washington classrooms has been taken again by D.C. school officials. A 5-member school board committee turned in a report supporting earlier criticism of educational TV by supt. Carl F. Hansen, who has long maintained that taxpayers' money could be spent better for teachers & books.

Ford Foundation grants totaling \$276,957 for ETV applications were awarded recently to 10 universities, colleges and educational authorities. The major grants: U. of Miami, \$72,100 for preparation & presentation of credit-telecourses in the humanities & social sciences; Southern Regional Education Board, \$59,250 to assist the development of ETV; Queens College, \$30,450 to video-tape ETV courses in calculus & German.

## Film & Tape

**20th-Fox Wheels & Deals:** Something interesting was cooking last week in N.Y. between 20th Century-Fox and NTA. In the pot:

1. NTA admitted that "discussions" concerning a possible purchase of NTA by the movie firm were being held with 20th-Fox—with which NTA has distribution & co-production deals for TV covering some 500 features and 2 TV series. NTA is known also to have some long-range financial obligations to 20th-Fox, but how much they are & whether 20th-Fox was pressing for payment weren't revealed last week by either side. If such a deal goes through, it will provide 20th-Fox with a ready-made TV-distribution outlet. Such an outlet could then handle post-1948 features in regular or pay TV (apart from recent deals between 20th-Fox and NBC-TV & NTA) and act as a syndication outlet for backlogged 20th-Fox network shows such as *Adventures in Paradise*.

2. Matthew ("Matty") Fox resigned as pres. & dir. of Television Industries Inc. in order to "devote his full time to Tolvision of America Inc., a subscription TV company." Fox, it has been rumored for some time (Vol. 16:26 p5), has been seeking a deal between Tolvision and 20th-Fox which might take the form of a working corporate alliance in the pay-TV field.

3. A significant plum in the 20th-Fox talks with NTA was WNTA-TV N.Y. The station is for sale, with its value generally guessed at around \$7 million. Ex-NTA Chmn. Ely A. Landau is leading a group which hopes to buy it. TV producer David Susskind also wants it, and so does National ETV & Radio Center. If 20th-Fox acquires NTA, the station will probably be part of the package.

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Replacing Matty Fox as pres. & chief exec. officer of Television Industries Inc. will be Basil Estreich, the firm's senior vice president. And Walter S. Mack, onetime pres. of Pepsi-Cola Corp., is named a member of the firm's executive committee.

Two leading officers of Writers Guild of America West have resigned, to avoid conflict of interests. They are Pres. Curtis Kenyon, who has been named head of Paramount Pictures' story dept., and TV-radio branch Pres. Fenton Earnshaw, named producer of Warner Bros.' *Solitaire* series. WGA nominees for its annual election May 18 are: For Guild pres.—Mary McCall Jr., Charles Schnee. TV-radio branch pres.—Nate Monaster, Barry Trivers. Vp—Christopher Knopf, Maurice Tombragel. Secy.-treas.—Sol Stein, Louis Pelletier. Board—Monaster, Trivers, Robert Schiller, Ellis Marcus, Miss McCall, Jerry Gottler, David Harmon, Robert Yale Libott. Screen branch nominees: For pres.—James Webb, Edward Anhalt. Vp—Tom Blackburn, Allen Rivkin. Secy.-treas.—Devery Freeman, George Slavin. Board—Eric Ambler, Herbert Baker, Henry Ephron, John Gay, Gavin Lambert, John Lee Mahin, Ivan Moffat, Schnee, Daniel Taradash. Miss McCall was nominated for WGAW pres. following the withdrawal of Earnshaw.

ITC domestic & foreign sales reorganization was announced last week by Abe Mandell, who was named administrative vp. John Pearson becomes asst. dir. of international sales, Hershel Harris becomes sales mgr. for ITC of Canada Ltd., Samuel Gang becomes Mexican & Central American div. mgr., and John Darnton becomes Far East sales div. mgr.

## HOLLYWOOD ROUNDUP

**Official setup of Producers Studio Inc.,** formed to lease California Studios (Vol. 17:8 p13), was disclosed recently by Pres. Fred Jordan. Other officers: Gerald L. King, vp-secy.; John Young, vp-treas.; Arthur J. Gaunt, vp. Phil Rapp will join the company when he finishes his job as exec. producer of *The Tab Hunter Show*. Edward Mosk will be on the board. Former California Studios lessee Philip N. Krasne has left the lot and established offices elsewhere. He plans to make 2 movies & a TV pilot, *The Orient*, an anthology with 3 rotating stars. It will be filmed in Hong Kong at the same time Krasne is producing a movie, "Rickshaw Boy," there. Krasne retains his partnership with Richard S. Degner in California Studios' div. of visual merchandising, a slide-film production firm.

**Ramrod Productions** has filed breach of contract suit in Los Angeles Superior Court against RKO General Inc., seeking alleged damages of \$1.4 million, over telecasting of the RKO movie, *Bundle of Joy*, which starred Eddie Fisher & Debbie Reynolds. The plaintiff also seeks an order restraining RKO from allowing any TV showing of the movie before June 5, 1961.

Legislation to permit construction & lease of a \$4-million Hollywood TV & movie museum has been approved by the Cal. Assembly committee on municipal & county govt. Under terms of the legislation, Los Angeles County would lease the museum facilities at a yearly rental of \$260,000 for 30 years, after which it would become county property. The museum would be built with private financing on a county-owned site near Hollywood Bowl.

Documentary-public-service programs won a larger share of audience in 1960, reports Nielsen. They hit a 24 as compared with the 20 in each of the 2 preceding years. There were 16 such shows, vs. 10 in 1959, 6 in 1958.

Screen Actors Guild membership approved a dues hike recently by an overwhelming majority of 4,459 to 1,590. The increase had been recommended by the board to meet a growing financial deficit (Vol. 17:7 p12).

Irving Mansfield-Peter Arnell Productions is producing *Face the Facts*, a half-hour audience-participation show, for CBS-TV. It begins this week (March 13).

Screen Gems will begin production this spring or summer on the pilot of *Occupation Female*, a comedy-adventure starring Polly Bergen. It's aimed at 1962.

Motion Picture Sound Editors, at their annual awards, named "The Silent Caper" episode of Warner Bros.' *77 Sunset Strip* as the best-edited TV film.

John Scott Trotter will compose & conduct original music for *My Uncle Elroy*, pilot starring George Gobel.

People: Disneyland exec. vp **Donn Tatum** named to the board of the Cal. State Fair & Exposition by Gov. Edmund G. Brown . . . **Ellingwood W. (Bud) Kay**, ex-Warner Bros., CBS-TV story editor, named story editor of Four Star Television's 60-min. anthology series tentatively called *The Dick Powell Show*.

**More people:** George Tibbles named producer of Don Fedderson Productions' *My 3 Sons*, replacing Peter Tewksbury . . . **George A. Elber** elected first vp & a board member of Four Star Television . . . **Elliot Alexander**, ex-ABC, BBDO, named special asst. to Cy Howard, exec. producer of Desilu Productions' *Harrigan & Son* and *Guestward Ho!*

## NEW YORK ROUNDUP

Desilu stock hit a new high for 1960 and 1961 last week when it closed at 15 on March 6 (up from 14 on March 3) in the wake of reports that the firm was being bought by Westinghouse Bestg. Co. (Vol. 17:10 p3). The level dropped back to 14 5/8 on March 9. In N.Y. and Hollywood, Westinghouse & Desilu sources maintained their "no comment" attitude concerning a WBC purchase. Footnote to last week's news: When WBC Pres. Donald H. McGannon concluded his talks with Desilu vp Edwin Holly at Desilu's Culver Studios March 3, McGannon headed for Palm Springs—where Desi Arnaz was shooting golf.

Add syndication sales: Ziv-UA's *Sea Hunt*, now in its 4th year, has scored a 93% renewal. Stations signing include WGAN-TV Portland, Me., WKYT Lexington, WCAU-TV Philadelphia, WAST Albany. Another Ziv-UA series, *Miami Undercover*, is now in 131 markets. . . . NTA's *Play of the Week* has been renewed for a 2nd year in 10 major markets.

Trans-Lux has sold *Felix the Cat* to 4 more U.S. stations, including KHQA-TV Hannibal, WHBF-TV Rock Island, and to the Australian Bestg. Commission and the Arabian-American Oil Co. for its U.S. outpost in Saudi Arabia. The *American Civil War* series has now been sold to 6 U.S. stations & 5 U.S. armed forces overseas outlets.

Videotape Productions of N.Y. is taping the first Metropolitan Opera Guild TV series—3 programs produced by NET in cooperation with the Guild. English excerpts from Mozart's "Cosi Fan Tutte" are included in the series, which will get airing this season on the NET network.

Trans-Lux will distribute *It's a Wonderful World*, new Carl Dudley-produced 26-episode, 30-min. series shot on location in North Africa, Hong Kong, Australia and other countries. Set for an April release, the series is narrated by John Cameron Swayze.

MCA-TV has scored 13 station sales to date for a quartet of NBC 60-min. action-adventure shows—44 episodes of *Riverboat*, 21 of *Suspicion*, 26 of *Cimarron City* and 17 of *Overland Trail*. Sales include WNEW-TV N.Y., WTTG Washington, KTTV Los Angeles, KVAR Phoenix.

Seven Arts Associated Corp. is negotiating for Republic Corp.'s entire backlog of movies, with the price reported to be approximately \$5 million. A Republic spokesman confirmed that negotiations are in progress, but denied reports that a deal has been made.

People: George Mitchell has been appointed Seven Arts West Coast div. mgr. . . . William Van Praag and Robert Gross have been named pres. & vp respectively of the Film Producers Assn. of N.Y.

## Foreign

Candid Camera complaint: Paris prostitutes protested an adult-angled documentary on French TV recently, with 5 local *filles de joie* launching a suit against the govt.-owned TV service. The complaint: The documentary, filmed unobtrusively on Paris streets, gave the women a "disagreeable surprise" when they saw themselves on TV screens and were recognized by "families & friends." Local TV critics praised the show, although a few questioned its scheduling (8:30 p.m.) as being at a time when French youngsters were still watching TV.

## Networks

**Uhlco Buying NBC Coast Site:** Uhlco Properties of Los Angeles has secured an option on NBC's Sunset & Vine hq, with erection of a \$75-million hotel & office complex as the objective. The sale price for the 5-acre block in the heart of Hollywood is \$3.5 million. Exercise of Uhlco's option will mean that NBC vacates the property on which KRCA is located, by the end of 1963, moving its entire Los Angeles operation to its 48-acre Burbank lot.

Uhlco Pres. Lionel Hayes Uhlmann said he plans a 29-story hotel and two 27-story office buildings for the site. To be known as the Towers, the complex would contain a roof heliport. Construction would begin late in 1963 for spring 1965 completion, he said.

All 3 networks will have higher one-time nighttime half-hour rates this fall: CBS-TV, \$80,400 (up from fall 1960's \$79,200); NBC-TV, \$78,700 (up from \$77,700); and ABC-TV, \$68,000 (up from \$64,500).

## NETWORK SALES ACTIVITY

Daytime-sales spurts were reported last week by NBC-TV & ABC-TV. Don Durgin, NBC-TV sales vp, said that 10 advertisers had placed daytime orders totaling more than \$3 million during February. The largest purchases were made by Mennen, Plough, U.S. Borax & Chemical Co., and Lever Bros. The others: Proctor-Silex, Union Underwear, Colgate-Palmolive, *Reader's Digest*, McCall Corp. and Andrew Jergens. All buys were for alternate-week 15-min. segments or daytime participations. ABC-TV landed what daytime-sales vp Edward Bleier termed "a major departure in cigaret advertising"—8 commercial minutes weekly, scattered through the ABC 11 a.m.-4 p.m. daytime schedule, for Spring mentholated cigarets. "Its success," said Bleier hopefully, "should demonstrate the efficacy & vitality of daytime TV as a marketing tool for the filter and/or mentholated segments of the tobacco industry." Spring, a P. Lorillard brand, won't use 3 of the ABC daytime shows for competitive reasons: *Camouflage* (whose host, Don Morrow, does Lucky Strike commercials), *Number Please* (because Bud Collyer works on R. J. Reynolds' nighttime *To Tell the Truth*), and *American Bandstand* (because of the show's teen-age appeal).

### ABC-TV

*American Bandstand*, Mon.-Fri. 4-5:30 p.m., part. eff. April.  
*Gillette* (North)

*Asphalt Jungle*, Sun. 9:30-10:30 p.m., part. eff. April.  
*Speidel* (M-E Productions)

*Roaring Twenties*, Sat. 7:30-8:30 p.m.; *Naked City*, Wed. 10-11 p.m. part. eff. Sept.  
*Union Carbide* (William Esty)

Walt Disney Presents, Sun. 6:30-7:30 p.m.; *Hong Kong*, Wed. 7:30-8:30 p.m., part. eff. May & June  
*Coleman* (Potts-Woodbury)

Daytime programming, Mon.-Fri. part. eff. March.  
*Chemstrand* (Doyle Dane Bernbach)

### NBC-TV

*Cain's 100*, Tue. 10-11 p.m., part. eff. fall.  
*P. Lorillard* (Lennen & Newell)

*Thriller*, Mon. 10-11 p.m., part. eff. fall.  
*American Tobacco* (SSC&B)

## Stations

**COLLINS HIRES RICHARDS:** Reorganization of NAB, as proposed in February by Pres. LeRoy Collins in his let's-get-going Palm Springs board speech (Vol. 17:7 p1), reached an active planning phase last week.

Collins announced he had retained Robert K. Richards, Washington public relations man (of Richards Associates) and former NAB administrative vp, as a special consultant for the contemplated hq remodeling job. At the same time, Collins called on all NAB staff executives to submit their own ideas on streamlining operations.

There was no hint from Collins as to what jobs or departments at hq may be under an axe. But staffers were under notice—in effect—to justify themselves & their work. And it was taken for granted in Washington that some functions would be eliminated or trimmed and others enlarged. Among NAB departments due for expansion: Govt. Relations & Public Relations.

"We are starting with our groundwork," Collins told us in N.Y., where he spent the week on a get-acquainted tour of industry centers. "We are going over the staff function by function. Nothing has been formulated in the way of specific recommendations, however."

He said he won't be ready with his reorganization chart until after the May 7-10 NAB convention in Washington. Collins will formally submit his plans to the board in June.

After a little more than 2 months in office, Collins has seen enough of NAB operations to be convinced that they have been rocking along with an outdated structural set-up which doesn't meet broad-gauge needs of the industry.

In bringing in Richards as his special advisor, Collins will have the expert help of an insider. Richards joined NAB's staff in 1947 as public relations dir., moved up to the late Pres. Harold E. Fellows' office as asst., then put in 3 years as administrative vp before leaving in 1954 to set up his own public-relations firm. In the 6 years since, he has been a regular NAB management consultant.

Richards told us he'd had only one meeting so far with Collins in his new assignment, but that work of analyzing NAB operations & their costs already was under way.

Collins said his N.Y. trip wasn't directly connected with reorganization moves, but in addition to visiting network offices and attending the annual RTES banquet, he spent much time in the TV Code Affairs Office there and at the NAB-organized TV Information Office.

"Responsibility for Broadcast Matter" as defined by FCC for licensees is explored by the Commission's network study chief Ashbrook P. Bryant in the winter issue of *Journal of Broadcasting*. Other featured articles in the publication of the Assn. for Professional Bestg. Education include "The Broadcaster's Responsibility for Advertising," by Henry R. Goldstein of the Washington communications law firm of Spearman & Roberson. Mass-media "attention habits" are discussed in reports by Edwin B. Parker of the U. of Ill. and William S. Baxter of Ohio U.

Storer Bestg. Co. has appointed McCann-Marschalk Co. (Miami office) as its ad agency for corporate advertising, reports Stanton P. Kettler, exec. operations vp. Former agency was Peter Finney Advertising Co. of Miami. Storer's 5 TV & 7 radio stations will continue to use their present agencies for local-level advertising.

ARB has moved its N.Y. agency- & station-services offices to General Dynamics Bldg., One Rockefeller Plaza.

**NEW & UPCOMING STATIONS:** Two new Canadian stations began programming last week to raise the Canadian operating total to 86 outlets. CJOH-TV (Ch. 13) Ottawa began programming March 12 as a full-fledged independent. In striking contrast, CBFST (Ch. 7) Sturgeon Falls, Ont., which began March 4, is an unattended CBC o&o repeater station which picks up French network directly from the CBC cable.

CJOH-TV has an 18-kw Canadian Marconi transmitter and a 600-ft. Microtower with a directional antenna at Hazeldean, Ont. It has temporary studios at 25 Bayswater Ave., Ottawa, while a permanent installation is being constructed at 1500 Merival Rd., City View, Ottawa. Owners are Bushnell Bestg. Associates, Granada TV Network Ltd. (London, England) and NTA Telefilm (Canada) Ltd. E. L. Bushnell, ex-CBC Ottawa, is pres. & gen. mgr.; Stuart Griffiths, ex-Granada TV Network, vp & asst. gen. mgr.; E. S. Coatsworth, ex-CBC Toronto, program dir.; A. G. Day, ex-Famous Players Canadian, chief engineer. Base hour is \$475. Reprs: Young and Stovin-Byles.

CBFST equipment hasn't been reported, but it has a visual ERP of 9.75 kw and its antenna is 537-ft. above the ground on Hwy. 64, Sturgeon Falls. It will be included as a bonus to the CBC French network. Alphonse Ouimet, pres. of CBC, has announced that it plans to establish a satellite of CBFST at Sudbury, Ont., as soon as an agreement on channel allocation has been reached between Canada and the U.S.

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

KUSD-TV (Ch. 2, educational) Vermillion, S.D. won't have its 250-watt Sarkes Tarzian transmitter ready until mid-March. For this reason the target for programming has been moved to April 15, reports Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. A Jampro antenna has been installed on a 150-ft. tower furnished by Tower Construction Co. The school's closed-circuit system, in operation for over 3 years, will be discontinued and its studios will be used by KUSD-TV.

KBMT (Ch. 12) Beaumont, Tex., with a May 15 target (Vol. 17:10 p12), has signed with ABC-TV, writes gen. mgr. John H. Fugate. It has ordered 50-kw GE transmitter for delivery in April and it starts work on a transmitter house March 13. The studio building is ready. Work starts April 15 on a 998-ft. Kimco tower which will have a 12-bay GE antenna. Vernon C. Dillaplain will be chief engineer. Base hour not set. Rep will be Hollingbery.

WXGA-TV (Ch. 8) Waycross, Ga., planned as a non-commercial educational outlet by grantee Georgia State Board of Education, has a September programming target. This report comes from Mrs. Mary E. Grubbs, ETV coordinator for the Board. A 25-kw RCA transmitter is scheduled to arrive in Waycross in mid-April, but construction of the studio-transmitter building hasn't been started. WXGA-TV will use a 972-ft. Ideco tower, but work on this hasn't begun as yet. An RCA antenna is due there June 1. Claude Purcell, State Supt. of Schools, will be the director of WXGA-TV; Sam Sherhouse, dir. of instruction, asst. dir.; Mrs. Mary E. Grubbs, curriculum dir.; Hans-Werner Deeken, producer-dir.; Harvey Aderhold and Wilber Fattig, consulting engineers.

KSLN-TV (Ch. 34) Salina, Kan. doesn't have a programming target now. It's been held up awaiting delivery of an Alford antenna, according to Melville L. Gleason, pres. of the grantee Prairie States Broadcasting.



**Broadcast-equipment exhibit** in Washington's Shoreham Hotel during NAB's 39th convention May 7-10 will be the most extensive in convention history. NAB secy.-treas. Everett E. Revercomb reported more than 50 manufacturers & suppliers—all associate NAB members—have contracted for space: Adler, Alford, Alto Fonic Tape Service, Ampex, Bauer Electronics, Capitol Records, Cellomatic, Collins, Conrac, Continental Electronics, Continental Mfg., Ecco-Fonic, Electronic Applications, Fairchild, Fisher Radio, Foto-Video, Gates, GE, General Electronics Labs, Gotham Audio, General Precision's GPL div., Graham Sales, Hughey & Phillips, Industrial Transmitters & Antennas, Kahn Research Labs, Kliegl Bros., Universal Electric Stage Lighting, MacKenzie Electronics, Metropolitan Electric, Minneapolis-Honeywell, Minn. Mining & Mfg., Miratel, Mosely Associates, Profit Programming, Programmatic, RCA, Raytheon, Schafer, Sony, Standard Electronics, Sarkes Tarzian, Tektronix, Telechrome, Telecontrol, TelePrompTer, Telescript-CSP, Television Specialty, Tower Construction, Utility Tower, Visual Electronics, Vitro.

Seven Canadian satellites were recommended by BBG, following its Feb. 22 meeting: Ch. 5 Salmon Arm, B.C. for CHBC-TV, Kelowna, B.C.; Ch. 2 Eastend & Ch. 2 Val Marie, Sask. for CJFB-TV, Swift Current, Sask.; Ch. 7 Carlyle Lake, Sask. for CKOS-TV Yorkton, Sask.; Ch. 6 Bon Accord, N.B. for CHSJ-TV, Saint John, N.B.; Ch. 7 Harrison Brook, N.B. for CKAM-TV, Campbellton, N.B.; Ch. 13 Edmundston, N.B. for CJBR-TV, Rimouski, Que. Decision was reserved on Ch. 3 west-central Sask. applications filed by CFQC-TV, Saskatoon and CJFB-TV, Swift Current (Vol. 17:7 p6). Also recommended were an increase in the height of the tower for CKBL-TV, Matane, Que., the move from Elk Lake to Kearns, Ont. for satellite CFCL-TV-2 and a higher power for satellite CHCC-TV, Coronation, Alta., now being built by parent CHCA-TV, Red Deer. Public hearings on TV-radio applications will be held by BBG in Ottawa April 11, June 20, Aug. 22, Oct. 17 and Nov. 28.

**Newsweek magazine control** has been bought by the Washington Post Co. (WTOP-TV & WTOP Washington and WJXT Jacksonville) from the Vincent Astor Foundation in a reported \$8-million deal for its 59% interest. Operating head of *Newsweek* will be *Washington Post* Pres. Philip Graham. The sale was announced March 9 by the Foundation, following weeks of reports of negotiations involving other publishing companies. An employe group headed by *Newsweek's* Malcolm Muir also tried to obtain control of the magazine. It owns 45.2% of KOGO-TV & KOGO San Diego, whose reported \$7-million sale to United Artists fell through last December (Vol. 16:50 p12). Graham said he expects to buy 100% of *Newsweek's* stock and that when 66% of it is acquired, the San Diego stations will be placed under management of the Post Co.'s broadcasting div. At the same time Newsweek Inc. will be merged with the Post Co., which will then set up a new *Newsweek* subsidiary he said.

**"The annual Westinghouse rumor"**—that's how Westinghouse Bestg. Co. described to us a Hollywood report to the effect that WBC was considering the purchase of a TV station in Los Angeles or N.Y. WBC is in the process of acquiring KLAC radio Los Angeles and is known to have held discussions with Desilu concerning a purchase of that film firm (Vol. 17:10 p3)—two factors which may explain the reports of WBC interest in a Los Angeles TV station. In N.Y., where WNTA-TV is on the block (see p. 8), WBC told us it had made no bid whatever for WNTA-TV.

CBS-TV o&o mgrs. will gather at N.Y.'s St. Regis Hotel March 14-17 to consider such common-interest topics as sales strategy, programming in the public interest, local documentaries, editorials, and news programming. Another timely topic: The 3rd annual public-affairs program exchange which the o&o's will launch April 15. Each station contributes a series for weekly airing on the other stations—constituting a public affairs supplement of 80 taped programs. The 1961 exchange contributions: *The American Musical Theater* (WCBS-TV N.Y.) depicts the growth of the legitimate theater. *Keynotes* (KNXT Los Angeles) features concert pianist John Crown in talks on musical subjects. *The New Nations* (WBBM-TV Chicago) treats the culture & people of Africa & Asia. *Once Over Lightly* (WCAU-TV Philadelphia) is an *Open End*-type discussion series. *Outside In* (KMOX-TV St. Louis) uses on-location films & interviews to instruct children.

Negotiations to settle AFTRA-NABET strike against KXTV Sacramento (on since last September) have failed. We're informed by station vp-gen.-mgr. Robert Wilson that despite the impasse, he is hopeful of settlement, and is "ready & willing" to negotiate further. KXTV is resisting union demands on the grounds that they are discriminatory. "The main issue is economic, although we have offered equal scales for this market area. However, the unions want more concessions from us than they are getting from other stations in Sacramento," said Wilson. A move by the unions to persuade local advertisers & agencies not to advertise on the station "hurt us seriously," Wilson acknowledged. However, U.S. District Court Judge Sherrill Halbert has issued an injunction restraining the unions from this practice.

**Targets set for facility changes:** WSTV-TV (Ch. 9) Steubenville, O. expects to boost power to 316 kw May 1 • WOOD-TV (Ch. 8) Grand Rapids, Mich. plans to move to new Middleville site June 1 • KOLD-TV (Ch. 13) Tucson, Ariz. plans to boost to 75.9 kw in mid-June after move to site on Mt. Bigelow • WHP-TV (Ch. 55) Harrisburg, Pa. expects to shift to Ch. 21 July 1 • KVOA-TV (Ch. 4) Tucson, Ariz. has Sept. 1 target for boost to 35 kw after move to Mt. Bigelow • KCRA-TV (Ch. 3), KXTV (Ch. 10) & KOVR (Ch. 13) Sacramento, Cal. expect to be using joint tower at Walnut Grove by mid-September.

**Annual Conelrad test** will be conducted for 30 minutes starting 4 p.m. EST April 28. TV, FM and all non-participating AM stations will remain silent. There will be national, state & local civil defense programming, and state defense FM networks will test their hookups.

**TV tape recorders shipped by RCA:** Two apiece to WMCT Memphis, WOOD-TV Grand Rapids and Germany. Single units to KOB-TV Albuquerque, WAFB-TV Baton Rouge, KSLA-TV & KTBS-TV Shreveport, WTOP-TV Washington, D.C. and WBTW Florence, S.C.

**Sale of radio WSAI & WSAI-FM Cincinnati** for \$1,212,000 has been authorized by FCC. The new licensee is Jupiter Bestg. Inc.—owned 50% each by Wells & Rogers and Payson & Trask.

**Radio WTAC Flint sale** has been approved by FCC. The purchaser is Whitehall Stations Inc. (Louis Tose, pres.), paying \$533,200 plus broker's commission (\$22,500).

**Objections to temporary vhf-uhf operation of KFRE-TV Fresno** (Ch. 12 & 30), filed with FCC by KJEO (Ch. 17) & KMJ-TV (Ch. 24), have been rejected by FCC.

CJON-TV St. John's, Newfoundland, has installed a TelePrompTer standard 2-prompter studio package.

## Congress

**MOULDER IN COMEBACK:** Broadcasting legislation in the House will be handled this session by Rep. Moulder (D-Mo.), who was pushed out of his chairmanship of the original Legislative Oversight Subcommittee and nearly lost his seat in the election (Vol. 17:7 p14).

Explaining that Moulder was in line for the job because of his majority seniority ranking (5th) on the full Commerce Committee, Chmn. Harris (D-Ark.) last week designated him chairman of the Communications & Power Subcommittee, which Harris himself headed last session. Its jurisdiction covers "interstate & foreign communications" in addition to such areas as the Weather Bureau and natural gas.

Harris said he had given up the Communications Subcommittee chairmanship because of his workload of full Committee business and chores of running the reconstituted Oversight Subcommittee, which he renamed the Special Subcommittee on Regulatory Agencies (Vol. 17:10 p9). As expected, Harris himself took the new unit's chairmanship.

"After all, one person can't carry on everything," Harris told reporters March 9 at his opening news conference of the session. It was conducted in Room 1334 of the Old House Office Bldg., scene of many of the sensational Oversight hearing shows. The room has been refurbished with brighter lighting and a shiny new oil portrait of Harris hung on the back wall.

### Communications Subcommittee Membership

Except for the absence of Harris and the addition of Moulder at the top, the Democratic membership of the Communications Subcommittee—Reps. Rogers (Tex.), Flynt (Ga.), Moss (Cal.), Rostenkowski (Ill.)—is unchanged from last session.

Rep. Bennett (R-Mich.), ranking minority member of the full Committee, dropped his Communications Subcommittee assignment, but Reps. Younger (R-Cal.) & Avery (R-Kan.) stayed on. The vacancy was filled by freshman Rep. Sibal (R-Conn.).

At each session Moulder regularly introduces a bill to change daytime radio operation hours from sunrise—sunset to 6 a.m.-6 p.m. (Vol. 17:9 p11). But otherwise he has displayed little legislative interest in TV-radio-FCC subjects since he lost his Oversight Subcommittee chairmanship in 1958 in the procedural hassle with Harris which also brought dismissal of chief counsel Bernard Schwartz. Moulder quit his Oversight membership, too, and last session was a member only of the Transportation & Aeronautics Subcommittee. Moulder's major House assignment is on the Un-American Activities Committee.

First broadcasting item on the communications unit's agenda this session is federal aid to educational TV. Hearings on a handful of ETV bills in the House haven't been scheduled, but Moulder planned to schedule some soon. The faster-acting Senate Commerce Committee last week voted to send an ETV measure (S-205) to the floor (see p. 7).

Oversight Mack (D-Ill.) wasn't renamed to the Regulatory Agencies Subcommittee headed by Harris. Rep. Rogers (D-Fla.) was his replacement. Other Democratic Oversighters—Reps. Rogers (Tex.), Flynt and Moss—will be back at the old stand. The 4 Republican places were filled by Oversighters Bennett & Springer and Reps. Younger & Thomason (Wis.), the latter a newcomer.

Harris described the Oversighters' successor subcommittee as "strong." He said it will get together "at the

first opportunity" to draw up an agenda for the session & pick a staff. Its major initial task, Harris said, will be to try to "break logjams" in all regulatory agencies. Harris hinted that Oversight counsel Robert W. Lishman, who has said he is returning to private law practice, may be recruited to carry on with the new unit.

Harris also said: (1) He's looking for a special message from President Kennedy on regulatory agency problems within a couple of weeks. (2) He knows of no special situation requiring investigation "at this moment," but he wants to get into spectrum problems. (3) He may have to ask for more money than the \$195,000 already appropriated for the agencies unit this session. (4) He hasn't yet seen an American Statistical Assn. report on broadcasting rating systems, but expects that the contract study will be submitted "in a very short time."

Broadcasting interests of members of Congress—along with all other income-producing financial transactions—would have to be reported regularly under terms of a "full-disclosure" bill (S-1233) co-sponsored by Sens. Case (R-N.J.) & Neuberger (D-Ore.). The measure also requires that all "oral or written" communications from members of Congress to FCC & other regulatory agencies regarding "a particular case" be made public. It sets up a special commission to decide when a Congressional inquiry to an agency constitutes "legitimate representation of constituents' interests" and when it involves "improper influence or pressure." Similar legislation was introduced in the last Congress by Case & Mrs. Neuberger's late husband, Sen. Richard L. Neuberger.

Overtime pay exemptions for "small market" TV & radio stations under the Fair Labor Standards Act are sought again by NAB. In statements filed with Senate & House Labor Committees, and in follow-up testimony at Senate hearings, NAB broadcast personnel & economics mgr. James H. Hulbert said long-sought relief from overtime requirements would end "hardship & confusion" suffered now by the smaller stations. Defining a "small market" as one with 100,000 population or less, he said that "in many small towns, the broadcaster is the only business covered by the law." Both Senate & House agreed last session to write the exemptions into wage-hour law amendments. But the legislation was shelved when Senate-House conferees failed to agree on an omnibus bill (Vol. 16:36 p5).

FTC reorganization in the Kennedy Administration finally got under way March 7. The White House submitted to the Senate the nomination of Paul Rand Dixon—a month after President Kennedy announced he would replace Republican Earl W. Kintner as FTC chairman (Vol. 17:7 p3). Other delayed nominations sent to the Senate at the same time included those of Edward R. Murrow & Donald M. Wilson to be USIA dir. & deputy dir., respectively (Vol. 17:6 p3), and Lee Loevinger as the Justice Dept.'s antitrust chief (Vol. 17:8 p15). The White House withdrew Eisenhower nominations: Kintner for a new term, Edward K. Mills as lame-duck Republican FTC member.

Equal-time "watchdog" hearings by the Senate Commerce Freedom of Communications Subcommittee, first planned for January (Vol. 17:5 p8), have finally been set for March 27-29. Subcommittee counsel Creekmore Fath told us the witness list for the 3-day sessions hadn't been drawn up at last week's end. But Chmn. Yarborough (D-Tex.) is expected to summon TV & radio station executives to testify on how they handled political-time complaints during last year's election campaign.

**TV Crime Denounced:** Creation of a supra-FCC commission to monitor TV programs for crime, sex and depravity—and force stations to live up to their public-interest promises—was proposed to the Senate last week.

Deploping shows carried by the stations now, the National Council on Crime & Delinquency told the Judiciary Juvenile Delinquency Subcommittee that the govt. commission would help “correct the considerable gap between their established codes regarding children and the extent of horror, crime, violence and sex programs.”

The testimony by exec. dir. Milton G. Rector of the N.Y.-based non-official Organization of Social Workers & Penologists (formerly the National Probation & Parole Assn.) was the opening shot in hearings on TV & movie shows which were promised last month by Chmn. Dodd (D-Conn.) of the Subcommittee (Vol. 17:6 p6).

Rector gave the Subcommittee copies of a hitherto confidential 9-page report prepared last summer for the Council by a special conference which studied effects of TV & movies on children.

The report said TV glamorizes “the criminal who has prospered for many years before his downfall in the last 3 minutes of the program.” It scored both TV & movies for: (1) Stimulating children to aggressive and sexual fantasies. (2) Leading children to imitate their elders in anti-social acts. (3) Portraying crime & violence in such ways that “the true image of America is being dirtied by shoddy, garnish exaggeration of its worst aspects.”

“If TV is as powerful in forming public opinion as the industry believes it to be, then the high incidence of criminality it portrays cannot be discounted lightly,” said Dodd—himself the father of 2 teen-agers.

“In due time we will attempt to determine precisely what the relationship is—if any—between the 2. Something should be done to improve what appears on TV screens. The industry itself ought to be aware of how people feel. Everyone is up in arms.”

Equal-time repeal has been demanded by Radio-TV News Directors Assn. Pres. William Monroe (WDSU-TV New Orleans) in a statement filed with Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). Monroe said equal-time requirements have “watered down” freedom of the press as he submitted RTNDA’s views as a footnote to testimony in the February hearings on suspension of the Communications Act’s Sec. 315 for Presidential tickets (Vol. 17:6 p2). Argued Monroe: “If there is any reason to feel horror-struck at the idea of govt. interference with newspapers, there is as much reason—perhaps more—to be appalled by the idea of govt. interference with broadcast news.”

Annual Ohio State awards for outstanding TV & radio programs will be presented in Columbus, O. April 26-29. The oldest competition in broadcasting—according to Dr. I. Keith Tyler, dir. of the O. State U. Institute for Education by Radio-TV—reports a record 717 programs have been entered this year, including 127 video tapes. A 60-min. TV show featuring the awards and originating from the campus April 28, will be carried by the o&o’s of all 3 U.S. networks, CBC and NET. The program will also present “a documentary of TV & radio’s history as reflected in the various awards given by the Institute since 1937,” said Tyler. A special election year TV award will be made.

Right to televise a heated session of the Colorado State Senate was won by KOA-TV Denver recently with the 18-to-16 defeat of a motion to bar TV cameras.

## Advertising

Executive reshuffle at J. Walter Thompson was described by the agency late last week as the culmination of “an orderly management transition under Stanley Resor’s chairmanship during the past several years.” Resor, JWT pres. for 44 years, relinquished that title last June but retained the post of chmn. with Norman H. Strouse replacing him as president. Those who question the “orderliness” of last week’s developments (notably the N.Y. *Times*’ ad columnist Robert Alden) say that a rift soon arose between the 2 men with their factions vying for control. “Some feel the reorganization is related to Strouse’s efforts to tighten his reins on the company,” said the *Times*’ Alden, noting that many Resor men “are on the way out.” Another view: Although the agency points to an all-time-high volume (1960 billings were \$370 million), JWT lost some \$20 million worth of business last year (Shell Oil and American Home Products, among others). Whatever the reasons for the shake-up, the changes involve the abolition of 2 vice-chairmanship titles held by Samuel Meek and Henry C. Flower Jr. and the creation of 7 senior vps, among them Dan Seymour, brought in by Strouse in 1955 to head the TV-radio dept.

Recommendations from ANA covering “audit procedures which advertisers & their agencies may employ to verify proof-of-performance affidavits provided by individual stations or networks” are being circulated to ANA members in the form of a new report. Prepared by Joseph Barra, Lever Bros. Co. senior accountant, the report was done under the auspices of ANA’s advertising administrative control committee. In essence the 12-page booklet explores several basic systems used by leading agencies to verify that TV commercials have appeared as scheduled. It also examines the reporting techniques of Broadcast Advertisers Reports (BAR) and describes ways in which this service “can be used as an additional control over TV advertising expenditures.” Copies of the report are available from ANA, 155 E. 44 St., N.Y. 17, N.Y.

Spot-TV advertising had been “too effective” for Crayola during off-season (Jan.-Feb.-March) campaigns, creating more consumer demand than retailers had crayons to fill. So writes Channing Haddock of Chirug & Cairns ad agency in March *Media/scope*. Consequently the company took large display ads in newspaper business sections, announcing the heavy TV-spot schedule slated for the following weeks. Dealers took note & stocked up. Crayola repeated the winning combination in its 1960 Christmas campaign, spending \$100,000 on TV, \$6,000 in newspapers.

Prudential is pulling out of CBS-TV’s *20th Century* after a 4-year, \$16-million association with the Burton Benjamin-produced public-affairs series. The sponsor won’t undertake another big TV expenditure, and plans to limit its activity to “participations” next season. The show’s fate is more uncertain. CBS is currently scouting for a new sponsor, but if there are no takers, *20th Century* will probably go off in September.

**Ad People:** Thomas Tausig, ex-P. Lorillard, named vp & TV-radio dept. dir., N.Y. office of Grant Advertising . . . Lester Cohen named a vp, Compton . . . Theodore S. Repplier, Advertising Council pres., receives USIA’s top citation—Distinguished Service Award—for “devotion to the promulgation of positive attitudes supporting free institutions of the U.S. & the free world” . . . Judson H. Irish named vp in the Foote, Cone & Belding creative dept.

## Auxiliary Services

**CCTV Recorders Coming:** Video-tape recorders designed for non-broadcast uses will be introduced soon by Ampex, RCA and at least one Japanese manufacturer. These simplified units will be priced far lower than their broadcast counterparts through the elimination of much of the complex circuitry, and will be aimed at educational, industrial & military uses—wherever it's necessary or desirable to store closed-circuit material for re-use.

Both the RCA & the Ampex units will be priced at about half the cost of broadcast TV tape recorders. Neither will be recommended for on-air broadcast, and presumably both will be incompatible with tapes made on the broadcast types. It appears that they'll be incompatible with each other, too—RCA's unit having 4 rotating recording-playback heads (like the broadcast version) and Ampex's having a single head. They'll both presumably be incompatible with Sony's upcoming low-priced transistorized recorder, due to be unveiled at next week's IRE convention in N.Y.

Ampex's recorder, designed for "simplicity, low price and picture resolution as good as or better than broadcast standards," will be unveiled this week. Its price will be "in the \$21,000 area" and it will be commercially available early next year.

RCA's unit will sell for about half the cost of a monochrome studio recorder (\$49,000), according to the company. RCA said no date has been fixed for availability of the unit.

**Bout's Big Bundle:** TelePrompTer expects to clear after taxes more than \$3 million from the March 13 Patterson-Johansson heavyweight title fight in Miami. "The largest potential audience in close-circuit history"—1 million viewers—is predicted by TPT Pres. Irving Kahn. Approximately 625,000 seats were available for last June's title fight and gross receipts totaled just over \$2 million.

CATV participation in the sports event accounts for much of TelePrompTer's dollar optimism. So far 30 community systems, including 6 owned by TPT, covering more than 100,000 sets, have signed to carry the fight and will pay TPT a \$3-4,000 fee each. "The CATV audience will be more than 4 times larger than last year, when the bout was carried by 13 systems serving 23,500 subscribers," said TPT.

In the U.S. & Canada 207 theater & arena locations (ranging from Madison Sq. Garden to school gymnasiums) will provide 756,195 seats. More than 90,000 seats will be available in the metropolitan N.Y.-N.J. area alone. Average admission will be about \$5. One Los Angeles arena is asking \$11 a ticket and some Madison Sq. Garden seats are selling for \$100 (although \$94.50 of that goes to the Heart Fund). In addition, TPT has collected \$300,000 from ABC for U.S. & Canadian radio rights.

Post-bout distribution is another bright star on the TPT financial horizon, with radio & delayed TV coverage spanning 6 continents, largely under Gillette sponsorship. Freemantle International will handle foreign TV-film distribution throughout Latin America, Switzerland, France, Austria, West Germany, Australia, Japan, Rhodesia and the Virgin Islands. BBC has bought British TV & radio rights for \$50,000. Motion pictures will be distributed theatrically by UA in the U.S. & Canada, and by 20th Century-Fox internationally.

## Television Digest

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**Personals:** Eugene V. Kline named NT&T president, succeeding B. Gerald Cantor, who will devote time to carrying out firm's diversification & expansion program. Cantor remains chmn. . . . Ralstone R. Irvine, senior partner in N. Y. law firm of Donovan, Leisure, Newton & Irvine, named gen. counsel of All-Industry TV Music License Negotiating Committee . . . Charles C. Bevis Jr., NBC veteran, most recently as mgr. of WBUF-TV Buffalo, becomes asst. exec. dir. of AMST, succeeding Arch Madsen, who was appointed mgr. of KSL-TV & KSL Salt Lake City.

Neal Van Ells, ex-WNTA-TV & WNTA N.Y., rejoins Crosley Bestg. as program dir., WLWA Atlanta. He had previously been with Crosley stations WLWD Dayton and WLWT Cincinnati . . . Michael J. Roberts, ex-*Variety*, named program sales dir., WBC . . . Fred Ruegg named station administration vp, CBS Radio o&o's, succeeding Jules Dundes, appointed vp-gen. mgr., radio KCBS San Francisco. He succeeds Maurice E. Webster, named vp-gen. mgr., CBS Radio Spot Sales, replacing Milton F. Allison, who will have new sales responsibilities. Ruegg is succeeded as vp-gen. mgr., radio KNX Los Angeles, by Robert P. Sutton, who was program dir.

Joseph Anthony Flahive, ex-WGN-TV Chicago, named national sales mgr., WTVJ Miami . . . Terrence C. Atkinson named local sales mgr., WJW-TV Cleveland.

John G. Stilli named gen. mgr. of Triangle stations WFBG-TV & WFBG Altoona, Pa., succeeding Frank B. (Bud) Palmer, who has been promoted to the new post of mgr., Triangle Stations' Midwestern sales office . . . Calvin Clarke named comptroller, Donrey Group. Ralph Johnson and Truman Hinkle named sales mgr. of KGNS-TV Laredo, Tex., and KLRJ-TV Henderson, Nev.

Robert Joyce promoted from program mgr. to station mgr., WMTW-TV Poland Spring, Me., succeeded by Lee Nelson, ex-WAGM-TV & WAGM Presque Isle, Me.

Joseph J. Kessler, ex-FCC renewal & transfer div., joins Washington TV-radio law firm Fly, Shuebruk, Blume & Gaguine . . . Hamilton W. Woodle, ex-vp & gen. mgr. of radio WSPB Sarasota whose 31 years in broadcasting include staff work with Syracuse & Buffalo stations, joins NAB staff as field representative . . . Slocum Chapin, ABC-TV Western div. sales vp, was married March 3 to Miss Jane Daly, asst. to the chmn., Geoffrey Wade Advertising Agency, Chicago. After a trip to the West Coast, they will live in Stamford, Conn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA DEVELOPING HEALTHY GLOW IN INDIANA:** Change in climate & doctor have worked wonders in a short time for RCA's less-than-robust TV-radio-phono operation. The consumer-products organization had a bad 1960. It underwent a series of staff amputations, suffered with morale fever, was evicted from its comfortable Cherry Hill, N. J. hq and, by year's end, was uprooted & centralized in Indianapolis (Vol. 16:33 p12).

Upheaval cost \$4 million and contributed to RCA's downbeat 1960 profit picture (Vol. 17:10 p24). We visited the patient in Indianapolis last week to see the effects of its \$4-million health cure. In both on- and off-the-record discussions we found the prognosis favorable.

RCA has found a new spirit as well as a new home in Indiana. Refugees from Cherry Hill are pulling together with confidence, team play and ideas not much in evidence at RCA in past several years. Much of the credit for the organization's surprising recovery, insiders tell us, goes to its new resident doctor, Delbert L. (Debs) Mills, who doubles in brass as Sales Corp. operating vp & as Home Instruments Div. vp-gen. mgr., and to chief surgeon RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter (Wally) Watts. We had lengthy talk with Mills, found him much unlike traditional executives in home-instrument field.

If Mills can truly implement his radical-for-this-industry ideas, there'll be a strong, fresh breeze blowing through RCA, sweeping away cobwebs. An engineer by training and a manufacturing specialist by practice, Mills believes the solution to any problem is available if enough ideas are fed into the hopper. Here's a sampling of his ideas:

People: Industry fails to tap its best source of ideas by ignoring thinking of lower-echelon managers & new employes who now graduate from college "with more knowledge than we ever had at their stage of development." RCA is now tapping this source. Under Mills' direction, 3 advance-planning committees (one each for TV, radio & phono) have been set up in Indianapolis, representing every phase of consumer-product activity—from advertising & engineering to quality control, procurement and sales. No managers are permitted—only bright young fellows from various departments. They meet bi-weekly for brainstorming sessions uninhibited by the presence of management. "We're getting all grades of ideas," Mills told us. "More important, we're encouraging thinking at all levels and we're creating tomorrow's management corps."

Planning: "We're now investing planning, time and money into programs & projects which won't begin to produce results for at least 10 years. You can't live on technical strength. It's what you do with it that counts. Similarly, we're planning plants & facilities in terms of products we'll be making a decade from now. Thinking today must be aimed at obsoleting what we're doing today." The first product innovations developed on the basis of cooperative planning will actually show up "a year from now," Mills predicted.

Selling: RCA is planning to establish at Indianapolis in about a year a data-processing center for sales forecasts. "We want to know what the public bought last week—not 45 days ago," Mills said. "This is the only way to key our production to demand—and we know how to do it. Sales should be measured against forecasts, not against last year's results. We know we can set up a computer program to give us the only answer that really counts—what the customer wants & is buying today. RCA is already using its 501 computer successfully to forecast TV sales.

Recession-control: Mills agrees with those experts who believe that the country has fallen into an inventory-produced recession. "There has got to be a controlled balance of production, sales and inventory, and this balance is obtainable through planning & watchfulness." Under his direction, RCA now holds a weekly "PSI meeting" to assure that production-sales-inventory are at healthy levels. On a broader economic front, he brings in top economists to talk to executives & staff about business trends.

Color TV: Zenith's entry into color TV will provide additional sales impetus, says realist Mills, but

the immediate outlook still is for a gradual rise in sales. "The real take-off" will come in 1965-1970." I wish we had more products like color TV," he said, with the contented smile of a man with blue-chip stocks in the vault. (For report on this week's color-TV developments, see story below.)

Imports: "We are in a world-wide business," Mills said, "and we will purchase goods & components from any source with a price advantage so long as what we buy meets our rigid specifications. It takes about 8 months before we approve a component for purchase." Mills took a broader look at the import picture: "It's a violation of sound fundamentals of economics to raise trade barriers. We cannot expect other nations to purchase our goods while we simultaneously refuse to buy theirs." He also told us that RCA has no objection to importing finished goods to sell as specialty items. He did more than tell us. He showed us a smart battery portable radio-phono, produced by RCA's associated Chilean company, Corporacion de Radio de Chile, which RCA is studying for possible import.

Prior to joining RCA in January 1960, Mills was president of ITT's Federal Telephone & Radio Div. Previously, he had been in executive posts with A. O. Smith, General Motors, Standard Dayton Corp. "Wherever I've been," he said, "I've seen the remarkable progress that can be made by giving the other fellow a chance to think, to become a contributing member of the team. The power of any company is its people. The old galoots have got to respect the brainpower of the young fellows. We've got to encourage everybody to think & let think."

Man's interest in his fellow man is not new, and conversation on the subject can ring with corn. We came away impressed with Mills' quiet sincerity. We hope he can put his ideas across. He's got some truly interesting ones.

#### **TV-RADIO PRODUCTION:** EIA statistics for week ended March 3 (9th week of 1961):

	Feb. 25-Mar. 3	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	104,528	103,571	107,794	915,208	1,139,172
Total radio .....	269,441	282,031	318,650	2,472,137	3,117,320
auto radio .....	84,612	63,520	122,507	781,464	1,351,864

**COLOR TUBES, COLOR SETS:** Color was still the hottest topic in the trade last week, a fortnight after Zenith's announcement that it would be in the color business this fall (Vol. 17:9 p2). RCA showed no intentions of letting the talk die down either—it finally made the official announcement that it is using (& selling) a new color picture tube with brighter phosphors—and big consumer advertising was being planned for the tube. Meanwhile, most non-color TV manufacturers were beginning to firm up their plans on color—to enter or not to enter this year.

RCA's new color tube (designated 21FBP22), reported for the first time last October in TELEVISION DIGEST (Vol. 16:43 p16), has actually been in use in RCA color sets since the beginning of the year, although the announcement was held up to let dealers clear stocks of sets with the earlier version. The tube was demonstrated to the press last week.

As we have reported previously, the new tube uses sulfide phosphors, increasing brightness up to 50%, providing sharper pictures of action scenes due to the use of matched short-persistence phosphors, giving a crisper appearance to both black-&-white and color pictures. Other features of the tube: (1) New method of maintaining accurate microscopic spacing between cathode & control grid of each electron gun to assure stable beam balance and freedom from microphonics. (2) Greater tolerance for "beam-to-dot" register, eliminating need for adjustable field-equalizer magnets. (3) Use of a single high-voltage terminal at a new location on the bulb and elimination of the external protective resistor formerly required.

The new tube is identical to the old in shape & appearance, is 21-in. round shadow-mask type.

Interestingly, RCA's Electron Tube Div. announced that the tube can be furnished to manufacturers in 2 versions: "(1) The conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass." Our original reports on the new tube last fall (Vol. 16:48 p16) noted that RCA had been working with Pittsburgh Plate Glass's new safety-glass lamination technique on its color tubes.

RCA's own color sets using the new tube employ an external safety glass, but the Tube Div.'s announcement indicates the company is ready to supply bonded-glass color tubes to other customers—leading to speculation that Zenith may use the bonded version in its color sets, and that other manufacturers (including RCA in future models) may be getting ready to use it. Its principal drawback is said to be cost, but the price differential hasn't been revealed.

The new color tube isn't directly interchangeable with the model it replaces, but chassis modifications are minor and can easily be made in the field by technicians—so that the new tube may be used as a replacement in older sets.

\* \* \*

While welcoming Zenith to the color-TV fold, RCA officials were still smarting last week over the wording of Zenith's announcement—and the fact that Zenith scooped RCA in announcing the new RCA color tube. A portion of Zenith's release read: "Innovations will include a Zenith-developed color demodulation system which employs a

new tube invented by Zenith scientists. The sets have been especially designed for simplified operation, and will have a 3-gun shadow-mask picture tube with greatly increased brightness." The first tube mentioned is a receiving tube; the 2nd is RCA's new color tube.

RCA fired a retaliatory salvo in its press release last week announcing the new color tube. The 3rd paragraph, on the first page of the release, stated:

"RCA is the only manufacturer in the U.S. in commercial production of color-TV picture tubes. In line with its long-established practice in black-&-white and color TV . . . RCA will make these tubes available to all other manufacturers for use in the color sets they are currently marketing or plan to market under their own brand names."

\* \* \*

What major manufacturer will be next to announce color sets? This is a favorite guessing game in the trade, as more set makers troop through RCA's color plant in Bloomington, Ind. Most likely best bets: Sylvania and/or GE. Our checkout last week included 2 important TV-set sources generally overlooked as major receiver merchandisers—Sears Roebuck & Montgomery Ward. Neither has plans to offer color sets under its own label this year, we learned, although Ward's continues to sell RCA color TV in selected retail stores.

"Sears is not currently selling color TV and has no plans to do so," a spokesman told us. Sears' Silvertone brand, made by Warwick and Pacific Mercury, is estimated to rank about 6th in nationwide TV sales.

"We're still exploring the field cautiously," we were told by Ward's electronics div. merchandise mgr. W. W. Davis, "but we have no immediate plans to go heavily into color on a private-brand basis. We definitely won't go in this fall. Whether we do next year depends entirely on the condition of the market."

For well over a year—as we reported last April (Vol. 16:14 p17)—about 50 Ward's stores have been handling RCA color sets purchased through local RCA distributors. These outlets are in & around major cities and areas where there is relatively heavy color programming. From his firm's experience with the RCA sets, Davis ventured that "color doesn't seem to be setting the world on fire."

\* \* \*

One other manufacturer did announce plans to enter the color-TV market last week—Organ Corp. of America, N.Y. ORCOA, which sells the Excelsior electric organ, last week announced purchase of the assets of Willoughby Electronics Corp., Brooklyn, which ORCOA Pres. Stanley Green says will make color sets beginning next June.

Willoughby's former Pres. Irving Kane (now ORCOA production-promotion vp) told us his firm, which also has a plant in Hempstead, N.Y., will initially build about 10,000 color sets, using the RCA tube and a circuit "exactly the same" as RCA's receivers. "We'll meet all competition head-on for both the foreign & domestic market," said Kane. He identified himself as the former president of Viewtone, a pioneer producer of black-&-white TV, but he said ORCOA will produce no b&w sets.

Inquiring at RCA, we couldn't find anyone who had ever heard of ORCOA or Willoughby Electronics.

■

Motorola names Lowry Electronics Inc. (James R. Lowry, pres.-gen. mgr.), new subsidiary of Lowry Electric Co., Coral Gables, as Southern Fla. distributor.

**EXPORTS, IMPORTS ROSE IN '60:** U.S. exports & imports of electronic equipment both showed substantial increases in 1960 over 1959, according to preliminary Commerce Dept. figures—but, as expected, imports increased at a greater rate than exports.

The Commerce Dept. export & import figures for electronics—compiled & released by the Electronics Div. of the Business & Defense Services Administration—can't be compared directly with each other because of difference in product classifications. They are not complete, either for exports or imports, being confined to "selected electronic products"—the ones readily recognizable as such in Commerce Dept. classifications.

Within these limitations, the listed electronics imports showed a 26% rise from 1959 to 1960, while exports rose 16%. Total imports were listed as \$142,384,000 last year, while exports totaled \$466,486.

All import classifications, except phonos & phono parts, showed dollar increases in 1960, the greatest rate of gain being shown in TV cameras & parts. Here are BDSA's preliminary dollar figures on 1960 electronics imports into the U.S. compared with 1959 (add 000):

Commodity description	1960	1959
TV cameras & parts .....	\$1,092	\$227
TV tubes & parts .....	464	387
TV apparatus & parts .....	1,946	688
Radio apparatus & parts .....	92,652	72,724
Photocells & other electron tubes & parts (except TV, X-ray & radio) .....	2,394	1,358
Phonographs, etc. ....	1,329	1,813
Phonograph needles .....	15	13
Phonograph parts .....	558	950
Phonograph records .....	3,714	3,551
Total .....	\$104,164	\$81,711
New classes established Jan. 1, 1960 .....	38,220	—
Grand total (1960) .....	\$142,384	—

Many export categories showed increases. One of the few substantial declines was the TV receiver classification, which dropped nearly \$3 million, partly offset by a \$1-million increase in TV chassis exports; radio exports were down sharply. Here are BDSA's preliminary 1960 figures (vs. 1959) on exports of selected products (add 000):

Commodity description	1960	1959
Radio transmitting equip. & parts .....	\$2,354	\$3,621
TV transmitting equip. & parts .....	3,223	3,441
TV-radio best. audio equip. & parts .....	1,495	1,463
TV studio equip. & parts .....	13,766	9,931
Radio beacon transmitters & parts .....	910	1,493
Auto radio receivers .....	1,395	1,782
Radio-phonos combinations (excl. TV) .....	515	916
Home radios (excl. TV) .....	2,861	4,086
Home radio chassis .....	876	935
TV receivers .....	14,713	17,631
TV receiver chassis .....	3,968	2,901
Receiving tubes .....	14,382	14,671
TV camera tubes .....	1,468	1,682
TV picture tubes .....	21,304	13,757
Other cathode-ray tubes .....	2,086	889
Tube parts & accessories .....	6,796	4,987
Crystal diodes & transistors .....	15,973	9,148
Capacitors .....	7,570	6,102
Resistors .....	5,379	4,175
Inductors (incl. transformers & coils) .....	4,092	3,970
Loudspeakers .....	1,646	2,137
Carrier current equipment .....	1,197	2,628
Audio amplifiers & amp. systems .....	2,798	3,317
Amplifiers (except audio) .....	1,695	1,172
Recorders & parts .....	12,971	10,986
Electronic equipment, other .....	44,001	38,613
Coin-op. phonos, new .....	10,545	11,020
Coin-op. phonos, used .....	2,025	2,144
Other phonographs .....	2,346	3,108
Phonograph parts .....	5,687	6,864
Phono records & blanks .....	10,682	10,704
Signal generators .....	6,041	4,651
Test instruments .....	11,613	7,623
Test instrument parts .....	18,408	16,955
Electronic computers .....	38,730	17,055
Computer parts & acces. ....	9,019	5,820
Subtotal .....	\$304,530	\$252,378
Special category items:		
Radio communications equip. ....	94,262	90,691
Other electron tubes .....	18,055	13,340
Detection, navigation equip. ....	49,639	44,316
TOTAL .....	\$466,486	\$400,725

**Trade Personals:** John F. Gilbarte resigns as Admiral govt. sales div. vp to establish his own sales & consulting service; he's succeeded as dir. of Admiral's Washington office by John K. Pellow . . . William H. Herrman promoted from ad & sales promotion mgr., Stromberg-Carlson electronics div., to ad dir. and acting dir. of PR, General Dynamics/Electronics . . . Louis Martin, ex-Westinghouse Tube Div. gen. mktg. mgr., joins Eitel-McCullough as mgr. of mktg. operations . . . Paul W. Van Orden named mgr. of research, GE receiving tube dept.; he formerly was in the TV receiver dept.

Carmen J. Auditore named to new post of systems-planning mgr., Adler Electronics military-products div. . . Adolph Wolf, ex-Zenith & Webcor, named mfg. vp, Electro-Voice, succeeding Fred Lester, who will remain on the board . . . Semon Hersh, RCA, will head EIA's new technical publications committee, a part of the military products div.

Color-TV picture-tube bulb monopoly charge was denied by Corning Glass in a petition to Chicago federal court asking dismissal of a complaint filed by Dearborn Glass Company. Dearborn, which formerly made glass faceplates for metal-coned RCA color tubes, had charged that an RCA-Corning deal stipulating all-glass color-tube bulbs caused it to lose \$1.5 million (Vol. 16:47 p18) as a result of Corning's "unreasonably low prices." Corning denied all charges in the treble-damage suit, and stated that color-bulb production had not reached expected levels of production or anticipated profits.

Another small-business investment company specializing in electronics: Weston Electronics Investment Corp., 428 Boston Post Rd., Weston, Mass., has been licensed by Small Business Administration. It will begin operation with capitalization of \$301,400, receiving \$150,000 from SBA in exchange for its subordinated debentures. Physicist Roland B. Holt, president of Device Development Corp., is pres.; oilman & hospital executive Louis I. Rosenfield is treas.; Boston attorney Richard G. Mintz is clerk.

Canadian TV sales in January were only 1% below Jan. 1960, Canadian EIA reported last week on the basis of distributor sales to dealers. Total distributor sales were 24,563 units vs. 24,817 in Jan. 1960. The breakdown (Jan. 1960 figures in parentheses): Portables 3,978 (3,129), table models 4,409 (4,996), consoles 14,759 (15,143), combinations 1,417 (1,549).

Another promotional price-cut on 19-in. portables: Emerson now advertising its Tru-Slim power-transformer set at \$159, dropping its 17-in. portable to \$138, its 19-in. table set without handle to \$148. A 23-in. consolette is priced at \$188.

### Obituary

Sennet W. Gilfillan, 71, pioneer radio & electronics manufacturer, died March 5 at his Los Angeles home after a long illness. With his brother Jay, he founded Gilfillan Bros. Inc. in 1912 shortly after he had graduated from Stanford U. as an economics major. After making auto & aircraft parts, the firm became one of the first 5 radio manufacturers following World War I. It was an early manufacturer of TV equipment—beginning in 1938—and made TV sets until 1949, when it left the consumer-products field, having pioneered & developed an airport radar landing system which became its principal post-war endeavor. Mr. Gilfillan is survived by his wife & 2 daughters.

Threatened boycott of Japanese electronic products by Chicago's IBEW Local 1031 (Vol. 17:9 p17) will be discussed by Pres.-business mgr. M. F. Darling with Commerce Secy. Luther H. Hodges at a Washington conference March 14. "We are delighted & gratified that the new administration in Washington recognizes the scope of our problem," said Darling. President Kennedy is opposed to such boycotts, however. At his March 8 news conference he said unions should go slow on threats to refuse to handle foreign-made goods, that international trade is a "2-way game." Earlier the President had expressed concern over a plan by the Amalgamated Clothing Workers of America to boycott Japanese fabrics (Vol. 17:10 p20).

Velvet-surfaced bonded-shield tubes are now being sampled to set manufacturers by Sylvania (Vol. 17:10 p17). Corning Glass Works announced last week that the new no-glare laminated picture-tube cap is now in production, and gave these figures: The treated cap allows an 88% improvement in picture contrast and a 44% improvement in resolution as compared with the earlier anti-reflective coating used on bonded tubes. The abrasion-resistant surface, which can be cleaned with household cleansers, is said to "bring a 200% improvement in weathering qualities of the tube," being as resistant as the glass itself. Corning has not revealed the nature of the coating nor how it is applied to the glass.

Entering consumer-products import field, Litton Industries last week announced the formation of Westrex Co., Alpine, headed by Westrex Corp. import dept. mgr. Harry M. Rich as vice president. Rich said Westrex, Alpine "soon will announce exclusive arrangements with a German manufacturer for the sale of home radios & tape players in the U.S. & Canada." The firm, headquartered at 76 Ninth Ave., N.Y. 11, has begun importing portable radio-phonos from Hamburg.

IUE signed a new 3-year contract with Fairchild Camera's Du Mont Labs divisions March 5. The agreement covers hourly production & maintenance employes of the tube, industrial electronics and military electronics divisions. It provides for a 3% wage increase yearly, among other provisions.

"Industrial Outlook for 1961," a roundup of Commerce Dept. reviews & forecasts covering 91 industries, has been published by the Business & Defense Services Administration. Copies at \$1.75 are available from the U.S. Govt. Printing Office, Washington 25, and Commerce Dept. offices.

Ham radio receivers designed as mobile sets for use in automobiles & trucks are subject to regular excise taxes, the Internal Revenue Service has ruled (Rev. Rul. 61-26). It said the apparatus doesn't qualify for excise exemptions for sets made primarily for commercial, military or marine installations.

That 3-screen TV-stereo combination (Vol. 17:9 p18) is now being advertised nationally by Chicago's de Forest TV in retail trade publications. The self-styled "greatest traffic-getter of all time" is advertised as having "100% mark-up." No list price is given, but in Chicago papers it's being advertised at \$1,196.

Granco FM car radio converter, listing at \$49.95, is "now in capacity production," Du Mont Emerson Corp. announced last week. Granco div. sales mgr. Alvin Barshop stated that "orders received to date reflect a dealer & consumer response to the unit surpassing all expectations."



**EMI MOVES ON U.S.:** One of Britain's largest diversified electrical-electronics combines—Electric & Musical Industries (EMI)—is expanding westward in a move which puts it strongly into the U.S. broadcast equipment, tube & magnetic tape business, and may herald eventual import or domestic production of EMI TVs & radios here.

EMI already has a strong foothold in the U.S. consumer-products market through its control of Capitol Records, which, in addition to being a major phonorecord manufacturer, has its own phonograph manufacturing operation on the West Coast. EMI had been in the U.S. broadcast equipment field through Telechrome Mfg. Corp., which served as its marketing agent here.

A new Hollywood-based subsidiary, Electric & Musical Industries (U.S.) Ltd., has acquired Hoffman Electronic Tube, Westbury, N.Y. distributor of EMI tubes & microwave components, and Voi-Shan Electronics Div. of Voi-Shan Industries Inc., Los Angeles developer & manufacturer of traveling-wave tubes.

Capitol Records vp Daniel C. Bonbright, who has been named as corporate vp of EMI's U.S. electronics activities and to a similar position with Capitol, stated that Capitol's Home Instrument Div. "may eventually be merged with EMI/US." Capitol executive A. Bruce Rozet has been named vp-gen. mgr. of EMI/US.

Although EMI/US will have a consumer-products div. and will be able to take advantage of Capitol Records' consumer-distribution set-up, it has no immediate plans to import or manufacture TVs or radios for the U.S. market. Bonbright was silent on consumer-product plans, but the best guess is that the first consumer-product to be marketed by EMI/US will be magnetic sound tape.

EMI/US will immediately provide a second source of video tape, now sold in quantity in the U.S. only by Minnesota Mining. EMI already supplies video tape to Britain's BBC & Canada's CBC. EMI/US will have 4 divisions—broadcast, magnetic tape, electronic tube & consumer-products—and initially will import most or all of its products. Hq will be in the Capitol Tower, Hollywood, with an Eastern sales office in N.Y. and service & warehousing facilities in 28 U.S. locations.

EMI/US & Telechrome are currently negotiating an agreement to use Telechrome's field-service engineers for installation & service of broadcast equipment, and for a "close working arrangement" in the sale & supply of Telechrome broadcast equipment. EMI/US takes over marketing of EMI broadcast equipment from Telechrome April 1.

**Packard Bell's lockout of employes** before they could go on strike was ruled legal last week by NLRB, reversing the ruling of a trial examiner. The company had transferred its TV repair business to other shops and had locked out its 28 TV repairmen in the wake of a dispute with IBEW. The union had scheduled a strike after Packard Bell had refused to renew a union shop contract requiring all employes to join the union. Ruled NLRB: "An employer is not prohibited from taking reasonable measures, including closing down his plant, where such measures are, under the circumstances, necessary for the avoidance of economic loss or business disruption attendant upon a strike. This right may, under some circumstances, embrace the curtailment of operations before the precise moment that the strike has occurred." NLRB said Packard Bell's lockout purpose was to avoid a tie-up of customers' TV sets and a resultant loss of customers.

## Finance

**Emerson-Telectro Merger:** Emerson Radio & Phonograph moved into the tape-recorder business last week by obtaining a 5-year option to purchase a controlling 800,000 shares (at \$1 each) of Telectro Industries' unissued capital stock. As in its 1960 deal with Granco Products (Vol. 16:33 p13), Emerson moved into a controlling position by agreeing to buy & market all of Telectro's consumer products, primarily magnetic tape recorders, which accounted for 60% of the Long Island City firm's \$5.6-million gross in 1960.

Emerson Pres. Benjamin Abrams said his company will immediately advance to Telectro about \$500,000. A portion of the sum will be a loan, the balance will go for the purchase of Telectro's finished-goods inventory.

The Emerson-Telectro arrangement is still subject to the approval of the latter's stockholders. A meeting on the move will be held "probably before the end of March," according to Telectro Pres. Harry Sussman. He and Chmn. Stanley Rosenberg now own close to a majority of Telectro's 720,000 outstanding shares.

Emerson's \$1-a-share purchase price is \$20 a share under Telectro's 1960-61 high. Telectro, on the American Stock Exchange, closed at 8 3/8 March 9. The company reported a deficit of \$800,000 in 1960, compared with a 1959 profit of \$177,320.

Other merger news last week:

Electronic Specialty and D. S. Kennedy stockholders will vote March 27 on the proposed merger of the 2 companies (Vol. 17:1 p20). The amalgamation terms provide for Kennedy stockholders to receive 4 shares of Electronic Specialty common for each 5 Kennedy shares held.

Electronic Associates, Long Branch, N.J. maker of computers, has acquired for undisclosed cash & stock Gorrell & Gorrell, Westwood, N.J. manufacturer of electromechanical devices.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 9, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates	21 1/2	23%	Magnetics Inc.	10 3/4	12
Aerovox	8 1/2	9%	Maxson Electronics	20 1/2	20
Allied Radio	22 1/2	24%	Meredith Pub.	37 1/2	40%
Astron Corp.	1 1/2	2	Metropolitan Bestg.	22 1/2	23%
Baird Atomic	26 1/2	28%	Milgo Electronics	23 1/2	26 1/2
Cetron	8 5/8	9%	Narda Microwave	6 1/2	6%
Control Data Corp.	79 1/2	83%	Nuclear of Chicago	49 1/2	53 1/2
Cook Elec.	14 1/2	16 1/2	Official Films	2 3/4	3-1/16
Craig Systems	15 1/2	17	Pacific Automation	5 3/4	6 1/2
Dictaphone	35 1/4	37 1/4	Pacific Mercury	8 3/4	9 1/4
Digitronics	25	27 1/4	Philips Lamp	171 1/4	177%
Eastern Ind.	16 1/4	17%	Pyramid Electric	3	3-9/16
Eitel-McCullough	16 1/4	17%	Radiation Inc.	26 1/4	28 1/2
Elco Corp.	15	16%	Howard W. Sams	46 1/2	49%
Electro Instruments	32 1/2	36 1/2	Sanders Associates	49	53
Electro Voice	13	14 1/2	Silicon Transistor	7	7 7/8
Electronic Associates	35 1/2	38%	Soroban Engineering	50	54 1/4
Eric Resistor	14 1/2	15 1/2	Soundscribe	13 1/4	14%
Executone	19 1/2	21 1/4	Speer Carbon	21 1/4	23
Farrington Mfg.	19 1/2	21 1/4	Sprague Electric	63	66 1/2
Foto Video	2 7/8	3-7/16	Sterling TV	1 3/4	2 1/4
FXE	28	31 1/2	Taft Bestg.	14 1/2	16
General Devices	11 1/4	12%	Taylor Instrument	43 1/2	46 1/2
G-L Electronics	9 1/4	10 1/2	Technology Inst.	7 1/4	8%
Gross Telecasting	21 1/4	23 1/4	Telechrome	14 1/2	16
Hallcrafters	36 1/2	39 1/4	Telecomputing	7 1/2	7 7/8
Hewlett-Packard	34 1/2	36%	Time Inc.	98	103
High Voltage Eng.	194	207	Tracerlab	11	12 1/4
Infrared Industries	18	19%	United Artists	6 1/4	7 1/4
Interstate Engineering	22 1/2	24 1/2	United Control	17 1/2	19%
Itek	56 1/2	61	Universal Trans.	1 1/2	1 1/2
Jerrold	8 3/8	9 1/4	Vitro	18 1/2	20%
Lab for Electronics	50 1/2	54	Vocaline	2 3/4	2 3/4
Lel Inc.	6 3/4	7 1/4	Wells-Gardner	24	25 1/2
Magna Theater	2 1/2	2 7/8	Wometco Ent.	13 1/4	14%

## 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
Aerovox	1960—year to Dec. 31	—	—	\$ 121,700	\$0.14	—
	1959—year to Dec. 31	—	—	668,400	.77	—
American Bosch Arma	1960—year to Dec. 31	\$125,480,543	—	1,038,305	.51 <sup>1</sup>	1,885,254
	1959—year to Dec. 31	119,957,956	—	3,532,530	1.83 <sup>1</sup>	1,883,714
Ampex	1961—9 mo. to Jan. 31	53,073,000	—	(1,303,000)	—	—
	1960—9 mo. to Jan. 31	51,527,000	—	2,528,000	.33	—
	1961—qtr. to Jan. 31	17,372,000	—	(1,762,000)	—	—
	1960—qtr. to Jan. 31	17,685,000	—	695,000	.09	—
Canadian GE	1960—year to Dec. 31	226,040,296	—	8,666,807	—	—
	1959—year to Dec. 31	225,568,257	—	10,310,525	—	—
Canadian Marconi	1960—year to Dec. 31	—	—	(394,734)	—	4,554,682
	1959—year to Dec. 31	—	—	523,686	.11	4,554,682
Clevite	1960—year to Dec. 31	94,012,038	\$13,605,635	6,825,635	3.53 <sup>1</sup>	1,883,447
	1959—year to Dec. 31	84,650,821	13,893,961	6,493,961	3.36 <sup>1</sup>	1,872,429
Electronic Associates	1960—year to Dec. 31	15,171,000	—	918,000	1.27	—
	1959—year to Dec. 31	14,482,000	—	803,000	1.11	—
Electronics Corp. of America	1960—year to Dec. 31	6,549,547	458,649	217,449	.25 <sup>1</sup>	744,863
	1959—year to Dec. 31	6,391,343	416,941	175,767	.21 <sup>1</sup>	710,328
Industro Transistor	1960—3 mo. to Dec. 31	369,548	—	21,307	.04	—
	1959—3 mo. to Dec. 31	376,375	—	60,000	.11	—
NAFI Corp.	1960—year to Dec. 31	58,409,153	2,898,580	1,728,580	1.42	1,215,755
	1959—year to Dec. 31	23,354,720	1,208,619	1,048,619	1.06	984,555
NT&T	1960—13 wks. to Dec. 27	9,845,535	—	(114,574)	—	2,816,247
	1959—13 wks. to Dec. 29	12,387,041	—	401,159 <sup>2</sup>	.15	2,705,699
Sangamo Electric	1960—year to Dec. 31	49,810,000	—	689,000	.42	1,622,151
	1959—year to Dec. 31	52,857,000	—	3,027,000	1.87 <sup>3</sup>	87,604
Seeburg	1961—qtr. to Jan. 31	6,420,528	—	77,235	.06	1,305,276 <sup>4</sup>
	1960—qtr. to Jan. 31	5,361,392	—	480,240	.36	1,305,276 <sup>4</sup>
Speer Carbon	1960—year to Dec. 31	24,710,885	3,863,543	1,715,853	1.91 <sup>1</sup>	881,400
	1959—year to Dec. 31	23,525,268	4,438,748	1,970,817	2.20	880,800
Texas Instruments	1960—year to Dec. 31	232,713,153 <sup>5</sup>	29,435,169	15,488,209 <sup>5</sup>	3.91 <sup>1</sup>	3,924,740
	1959—year to Dec. 31	193,212,809	28,855,384	14,142,788	3.59 <sup>1</sup>	3,914,730
Zenith	1960—year to Dec. 31	254,111,740	—	15,225,819	5.11	2,978,614
	1959—year to Dec. 31	260,033,866	—	16,630,144	5.63	2,954,784
	1960—qtr. to Dec. 31 <sup>6</sup>	70,159,728	—	6,648,067	—	2,978,614
	1959—qtr. to Dec. 31 <sup>6</sup>	84,043,829	—	7,310,223	—	2,954,784

Notes: <sup>1</sup>After preferred dividends. <sup>2</sup>After giving effect to capital gains of \$865,000. <sup>3</sup>Adjusted for May-1960 2-for-1 split. <sup>4</sup>Outstanding

Jan. 31, 1961. <sup>5</sup>Record. <sup>6</sup>Indicated.

**ZENITH SALES & PROFIT SLIP:** Beset by "pressures accompanying a general decline in economic activity," Zenith profit & sales slipped last year from 1959's record levels (see financial table). Chmn. Hugh Robertson & Pres. J. S. Wright reported last week that sales dropped 2% to \$254.1 million from 1959's \$260 million. Profits fell 8.5% to \$15.2 million from \$16.6 million.

Zenith TV sales in 1960 topped the million mark for the 2nd consecutive year, but ran "slightly" behind 1959's record volume. Noted Robertson & Wright: "In maintaining a level of TV unit sales down only slightly from the record year of 1959, while industry sales declined substantially, Zenith increased its share of the total industry volume and further strengthened its No. 1 position in the TV industry. Radio unit & dollar sales in 1960 gained over 1959's record levels, they said.

The Zenith executives view 1961 prospects with "cautious optimism" but do not anticipate an early improvement in the profit picture. An early reversal of economic trends, they noted, "may not immediately alleviate the growing cost-price squeeze experienced by most businesses during

the past year." In 1960, they said, "the normally competitive conditions in the consumer-electronics industry were intensified by a decline in industry volume."

Reports & comments available: GT&E, review, Ira Haupt & Co., 111 Broadway, N.Y. 6 • National Video, report, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Magnavox, review, Abraham & Co., 120 Broadway, N.Y. 5 • Seeburg, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Andrea Radio, research report, Schweickart & Co., 29 Broadway, N.Y. 6 • Textron, report, Chace, Whiteside & Winslow, Inc., 24 Federal St., Boston • Telescript-CSP, offering circular, Robert A. Martin Associates, 680 Fifth Ave., N.Y. 19 • Boonton Electronics, prospectus, Ross, Lyon & Co., 41 E. 42nd St., N.Y. 17 • GPE, profile in March 8 *Financial World* • Sprague Electric, featured in February *The Corporate Director*, published by the American Institute of Management, 125 E. 38th St., N.Y.

Corporation	Common Stock Dividends			Stk. of Record
	Period	Amt.	Payable	
Advance Ross Elec...	Stk.	1%	Apr. 14	Mar. 30
20th Century-Fox ...	Q	\$0.40	Mar. 31	Mar. 20
Webcor .....	Stk.	5%	Apr. 20	Mar. 20

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

## SUMMARY-INDEX OF WEEK'S NEWS

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**FCC TIGHTENS REGULATION REINS**, proposing tough Miami Ch. 7 decision plus short licenses, renewal and revocation hearings for several radio stations charged with transgressions (p. 6).

### **Programming**

**COLLINS URGES 6 HOURS WEEKLY** of "blue-ribbon" programming by networks and elimination of excess violence (p. 2).

### **Congress**

**MURROW, DIXON SURVIVE GOP ATTACKS** at Senate confirmation hearings on USIA & FTC jobs. Murrow's "objectivity" challenged. Dixon called "dangerous" (p. 2).

**ETV IS UP AGAIN IN HOUSE** for 4 days of hearings by Commerce Communications Subcommittee on govt. subsidies for station equipment. Approval is expected (p. 3).

**WHITE HOUSE PROBE IS URGED** by Republicans in Congress following disclosure that President Kennedy is getting special monthly reports from FCC, other agencies (p. 4).

### **Stations**

**UPDATED AM-FM DIRECTORY IS OFF PRESSES**, giving complete rundown of all North American AM & FM stations (p. 3).

### **Networks**

**CBS-TV LIFTS ITS BAN ON PLUG PRIZES**. Disclosure of network reversal is made after FCC testimony by Dick Fishell (pp. 5 & 7).

### **Film & Tape**

**JENCKS CITES PROGRESS OF TV FILM**, points to almost 90% nighttime network programming on film (p. 9).

### **Consumer Electronics**

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW**, maintaining consumer would be penalized. Consumer-products chmn. comments on stereo, color, public relations, dealer ad practices (p. 13). **GOVT. & EIA PONDER IMPORT PROBLEM**. Commerce Dept. heads off threatened boycott of Japanese components (pp. 13 & 15).

**SOME LOWER PRICES** shown in new TV-radio-stereo models. Admiral introduces 1962 portable TV & transistor radio lines; Zenith offers promotional series; new RCA radios & phonos (p. 15).

**RETAIL TV SALES OFF 32%** in Jan., radio down 28% from 1960 levels, EIA reports. However, preliminary figures show lesser declines for Feb., good inventory levels (p. 16).

**COMPACTRONS & NUVISTORS**, new tube developments, now appearing in more electronic equipment. Admiral TV set uses Compactron; RCA shows 13 nuvistORIZED devices (p. 16).

**ITT ACQUIRES INTEREST** in Wells-Gardner, will sign pact for TV-radio "engineering & manufacturing assistance" from the Chicago private-brand manufacturer (p. 16).

### **Finance**

**ELECTRONICS PROFITS** dropped in 1960, although aggregate sales rose, tally of 27 firms shows. Large firms show biggest earnings dip. Components profits up slightly (p. 14).

**MOTOROLA PROFIT** dropped to \$12.6 million in 1960 from \$14.2 million in 1959 despite a sales rise to a record \$299.1 million (p. 18).

### **Other Departments**

**FOREIGN** (p. 5). **ADVERTISING** (p. 8). **STATIONS** (p. 11). **PERSONALS** (p. 12). **AUXILIARY SERVICES** (p. 12).

**FCC TIGHTENS REGULATION REINS:** Keep your eye on FCC. New Frontier is in ferment. Series of votes last week, with switching majorities, clearly portend to most Washington observers a definite tightening of regulation—all around.

Quickly, only a few days after oral argument (Vol. 17:11 p7), FCC announced it had instructed its staff to draft a decision taking Miami Ch. 7 from WCKT and giving it to Sunbeam TV Corp.—the only applicant of 4 contestants not charged with attempted back-door influence at Commission. Vote is never disclosed on such instructions, but it's said to be 5-1—with Craven not participating (because engineering firm with which he was associated before joining FCC did some work for WCKT). Other indicative FCC actions:

(1) Unanimous proposal to start hearing aimed at revoking license of radio WIOS Tawas City-East Tawas, Mich., charging owner with "misrepresentations, lack of candor and other disqualifications."

(2) Unanimous vote of short-term license, to June 1, 1962, for radio WVOW Logan, W.Va., because of unauthorized transfer of control.

(3) 5-2 vote (Craven & Cross dissenting) of short license, to June 1, 1962, for radio WPET Greensboro, N.C., because of improper program logging.

(4) Unanimous vote of renewal hearing, to be conducted in Kingstree, S.C., for radio WDKD, "on misrepresentation, station control and programming issues."

(5) 5-2 vote of power increase and move from Jacksonville Beach to Jacksonville, Fla., for radio WZRO, Ford dissenting with statement in which Minow concurred: "The removal of the only station from a

city of 11,000 people in order to give a larger community its 10th station does not appear to be in the public interest. I would, therefore, designate the application for hearing on appropriate issues."

(6) 4-3 vote of new CP to Tattnall County Bcstg. Co., Glennville, Ga., Minow dissenting with statement in which Ford & Bartley concurred: "I believe that the application should be set for hearing on whether the public interest would be served by a grant in view of [Tattnall principal] Mr. Gilreath's extensive other broadcast interests in the highly concentrated area in Georgia."

Best informed people at FCC predict that before long the minority will become the majority in cases such as the last two.

**COLLINS PLAN FOR BETTER PROGRAMS:** Six hours of "blue ribbon" programs weekly (2 apiece from the 3 networks in prime time) and the elimination of "excessive violence"—represent 2 specific goals of NAB Pres. LeRoy Collins' drive for better programming.

He made public these ideas last week in an eloquent, heartily-received speech to a large RTES luncheon group in New York.

Urging "a more concerted effort at all levels" against slam-bang violence, Collins said that "heartening beginnings have been made by the networks & through the efforts of our NAB Code administration." But this wasn't enough, he indicated, declaring that such co-operative efforts must be carried further.

Said he: "Let us strive to obtain sponsorship [of outstanding drama, fine music, public information and education] and get the stations throughout the country to agree to carry it during the evening hours . . . I think the nation needs, and most broadcasters want, a greater effort in this direction. In doing so, we can make a more significant contribution to the complicated world in which we live."

The networks were quick to comment on Collins' proposals:

ABC: "ABC is constantly pioneering in the entertainment field as well as in the field of public service . . . The highly acclaimed Winston Churchill series and the Bell & Howell Closeup documentaries are examples of ABC's progress. ABC-TV does not approve of portrayal of horror or violence for their own sake."

CBS: "We support Gov. Collins' objectives and look forward to the day when they can be realized."

NBC: "NBC applauds the objectives of program diversity, control of violence and high advertising standards so eloquently outlined. NBC has already committed to its TV schedule for the coming season, over & above a large volume of continuing programs in the informational & cultural fields, 2 new prime evening hours of programming of the very type Gov. Collins urges. NBC has always opposed the broadcasting of violence-for-the-sake-of-violence. We have developed additional control procedures to apply in the production of our fall schedule."

**MURROW, DIXON SURVIVE GOP ATTACKS:** Two appointees to top broadcasting-related posts in Kennedy administration—one a household figure in TV & radio, the other a relative unknown whose coming impact on industry could be jolting—last week easily beat back Republican complaints challenging their fitness for their jobs.

Senate confirmation of Edward R. Murrow, veteran CBS headliner, as USIA dir. (Vol. 17:6 p3 et seq.) was voted quickly & unanimously March 15—but only after he had been subjected to a 2-hour Foreign Relations Committee hearing at which his "objectivity" as a newsman was questioned. FTC Chmn.-designate Paul Rand Dixon, who for 4 years had played an unobtrusive Capitol Hill role as chief aide to Sen. Kefauver (D-Tenn.) in the latter's anti-monopoly crusades (Vol. 17:7 p3), was hit even harder. But he won Senate clearance March 16.

Assault on Murrow was led by Sens. Hickenlooper (R-Ia.) & Capehart (R-Ind.). Hickenlooper accused him of exploiting "weaknesses or irregularities of American life" in CBS-TV documentaries, questioned his ability as USIA chief to give a true picture of U.S. to the world. Capehart protested that Murrow hadn't been on "positive track" in some documentaries. "Selling the United States to the world" requires the talents of a Cadillac salesman—and President Kennedy's nominee hadn't demonstrated them, Capehart said.

Murrow retorted at the SRO hearing: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted." He said USIA's Voice of America "should at

all times be steady—firm but not bellicose—carrying the conviction that we will not flinch or falter in the face of threats or provocations.”

“Extremely dangerous” was GOP tag put on FTC nominee Dixon at end of 2-day Commerce Committee hearing (similarly jampacked) on his qualifications for job of policing advertising frauds & unfair trade practices. Sen. Cotton (R-N.H.), complaining he couldn’t get “simple & direct” answers to questions about Dixon’s intentions, said he feared the appointee was hell-bent on regulating industry instead of just enforcing FTC law.

Cotton pored over old reports drafted by Dixon for Kefauver’s Judiciary Antitrust & Monopoly Subcommittee, grilled Dixon on such language in them as “socially desirable” advertising. Would Dixon use his personal prejudices & predilections to harass industry? Dixon said he wouldn’t, seemed puzzled by some Cotton questions, gave discursive answers to others. At end of his ordeal—after Cotton had left the hearing room—Dixon pleaded that there’d been “unfortunate misunderstanding” about his policy positions. Committee promptly voted in closed session (Cotton reported abstaining) to approve Dixon’s confirmation.

Little light on Dixon’s specific attitudes toward TV & radio commercial practices was shed at hearing. Committee Chmn. Magnuson (D-Wash.) questioned Dixon briefly: (1) Didn’t he agree that broadcast advertising can have more impact on public than that carried by other media? (2) Didn’t he agree that FTC’s TV-radio monitoring operations should be continued & expanded? Dixon concurred on both points, which weren’t pursued. Most of Dixon’s direct testimony was on his plans to reorganize FTC’s administrative setup to make it less “hit or miss.”

Also up for confirmation last week were ex-Life Washington correspondent Donald M. Wilson as Murrow’s USIA deputy and Philip Elman, from Solicitor General’s office, to be FTC member. Wilson’s appointment was confirmed in routine by Senate. Elman’s hearing was delayed by unexpected length of cross-examination of Dixon, but his clearance seemed sure.

**UPDATED AM-FM DIRECTORY OFF PRESSES:** Now in the mails to all full service TV-AM-FM subscribers is our new 1961 Radio Station Directory, updating information on all North American AMs & FMs.

The 245-page volume is a quick reference providing, for each station, licensee name & address, names of management & engineering executives, technical facilities & network affiliations.

Directory is in 7 natural divisions: AM & FM stations by state & city, AMs by frequency, AM & FM applications by state & city, AM & FM applications by frequency, AM & FM stations by call letters, list of FCC’s type-accepted transmitters & monitors.

Extra copies are available from our Radnor, Pa. offices (Box 700) at \$7.50—or \$5 each for 3 or more.

## Congress

**ETV Is Up Again in House:** For the 3rd time in as many Congressional sessions, the House Commerce Communications Subcommittee—headed now by Rep. Moulder (D-Mo.)—will go through a ritual of full-dress hearings on federal-aid-to-ETV legislation this week.

As his first order of new-session business (Vol. 17:11 p12), Moulder scheduled March 20-23 sessions for testimony on a half-dozen House bills authorizing govt. subsidies of up to \$52 million for purchases of educational TV station equipment. In addition to the sponsors, a score of pro-ETV witnesses are expected to appear. Among them: FCC Chmn. Minow & HEW Secy. Ribicoff.

Quick subcommittee endorsement of one or another of the ETV measures—or an amalgam of them—is expected, and supporters count on a safe majority on the full Commerce Committee to send legislation to the House floor. It died there twice before. In 1958, it got trampled in an adjournment rush. Last year Rules Committee killed it.

Moulder designated the opening day of the new round of hearings as Congressional Day. Listed as probable witnesses were authors of bills whose provisions ranged from outright federal grants to requirements that the

states match govt. ETV funds. They are Reps. Roberts (D-Ala.), HR-132; Boggs (D-La.), HR-645; Harris (D-Ark.), HR-965; McIntire (R-Me.), HR-2910; Rogers (D-Colo.), HR-5099; McDowell (D-Del.), HR-5536; Moss (D-Cal.), HR-5602.

They’ll be followed by repeat performances by many of the professional educators & ETV advocates who testified earlier at Senate hearings on the \$51-million legislation (S-205) by Sen. Magnuson (D-Wash.), which has passed the Senate 2 sessions in a row (Vol. 17:10 p9).

Meanwhile, the Senate put the Magnuson ETV bill on its calendar, ready to be called up for a vote—and approval—again. As introduced, the Senate measure bore the names of Sens. Schoepel (R-Kan.), Metcalf (D-Mont.), and Cooper (R-Ky.) as co-sponsors. By the time the bill reached the Senate floor, 14 more co-sponsors had climbed aboard. They were Sens. Pastore (D-R.I.), Monroney (D-Okla.), Smathers (D-Fla.), Yarborough (D-Tex.), Engle (D-Cal.), Bartlett (D-Alaska), Hartke (D-Ind.), McGee (D-Wyo.), Kefauver (D-Tenn.), Butler (R-Md.), Cotton (R-N.H.), Case (R-N.J.), Morton (R-Ky.), Scott (R-Pa.).

Majority Leader Mansfield (D-Mont.) called up the Magnuson bill March 16 as the next item of Senate Legislative business. A vote on it was scheduled for March 20.

**CONGRESS EDGY ABOUT WHITE HOUSE:** Republican charges that the White House is trying to seize control of such regulatory agencies as FCC flew thick & fast week, following disclosure that President Kennedy had instructed the agencies to file monthly reports on how they are doing.

As demands for investigations were heard in the House—and rumblings of protest spread through the Senate—the White House made haste to stop the storm by releasing the text of a Feb. 7 letter sent to all agency & dept. heads by Presidential asst. Frederick Dutton.

"The President is most interested in being kept closely informed on important policy & administrative action taken or proposed and of concern to him as chief executive or in his other Constitutional responsibilities," the letter said. "He is particularly interested in having major problems of the agency flagged for his attention."

FCC Chmn. Minow & other agency heads were asked to submit brief & informal reports to the White House on the first Tuesday of each month so that President Kennedy would be armed with information on issues he might be asked about at his Wednesday news conferences. The letter stressed that "decisions pending before independent boards or commissions should not be included."

Repercussions in Congress—which is always sensitive to any White House moves to assume direct control over regulatory agencies—were not stilled. Republicans in particular voiced suspicions that President Kennedy's agency advisor James M. Landis was trying to be a "czar."

Demanding that Chmn. Harris (D-Ark.) of the House Commerce Committee launch an immediate probe, Rep. Springer (R-Ill.) said: "I think [President Kennedy's] intent is to influence the agencies in their actions & policies. There never has been a greater effort by the chief executive to gain control over a part of the legislative branch than is now being attempted through this memo."

Joined in his protest by Rep. Avery (R-Kan.), another Commerce Committee member, Springer said he saw the fine hand of Landis (to whom the reports to Kennedy will be channeled) in the new White House procedure. He recalled the way the Commerce Legislative Oversight Subcommittee had forced the resignation of President Eisenhower's asst. Sherman Adams for interfering with work of the agencies, and said the Dutton letter was "a more flagrant violation" of White House ethics.

On the Senate side, Sen. Cotton (R-N.H.) was among those who took umbrage. At Commerce Committee confirmation hearings for FTC Chmn.-designate Paul Rand Dixon (see p. 2), Cotton demanded to know whether FTC would be taking its orders from the White House—instead of Congress—from now on in. Dixon said he was keeping the President "fully informed" about FTC's work.

Arguments about the issue spilled over into a D.C. bar Assn. meeting, too. Before the storm broke, the lawyers had invited Harris as a panelist to discuss "who should regulate the regulators—Congress or the White House?" Harris acknowledged at the meeting that he was "concerned" when he first heard about the White House memo. But he added he saw "nothing wrong" if the agency information requested was nothing more than "in the general nature of how the Commissions are progressing with their business."

Add daytimer bills: Rep. Gray (D-Ill.) has introduced a measure (HR-5626) changing operating hours of daytime radio stations from sunrise-sunset to 6 a.m.-6 p.m.

Alleged political misbehavior by broadcasters in a half-hundred 1960 equal-time cases will be explored next week by the Senate Commerce Freedom of Communications Subcommittee (Vol. 17:11 p12). Chief counsel Creekmore Fath of the "watchdog" unit headed by Sen. Yarborough (D-Tex.) told us that he had booked "46 or 47 cases—out of several hundred or a thousand" for March 27-29 hearings to see how TV & radio operated last year under the Communications Act's Sec. 315. Identities of prospective witnesses were withheld by the Subcommittee pending definite scheduling of hearing appearances. Fath said, however, that the number of witnesses wouldn't total the number of cases, since in some instances challenged stations were involved in more than one complaint by politicians that they hadn't been treated fairly.

FCC red-tape-cutting bill (S-1371) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.) would eliminate "needless duplication" in the Commission's processing of radio-license modification & renewal applications in safety & special fields. Requested by FCC, the measure would permit the Commission to grant renewals of licenses at the same time modifications are approved. In fiscal 1959 alone, FCC Chmn. Minow said, the Commission issued 10,500 modified licenses, then had to go through the same paper work again to renew them.

## The FCC

Allocation of Ch. 37 for the exclusive use of radio astronomy, requested by the U. of Ill. (Vol. 16:20 p15, 23 p14) has been refused by FCC. The Commission said it was unfortunate that the university had already begun construction on a 600-by-400 ft. parabolic antenna scooped out of the ground but: "The tenets of good frequency management require that equipment design fit an established table of frequency allocations rather than adjustment of the table to fit equipment designed in disregard of such a table, if order is to be maintained in the spectrum." The Commission noted that there are many other services clamoring for a chunk of the uhf and "it would be difficult to argue that the needs of radio astronomy transcend those of these other petitioners . . ." Furthermore, FCC said, it would be premature to do anything until a final conclusion had been reached in the long-range TV allocations study.

CP-holder WRMP-TV (Ch. 62) Allen Park, Mich. seeks a shift to Ch. 20, asking FCC to substitute Ch. 20 for Ch. 62, replacing Ch. 20 in Ann Arbor with Ch. 66, Ch. 34 in Port Huron with Ch. 62. The addition of Ch. 19 to Huntsville, Ala. is sought by North Alabama Bcstrs., which requests substituting Ch. 19 in Ft. Payne with Ch. 65.

Several uhf CP-holders were again denied an extension of time to build, as FCC rejected their petitions for reconsideration: KMYR (Ch. 34) Los Angeles, WCBF-TV (Ch. 15) Rochester, WPHD (Ch. 23) Philadelphia, WXEL (Ch. 38) Boston, WOCN (Ch. 52) Atlantic City. Comrs. Hyde & Lee dissented.

Valuable new volume, compiled by FCC, is a 135-page loose-leaf document combining the Communications Act (including amendments up to Sept. 13, 1960), Administrative Procedure Act, Judicial Review Code and sections of the Criminal Code pertaining to broadcasting. Copies are available at 50¢ from the Govt. Printing Office.

Comr. Bartley has been designated Defense Commissioner, replacing Comr. Lee who becomes first alternate. Chmn. Minow is 2nd alternate.

**FCC LOOKS AT PLUGS IN L.A.:** Dick Fishell, who had originally declined to testify at FCC's Los Angeles investigation into film (Vol. 16:43 p6) on the ground that plugola was beyond the scope of the Commission, agreed to testify after chief hearing-examiner James D. Cunningham had denied a motion by MCA, Fishell, and Betty Langley and Mary Rothschild of Promotions Unlimited to quash the subpoenas against them (Vol. 17:11 p6). So did all the others, except Taft Schreiber, MCA vp and Revue Studios pres., against whom civil & criminal actions have been recommended by Cunningham for his refusal to talk about MCA's TV activities.

Fishell's story of plugola on the Pacific was interesting & candid as he explained how he went about arranging for plugs of clients' products on TV & radio shows. He admitted that he usually paid the producers, directors, writers or whoever else might have been "helpful" with gift certificates, a case of whiskey, or—rarely—cash. He estimated that he had given as much as \$600 in cash, but the average was \$100.

Fishell said arranging for plugs on TV & radio is general practice, 40 to 50 PR firms have departments which do nothing else, and—wryly—"things haven't been as good in the past year" (an obvious reference to the anti-payola act which went into effect last September).

#### Fishell's Modus Operandi

He said he paid for the gifts given to those who cooperated, but conceded that his expenses came out of the fees charged his 50-60 clients. The clients did not know how the results were obtained, he said.

Payment to Fishell was a flat fee, or on a per-exposure or per-mention basis. He also dealt in the "institutional" plug—for an entire industry, not merely a brand. Examples: pretzels, wallpaper. "Anyone who mentioned bourbon on the air got a case of it," Fishell disclosed.

The plug merchant said he also supplied film shows with wardrobes for the stars in return for clothier credit on screen. Such arrangements, providing 20 to 30 wardrobe changes, are commonplace, he said, eliminating a costly item from the budgets of many weekly shows.

In one case he helped producers obtain gratis a mock-up of a jet plane, which cost the aviation company \$60,000. Cars are commonly loaned to producers for personal use as well as use in films for \$1 a year, Fishell said. Most studios have direct deals with the auto companies which furnish them with new cars each year. Fishell said he once had furnished cars to a series (*The Dennis O'Keefe Show*) that the manufacturer subsequently sponsored.

Formerly Fishell supplied production personnel with lists of his clients, but now this is done by phone, he said. He carefully spoke of his various activities as taking place before Sept. 1960.

Fishell said most production companies have departments which seek out plugs and weed them out of the finished product whenever they are spotted.

Asked by Cunningham if there was any noticeable difference in the plug field since Sept. 13, Fishell replied that since that date most studios have been crediting on the show the name of the firm supplying the product.

Next witness, Mrs. Mary Rothschild of Promotions Unlimited, said her activities generally paralleled those of Fishell, but were not as broad in scope. She said that she usually paid cash (\$150 tops; \$75 average), and that her "gifts didn't amount to much—a salt & pepper set" or similar small items. She said she represented products

such as tractors, lawnmowers, clothing, boats, vacuum cleaners. Her firm is paid \$200-\$500 per exposure.

Mrs. Rothschild explained that she tried to get mentions of client products into scripts, particularly comedy shows, by contacting producers, writers, or directors.

Like Fishell, she made a point of saying her testimony applied to events preceding Sept. 13—except for the clothing tie-ups. She also agreed that top management in TV-film companies was not aware of the arrangements, and kept a constant watch to edit out plugs.

Both Fishell and Mrs. Rothschild were asked by Cunningham to furnish FCC with estimates of the largest total amount they had given production personnel for favors in a year's period. Both agreed to do so.

Cunningham, at the opening of the hearing, after asking Bryant about the status of proceedings against MCA and its vp, Taft Schreiber, was informed that his recommendations for civil & criminal action were being implemented, and that the records of the FCC hearing had been turned over to the U.S. Attorney in Los Angeles.

Noting that everyone involved in the Hollywood phase of the hearing except MCA and Schreiber had testified, Cunningham recessed the hearing until further notice.

Bryant said later that it's possible there may be a resumption of the hearing in Los Angeles if the U.S. District Court rules against MCA and Schreiber. In any event, the FCC investigation will continue, since it still must hear from live-TV producers and advertisers and has not finished its quizzing of network operations, he said.

Short-spaced Ch. 8 drop-in for Milwaukee is requested of FCC by WXIX (Ch. 18) which proposes to operate on both channels. WTVO (Ch. 39) Rockford, Ill., asked for the shift of Ch. 3, Madison, Wis., now used by WISC-TV, to Rockford. Radio KTCI Terrytown, Neb. sought the assignment of Ch. 13, Ch. 8 or Ch. 11.

## Foreign

German viewer protests are being drawn by a documentary film series currently on the govt.-controlled German TV network, according to co-producer Hainz Huber. The 14-episode series dealing with the Hitler era, *The Third Reich*, was a year in the making and cost the Bonn govt. \$3 million. Describing the reaction from "a cross-section of German society" as "frightening," Huber said the show's producers are being accused of "trying to spread concepts of the Germans' collective war guilt." Similar protests arose recently after an Italian govt. telecast caricaturing the Mussolini regime. Right-wing newspapers termed the program a "vilification of an epoch that had become part of Italy's history." Italian producers were forced to cancel the 2nd installment.

Castro opposes commercials, too. Cuba's govt.-run CMQ TV network announced it is eliminating commercials from its programs because: "Commercials are largely unnecessary in our economic structure, since most large industries are in the hands of the people, eliminating the free-enterprise competition which motivates commercials.

When the fare grows too adult for the youngsters on French TV, parents will henceforth receive suitable warning. A small white square appears in the lower right hand corner of the screen—and remains there until the s-e-x-y subject is finished. The new device, used for the first time last week, is in addition to the announcements which are already employed preceding this type of material.

## Networks

**CBS-TV LIFTS BAN ON PLUG PRIZES:** CBS-TV, which a year ago issued a stern edict against using free plug items on its giveaway shows, has reversed its ruling and is now working with the plug merchants for such items. This came out during FCC's investigation into TV film last week in Los Angeles (see p. 5), at which plug merchant Dick Fishell testified that a network had reversed its policy after spending almost \$100,000 on prizes in the past year.

While the witness was not asked by FCC attorney Ashbrook Bryant to identify the network, Fishell later told us that he had been referring to CBS-TV. That network, he added, had asked him in the last 10 days to provide giveaway items for its new audience-participation shows. He was told CBS-TV would again give a product mention in return for the merchandise.

The other 2 networks never had banned acceptance of giveaway gifts for plugs, Fishell testified, because they had no budget to buy such merchandise.

In Hollywood, CBS-TV confirmed to us it had decided to return to a system whereby it will arrange for prizes from the various plug merchants. However, it emphasized that under its new policy the network, and not the show, will control these arrangements.

For this purpose, a new department has been set up headed by John Palumbo, formerly CBS-TV purchasing agent. He will arrange for gifts on a basis whereby the product will be mentioned during the show but will not get a screen credit, we were informed by William Tankersley, dir. of program practices for CBS-TV on the Coast.

Tankersley explained that once Sec. 317 had been clarified and the network knew precisely what the ground rules were, "we decided to go back to the former system." He emphasized that the new department was established not only to arrange for gifts, but to make certain there would be no pay-offs. CBS-TV will watch carefully for any "sneak plugs" or "plants," he stressed. "We are operating strictly within the law," said Tankersley.

CBS will continue to buy some giveaway gifts, another network source told us. He pointed out that gifts on one show—*Art Linkletter's House Party*—had cost \$100,000 during the past year. With the network adding daytime giveaway shows to its schedules, the budgets would have soared astronomically, he said.

In N.Y., program-practices vp Joseph H. Ream told us that to keep overhead down on giveaway shows, the network is "identifying prizes with brand-name mentions, but not plugs, within the scope of the Harris recommendations."

Bing Crosby special will go on ABC-TV March 20, with Carol Lawrence as guest star, despite the attempt to block the scheduling of the pre-taped show by CBS show host Garry Moore. An injunction against General Motors (sponsor of the special) and ABC-TV was dismissed March 17 by N.Y. Supreme Court Justice Louis J. Capozzoli. ABC expressed "satisfaction at the outcome" and said that the dispute "merely involved a clash of parallel contractual rights concerning one of the performers." Translation: Moore had claimed that Carol Lawrence, signed as a guest on his show, was violating a 21-day exclusivity clause when GM and ABC decided to re-schedule the special to avoid rivalry with the March 13 Patterson-Johansson bout.

**News Bureaus Expand:** The networks are expanding their Latin American news coverage:

ABC announced last week that it would open a Buenos Aires bureau, to be headed by Robert N. Lindley. James C. Hagerty, special events & public affairs vp, described the move as the network's "first step in the realization of increased coverage, not only in South America, but also in Central America & Mexico."

CBS is eyeing additional Latin American coverage, although the network now has stringer coverage in Buenos Aires, Sao Paulo, Santiago, Rio de Janeiro, Mexico City, and Caracas. Stuart Novins of CBS News is currently in Mexico City on a tour of Central & South American news centers. Part of his assignment will be to gauge the need for bureau operations in these areas.

NBC will open fully-staffed news bureaus April 1 (it has hitherto operated with stringers or roving reporters) in Rio de Janeiro & Buenos Aires. Wilson & Lee Hall will head the Rio bureau; Kenneth Bernstein the one in Buenos Aires. NBC's 3rd bureau, in Havana, is already operative, but will be headed now by Richard Valeriani.

Network TV's top time-buyer in 1960's 4th quarter was Procter & Gamble, with gross time billings of \$11.9 million, TvB reported last week. Runners-up (in millions): American Home Products \$8.5, General Motors \$8.4, Lever Brothers \$5.8. Anacin took top honors as the quarter's leading brand advertised, with billings of \$2.9 million. Winston cigarets placed 2nd, with \$2.3 million.

Lar Daly has filed a \$69.6-million "equal-time" suit against the 3 major TV-radio networks. In an action entered in Chicago District Court recently, Daly charged that ABC, CBS, NBC and their o&o's denied him in the 1956 Presidential campaign program time equal to that granted to former President Eisenhower during the Mont., Ill. and Ind. primaries, in which Daly competed.

### NETWORK SALES ACTIVITY

#### ABC-TV

Silents Please, Sun. 6:30-7:30 p.m. Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. April.  
*Quaker Oats* (Compton)

The Law and Mr. Jones, Fri. 10:30-11 p.m. Hong Kong, Wed. 7:30-8:30 p.m., part. eff. March & April respectively.  
*P. Lorillard* (Grey)

The "Oscar" Awards, April 17, 10:30-12:30 p.m.  
*Procter & Gamble* (Grey)  
*Kitchens of Sara Lee* (C&W)

Daytime Programming, part. eff. immediately.  
*Campana Sales* (EWR&R)

#### CBS-TV

Daytime Programming, part. eff. March.  
*Tek-Hughes* (Young & Rubicam)  
*Lever Bros.* (BBDO)  
*Gerber Prod.* (D'Arcy)  
*Kellogg* (Leo Burnett)

Way Out, Fri. 9:30-10 p.m., full-sponsorship eff. March 31.  
*Liggett & Myers* (D-F-S)

#### NBC-TV

Tournament of Champions, May 7, 5-6 p.m.; National Open Golf Championship, June 17, 5:30-7 p.m.  
*Wilson Sporting Goods* (Campbell-Mithun)  
*Kemper Insurance* (Clinton E. Frank)



## Programming

**L&M EXITS 'UNTOUCHABLES':** That threatened boycott of Liggett & Myers products by Italian-American organizations, because of the tobacco firm's sponsorship of *The Untouchables* (Vol. 17:9 p12 *et seq.*), last week seemed to be getting some results. L&M pulled nearly \$10 million worth of billings from ABC-TV's fall schedule. Among the cancellations: Participations in *Adventures in Paradise* and *Asphalt Jungle* (an MGM-TV show due to replace *The Islanders*)—and what amounts to a half-sponsorship of *The Untouchables*. (L&M has alternated as a two-thirds & one-third sponsor on the Desilu-produced series.)

The battle between *The Untouchables* and Italian-American factions seemed to be reaching the armistice stage late last week, however. On March 17, Desi Arnaz, Desilu pres.; N.Y. Surrogate S. Samuel Di Falco, chmn. of the National Italian-American League to Combat Defamation; and former N.Y. Supreme Court Justice Ferdinand Pecora announced that "the various divergent views" concerning the show had been "resolved."

Agreed-on among Arnaz, the Italian-American interests, and ABC-TV:

1. There'll be no more fictional hoodlums with Italian names in future productions.

2. There'll be a greater stress on the law-enforcement role of "Nick Rossi," the Italian detective who is Eliot Ness's right-hand man in the series.

3. There'll be a counterbalancing emphasis on the "formidable influence" of Italian-American civic officials in reducing crime, and emphasis on "the great contributions" made to American culture by Italian-Americans.

In New York, the official reason for the L&M pull-out, according to McCann-Erickson, L&M's agency, was that the tobacco firm was "displeased" with the re-scheduling of the canceled shows to later time periods. (All 3 shows move from 9:30-10:30 to 10-11 p.m. slots this fall.)

An agency source admitted privately to us, however, that the Italian-American picketing had "been influential" in triggering L&M's decision. Similarly, ABC said that the cancellations came in the wake of a dispute with L&M over time periods—but refused to name the 3 advertisers who had signed for some \$6 million in participations in *The Untouchables*. Reason, off-the-record from an ABC vp: "We don't want them under fire from pressure groups."

The show itself, said ABC-TV Pres. Oliver Treyz, will "definitely be back next fall, completely sold out for the entire year through September 1962." One place where nobody seemed particularly concerned about the Italian-type names frequently sprinkled in *The Untouchables* was, according to overseas dispatches, Rome. There, L&M cigars were still a popular luxury item on the Via Veneto, and nobody seemed aware of a boycott.

Results of NBC's private poll—of 12 million viewers in 35 major markets to determine the 10 most popular NBC-TV shows—have been tabulated. Conducted on the local-station level, the survey asked audiences to see each of the NBC evening shows at least once before submitting their favorites. Viewers whose choices most closely matched the local rating-service rankings won prizes "valued at more than \$100,000," the network said. Top 3 audience choices in the "You're the Critic" contest: *Wagon Train*, *Perry Como's Kraft Music Hall*, *The Price Is Right*.

President Kennedy's news conferences are a hit, ABC news commentator Edward P. Morgan told his audience last week, but the reporters who ask the questions are not. "Too often," said Morgan, "I'm afraid we are the authors of fuzzy or inconsequential queries which could be minimized if we did our homework better or had the topic more securely in hand . . . It has been observed . . . that the President is 'using' the news conference to his own advantage. He is & he is entitled to. When we [reporters] make our part more pointed & responsible, it will be to the advantage of everybody, especially the public." Added Morgan: "One of the difficulties is that too many people in the information business, particularly on the publishing in contrast to the broadcasting side, have not quite accepted the fact that radio & TV are here to stay as instruments of journalism. It behooves representatives of all media to realize that we are all now an inseparable part of the act."

"The Roosevelt Years" is planned for ABC-TV's 1962-63 season as a follow-up to its 26-episode Winston Churchill series. Mrs. Eleanor Roosevelt will serve as consultant & advisor for the series, which will cover the 1932-45 Roosevelt-era period and will be produced by the same team responsible for *The Valiant Years*. Initially, the series will be seen in a prime-time evening slot, said ABC-TV Pres. Oliver Treyz. It will then get a 26-week rerun in an earlier slot to reach school-age viewers. It will be available for sponsorship. Said Mrs. FDR: "I think [the series] will be very interesting from an historical point of view. When I speak at colleges today, I find I have to explain what a depression was."

Broadcast editorials aid stations, the public and sponsors, said John McClay, WJZ-TV Baltimore gen. mgr., at a March 14 RTES seminar in N.Y. Ben Strouse, WWDC Washington, D.C. pres., and Terry Lee, WAGA-TV Atlanta managing dir. agreed that "valid editorials which inform & stimulate public thinking also lend credence to commercials." McClay and Strouse said their stations maintained a policy of attacking "any controversial issue on which executive staff members agree, offering equal time to opponents, and editorializing on the local-level only." WWDC, which began editorializing Jan. 1, 1960, runs spot editorials throughout the day, usually limited to 150 words, said Strouse. WJZ-TV does not adhere to "a regular schedule," has devoted "up to 17 min. for a single editorial."

Dispute between Jack Paar & Ed Sullivan over the prices to be paid TV talent (Vol. 17:11 p5) reached the name-calling stage last week before it finally fizzled out in a shower of condemnatory comments by the press. Both networks got into the act, CBS somewhat reluctantly, NBC wholeheartedly. "Paar has our warm support for his forthright position upholding the freedom of all performers," said NBC. (Paar brings in \$15 million a year in gross ad billings—on a budget of \$50,000 a week. Sullivan earns \$12 million for CBS, with a weekly outlay in the neighborhood of \$110,000.)

"Fireside chats" on TV, reported planned by President Kennedy in a new move to spell out basic administration policies (Vol. 17:11 p4), may not come off after all. Tossing down news stories that the President contemplated a TV series of talks, starting with a speech on foreign aid, White House press secy. Pierre Salinger said there's been no "formal discussion" of such a plan. Other members of the White House staff may have talked among themselves about a "fireside" format, but Mr. Kennedy himself has no present intention of using TV beyond broadcast coverage of his regular news conferences, Salinger said.

## Advertising

**New Threat to Ratings:** N.Y. State Assemblyman Bruce Manley (R-Fredonia, N.Y.), who once told us that "I'm not a TV expert" when he tried to promote legislation to license TV programs for a \$50 fee apiece (Vol. 15:4 p6), was hot after another TV quarry last week. In Albany, he announced that a new bill he's sponsoring was likely to come to a vote shortly in the state Assembly. The bill proposes an amendment to the state's penal law making it unlawful for TV-radio research firms in N.Y. to issue rating reports—unless they're willing to divulge their exact research methodology, and the identity of those sampled.

In N.Y., major research firms we contacted generally took a "no comment" position, but A. C. Nielsen, ARB, Pulse and Trendex indicated they had no objection to revealing the exact manner in which they measure broadcast audiences. (Such information, of course, is usually an intrinsic part of the rating reports.) What irked researchers privately was Manley's call for a full statement of identity & location of persons contacted in TV-radio surveys. ("Absolute nonsense," snapped one N.Y. research executive, who added: "The U.S. Census makes projections based on samples—and doesn't tell you who was in the sample. Why should we?")

Likely to be affected by the bill to a large extent was A. C. Nielsen, which operates with a small fixed sample, identity of which is a close secret. Nielsen executives told us unofficially that the firm's high standing in TV-radio research ranks would be open to question if the sample were available to rating-conscious promotion men for "hypo" direct-mail campaigns. Some months ago, Time Inc., while preparing an article on TV research, spent a good deal of time & effort in trying to locate Nielsen homes. They managed to contact one in the N.Y. area—which was promptly (and expensively) replaced by Nielsen with another.

At the opposite extreme is Trendex, whose sample constantly varies. A Trendex executive told us: "Telephone numbers, picked at random, are all we have to give out, and that's all we will give if that bill goes through."

Said ARB dir. James W. Seiler: "We are vigorously opposed to bills such as Manley's. Most research firms' clients can & do require all pertinent information, and companies refusing to disclose it will not long survive economically."

Colgate-Palmolive Co. has been ordered by FTC to stop using TV commercials—already abandoned by the company—which claim that its dental cream "with Gardol" provides complete protection against tooth decay. Denying an appeal from an initial decision last year by hearing examiner Leon R. Gross (Vol. 16:32 p6), the Commission ruled that Colgate-Palmolive's "protective shield" commercials misrepresented the dentifrice. The opinion by Comr. William C. Kern noted that the company had argued it had dropped the device and that it had been "co-operative throughout the investigation" by FTC. "Nevertheless," Kern said, "respondent did not revise its advertising to eliminate the protective shield theme until after complaint issue." Moreover, Kern went on, "respondent has persisted in its argument that the advertising is not false." FTC concluded that "the public interest" required a don't-do-it-again order because Colgate-Palmolive hadn't convinced the Commission that "the practice charged has been surely stopped and will not be resumed."

FTC consent order against "false & misleading demonstrations" on TV for "new super-strength Alcoa Wrap" has been signed by Aluminum Co. of America, its subsidiary Wear-Ever Aluminum Inc. and its agency Ketchum, MacLeod & Grove. The agreement between the 3 companies & FTC's Bureau of Litigation settled a Jan. 1960 complaint charging that commercials for the wrap were deceptive (Vol. 16:3 p8). The consent order specified that the firms must stop: (1) "Using demonstrations purporting to prove Alcoa Wrap's properties in preserving the quality or appearance of food, or its strength, durability or any other characteristics, when such proof is not actually given," and (2) "disparaging competitive products by untruthful statements or deceptive or misleading methods." In signing the pledge, neither Alcoa, its subsidiary nor its agency conceded that FTC law had been violated, however.

False TV & radio advertising for analgesic preparations is charged by FTC in simultaneous complaints against American Home Products (Anacin), Bristol-Myers (Bufferin), Plough (St. Joseph Aspirin) and Sterling Drug (Bayer Aspirin). FTC cited such claims as these in commercials and in print-media ads as examples of misrepresentations: Anacin—"Special ingredients to . . . relieve pain . . . fast." Bufferin—"Acts twice as fast as aspirin." St. Joseph Aspirin—"Faster than all 3 other leading pain relief tablets." Bayer Aspirin—"Fastest, most gentle." FTC observed acidly: "The truth is . . . there is no significant difference in the rate of speed with which these or any other such analgesics relieve pain."

Dog owners dial TV to the extent of 19% more viewing than non-pet-owners, and families owning pets of any kind watch 16% more TV than pet-less households. So reported Westinghouse-owned TvAR last week. In a checkup in the 5 major markets in which Westinghouse Bestg. Co. owns TV outlets, Robert Hoffman, TvAR mktg. & research dir., learned that households with dogs watched TV an average of 6 hrs., 6 mins. daily. TvAR's moral for advertisers in the study: "Advertisers of pet foods & related products can reach these prospective consumers readily & repeatedly through spot TV," said TvAR vp & gen. mgr. Larry Israel.

Newspaper circulation for 1960 reached a record high, N. W. Ayer & Son's *Directory of Newspapers & Periodicals* will report this month. The 1961 compendium indicates that total English-language daily circulation reached 58,240,065—which is up 628,618 over 1959. Sunday papers remained almost at the same figure, rising a slight 2,297 to 47,356,384. The number of dailies fell by 4 to 1,850.

### U.S. Station Rate Increases

Stations	Base Hour	Minute	Date
WXYZ-TV Detroit	\$2600 (no change)	\$725 to \$1000	Mar. 15
KYW-TV Cleveland	2200 (no change)	600 to 700	Mar. 1
KMSP-TV Minneapolis	1200 to \$1600	240 to 340	Apr. 16
WNHC-TV New Haven	1600 (no change)	355 to 450 <sup>1</sup>	Feb. 1
KRLD-TV Dallas	1300 to \$1430	300 to 330 <sup>2</sup>	Mar. 1
WKBW-TV Buffalo	1250 to 1400	280 to 320	Apr. 1
WCIA Champaign	1000 to 1100	215 to 250	Apr. 1
WPST-TV Miami	900 to 1000	250 to 275	Feb. 1
KVOO-TV Tulsa	750 to 825	192.50 to 212	Mar. 1
KENS-TV San Antonio	700 to 800	200 (no ch'ge)	Mar. 1
KSL-TV Salt Lake City	600 to 750	150 to 170 <sup>3</sup>	Feb. 1
WLSL-TV Roanoke	725 to 750	190 to 205	Mar. 1
WNEP-TV Scranton	625 to 675	135 to 160	Mar. 15
WBDO-TV Orlando	600 to 650	120 to 130	Mar. 1
WDSM-TV Duluth	450 to 600	90 to 120 <sup>3</sup>	Feb. 1
KTBC-TV Austin, Tex.	525 to 575	120 to 130	Mar. 1
WTPA Harrisburg, Pa.	450 to 500	95 to 100	Mar. 1
WLQF-TV Orlando	500 (no change)	90 to 110	Feb. 1
WCNY-TV Carthage, N.Y.	300 to 375	60 to 80	Mar. 1
WAFG-TV Huntsville, Ala.	165 to 225	38.50 to 45	Feb. 1

<sup>1</sup>New Class AAA rate for spots only. <sup>2</sup>New Min. rate, 20 Sec. remains \$300 <sup>3</sup>20 Sec. only.

Madison Ave. too has its "rubes." Red-faced security officials at CBS, at least 2 major film companies and several ad agencies and firms are on the watch for a sandy-haired, somewhat-seedy middle-aged man who calls himself, variously, "George Morgan" and "George Stevens." His con-man pitch, which he has worked on several TV admen & program executives, is a variation on an old theme, but it has been successful in an increasing number of offices. The *modus operandi*: He calls on an executive, stating he's a program buyer or representative of Britain's ATV. He has a large budget to spend for film shows (or for publicity in the U.S. for ATV). He discusses prices and British TV knowledgeably. Then, as "Morgan" is leaving, he mentions as a casual afterthought that he's out of funds for the moment ("a poker game on the plane coming over, y'know") and could he borrow \$10 (or \$20 or \$30, depending) until he can cash his travelers cheques? Oddest touch: "Morgan" has been working his con game for nearly 2 years, and it hardly ever varies. Meanwhile, his sucker list keeps growing.

Advertising Council re-elected Lee H. Bristol, Bristol-Myers, as board chairman at the annual meeting last week. Also re-elected were 3 vice chairmen—Leo Burnett, Leo Burnett Co.; Edwin W. Ebel, General Foods; Edward C. Von Tress, Curtis Publishing Co. Five new directors were elected—Max Banzhaf, Armstrong Cork; Raymond F. Sullivan, Sullivan, Stauffer, Colwell & Bayles; Gov. LeRoy Collins, NAB; Robert Hurleigh, MBS; Edward G. Gerbric, Heublein Inc. Re-elected were Pres. Theodore S. Repplier and vps Allan M. Wilson & George P. Ludlam.

NAB Pres. LeRoy Collins, who called on advertisers at last week's RTES luncheon in N.Y. to help make TV better (see p. 2), will be a headlined speaker at the annual American Assn. of Advertising Agencies meeting April 20-22 in White Sulphur Springs, W. Va. He is billed for a morning-session address April 22. Others tentatively listed for the session include 4-A Chmn. Harry Harding (Young & Rubicam), William Bernbach (Doyle Dane Bernbach), Edward G. Gerbric (Heublein Inc.), co-chmn. of the ANA-AAAA Committee for Improvement of Advertising Content. The annual dinner April 21 will feature a special "Roaring 20s" show produced by ABC-TV.

American TV Commercials Festival judges have begun screening more than 1,200 film & video-tape commercials. Holding daily sessions throughout March, judges are selecting 150 top commercials and 25 "commercial classics." Final winners will be chosen in April and announced at the May 4 festival awards luncheon in N.Y.

**Ad People:** William C. Dekker, ex-Ted Bates, joins Lambert & Feasley as vp & media dir. . . . Robert Margulies named Ted Bates vp for commercials production.

James C. Douglass, administrative vp of Ted Bates, a dir. & member of the exec. committee, is leaving Bates to establish his own firm in N.Y. & Geneva, to advise business on international operations. . . . Pres. Dan Smith & exec. vp Philip W. Abrams of Chicago's Phil Gordon agency, merging with Bozell & Jacobs, will join the latter as vps & members of the plans board.

Hugh H. Johnson retires as dir. of media, Kudner Agency, continuing to serve the agency as a consultant. . . . William W. Mulvey, former Cunningham & Walsh exec. vp, April 1 joins McCann-Erickson as a senior vp. . . . Jack Peix, ex-BBDO, elected a vp & gen. mgr., J. S. Fullerton Inc. . . . Pierre Garai elected a vp of Ogilvy, Benson & Mather.

## Film & Tape

**Jencks On Happy State Of Film:** In what amounted to a "state of the union" address on TV film, Pres. Richard W. Jencks of Alliance of Television Film Producers, last week pronounced the film industry prosperous. He said Hollywood will produce almost 3,000 new TV-film segments this year. Almost 90% of network nighttime programming is Hollywood-produced film, he added in an address to the industrial div. of the Hollywood Chamber of Commerce.

The executive cited Cal. State Dept. of Employment figures of last December showing that more than 42,000 are employed in the movie & TV-film industries in Hollywood—a 12-year peak. Almost 75% of this number work in TV film, he said.

Jencks attributed TV film's rise to 2 "miracles:" (1) Business organization, in which film executives learned to retool for the smaller-budgeted TV film; and (2) the creative miracle which produced such successful series as *I Love Lucy*, *Burns & Allen* and *Dragnet*.

Among his general observations on TV film:

The govt. will not set up controls over TV programming. Foreign competition is unlikely to threaten domestic production because of Hollywood's efficiency. No foreign producer can recover a sufficient portion of his cost from his home market. It is much more difficult for the foreign producer regularly to satisfy the tastes of American viewers than it is for U.S. producers to please foreign viewers. U.S. TV-film producers will derive substantial income from the foreign market, particularly if import restrictions and govt. quotas are eased.

There is little likelihood of so-called "runaway production" becoming a threat to TV production in Hollywood.

The small or one-series producer will always be with us despite the increasing mortality rate of first-year series.

The decline in the syndication market has not yet resulted in a production loss because of an increase in the amount of film used by the networks. The share of next season's nighttime network schedules to be taken by 60-min. series will be over 50%.

Hollywood TV-film producers will watch the upcoming pay-TV test in Hartford with great interest and are ready to produce entertainment for any medium. Nobody knows if the American public will respond to pay TV.

Ratings are not slavishly followed. While many low-rated shows are canceled, a substantial number stay on.

Feminine casualties this season were June Allyson, Barbara Stanwyck, Dinah Shore, Loretta Young, Ann Sothern and Shirley Temple—almost the entire roster of series starring women. Thus TV, which has never had many shows starring the distaffers, will reach a new low in this area next season. And the accent for next season is more heavily than usual on masculine action & adventure. Miss Shore may return with a different sponsor, Miss Young is seeking time & sponsorship for a number of 60-min. shows; and Donna Reed will be back with her situation comedy.

Writers Guild of America membership has voted 405-325 against filing by the Guild of an *amicus curiae* brief in federal court in support of the \$7.5-million "blacklisting" suit filed against the Motion Picture Assn. of America and the Assn. of Motion Picture Producers by a dozen writers & actors (Vol. 17:1 & 8). WGA West membership had previously voted in favor of such intervention, but because the margin was close the Guild took the issue to the membership by mail referendum.

## NEW YORK ROUNDUP

ITC 1961 sales were up 43% over the Jan.-Feb. 1960 period, syndication vp William P. Andrews announced. He pointed to ITC's *Best of the Post*, now in 151 markets (with new sales including WLOS-TV Asheville, WJBF Augusta) and *Diver Dan*, sold in 34 markets (the most recent including WWJ-TV Detroit, WFBS-TV Indianapolis). ITC's Javelin Productions Div. chalked up recent sales for *Campy's Corner* (WCKT Miami) and *Magic Moments in Sports* (WROC-TV Rochester). The network sales div. scored a Jan. sale of *Danger Man* to CBS-TV.

Ziv-UA sees a new trend, with advertisers "turning directly to the market-by-market field in a measure far exceeding their previous participation," according to syndication sales vp Len Firestone. The percentage of direct advertiser buys on *Miami Undercover* "soared past the 60% mark," *Case of the Dangerous Robin* 54%, and, among new signers for *Sea Hunt*, advertisers outnumber stations as purchasers by 20%, said Firestone.

NTA's first TV sale to the Soviet Union has been completed after 2 years of negotiations with the official agency, Sovexport Film. The deal—for "Gulliver's Travels," a full-length, color-cartoon feature—"resulted through several visits to Moscow by NTA gen. mgr. Vernon Burns," according to Pres. Oliver A. Unger. "NTA is now arranging for additional film sales with Sovexport," Unger said.

BBC has signed a distribution agreement with Peter M. Robeck for its 15-episode, 60-min. documentary series, *An Age of Kings*. Now in its 10th week on WNEW-TV N.Y. and WTTG Washington, "its overwhelming reception under Standard Oil of N.J. sponsorship has prompted us to release it commercially throughout the U.S.," said BBC's U.S. TV rep Dennis Scuse.

Add syndication sales: Sterling TV has sold its 60-min. special, "The Legend of Valentino," in 25 major markets. It is scheduled for broadcast the week of May 21 under Peter Pan Foundations sponsorship . . . NTA has sold its 30-min. adventure series *Assignment: Underwater* to 20 Western markets, upping the total to 70. New sales include KOB-TV Albuquerque, KTVR Denver, KNXT L.A.

Videotape Productions' taping of 4 commercials for Nabisco set "a new record," according to production mgr. Charles Holden. The 60-sec. spots, using 8 scenes, full sets, special lighting effects, were completed "in only 9 takes, with a start-to-finish time of just over 3 hours," Holden said. The commercials, narrated by Carol Reed, were produced for Nabisco agency McCann-Erickson.

ATAS in N.Y. has named Alvin L. Hollander Jr., WCBS-TV program dir., and Ted Yates, WNEW-TV creative programs dir., to head the production group planning the colorcast of N.Y. area Emmy Awards. The Emmys will be presented to N.Y. winners on WNBC-TV Sat., May 13, 10:30-11:15 p.m., live from NBC's Ziegfeld Theater.

ABC Films re-alignment of div. mgrs. was announced last week. Albert G. Hartigan was named Eastern div. mgr.; James Delaney, Southern div. mgr.; Michael G. Gould, Central div. mgr.; James Tobin, Western div. mgr.; William D. Hannah, Canadian div. mgr.

People: Russ Raycroft has been named Official Films vp and gen. asst. to Pres. Seymour Reed . . . J. Remi Crasto has been appointed NTA foreign sales supervisor.

## HOLLYWOOD ROUNDUP

\$3.5 million damage suit has been filed in N.Y. Supreme Court against RKO General by Television Industries, from which Matthew ("Matty") Fox resigned recently as pres. & dir. (Vol. 17:11 p8). The complaint charges RKO General with failure to comply with several film-distribution contracts. The suit was brought by TI in the name of C&C Films and C&C International, both TI subsidiaries. Principally, TI's beef is that RKO allegedly made deals with "third parties" to distribute pictures whose rights are held by TI.

Hollywood Museum Associates, which will equip the Los Angeles County Motion Picture & Television Museum, has invited 200 TV, movie and community leaders to become founder-members (price: \$1,000). Among those who have signed are Bing Crosby, Robert Cummings, Desi Arnaz, Walt Disney, Ralph Edwards, Frank Sinatra, Dore Schary, Jack L. Warner and Jack Wrather. HMA Pres. Sol Lesser, meanwhile, has named Max Goodland as his exec. asst.

David L. Wolper Productions has acquired from Artkino the first movie footage showing actual Russian space exploration to be released outside its borders by the U.S.S.R. He plans to include it in his special, "Project: Man in Space," sponsored by Tidewater Oil Co. in 50 markets (week of May 7).

Filmaster Productions has signed Otto Graham to star in the pilot of *Touchdown!* which goes into production March 24. Fritz Goodwin is producer.

Production on the tentatively titled *The Robert Young Show* begins June 5 at Desilu Gower Studios. Eugene Rodney is producer of the CBS-TV series.

Warner Bros. has begun production on its new series, *Solitaire*, starring Ray Danton & John van Dreelen. Fenton Earnshaw is producer.

Bill Burrud Productions' *Treasure* series has been sold to 4 markets: WOR-TV New York, WWJ-TV Detroit, XETV San Diego and KTVU San Francisco-Oakland.

Don Fedderson Productions has a new pilot, tentatively called *Myrnalene*. The comedy is being produced by Peter Tewksbury.

MPO TV of California Inc., TV commercial film producers, opened new Hollywood studios last week.

NBC-TV's *Bonanza* series, produced by David Dortort, has finished production for the season.

Screen Actors Guild has appointed Conrad Nagel to the newly-created office of 4th vp, to give SAG an officer in N.Y.

People: Warner Bros. promoted 2 asst. producers to producers, William Stuart taking over *Bronco* segments of *The Cheyenne Show* and Joel Rogoslin producing segments of *SurfSide 6* and *77 Sunset Strip* . . . Albert Ruben named associate producer of *Have Gun—Will Travel* . . . Producer Peter Kortner, who was in charge of *The June Allyson Show*, has left Four Star Television . . . Gene Levitt is named producer of *Adventures in Paradise* at 20th Century-Fox TV . . . Het Manheim will head Format Films' new program dept. for TV & movie films . . . Howard Keel is named to Screen Actors Guild's board, as an alternate for Charlton Heston.

## Stations

**NEW & UPCOMING STATIONS:** This week's starter is educational WIPM-TV (Ch. 3) Mayaguez, P.R., which received program test authorization March 17 for start on March 19. Owner is Dept. of Education of P.R. which has operated WIPR-TV (Ch. 6, educational) San Juan for over 3 years. The new outlet raises the on-air total to 583 (90 uhf), of which 55 are educational non-commercial outlets (15 uhf). Also reporting its debut is a surprise Texas-border Spanish-language station—XEPM-TV (Ch. 2) Juarez, Mexico-El Paso, Tex. It began last Jan. 16 as a companion to the other El Paso-area Spanish-language outlet, XEJ-TV (Ch. 5). Owner of both stations is Pedro Meneses Hoyos.

WIPM-TV has a 6-kw RCA transmitter and a 202-ft. Ideco tower. R. Delgado Marquez is gen. mgr. of both WIPM-TV & WIPR-TV. Pedro J. Boscio is WIPM-TV resident program dir. and Domingo Albino, resident engineer.

XEPM-TV is using Mexican gear to put out a 6.3-kw ERP signal from a 1,000-ft. tower. M. D. Heredia is gen. mgr.; Sergio D. Molinar Jr., sales mgr.; Juan Gaytan Muruato, film buyer; Miguel Garcia, program dir. Base hour is \$100. Reps are National Time Sales and Harlan G. Oakes.

\* \* \*

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

XEFA-TV (Ch. 2) Nogales, Mexico (which will also serve border town Nogales, Ariz.) has changed to April 15 target for start as Spanish & English language outlet, writes Reed N. Haythorne, operations dir. It's installing a 1-kw Electron transmitter and work is also proceeding on 230-ft. Liberty tower. A specially designed Electron dipole directional antenna is on hand and is scheduled for installation on tower March 20, when transmitter also is scheduled to be ready for use. Base hour will be \$150. Rep will be Sonora Television Sales Co.

WLTW (Ch. 13) Bowling Green, Ky. hasn't set a target for programming, but has a 40-kw Standard Electronics transmitter scheduled for delivery in "approximately 60 days," writes owner George A. Brown Jr. Studio-transmitter building also is to be ready in about 60 days. Anchors are now being laid out for 600-ft. Stainless tower for which an RCA antenna has been ordered. Network affiliation, base hourly rate and rep not chosen.

CHCC-TV (Ch. 10) Coronation, Alta. has changed target to May 15 for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer, Alta., writes Pres. G. A. Bartley. A 2-kw Canadian GE transmitter is due to arrive in mid-April and work on a 200-ft. Wind Turbine tower started March 1. It will be an unattended repeater station and will be sold as a bonus to CHCA-TV which has a \$200 base hour.

CKRT-TV (Ch. 7) Riviere-du Loup, Que. plans September programming, reports Luc Simard, pres. of owner radio CJFP there. A 5-kw Canadian Marconi transmitter has been ordered. It is building a road to the transmitter site and expects to have a studio-transmitter building there ready by the end of June. A 170-ft. tower is scheduled to be ready by July when an Alford 3-bay antenna is due. Base hourly rate not reported. Rep will be J. A. Hardy.

Canadian TV stations must pool their efforts to help each other meet Canadian-content programming requirements (55% Canadian by April 1, 1962; Vol. 17:8), BBG Chmn. Dr. Andrew Stewart told the CAB annual meeting in Vancouver last week. He asserted that no single station could make the quota on its own resources, and recommended that stations exchange their local programs freely in order to build Canadian content without sacrificing quality. Recognizing the need to increase sources of Canadian TV talent & programs, CAB voted \$100,000 for use over the next 5 years to assist the Dominion Drama Festival. New CAB officers elected: Pres., Don Jamieson (Newfoundland Bestg.); vps J. A. Pouloit (CFCM-TV Quebec City) & Alan Waters (radio CHUM Toronto).

Westinghouse will cover next month's Eichmann trial in Israel with its own newsman, Jim Anderson, asst. chief of the WBC European News Bureau. He leaves for Israel this week and will remain throughout the trial, with his reports supplementing network-fed coverage. A special 60-min. documentary on the moral, historical and legal aspects of the case is now being produced by WBZ-TV Boston for use on the 5 WBC stations. At the network level, all 3 networks have outside-courtroom coverage plans and pre-trial specials to supplement pool films of the actual proceedings (Vol. 17:8 p5). The Israeli govt., presently reviewing courtroom coverage problems, is expected to sustain the original "exclusive world rights" agreement with Capital Cities Bestg. Corp.

TvB membership increased by 11 stations last week, reported William B. MacRae, TvB dir. of station relations. New members outside the U.S. include TWW Ltd. England; CFTO-TV Toronto; Frankfurt-Fries Fernsehen GmbH. New U.S. members include KFYR-TV Bismarck, N.D.; KTVI St. Louis, Mo.; KMTV Omaha, Neb.; WTOC-TV Savannah, Ga.; WGN-TV Chicago; WPIX N.Y.; KDAL-TV Duluth-Superior, Minn.; KXLY-TV Spokane, Wash.; latest TvB membership total: 240 stations, 3 networks, 16 station reps, and 4 ETV members.

Vhf-uhf operation for an additional 90 days is sought by KPRE-TV Fresno which is switching from Ch. 12 to Ch. 30. The station informed FCC that it needs the additional time to devise means of filling in areas inadequately served by Ch. 30, and that dealers & servicemen are having delays in getting enough Ch. 30 conversion units to meet demand. The Commission recently rejected request of KJEO (Ch. 47) & KMJ-TV (Ch. 24) which asked for immediate cessation of the Ch. 12 operation (Vol. 17:11 p11).

Triangle Stations will produce a 30-min. color and b&w TV film documentary of the March 25 Sebring (Fla.) Sports Car Endurance Race for availability to its own & other stations throughout the country. Triangle also is scheduling direct radio coverage from Sebring, in the form of 3-min. reports every half hour by sports-commentator Bill Webbe.

Facility changes: WTOC-TV (Ch. 11) Savannah, Ga. boosted power to 316 kw March 8 • WAFG-TV (Ch. 31) Huntsville, Ala. boosted to 204 kw Jan. 7 • KVIQ-TV (Ch. 6) Eureka, Cal. boosted to 100 kw Dec. 24 after moving to new site.

Sale of WROC-TV (Ch. 5) Rochester for \$6.5 million to Ch. 10 share-timers WVET & WHEC-TV (Vol. 17:5 p14) should be denied or set for hearing, according to petitions filed with FCC by NABET & AFTRA, which charged seller Transcontinent TV Corp. with abrogation of contracts.

# Television Digest

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**Personals:** James A. Jurist, ex-CNP dir. of business affairs, joins NBC News in same capacity . . . Gerald Mar-enoff, ex-CBS-TV stations div., named business mgr., CBS-TV Spot Sales, succeeding Ben Margolis, who joins TvAR as admin. asst. to gen. mgr. Larry Israel . . . Philip E. Silverberg named a CBS-TV senior attorney . . . Burroughs H. (Buck) Prince, *Monitor* managing editor, named NBC N.Y. news mgr.

Mrs. B. Gail Yingling, ex-Grey Advertising, appointed comptroller & treas., Storer TV Sales Inc. . . . David N. Simmons, ex-Simmons Associates & John Blair & Co., named TV vp for rep Devney-O'Connell . . . Walter A. Schwartz named WBC national radio sales mgr. . . . Milton H. Blackstone appointed advertising & exhibit coordinator for 1961 American TV Commercials Festival . . . Joseph A. McDonald, of Smith, Hennessey & McDonald Washington law firm, former NBC vp-treas. and veteran negotiator with ASCAP, named associate counsel of all-industry TV Station Music License Negotiating Committee, joining gen. counsel Ralstone R. Irvine, N.Y. (Vol. 17:11 p14).

Kenneth Adam, BBC TV program controller, will become TV network dir. in June, succeeding Sir Gerald Beadle. The latter, with BBC for nearly 38 years, will lecture-tour the U.S. this fall . . . John F. Cundiff, named WNHC-TV New Haven station mgr., will also continue as gen. sales mgr.

Robert D. Squier, ex-TV producer-dir., Walter Reed Army Medical Center, named U. of Texas TV program dir., succeeding Harvey R. Herbst, on leave to assist forthcoming educational Ch. 9 Austin . . . John Baade Jr. advanced to new post of local sales mgr., WOAI-TV San Antonio.

## Obituary

Richard A. Cullinan, 52, exec. vp of Albert Frank-Guenther Law, died March 12 in Morristown (N.J.) Memorial Hospital after a brief illness. He had been with the national ad & PR agency since 1929, became a vp in 1947, a director in 1949. He was elected a member of the agency's 4-man executive committee last year. He is survived by his wife & 2 daughters.

Alvah H. Chapman Sr., 71, pres. of R. W. Page Corp. which operates WRBL-TV & WRBL Columbus, Ga., died March 12 at his home. He is survived by his wife, a daughter and a son.

Meetings this week: IRE international convention (March 20-23). Waldorf-Astoria & the Coliseum, N.Y. • RTES meeting (21). Author Martin Mayer will speak on the function of TV columnists. Hotel Lexington, N.Y. • Assn. of National Advertisers workshop on shows & exhibits (22). Plaza Hotel, N.Y.

Edgar G. Shelton Jr., ABC Washington vp, resigns to form his own public & government relations firm—the name to be simply “Shelton.” Before joining ABC in 1957, he served as dir. of the U.S. National Security Training Commission. During the 1960 campaign, he took a leave of absence to handle promotional & public relations projects for Sen. Lyndon B. Johnson.

## Auxiliary Services

**CCTV RECORDER SHOWN:** Ampex demonstrated its low-cost single-head TV tape recorder designed for closed-circuit uses (Vol. 17:11 p14) last week at its Redwood City, Cal. labs. The new VR-8000 will carry a basic price of \$20,400, less than half the price of a broadcast-type Videotape recorder.

Ampex said the new machine, which is not recommended for broadcast use and is incompatible with broadcast VTRs, has been under continuous development since 1957. The VR-8000 has a single record-reproduce video head, using a helical-scan recording technique, significantly reducing the electronic complexity of the recorder. Here are the other features, as explained by Ampex Video Products Co. mgr. Leonard E. Good:

(1) Long-life performance, with no maintenance adjustments normally required during an operational span of 250 hours. (2) Full fidelity of the camera pick-up is maintained in the recording. (3) Standard 2-in. video tape is used, but tape speed is 7½ in. per second (as opposed to 15-in. on broadcast recorders), permitting the recording of 2 hours of material on a 12½-in. reel of tape. (4) Tapes made on any VR-8000 may be played back on any other VR-8000. (5) The unit weighs about 500 lb. and is self-contained in a cabinet 24-in. deep, 56-in. high & 42-in. wide, occupying 7 ft. of floor space.

Officials stressed that Ampex will continue to offer further improvement & refinement of the standard 4-head Videotape broadcast recorder—of which more than 760 are now in broadcast use.

NCTA reorganization plans under new Pres. William Dalton were approved last week at his first full-scale meeting with the executive committee of the community-antenna operators' organization in Washington. NCTA's committee structure will be revamped and a “complete overhaul” of hq communications & publications will be undertaken. In an analysis of legislative problems, Dalton said he's “confident that self-regulation rather than legislation is the ultimate key to harmony between CATV operators & local TV stations.” A feature of the sessions was a Broadcasters Club reception at which members of Congress, govt. officials, broadcasting executives and trade-press representatives were introduced to Dalton.

Translator starts: K82AM Waimea, Kauai, Hawaii started tests March 4, repeating parent & owner KGMB-TV Honolulu. • K72BF, K76BD & K80AY Booker, Tex. have set March 25 target for starting to repeat KGNC-TV, KVII & KF7DA-TV Amarillo.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW:** One subject on which TV set makers seem substantially agreed is their opposition to FCC's proposed legislation which would require production of all-channel vhf-uhf sets (Vol. 17:5 p1 et seq.). The issue ranks among industry's major ones, along with foreign imports (see story below).

Edward R. Taylor, of Motorola, chmn. of EIA's consumer products div. executive committee, put receiver-legislation situation this way at a news conference following his committee meeting at EIA's Spring Conference in Washington last week:

"The FCC should decide the allocation policy first. It makes no sense to force 93% of the people to buy something they can't use now. We're opposed to any edict of that sort by the government. We don't believe govt. should dictate what manufacturers should produce. Making such sets would penalize the consumer about \$20-\$25. There are enough elements of confusion in our business as it is. Further confusion would stop the market."

Noting that FCC Chmn. Minow believes that set makers would enlarge their market if they produced all-channel sets (Vol. 17:11 p1), Taylor said: "We might—if FCC settles the allocations first." Asked whether an all-uhf system could serve the nation adequately, Taylor said that viewers are getting good service where uhf stations offer good programs. "If the FCC were to move TV to uhf in, say, 5 years at the minimum, we might be able to get some agreement" on such a plan. Here are his comments on other major topics:

FM stereo—"We see a tremendous market—perhaps a little slow to start at first. Some people ask whether it's going to hurt stereo phono. We think one will help the other. But we all hope that manufacturers will get the best out of the system—not produce a pseudo multiplex radio."

Color TV—"It wasn't on our agenda. Speaking for Motorola, we're not planning to make a set. We were in it in 1954 & got out. Things were wrong with the transmission & the tube. We need a better tube. The present tube with its 65-degree deflection is too bulky. But we want color to come, and we recognize that Zenith's entry into the field, with power & prestige, is bound to add impetus."

Public relations program—"We need a program—but we haven't been able to get adequate support from major manufacturers yet. People seem to regard a TV set like auto brakes; they're damn near worn out before you notice them. The picture gets grayer & grayer, and the owner isn't aware of it unless he looks at a new set—which he seldom does. It isn't like a new car parked out front."

Deceptive advertising practices—Committee again discussed code for retailers patterned after that of American Home Laundry Assn. (Vol. 16:38 p16) but no final action was taken. "AHLA will review the results of a year [of its code] in April," Taylor said, "and we'll see what they report."

Closed-circuit TV—C. Russell Cox, of Andrew Corp., chmn. of EIA industrial electronics div. executive committee, told newsmen: "The market has been most disappointing—but manufacturers are still hopeful."

**GOVT. & EIA PONDER IMPORT PROBLEM:** Simmering import problem bubbled with renewed heat on a variety of fronts last week. EIA restated its strong opposition to free & easy marketing of imports. Commerce Dept. headed off a threatened boycott of Japanese components. A top TV-radio manufacturer defended use of imported components, called them job-makers for American workers.

EIA Board, meeting in Washington last week, voted support of 3 bills in import field: (1) HR-1149—to prevent the advertising of any foreign-produced article unless the ad states country of origin. (2) HR-2484—to amend the Tariff Act to provide that imported goods, unpacked & repacked in U.S., be remarked with

country of origin. (3) HR-4693—to require marking of articles (as contrasted with marking of packages) with country of origin throughout chain of distribution to consumer. (See p. 15 for other board actions.)

Conference also heard strong plea, in luncheon speech by Trade Relations Council Pres. H. B. McCoy, for support of legislative & administrative action to protect domestic industries. "It seems almost inconceivable to me," he said, "that the U.S. market can be virtually thrown open as a free market to all commerce with little control of any kind, when, at the same time, new governmental policies & programs to reduce unemployment are intended to be effective. At the moment, these 2 contradictory policies would seem to present a real dilemma to the administration and certain members of Congress."

Administration's concern "over the welfare of any group of American workers who may be adversely affected" by imports was expressed last week by Secretary of Commerce Luther H. Hodges. He obtained a 90-day postponement of the boycott of Japanese components scheduled by IBEW's Chicago local (Vol. 17:5 p15). The union had voted to handle no Japanese parts after May 1. Hodges met with Local 1031 Pres. M. Frank Darling and "conveyed to him my appreciation, and that of the Administration, of his willingness to work with us in a genuine effort to evolve some equitable solution." One solution indicated as in the wind: Allocation of additional defense contracts to the Chicago area.

"Fallacious" was the label slapped by Motorola Pres. Robert W. Galvin on thinking that "Japanese imports represent any great loss of jobs in the Chicago area. I don't think it has affected 500 jobs," he told a news conference last week. "We at Motorola have never lost a job because of Japanese imports," he was quoted as saying. "In fact, it has created jobs for us. We probably create twice as many jobs as we lose by buying imported components." Galvin said Motorola studied comparative costs of assembling Japanese radios both in Japan & in the U.S., concluded U.S. assembly is some 20% cheaper after compensating for import duty, transportation and insurance.

Wall St. Journal editorialized on "The Only Way to Win" the import contest in its March 15 edition: "Any boy knows that when you're faced with a challenge, economic or otherwise, you don't win by barricading the door & crawling under the bed. You win by opening the door and meeting the competition with the best you've got."

**ELECTRONICS IN '60—SALES UP, PROFIT DOWN:** Sales rose 5.9% but net profit slipped 16.3%. That sums up our tally of 1960 financial results of 27 "weathervane" companies in various branches of electronics. The profit drop in electronics apparently was considerably steeper last year than in most other segments of industry—at least judging from Wall Street Journal's recent tabulation, which showed 481 industrial firms down just 2.1% in profits from 1959 to 1960.

Electronics' aggregate profit decline of 16.3% doesn't tell the whole story, however. The larger companies, harder hit than many smaller specialized electronics firms, weigh heavily in any aggregate measuring of profits. Of the 27 firms tallied, 11 (or more than 40%) reported profit increases in 1960 over 1959. Sales increases were shown by 20 of the 27.

We divided the 27 electronics firms in to 3 rather arbitrary categories—(1) Widely diversified companies; (2) companies known primarily as consumer-product manufacturers, and (3) parts, tube & transistor firms. Diversified group showed largest profit drop; parts group reported slight profit increase; consumer group had lowest increase in sales. Details:

Diversified group (10 companies): Aggregate sales in 1960 up 6.4% from 1959; aggregate net profit down 17.5%. All but one of the firms showed a sales increase for 1960, and 4 reported earnings increases.

Consumer-products group (7 companies): Aggregate sales up 1.6%; net profit down 16%. Sales increases shown by 5, profit increases by 2.

Parts-tubes-transistors group (10 companies): Aggregate sales up 8.7%; net profit up 1.9%. Six of the 10 reported sales increases; 5 reported profit increases.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 10 (10th week of 1961):

	March 4-10	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV	103,323	104,528	102,939	1,018,531	1,243,590
Total radio	277,470	269,441	350,468	2,749,607	3,468,711
auto radio	75,154	84,612	149,147	856,618	1,501,044



**NEW SETS—SOME PRICES LOWER:** Admiral announced an all-new "1962" line of 19-in. TVs with some technical innovations, plus its 1962 transistor radio line and 2 portable phonographs last week. Zenith launched 7 new spring-summer promotional TVs & 2 radios. RCA introduced 3 radios & 2 portable phonos. In each case, some tendency to lower list prices was showing.

Admiral's 19-in. portable TV line became the first to incorporate the GE-designed Compactron multi-element tube (see p. 16)—in this case a triple-triode including gated AGC, automatic sync separator and automatic interference rejector. Among other engineering developments in the Admiral sets: DC restoration circuit (automatic contrast restoration), thermistor picture stabilizer, adjacent-channel sound trap.

Only 3 of the 19-in. portables & consolettes carried suggested list prices as we went to press. The price news was made by a single-button, remote-control portable at \$199.95. The low-end set in the line lists at \$169.95, with step-up at \$179.95.

In the radio line, Admiral introduced "the smallest all-American shirt-pocket radio ever produced"—a 6-transistor unit (3 3/8 x 7/16 x 1-in.) at \$24.95, with step-ups at \$34.95 (7 transistor) & \$44.95 (8 transistor). Other transistor portables run up to \$275 for a 9-transistor, 9-band, 4-antenna set. Admiral also showed portable phonos at \$49.95 & \$59.95.

\* \* \*

Zenith's promotional "spring special" line begins with a 19-in. portable at \$169.95, and features the return of a 21-in. set to the line—a table set which will list (with matching swivel base) at about \$199.95. The models also include one step-up 19-in. portable, 4 other 23-in. sets. Zenith also is introducing a low-priced AC-DC table radio and a special on the Royal 275 transistor radio with carrying case & batteries at \$39.95.

\* \* \*

RCA's 3 radios & 2 portable phonos "each represents the lowest RCA Victor price in years," according to RCA Sales Corp. mktg. vp Raymond W. Saxon. The new sets: A 5-tube table-model radio at \$14.95 ("the lowest priced RCA Victor table radio in 20 years"); an unpriced step-up; a 6-transistor pocket radio at \$24.95; an automatic monaural portable phono at \$49.95, and an open-list stereo version.

\* \* \*

Other new products announced last week: (1) Granco FM-AM radio at \$29.95. (2) Zenith ear-level hearing aid, weighing 1/3 oz. with battery, at \$275.

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RCA Chmn. David Sarnoff proposed last week the establishment of a national medical clearing house linked electronically with every major hospital & medical school in the nation. Addressing the National Health Council Forum in N.Y., he said computers "enable us to store accumulated knowledge compactly, update it continuously, recall it instantly. Through a blend of electronic computation & communication techniques," he continued, "it would be possible to establish a central repository for all the latest medical information." He called upon the AMA and the electronics industry to create a joint group to explore the feasibility of the idea, forecast an eventual "medical school of the world" via global TV.

### More about

**EIA Board Actions:** In addition to voting support of 3 bills affecting imports (p. 13), EIA board took these votes last week at the spring conference in Washington:

(1) To oppose S-836, requiring Small Business Administration supervision of certain kinds of govt. contracts. EIA spokesman said that EIA "doesn't believe there should be another govt. agency involved in any already complex procurement setup."

(2) To organize a "massive effort," enlisting other trade associations, opposing efforts in Congress to require govt. take title to patents developed under govt. contracts.

(3) To approve legislation permitting judicial review of the Secy. of Labor's Walsh-Healey determinations (wage minimums for govt. contracts) in U.S. Federal District Courts other than solely in District of Columbia Circuit.

Board also received report of an *ad hoc* committee, headed by RCA's B. J. Haley, on internal EIA reorganization—"proposing far-reaching changes & expansions in the association organization in line with industry growth." The board decided to study the report, indicated that action, if any, wouldn't come for at least a year.

\* \* \*

EIA board members elected at the Association's Spring Conference in Washington last week: T. A. Johnson, Collins Radio; Clarence H. Hopper, CBS Electronics; Maj. Gen. W. P. Corderman, Westrex Corp. Consumer-products div. elected to its executive committee Herschner Cross, GE, and the military-products div. elected to its executive committee Dr. Carl A. Frische, Sperry Gyroscope.

\* \* \*

EIA is lobbying in Congress for legislation indemnifying defense manufacturers against uninsurable claims resulting from missile & rocket accidents. Meeting at EIA's Spring Conference in Washington (see p. 13), the Small Business Committee headed by Rixon Electronics vp C. J. Harrison decided to press for enactment of such a space-age law. It was pointed out that component manufacturers could be liable for multimillion damages if a runaway rocket—say—should hit a heavily-populated area.

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**Mergers & acquisitions:** General Instrument plans to acquire through a stock exchange Pyramid Electric, Darlington, S.C. manufacturer of capacitors (1960 sales: about \$7.4 million). The proposed amalgamation, subject to the approval of stockholders of both concerns, calls for the issuance of one share of GI common for each 17 1/2 Pyramid common shares and one share of GI common for each 6 1/2 shares of Pyramid preferred • Astrex stockholders have approved merger with Radio Electric Service, Philadelphia parts jobber (Vol. 17:5 p19) • Standard Kollsman's proposal to purchase Casco Products' approximately 46,000 shares still outstanding for \$10.15 a share was approved by Casco stockholders last week. Standard Kollsman owned more than 90% of Casco's shares (Vol. 16:29 p15).

Hoffman has merged its consumer-products and industrial-products divisions into a new commercial-products div. "in order to provide the consumer-product marketing & sales facilities to our industrial-product line." Ray B. Cox, former consumer-products div. vp-gen. mgr., takes over the same title & duties for the commercial products div.

Dr. Jerome B. Wiesner, ex-MIT, and President Kennedy's special asst. for science & technology, receives EIA's 1961 Medal of Honor, first govt. official to get the award.

**JAN. RETAIL SALES OFF:** EIA last week officially reported January retail sales of TV sets were down 32%, radios down 28% from the Jan.-1960 levels. There was some optimism, however, in unofficial preliminary figures for February, which showed retail TV sales down only 12%, radio sales down 9% from the year-ago figure. The preliminary February sales also showed a continuing reduction in inventories of both TVs & radios.

Here are EIA's official TV-radio production & retail sales statistics for Jan. 1961 compared with Jan. 1960:

**TELEVISION**

	Total Production	Uhf Production	Retail Sales
January 1960 .....	590,867	50,119	590,867
January 1961 .....	399,791	25,270	803,388

**RADIO**

	Total Production	Auto Radio Production	FM Radio Production	Retail Sales (excl. auto)
January 1960 .....	1,355,788	632,461	40,162	803,388
January 1961 .....	1,090,073	387,136	50,421	580,680

\* \* \*

Factory sales of picture & receiving tubes in January dropped below the year-ago levels both in unit & dollar volume, EIA reported last week. TV picture tube sales in 1961's initial month totaled 707,835 units valued at \$14,430,755—down from 795,250 units at \$15,831,430 in Jan. 1960, but ahead of Dec.-1960's 531,747 at \$11,042,159. Receiving tubes in Jan. 1961 sold 26,343,000 units at \$22,227,000—down from both the year-ago month's 31,367,000 at \$26,872,000 and Dec.-1960's 27,066,000 at \$23,571,000.

Electronics industry's sales volume will double to \$20 million in the next 10 years, Motorola Pres. Paul W. Galvin told a meeting of the Investment Bankers' Assn. of America last week in Chicago. He predicted a "big change" in the electronics industry during that time—the trend toward solid functional circuits and away from interconnected components. "The essence of the electronics business of the long-term future," he said, "will be materials, not components or their circuitry." As a result, he added, physicists, chemists, metallurgists & mathematicians will assume more important roles in electronics labs, and equipment manufacturers will make more of their components as well as finished products. He said the electronics industry will remain "fiercely competitive" and expressed concern over inflated prices of electronics stocks. Limited earnings, plus the need for much higher than traditional capital investment, he added, will force retention of large portions of earnings and higher debt-to-equity ratios than in the past.

Recession is "bottoming out" and the U.S. economy is now returning to post-slump levels, market-researcher Sindlinger & Co. concluded last week after exploring "10 areas of statistical evidence." One of them: An increase in used-car buying plans, running ahead of the previous year for the first time since April 1960.

Japanese TV-radio manufacturer Sanyo Electric Co. is establishing a U.S. subsidiary, Sanyo Electric (America) Corp., to handle sales in American markets, according to an Osaka-dated report in *Home Furnishings Daily*. Channel Master Corp., which sells Sanyo radios & other products in U.S. under its own brand label, reportedly will have "managerial participation" in the new U.S. firm.

**Compactrons & Nuvistors:** Those new advances in electron-tube technology, on which we have reported regularly, are now finding their way into increasingly more electronic equipment. GE's multi-unit Compactrons (Vol. 16:27 p14), offering potential cost savings, appeared last week for the first time in TV sets, and RCA is demonstrating 13 commercial uses for its tiny nuvistors.

First TV set to employ a Compactron is the new Admiral 19-in. portable, which uses a triple triode for 3 separate functions (see p. 15). GE last week announced availability of 4 new Compactrons in addition to the 2 placed in production previously: A dissimilar double triode for TV vertical-deflection oscillator & amplifier; a duplex-diode twin triode for TV horizontal oscillator & horizontal phase-detector service; a 3-section triode for amplifier applications; a damper diode for TV horizontal deflection circuits.

RCA announced last week that production of nuvistors now totals "many thousands a week" and it expects to manufacture "several million units" in 1961. Five commercial types are now available, and 7 new triodes & one tetrode will soon be added to the line.

At this week's IRE convention, RCA will show 13 nuvistorized devices made by RCA and other manufacturers. These will include RCA & Standard Kollsman vhf TV tuners, Harman-Kardon FM tuner, Ampex microphone preamplifiers, Daven plug-in video pre-amplifier, Packard Bell industrial TV camera and beacon IF amplifier, Collins weather radar.

RCA will also show a military & industrial version of its new 21-in. color tube at IRE convention (Vol. 17:11 p16).

**ITT-Wells-Gardner Deal:** ITT has acquired approximately 10% of Wells-Gardner's stock and is entering into an "engineering & manufacturing assistance" agreement with the Chicago private-label TV-radio firm. ITT last week confirmed to us that the step is being taken "as part of the further development of our world-wide radio & TV receiver manufacturing program." A company spokesman said Wells-Gardner will supply ITT with "engineering & manufacturing assistance."

The agreement carries no implication that ITT will re-enter domestic TV-radio manufacturing, the company spokesman stressed. ITT made TVs & radios for the U.S. market from 1949 to 1956 through its Capehart-Farnsworth Co. It sold the Capehart name in 1956 to Benjamin & Robert Gross, who re-sold it in 1959 to the present Capehart Corp. (formerly Dynamic Electronics-N.Y. Inc.). ITT, through affiliates of its International Standard Electric Corp., manufactures TVs & radios in Australia, Austria, Belgium, Brazil, Chile, West Germany, Spain & Great Britain, and is part owner of Japanese TV-radio manufacturer Nippon Electric Co.

Wells-Gardner, of Chicago, is one of the largest private-label consumer electronics manufacturers, and makes products for Montgomery Ward, Western Auto Supply, Gamble-Skogmo and others. At currently quoted stock prices, ITT's 10% of Wells-Gardner's 422,400 outstanding shares would be worth something over \$1 million. In 1959, Wells-Gardner reported sales of \$24,259,901, net profit of \$747,728 (\$1.77 per share). The company's 1960 report is due in the next few weeks.

Entering magnetic tape field, Burgess Battery Co. announces it will make & market acetate & mylar audio recording tape. Burgess is a division of Servel Inc.

**Magnavox to Make Organs:** The long-rumored Magnavox electronic organ will make its debut at the NAMM Music Trade Show in Chicago in July, Pres. Frank Freimann announced last week. Magnavox, it is believed, will thus become the largest U.S. electronics company manufacturing organs.

Freimann predicted a \$500-million market for electronic organs within a decade. "Electronic organs already surpass pianos in dollar volume and are pressing hard in unit sales," he said. "The sale of organs has increased 20% per year since 1955, and has now reached an annual retail sales mark of \$185 million."

Like Magnavox TV & stereo, the Magnavox organ will be sold directly to franchised dealers. The company has established a separate division, which will manufacture & sell the line "on a highly selective franchise basis."

The Magnavox organ, said Freimann, "will be the first transistorized organ in the popular price range, and the only instrument with a truly high-fidelity acoustical sound system." Music stores are slated as principal outlets.

Emerson Argentina S.A. has been established in Buenos Aires to manufacture & market Emerson TV, radio, hi fi, air conditioners, air purifiers and dehumidifiers under license from Emerson Radio Expore Corp., a subsidiary of Emerson Radio & Phonograph. Emerson is "negotiating for the acquisition of a stock interest in the Argentine firm," according to Emerson Pres. Benjamin Abrams. The company has bought land for a new plant in Buenos Aires, will operate in rented quarters until permanent facilities are built. Production is due to begin within 3 months. Emerson Argentina has been established with initial capital of \$1 million. Its principal stockholders include Argentine industrialists Manuel Sielecky, pres., Rodamotor S. en C.; Moises Vainer, pres., Aurora S.A., and Carlos Glucksmann, pres., Cia. Comercial Condor. Emerson will be represented on the Argentine company's board by vp Joseph Kattan of Emerson Radio Export Corp.

**New plants & expansions:** International Resistance has established a \$2-million automated facility at its Burlington, Iowa, div. for the mass production of precision metal film resistors • RCA will add a 3-story, 33,000-sq.-ft. wing to its Princeton, N.J. labs this year. The new facility will house 40 labs, is to be ready early in 1962 • GE has increased the capital investment in its new Space Technology Center, now under construction at Valley Forge, Pa., to \$30 million from \$14 million. The additional funds will be used to speed construction and to increase floor space to 800,000 sq. ft. from the 500,000 sq. ft. originally planned. The completion date has been advanced from late 1963 to the end of this year • Space-Tone Electronics, Washington maker of hi-fi phonos & components, will open new manufacturing facilities next month in Central Industrial Park, Badensberg, Md.

GE accused IUE last week of waging a propaganda campaign to destroy public confidence in the company. GE employe relations service mgr. Philip D. Moore made the charge in a letter to John H. Callahan, chmn. of IUE's national GE conference board. Moore claimed that IUE Pres. James B. Carey, in a recent statement, sought to equate GE's antitrust conviction with the company's collective bargaining practices by saying that GE officials in both instances demonstrated "an uncontrollable greed." Moore protested that there was no connection, warned that such statements, should they ruin public faith in GE, could threaten the jobs of IUE members.

**Trade Personals:** Charles J. Urban, Westinghouse radio & TV div. mktg. mgr., transferred to marketing post with another Westinghouse division (announcement due within a month); his former duties will be shared by TV-hi-fi product mgr. J. J. Eagen and radio-phonograph mgr. E. D. Smithers . . . David R. Hull, ex-EIA president, resigns as Hoffman exec. vp, continuing with the firm as advisor to Pres. H. Leslie Hoffman.

William F. Rueger, Sylvania secy., named also general attorney . . . Hans R. Richner appointed dir. of planning, Packard Bell home products div. . . . Goodwin G. Mills, ex-Allied Radio, appointed exec. vp-gen. mgr., National Radio Co. . . . Edward A. Williams elected vp, operations control, Collins Radio Co. . . . Dr. Peter Wargo named engineering mgr., GE cathode-ray tube dept.

G. Richard Tingley named vp, military & industrial sales dept., CBS Labs . . . Isidore B. Finkel retires April 1 as vp-gen. mgr. of govt. contract & OEM divs. of JFD Electronics Corp., remaining on board . . . Martin W. Krenzke, ex-Webeor, joins Warwick Mfg. Co. as product sales mgr., record changers & tape recorders.

Robert F. Halligan, 36, has been elected president of Hallicrafters, succeeding his father, William J. Halligan Sr., who continues as chairman & chief exec. officer. The new president is succeeded as exec. vp & gen. mgr. by Stanley E. Rendell, advanced from operations vp & asst. gen. manager.

Robert P. Dutton has been elected govt.-representation vp by Collins Radio. He'll continue to head Collins' Washington office, in addition to his new duties . . . Arthur C. McCarroll, formerly with Chrysler's L.A. office, joins Hoffman Electronics as PR dir.

Dario Soria, former pres. E.M.I. (U.S.) Ltd., has been named RCA Victor Record Div. vp for commercial records international liaison.

George R. Marek, RCA Victor, was re-elected president of Record Industry Assn. of America at the group's board meeting last week. Vice-president elected: Arthur Maxin, MGM Records, first vp; Jack Holzman, Elektra Records; Leon Hartstone, London Records; Dave Kapp, Kapp Records. Jack Stevenson, Children's Record Guild, was elected treasurer; Henry Brief, re-elected exc. secy.

New electronics specialty journal, *Medical Electronics News*, has been launched with a March issue by Instruments Publishing Co. Inc., 845 Ridge Ave., Pittsburgh 12 Pa. The subscription price of the publication, "exclusively devoted to serving the interests of the bio-medical instrumentation & electronic field," is \$6 per year.

Westrex Co., Alpine, newly formed Litton Industries subsidiary (Vol. 17:11 p18), has been named exclusive distributor in the U.S. & Canada for Polz, Germany-based Tefi Weke, GmbH. The Litton subsidiary will sell Tefi Weke's radios & tape players under the Westrex label.

### Obituary

Herbert Riegelman, 56, named manager of the GE Radio & TV Div.'s new distribution planning operation on March 1 (Vol. 17:10 p19), died March 11 in Syracuse's Memorial Hospital after a short illness. He would have assumed his new post April 1, after serving as TV Dept. gen. mgr. since 1953. He had joined GE the preceding year, as TV mktg. manager. Previously, he had been a Montgomery Ward vp, a furniture buyer for R. H. Macy for some 12 years. He is survived by his wife and a son, H. Allen Riegelman, who is district rep in Detroit for GE radio.

## Finance

**MOTOROLA PROFIT DROPS:** "The downturn in the economy" sliced Motorola's 1960 profit to \$12.6 million from \$14.2 million in the preceding year, despite a rise in sales to a record \$299.1 million from \$291.5 million (see financial table). Pres. Robert W. Galvin, in the annual report to 7,017 stockholders last week, forecast that 1961 "total sales & earnings should exceed 1960," but warned that "consumer-products volume may approximate 1960."

Galvin noted that sales of Motorola TVs, radios and phonos declined "substantially" in 1960's 2nd half. "The degree of downturn was not anticipated," he said. The consumer-products budgets "were purposely geared to a higher volume, resulting in an adverse effect on earnings."

The annual report pinpointed another adverse factor in 1960's TV sales picture: "The highly competitive condition caused by some manufacturers pricing TV sets unreasonably low, ostensibly to make room for the newly-introduced 19- & 23-in. models." Motorola, the report continued, "refrained from this unwarranted price-cutting." The company concentrated on upgrading quality, and "facts revealed by EIA figures show that the average Motorola factory TV selling price is 11% higher than that of the industry as a whole."

"Despite intensified competition of low-cost imported models," Motorola's portable radio sales were "the highest in company history." In stereo, Motorola accounted for 32% of industry sales of over-\$150 portables, 20% of over-\$300 consoles, the report said.

Galvin pointed to the Semiconductor Div. as one of the brightest spots in the Motorola picture. Earnings rose to a record high as sales of semiconductors more than doubled the 1959 volume. He said that more than 75% of Motorola's semiconductor output is now sold to outside customers.

At year's end, Motorola's working capital totaled \$66,161,511, up from \$57,061,939 the preceding year. The cash situation was \$8,678,462, vs. \$9,764,963. Net investment in plant & equipment rose to \$44,594,599 from \$33,436,676.

Crowell-Collier Publishing Co. plans a subscription offering to stockholders of \$12 million of convertible subordinate debentures due 1981, \$3 million of the proceeds to be used to repay 50% notes held by Loew's Theatres in its \$11-million sale of radio WMGM N.Y. to the publishing firm (Vol. 16:50 p12). Crowell-Collier's SEC registration statement (File 2-17719) also said \$1 million to be realized from the debentures would be applied to reduction of a bank loan used to put up \$8.1 million cash for WMGM. The balance of the proceeds may be applied toward payment of the remainder of the station's purchase price.

Victoreen Instrument Co. plans a public offering of 350,000 common stock shares through Val Alstyne, Noel & Co. at the current market price of outstanding shares at sale time. An SEC registration statement (File 2-17731) said \$900,000 of the proceeds would be used for new equipment, \$450,000 for expansion and opening a new West Coast operation of Victoreen's subsidiary Kolus Corp.

Lafayette Radio Electronics Corp., Jamaica, N.Y.-based mail-order distributor of electronic parts & hi-fi components, has placed on the market \$2.5 million of 5½% convertible subordinated debentures (due 1976) at 102½ and 130,000 shares of common (\$18 a share). The offering is through C. E. Unterberg, Towbin Co.

\$12-million civil suit was filed by the govt. & the Tennessee Valley Authority last week in a joint action against 5 makers of heavy electrical equipment convicted recently of price fixing (Vol. 17:7 p18). The defendants: GE, Westinghouse, Federal Pacific Electric, I-T-E, Allis-Chalmers. Because of the price-fixing conspiracy, the govt. charged, T.V.A. was forced to pay some 66% more than it should have for large circuit breakers purchased from the 5 defendants from 1951 to 1960. The suit, in U.S. District Court, Philadelphia, seeks triple damages. Attorney General Robert F. Kennedy said the action is the first of several contemplated by the govt. to recover alleged damages from the 29 corporations involved in the price-fixing indictments • \$750-million suit against GE for price fixing was dismissed by Federal District Judge Frederick O. Mercer in Peoria, Ill. last week. The action had been brought by 2 Peoria residents seeking triple damages for themselves & 50 million other GE retail customers.

NTA proxy fight is threatened by minority stockholders Leonard Davis, N.Y. insurance broker, and Philip L. Handsman, N.Y. lawyer. In a notice of intentions filed with SEC, they said they had decided to organize a stockholders' group to oppose NTA management (now headed by Oliver A. Unger) because of "large losses sustained by the company." Davis & Handsman told SEC "drastic steps" are needed to protect them & other shareholders from "further injury." Davis holds 1,500 of 2.8 million outstanding shares of NTA, which has put its WNTA-TV N.Y. on the block to pay off debts (Vol. 17:10 p13). Handsman owns 104 shares.

Paramount Pictures is buying Vocaline Co. of America, manufacturer of intercoms, synchronous motors & timers, according to reliable reports at last week's end. It was presumed that Vocaline would be merged with Paramount subsidiary Autometric Corp., successor to Chromatic TV Labs. At Vocaline's Old Saybrook, Conn. hq, Pres. Carroll T. Cooney declined specific comment, saying only that discussions had been carried on with "a number of companies" and "nothing has been resolved." Paramount officials were unavailable for comment. As of Dec. 31, 1959, Vocaline's total assets were listed as \$1,646,956. In 1959, its sales totaled \$1,807,872, net income \$71,941 (15¢ on each of 518,550 common shares). Vocaline stock (over-the-counter) closed March 16 at 2½ bid, 2⅞ asked.

Avnet Electronics profit in the 1961 fiscal ending June 30 should at least equal the combined fiscal-1960 earnings of Avnet and its new British Industries subsidiary, acquired late last year (Vol. 17:1 p20). Pres. Lester Avnet noted: "We anticipate fiscal 1961 net will be between the combined 74¢ a share that the 2 companies earned in fiscal 1960 and 85¢. Sales should be between \$18.5 million & \$19 million—up from last year's combined sales of \$15.8 million." The company has about \$6 million in cash, he said, adding: "Personally, I am more interested in using our cash to buy earnings than to pay dividends. We have been discussing mergers & acquisitions steadily, but none is imminent."

Varian Associates sales & earnings "are running well in advance of last year," Pres. H. Myrl Stearns noted recently. He predicted that sales in fiscal 1961 (ending Sept. 30) would climb to \$60 million from \$46.5 million in fiscal 1960. The company also called for redemption April 10, at 104½% & accrued interest, its \$3,773,000 of 4½% convertible debentures due July 15, 1974. If all debentures are converted, Varian will issue 94,325 new common shares.

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

Allied Artists. Roger W. Hurlock bought 500, held 21,000. Herman Rifkin sold 200, held 14,061 personally, 13,007 in Rifkin Theatres Corp. Albert Zugsmith bought 1,300, held 175,800.

AB-PI. Edward L. Hyman sold 1,000, held 5,120.

Ampex. Leonard E. Good sold 315, held none. John Jipp bought 1,500, held 2,200. Nathan W. Pearson sold 500, held 1,750. Walter T. Selsted sold 1,000, held 625.

Amphenol-Borg. C. J. Seifert exercised option to buy 600, held 1,100.

Avco. C. Coburn Darling bought 2,000, held 8,000. James R. Kerr exercised option to buy 3,334, held 9,334. Benjamin H. Namm bought 600, held 3,306. Arthur E. Rasmussen exercised option to buy 3,500, held 11,038. Curry W. Stoup sold 2,000, held 7,220. Kendrick R. Wilson Jr. bought 6,000, held 17,000.

Avnet Electronics. Charles Avnet sold 100, held 204,821 personally, 1,262 in foundation. Robert H. Avnet sold 54,000, disposed of 1,126 as gift, held 316,467. Charles L. Morse Jr. bought 100, held 1,452.

Belock Instrument. Donald C. Walton sold 500, held 17,371, personally, 1,743 for wife.

Cinerama. Nicolas Reisini bought 200 through Robin International Inc., held 244,050 in Robin International Inc., 350,000 personally.

Clevite. Curtis B. Hoffman exercised option to buy 900, held 1,300.

Collins Radio. J. G. Flynn bought 1,300, held 2,045.

Columbia Pictures. Bernard Birnbaum acquired 312 under stock purchase plan, held 319. Irving Briskin exercised option to buy 3,288, held 8,288. Leonard L. Ernst bought 102, held 102. Arthur Levy acquired 312 under stock purchase plan, held 319. Mo Rothman acquired 624 under stock purchase plan, held 639 personally, 114,188 in Fico Corp. Harvey S. Shaw acquired 199 under stock purchase plan, held 209. Gordon Stulberg bought 307, held 307.

Corning Glass. L. Roy A. Amylon exercised option to buy 400, held 400. Amory Houghton Jr. sold 1,600, held 400 personally, 25,000 in trust, 1,230 as trustee.

Decca Records. Milton R. Rackmil bought 300 as co-trustee, held 18,000 as co-trustee, 1,713 personally.

Desilu Productions. Milton A. Rudin bought 170, held 300.

Electronic Communications. Charles L. Lord bought 500, held 500. James B. Williams bought 100, held 100.

Electronics Research Associates. Henry W. Reed bought 1,000 for trust, held 1,000 in trust, 113 personally.

Electronics International Capital. Jerome Kohlberg Jr. bought 294,000 through Bear Stearns & Co., sold 270,000 through Bear Stearns & Co., held 24,000 in Bear Stearns & Co., 1,000 personally.

Esquire Radio & Electronics. Israel Steiner bought 100, held 100.

Filmways. M. R. Dubin received 1,000 as compensation, held 2,617.

General Dynamics. Frederic de Hoffmann sold 700, held 23. J. V. Naish sold 2,900, held 7,700. Rex L. Nicholson exercised option to buy 15,000, held 15,000.

GE. Hubert W. Gouldthorpe bought 133, held 1,873. George L. Haller exercised option to buy 550, held 1,200. Clarence H. Linder sold 4,650, held 12,010.

General Instrument. Fred C. Rummel sold 1,000, held 2,256. Louis Scadron sold 1,300, held 5,578.

General Precision Equipment. Gaylord W. Whitaker sold 500 from trusts, held 22,225 in trusts, 6,576 personally.

General Tel. & Electronics. Herbert L. Nichols sold 1,000, held 4,400.

IBM. John J. Bricker sold 150, held 1,145. William J. Mair sold 225, held 2,551. H. M. Sibley exercised option to buy 172, held 1,372. Bernard F. Wiegard exercised option to buy 219, held 890.

International Resistance. Walter W. Slocum exercised option to buy 300, held 1,300.

ITT. Henri G. Busignies received 113 as bonus award, held 436. Charles D. Hilles Jr. received 130 as bonus award, held 14,062. M. Richard Mitchell received 48 as bonus award, sold 400, held 3,548. Edward D. Phinney received 38 as bonus award, sold 210, held 4,013.

Lear. Roy J. Benecchi sold 1,989, held 4,177. Harold J. Downes exercised option to buy 925, held 925. A. C. Keske sold 871, held 600.

Ling-Temco. D. H. Byrd sold 2,850, held 73,953. Robert McCulloch bought 4,000, held 26,876. Clyde Skeen bought 3,000, held 3,240.

Litton Industries. Roy L. Ash sold 500 as custodian, held 2,285 as custodian, 14,178 in partnership, 117,894 personally. Charles B. Thornton sold 600, held 282,551 personally, 31,191 in partnership.

Loew's Theatres. Arthur M. Tolchin bought 2,000, held 5,500.

Magnavox. Gerard M. Ungaro sold 1,000, held 10,629.

Microwave Associates. Herman H. Kahn sold 3,200 through Lehman Bros., held 20,000 in Lehman Bros., 200 personally.

Minn. Mining & Mfg. Joseph C. Duke sold 1,500, held 99,507. John G. Ordway sold 25,000 through Ordway Trust, held 4,806,704 in Ordway Trust 1,500 in Dellwood Foundation, 4,500 personally.

National Theatres & TV. Eugene V. Klein sold 29,700, held 22,623.

National Video & Rico Electronics. H. Cole sold 100, held 1,500.

Packard Bell. Kenneth R. Johnson exercised option to buy 510, held 2,040. William H. Moore sold 300, held 500.

Paramount Pictures. Randolph C. Wood sold 3,100, held 8,000.

Phico. David B. Smith sold 100, held 2,652.

Philips Electronics & Pharmaceutical. James J. Colt sold 200 through Liberty Factors Corp., held 62,413 in Liberty Factors Corp., 3,834 personally.

RCA. Kenneth W. Bilby received 118 as incentive plan award, held 1,444. Meade Brunet received 80 as incentive, sold 200, held 915. John L. Burns received 102 as incentive, held 21,442. Charles R. Denny received 131 as incentive, held 1,396. Douglas H. Ewing received 133 as incentive, held 323. Frank M. Folsom received 165 as incentive, held 10,436. Ernest B. Gorin received 113 as incentive, held 1,700. Charles B. Jolliffe received 138 as incentive, held 1,809. Donald H. Kunsman bought 1,000, received 78 as incentive, held 1,081. Howard L. Letts received 104 as incentive, held 389. Arthur L. Malcarney received 129 as incentive, held 1,020 personally, 208 jointly with wife. George R. Marek received 113 as incentive, exchanged 82, held 2,933. Robert W. Sarnoff received 123 as incentive, held 10,403. Frank Sleeter received 108 as incentive, held 2,299. Douglas Y. Smith received 106 as incentive, held 1,564. Theodore A. Smith received 143 as incentive, held 2,848. Edward M. Tuft received 125 as incentive, held 1,459. William W. Watts received 118 as incentive, held 2,969. Robert L. Werner received 130 as incentive, held 1,578.

Raytheon. Thomas H. Johnson exercised option to buy 212 in April 1960 and 1,894 in Nov. 1960, held 2,894. N. B. Krim exercised option to buy 661, held 1,322. Robert L. McCormack sold 600, held

none. Thomas C. Wisenbaker exercised option to buy 716, held 1,350. Reeves Soundcraft. David L. Terwilliger bought 500, held 500. Milton F. Untermyer bought 100, held 400.

Siegler. W. G. Ullman exercised option to buy 4,285, held 7,499.

Texas Instruments. W. D. Coursey sold 100, held 5,120. Robert C. Dunlap Jr. sold 300, held 22,850. Eugene McDermott sold 10,000 in private transaction, held 274,113. R. W. Olson sold 1,000, held 10,422. Bryant F. Smith sold 400, held 8,659 personally, 172 in trust.

Thompson Ramo Wooldridge. Harold L. George sold 2,000, held 25,935. Burton F. Miller sold 157 and 500 more from trust, held 3,000 personally, 7,500 in trust.

Trans-Lux. Richard Brandt sold 500, held 12,452 personally, 1,106 as custodian. Jay Emanuel bought 100, held 14,695.

Transitron Electronic. David Bakalar sold 625,000, held 2,551,325. 20th Century-Fox. J. B. Codd sold 200, held 100. Daniel O. Hastings bought 100, held 1,401.

Varian Associates. H. Myrl Stearns bought 10, sold 500, held 28,234 personally, 3,800 as trustee, 20 as joint tenant.

Warner Bros. Serge Semenenko sold 1,000 from trust, held 1,000 in trust, 1,800 personally.

Westinghouse. C. H. Bartlett sold 1,000, held 1,150. Leslie E. Lynde bought 4,300, held 8,106. John J. McCloy sold 370 from trusts, held none in trusts, 200 personally. A. C. Monteith sold 3,000, held 4,006 personally, 2,000 in trust. John E. Payne exercised option to buy 1,350, held 3,890. W. W. Sproul Jr. exercised option to buy 3,000, held 5,807.

Zenith. Karl E. Hassel sold 200, held 700.

International Rectifier shipments currently are running about 10% ahead of a year ago, Pres. Eric Lidow told the N.Y. Society of Security Analysts recently, but earnings are virtually unchanged. He would not project sales & earnings for fiscal 1961 (ending June 30) in view of "a tremendous uncertainty about military procurement because of the change in administrations, although we think this is clearing up."

GE's consumer products & industrial components accounted for about 53% of the company's total 1960 sales of \$4.2 billion (Vol. 17:6 p20), according to the annual report. Defense products & heavy goods produced the balance.

Axe Science & Electronics Corp. mutual fund reports a strong gain in net assets for the year ended Dec. 31:

	1960	1959
Net assets .....	\$19,428,288	\$12,521,784
Net assets per share ..	11.34	12.42
Capital shares .....	1,712,599	1,008,346

**OVER-THE-COUNTER  
COMMON STOCK QUOTATIONS**  
Thursday, March 16, 1961

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

Stock	Bld	Asked	Stock	Bld	Asked
Acoustica Associates	19 1/4	21 1/4	Maxson Electronics	19 1/2	21 1/8
Aerovox	8	9 1/8	Meredith Pub.	42	47 1/4
Allied Radio	26	28 1/8	Metropolitan Bcsts.	22 1/2	24 1/8
Astron Corp.	1 1/8	2 1/8	Milgo Electronics	26	28 1/4
Baird Atomic	25	27	Narda Microwave	5 1/8	6 1/4
Control Data Corp.	85 1/2	89 3/4	Nuclear of Chicago	46 1/2	50 3/8
Cook Elec.	14	15 1/2	Official Films	2	3
Craig Systems	15 1/4	17 1/4	Pacific Automation	5 3/8	6 1/4
Dictaphone	35 1/4	37 1/4	Pacific Mercury	8	8 7/8
Digitronics	27 1/4	29 1/2	Philips Lamp	166 1/4	172
Eastern Ind.	17 1/4	18 1/8	Pyramid Electric	2 1/2	2 7/8
Eitel-McCullough	19	20 1/8	Radiation Inc.	28	30 3/8
Elco Corp.	14 1/4	16	Howard W. Sams	46 1/2	49 1/8
Electro Instruments	30	32 1/2	Sanders Associates	55	59
Electro Voice	12	13 1/8	Silicon Transistor	7 1/4	8 1/8
Electronic Associates	36 1/2	39 3/8	Soroban Engineering	53	57 1/4
Eric Resistor	13 1/2	14 1/2	Soundscribe	13	14 1/2
Executone	20 1/2	22 1/4	Speer Carbon	22 1/2	24 1/4
Farrington Mfg.	20	21 1/8	Sprague Electric	63	66
Foto-Video	2 1/4	3-7/16	Sterling TV	1 1/2	2
FXR	27 1/4	30 1/4	Taft Bcsts.	16 1/8	17 1/4
Hallicrafters	39 3/4	42 1/4	Taylor Instrument	46 1/2	50 3/8
General Devices	16 1/4	18 1/8	Technology Inst.	6 3/4	7 1/4
G-L Electronics	9 1/2	10 1/4	Telechrome	16 1/2	17 3/4
Gross Telecasting	21	23	Telecomputing	7	7 7/8
Hewlett-Packard	37	39 1/8	Time Inc.	94	99
High Voltage Eng.	220	234	Tracerlab	12 1/4	14 1/8
Infrared Industries	17 1/4	19 1/4	United Artists	5 1/4	6 1/8
Interstate Engineering	24	25 1/2	United Control	19 1/2	21 1/4
Itek	55	59 1/2	Universal Trans.	1	1 1/8
Jerrold	7 1/8	8 1/2	Vitro	20 1/4	21 3/4
Lab for Electronics	52	55 1/2	Vocalline	2 1/2	2 7/8
Lel Inc.	7 1/4	8 1/4	Wells-Gardner	26	28
Magna Theater	21	22 1/2	Wometco Ent.	14	15 1/8
Magnetics Inc.	11	12			

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
Allied Radio	1961—6 mo. to Jan. 31	\$ 20,594,645	—	\$ 570,145	\$0.54	1,065,098
	1960—6 mo. to Jan. 31	17,448,535	—	592,805	.57 <sup>4</sup>	1,019,739
	1961—qtr. to Jan. 31	11,780,488	—	367,055	.34	1,065,098
	1960—qtr. to Jan. 31	10,180,918	—	390,639	.38 <sup>4</sup>	1,019,739
Decca Records	1960—year to Dec. 31	85,408,692	\$14,694,666	5,524,757 <sup>1</sup>	4.29	1,285,701
	1959—year to Dec. 31	79,181,724	6,524,608	2,321,923	1.81	1,285,701
Fairchild Camera & Instrument	1960—year to Dec. 31	67,940,000 <sup>1</sup>	—	3,755,000 <sup>1</sup>	3.07	1,222,168
	1959—year to Dec. 31	43,442,000	—	2,071,225	1.69	1,036,890
Famous Players Canadian	1960—year to Dec. 31	—	—	1,857,252	1.07	—
	1959—year to Dec. 31	—	—	2,259,058	1.30	—
Hallicrafters	1961—6 mo. to Feb. 28	27,203,600 <sup>1</sup>	—	751,400 <sup>1</sup>	.68	—
	1960—6 mo. to Feb. 28	14,776,900	—	461,000	.42	—
	1961—qtr. to Feb. 28	15,520,400 <sup>1</sup>	—	395,200 <sup>1</sup>	.36	—
	1960—qtr. to Feb. 28	6,885,800	—	187,800	.17	—
Hazeltime	1960—year to Dec. 31	67,177,934	5,221,466	2,586,466	1.68	1,528,826
	1959—year to Dec. 31	55,883,841	—	2,724,772	1.77	1,528,826
Lafayette Radio Electronics	1960—6 mo. to Dec. 31	10,991,625	722,480	376,348	.37	1,025,000
	1959—6 mo. to Dec. 31	8,314,681	411,419	214,080	.27	800,000
MGM	1961—20 wks. to Jan. 19	51,900,000	10,407,000	4,639,000	1.84	—
	1960—20 wks. to Jan. 21	45,574,000	7,076,000	3,019,000	1.19	—
Motorola Story on p. 18	1960—year to Dec. 31	299,065,992 <sup>1</sup>	26,176,813	12,633,813	3.14	4,028,652
	1959—year to Dec. 31	291,543,290	27,406,237	14,171,237	3.59 <sup>2</sup>	1,975,131
Pacific Industries	1961—6 mo. to Feb. 28	8,692,000	—	783,000	.55	1,415,354
	1960—6 mo. to Feb. 28	9,109,108	—	275,000	.24	1,145,354
Radio Shack	1960—6 mo. to Dec. 31	8,365,250	—	235,236	.40	584,651
	1959—6 mo. to Dec. 31	6,158,044	—	172,419	.40	430,560
Silicon Transistor	1960—year to Dec. 31	1,142,313 <sup>1</sup>	—	150,924 <sup>1</sup>	.30	—
	1959—year to Dec. 31	167,779	—	(89,003)	—	—
Stewart-Warner	1960—year to Dec. 31	107,348,373	12,940,294	6,180,294	1.86	3,315,795
	1959—year to Dec. 31	114,309,343	16,498,729	7,883,729	2.40 <sup>5</sup>	3,288,902 <sup>5</sup>
WJR, The Goodwill Station	1960—year to Dec. 31	4,420,727	559,280	341,033	.54	631,903
	1959—year to Dec. 31	3,966,251	416,059	256,098	.41	632,143
Wometco Enterprises	1960—year to Dec. 31	12,673,650	—	1,013,429	1.01	—
	1959—year to Dec. 31	10,396,241	—	707,550 <sup>3</sup>	.79	—

Notes: <sup>1</sup>Record. <sup>2</sup>Adjusted for July-1960 2-for-1 split. <sup>3</sup>Before non-recurring gain of \$228,786 (24¢ a share). <sup>4</sup>Adjusted for Nov.-1960 2%

stock dividend. <sup>5</sup>Adjusted for Jan.-1960 2-for-1 split.

Reports & comments available: Philco, Polarad Electronics and Sperry Rand, comments, Purcell & Co., 50 Broadway, N.Y. 4 • Paramount Pictures, report, A. M. Kidder & Co., One Wall St., N.Y. 5 • "Investment Opportunities in the Electronics Industry," pamphlet, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Storer Bestg., prospectus, Reynolds & Co., 120 Broadway, N.Y. 5 • Lafayette Radio Electronics, prospectus, C. E. Unterberg, Towbin Co., 61 Broadway, N.Y. 6 • Rixon Electronics, prospectus, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Zenith, profile in March 15 *Forbes* • Stanley-Warner, profile in March 15 *Financial World*.

Storer Bestg. offering of 210,000 common shares (\$30 a share) went on the market last week via an underwriting group headed by Reynolds & Co. The shares were offered by 2 Storer officers and a third stockholder.

Telectro Industries Corp., which has negotiated a merger deal giving Emerson Radio & Phonograph a 5-year option to buy controlling interest (Vol. 17:11 p19), was slapped March 15 with an SEC order suspending trading in its common stock. "In the interest of protecting investors," SEC banned American Stock Exchange & over-the-counter Telectro trading for 10 days "to prevent fraudulent, deceptive or manipulative acts or practices" in the stock. Accompanying the SEC order was an explanation that the Commission had "inadequate" information on Telectro's "inventories, accounts receivable and results of 1960 operations." The suspension, which can be renewed by SEC at the end of the 10-day period, will be in effect until "the factual situation is clarified," SEC said.

Thompson Ramo Wooldridge will acquire a 50% interest in West Germany's Teves & Co. GmbH in exchange for 25,807 common stock shares of the Cleveland-based firm, according to an SEC registration statement (File 2-17710). TRW also listed stock deals by which it has taken over 83.6% of Good-All Electric Mfg. Co. and all of the outstanding shares of Radio Industries Inc.

Automatic Radio Mfg. has been listed for trading on the American Stock Exchange. Symbol: ART.

### Common Stock Dividends

Corporation	Period	Amt.	Payable	Stk. of Record
Canadian Westinghouse	—	\$0.15	Apr. 1	Mar. 22
Motorola	Q	.25	Apr. 13	Mar. 31
Western Electric	Q	.90	Mar. 31	Mar. 20
Western Union	Q	.35	Apr. 13	Mar. 31

# 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 SLUGS KDWB WITH \$10,000 FINE** under new law, charging station with willful violation of technical rules (p. 1).

**WESTINGHOUSE, GE & ANTITRUST** still being studied by FCC. Westinghouse gives FCC a "clean bill of health" letter (p. 6).

### **ETV**

**ETV AID HITS HEW SNAG** in unexpected opposition by Secy. Ribicoff. Magnuson bill passes Senate despite administration objections, but House outlook is cloudy (p. 2). Dept. (p. 14).

### **Congress**

**RATINGS GET GOOD RATING** from American Statistical Assn. following year-long study for House Commerce Committee (p. 3).

**EQUAL-TIME PROBE SET** by Senate's Yarborough "Watchdog" Subcommittee at 3-day hearings this week (p. 15).

### **Programming**

**FEWER STATION CLEARANCES** are achieved by public-affairs shows as compared to straight-entertainment shows in almost every case on all 3 networks (pp. 3 & 11).

**\$10,000 TV TAPE SYSTEM** shown by Sony at IRE show. Transistorized video recorder weighs 440 lb., can be transported in station wagon. Due in 10 months (p. 7).

### **Advertising**

**AUTOS RETURN TO TV WITH FALL CONTRACTS**, despite indications of major cutbacks forced by large unsold inventory. NBC is chief benefactor of renewed auto TV interest (p. 8).

### **Consumer Electronics**

**COLOR SET DEVELOPMENT** accelerated by GE, with emphasis on post acceleration tube, possibly single-gun version. But any imminent GE sets will use RCA tube (p. 19).

**FLAT-SCREEN TV** brought closer through new piezoelectric solid-state display device developed by GT&E, described at IRE (p. 19).

**NEW-LINE CALENDAR** gives dates & locations of showings of 1962 merchandise by major manufacturers (p. 20).

**TAPE WITH GROOVES**, made in Germany, introduced by Westrex in compact music-reproducing system combining features of disc & tape (p. 21).

**JAPANESE EXPORTS** of electronic products to U.S. increased 24% to \$94 million last year, indicating signs of leveling off (p. 22).

**"SHEEP-DIP" PICTURE TUBE**—with implosion plate applied in molten form—is subject of experimentation in tube lab (p. 22).

### **Film & Tape**

**DEBUT OF OUR FILM BOXSCORE**. Revue leads all companies in number of network shows. Four Star is runnerup (p. 10).

### **Finance**

**AB-PT REPORTS RECORD** revenues & profits for 1960; receives final payment of \$5.5 million on its \$7.5-million sale of stock interest in Disneyland Park (p. 24).

### **Other Departments**

**NETWORKS** (p. 11). **STATIONS** (p. 13). **AUXILIARY SERVICES** (p. 17). **FOREIGN** (p. 17). **PERSONALS** (p. 18).

**FCC SLUGS KDWB WITH \$10,000 FINE:** First fine for rules violation—whopping maximum of \$10,000—was proposed by FCC last week against radio KDWB Minneapolis under new Sec. 503(B)(2) of the Communications Act enacted last year.

FCC voted unanimously that station had "willfully" & "repeatedly" violated technical rules by using 5 kw at night, with a daytime DA, instead of the proper 500 watts with nighttime DA. What happened, FCC said, is that its investigating engineer found the station operating with wrong facilities at 1 a.m. Jan. 25, told the station about it officially Jan. 27. Then, Commission said, licensee Crowell-Collier Bcstg. Corp. noted that the violations were going on when it bought the station in Aug. 1959.

Station stopped improper operations immediately upon receiving FCC's notice of violation. But that didn't satisfy Commission. Though it didn't say so, FCC obviously believes that management should have known what was going on and stopped it long ago.

Crowell-Collier promptly issued statement denying violation was willful or repeated, noting that the operating practice began under previous ownership "apparently on the basis of some misinterpretation of FCC engineering rules and misunderstanding of the advice of a consulting engineer . . . When Crowell-Collier acquired the station," it said, "the technical staff was retained and this phase of the operation was not reviewed." FCC sources say that this "lack of supervision" is what disturbed the agency. Licensee said it would contest FCC's ruling "in further appropriate proceedings."

We can find no one at FCC who expects station ultimately to pay full \$10,000—but they are determined that the case serve as a lesson for whole industry.

On another front, programming, a new majority appears to have emerged last week. In 4-3 vote (Comrs. Hyde, Craven & Cross dissenting), Commission voted to conduct renewal hearing in Pasco, Wash. for radio KORD, on grounds that its performance didn't match promises. FCC found that station had no educational or discussion programs as promised and that there were too many interruptions for spots.

Vote could prove historic, first of its kind in many years. It differs substantially from previous week's unanimous vote for renewal hearing in Kingstree, S.C. for WDKD which is alleged to have broadcast obscene material (Vol. 17:12 p1).

**ETV AID HITS NEW SNAG:** Federal-aid-to-educational-TV legislation won Senate approval—again—last week, as expected (Vol. 17:12 p3). But the plan for \$1-million govt. grants to states & D.C. for station equipment ran into unexpected Kennedy administration opposition which could delay or doom it in the House, where outlook has been hopeful.

Senate voted 67-13 to pass \$51-million bill by Sen. Magnuson (D-Wash.). He succeeded March 21 in pushing his measure (S-205) through for the 3rd time in 3 successive Congressional sessions. He had to climb over a last-minute floor hurdle put up by Welfare Secy. Ribicoff, however. It nearly caught him by surprise. On House side, Commerce Communications Subcommittee was similarly taken aback by Ribicoff's action, which came in midst of routine 4-day hearings on companion ETV legislation which was endorsed by a long string of witnesses. Subcommittee ended sessions March 23, but left record open for anti-aid testimony or statement from Health, Education & Welfare Dept., whose Office of Education would administer the program.

"We recommend against enactment of S-205," Ribicoff said bluntly in his belated message to Magnuson. Statement explaining Democratic administration's objections—repeating some criticism voiced repeatedly by HEW Dept. during Eisenhower administration—was dated March 17. But Magnuson didn't mention it as he opened floor debate 4 days later with plea for quick approval of his bill. This gave ammunition to Republican opponents—joined by such Democrats as Sens. Lausche (O.) & Thurmond (S.C.)—for barrage against measure.

Gleeful suggestion that Magnuson tried to hide Ribicoff's letter came from minority leader Dirksen (R-Ill.), who led opposition in debate. "I saw it only this morning, because it arrived this past weekend," Magnuson retorted, reporting he had been trying since January to get Ribicoff's ETV-aid position on record.

President Kennedy's support had been counted on confidently by Magnuson & other advocates of govt. ETV subsidies. "I pledge you that I will back actively suitable legislation," the President had said during election campaign. But, Ribicoff said, Magnuson's plan for outright grants didn't suit the administration's over-all aid-to-education program.

Ribicoff ticked off these objections: (1) Precise ETV needs won't be known until National Assn. of Educational Bcstrs. completes country-wide survey under an Office of Education contract (Vol. 17:10 p10). (2) State & regional ETV planning hasn't jelled sufficiently. (3) "More attention needs to be given" to state commitments of ETV operating funds after stations are built. (4) ETV aid in any event should be fitted into "framework of more comprehensive federal action to improve the quality of education."

Magnuson said he was not dismayed by criticism of his bill, which he watered down by accepting amendment by Sen. Keating (R-N.Y.). It limited recipients of any govt. ETV grants to the states themselves, although they could parcel out funds to private non-profit ETV groups. As written, Magnuson bill permitted such groups to get grants directly. "I just had to be an old frontiersman for a day," Magnuson said after his 67-13 victory. "We showed the New Frontiersmen where they are wrong on this issue."

Thrice-told testimony by supporters of ETV aid was heard meanwhile in House hearings. They included House members & ETV pros, many of whom had presented the same arguments at the last 2 sessions, when legislation failed to reach House vote.

Something new was added by FCC Chmn. Minow in House proceedings. For the first time at any ETV hearings, the Subcommittee heard an FCC Chairman support the idea of govt. grants. But Minow, making his initial appearance in Capitol Hill legislative proceedings, repeated FCC's official non-committal position on subsidies, said Commission's proposal for law requiring manufacture of all-channel sets would be big help to ETV. Then, speaking for himself, he reiterated his personal endorsement of subsidies, expressed earlier in statement to Magnuson (Vol. 17:11 p7), who used it on Senate floor to counter-balance Ribicoff's letter. Sitting with Minow on witness stand was ex-Chmn. Ford.



**RATINGS GET A GOOD RATING:** Long-awaited, much-delayed Congressional bombshell for broadcasters—the critical study by American Statistical Assn. of TV & radio rating systems and how they're used (Vol. 17:11 p12)—exploded with a gentle thump last week.

There are "potentials" for errors & abuses in all broadcast audience-measurement systems, an ASA team of experts found after a year of contract work for House Commerce Committee (which paid \$31,000 for findings). "But on the average, the rating services were doing a pretty good job," reported Stanford Research Institute's William G. Madow, who headed the team.

Have ratings been misused by networks & stations? ASA's researchers said they never did pin anything down, although they tried to "relate the accuracy of the ratings to the uses made of the ratings." They got answers to questionnaires sent out to users, but "information received in response to this request did not permit the determination of any specific techniques of using the ratings."

"Persons with preconceived attitudes about ratings will probably find something in the report to bolster their attitudes, whether favorable or unfavorable," commented Commerce Committee Chmn. Harris (D-Ark.). He said he had no plans to pursue the subject further with staff investigations or hearings.

Harris said he was baffled by statisticians' language used in much of the 138-page report (plus 23 scholarly pages of annotated bibliography). "I hope you don't expect me to explain too much of it," he told newsmen in releasing the study, which for Congressional archives purposes became House Report No. 193.

But he pointed to "general conclusions": (1) "There are important sources of error in the methods used by each rating service." (2) "The services seem to be estimating the ratings fairly well on the average." (3) "The sheer number of rating estimates that each service issues will lead to a number of . . . errors."

As for much-talked-about program improvement through improvements in rating systems, Harris said in effect that there's little hope now for that. He put it this way: "It is unlikely that technical improvements in methods of estimating the ratings will lead to any support for a change in programming policies."

Two recommendations by Madow's ASA team were singled out by Harris, however: (1) "Rating services should publish in their reports or have available for distribution to clients or others, sufficiently detailed descriptions of what they do, and of the quality of the ratings they provide." (2) "Rating services should provide adequate information in their pocket pieces and reports on the accuracy with which their estimates approximate the values estimated."

Sampling methods of 7 major services—ARB, Hooper, Nielsen, Pulse, Sindlinger, Trendex, Videodex—were covered in separate sections of final Chapter 6 of report. Asked by reporters to specify actual faults found in them, Madow demurred. However, he said "potentials" for errors are implicit in methods used by all. He posed these questions: How are samples selected? Are telephone selections representative of area populations? Are diaries kept accurately? How many in audience would be willing to be metered? Answers to such questions, Madow said, can run every which way.

Establishment of single industrywide rating service—often proposed by broadcasters themselves—wasn't recommended by ASA's technical committee. But it did suggest it would be a good idea for industry to set up its own "office of methodological research" to keep an eye on service operations. Madow's colleagues for study were Columbia U.'s Herbert H. Hyman and Raymond J. Jessen of CEIR Inc. They were aided by Paul B. Sheatsley of National Opinion Research Center and Charles R. Wright of U. of Cal.

**UNDEREXPOSURE PLAGUES PUBLIC-AFFAIRS SHOWS:** Prestige informational shows seldom receive network clearances as good as adjacent straight-entertainment shows—even when they're sponsored by influential advertisers. That's the key finding in a checkup we've made among the 3 networks.

Difference can be more than 60 stations between back-to-back slotings of public-affairs and entertainment packages. The usual drop-off between the 2 types is about 20 stations. One result: Viewers tempted by national publicity to watch a public-affairs show may become annoyed at a show, a network and even a sponsor when they find that what they want to watch isn't carried by their local network outlet.

Sustaining shows, as usual, don't command the line-ups their sponsored counterparts do. It often takes quite a bit of coaxing by network station-relations depts. to deliver a line-up for an unsponsored show at night, no matter how appealing its subject matter. And sponsorship isn't necessarily the answer—sponsored public-affairs vehicles sometimes have the most difficulty in clearing local airtime. (For 3-network break-down, see p. 11.)

**RERUNS PACK SUMMERTIME PUNCH:** There's no appreciable drop in cost-of-audience efficiency for reruns of film episodes on summer network schedules. This was the highlight last week of a special A. C. Nielsen analysis of 57 network film shows which used repeat episodes last summer. The odds are generally in favor of advertisers, agencies and producers who ride through the warm-weather months with their winter film shows:

Original-vs-rerun share: Average audience share for winter-season original telecasts of 57 series examined was 33.8%. There's a summertime set-usage drop, of course, but of the available audience, summer reruns averaged 32.5% share.

Behavior by program type: Apparently, viewers like action shows (apart from Westerns) even more in summer than in winter. Shows classified as "adventure" & "mystery" made average share gains of from 1% to 5% in summer. Suspense dramas, comedies, Westerns, and dramatic anthologies dropped in share comparisons from 2% to 10%.

New audiences reached: You get a large slice of "new audience" with summer film reruns. A special sampling of evening film series by Nielsen revealed that "at least half of the rerun audience was new" and hadn't seen the episode during the winter months.

Cost efficiency: All 3 networks adjust rates to compensate for the summer set-usage drop of 37% (6-8:30 p.m.) to 15% (10:30-11 p.m.). Said Nielsen: "If production costs for the reruns are 40% below original, then the total cost of airing the rerun will be at least 40% lower than the original." Result: The rerun will then "represent as good a buy as the original on a CPM basis."

**REACTION TO MCA RELUCTANCE:** FCC members aren't saying anything about it publicly, but some of them are extremely burned up about what they regard as MCA's contempt for the Commission through vp Taft Schreiber's refusal to testify in the network investigation (Vol. 17:11 p3). For what it may portend, here are comments of one Commissioner who has been seething:

"I think I'm coming around to the view that networks must own all their programs so that we can hold them responsible for them. I don't go for their excuse that they can't do anything about a lot of shows because they don't control them.

"I'm not sure I agree with [former anti-trust chief] Bob Bicks. He thought it was monopolistic for networks to control programs. I'm not sure that's the problem."

This Commissioner doesn't want to license networks because he believes that licensing would tend to make affiliates less responsible for themselves—and he believes that FCC can be given adequate authority to regulate networks without licensing.

At week's end, MCA challenged FCC's authority by filing an appeal in the D.C. Court of Appeals—beating the Commission to the draw. The Commission was expected to go to the Federal District Court in Los Angeles in an effort to force MCA to testify. Now a jurisdictional question is raised—and FCC has to decide whether to go along in the Court of Appeals or try to get the case moved to another court. MCA based its appeal on the grounds that FCC doesn't have authority to seek the information it wants, that it has abused its discretion, that MCA was deprived of rights to counsel, that FCC hadn't established ground rules for investigative procedures.

**MURROW 'OFF ON WRONG FOOT':** Ex-CBS commentator Edward R. Murrow had no sooner been sworn in as USIA dir. March 21 than he created public controversy by attempting to stop BBC from showing CBS-TV's "Harvest of Shame" documentary on migratory workers—which he himself narrated.

"Mr. Murrow Is Off on the Wrong Foot" was head of N.Y. Herald Tribune editorial which complained sadly that this censorship move by USIA's new chief "isn't the sort of thing one expects" from Murrow. Other newspapers also deplored incident. "Foolish & futile" said Washington Post. "Incredible intrusion on the free informational medium of an ally," said Jack Gould in N.Y. Times, suggesting Murrow should have resigned his govt. job first.

Murrow took full personal responsibility for his call to BBC, which ran "Harvest of Shame" for British viewers March 21 despite Murrow's plea that film on plight of farm laborers was produced for U.S. viewers only, and that he feared his narrator's role in it would give impression abroad that it had official govt. approval. CBS itself said it would continue to make such films available for circulation anywhere in world.

"Pressure & politics" in Congress (which coincidentally received request from President Kennedy to raise USIA's fiscal 1962 budget \$11 million to \$121.6 million) were blamed by Herald Tribune—among other newspapers—for Murrow's maneuver. "Harvest of Shame" had been denounced on Senate & House floors as distortion of U.S. conditions. At Murrow's Senate confirmation hearing, critics singled it out as example of what they said was his lack of "objectivity" as a newsman (Vol. 17:12 p2). Murrow had stoutly defended such documentaries, however: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted."

Murrow's messy baptism as govt. bureaucrat started with floor speech by Sen. Holland (D-Fla.), bitter critic of "Harvest of Shame." Berating CBS for selling the film abroad in first place, Holland related how Murrow had tried to stop BBC showing. Holland also disclosed that he had enlisted NAB Pres. LeRoy Collins in effort to suppress film. Holland reported Collins "expressed serious concern about the national interest, [then] contacted high officials of the CBS network and asked their urgent consideration of steps to avoid the showing." All protests failed, Holland complained—but he & other network critics who will vote on USIA budget had high praise for Murrow's conduct.

**TECHNICAL ELECTRONICS? BUT YOU'RE INVOLVED, TOO:** If you think "they've gone about as far as they can go" in TV & consumer electronics, take a look at some of the reports in this issue. Technological advances, major & minor, in the labs & on the market, are continuing to add excitement in the "mature" field of TV where "nothing ever happens any more." You'll find these developments described in the pages of this week's Digest:

- (1) One of the most significant steps taken to date toward a flat-screen picture-on-the-wall solid-state TV set, utilizing new simplified methods (p. 19).
- (2) Encouraging progress toward single-gun color-TV picture tube (p. 19).
- (3) A transistorized TV-tape recorder ready to be marketed at about \$10,000 (p. 7).
- (4) Progress toward an entirely new method of protecting consumers from picture-tube implosions—by dipping the tube in melted plastic (p. 22).
- (5) A new & unheralded German approach to recorded music—placed on the U.S. market last week—combining features of tape & discs and resulting in a 4-hour LP (p. 21).

Major or minor, these potential & present technical innovations may well affect your business & business decisions—ten years from now, next year or tomorrow. Whether you build TV sets, buy or sell time, make film or manage stations, you are deeply involved in a field fathered by science & technology. In your business, research & development cycles are at least as important as business cycles. It will pay you to keep in close touch with them.

## The FCC

Court hears Miami Ch. 10 argument: Court of Appeals Judges Prettyman, Washington & Danaher again heard the much-told Miami Ch. 10 tale last week as attorneys offered an unprecedented 3½ hours of argument. Judge Prettyman, through his questions & comments, seemed shocked that anyone—including Congressmen—would make any kind of approach to FCC in an adjudicatory case even though the Communications Act doesn't specifically prohibit certain types of inquiries. Judge Danaher, on the other hand, was much intrigued with "climate of the times," *i.e.*, "everyone" was in the habit of talking to Commissioners. Judge Washington's questions were less indicative—if it can be concluded at all that the others' comments were indeed straws in the judicial wind.

New ETV assignment: Ch. 28 has been reserved for ETV in Newark, O., coming from Lancaster where it was replaced by Ch. 68.

FCC staff grants first CPs: Under newly delegated authority, FCC chief examiner James Cunningham has granted his first AM CP—to Hennepin Bcstg. Associates, Minneapolis. Competing with Robert E. Smith, River Falls, Wis. applicant, Hennepin agreed to pay Smith \$5,051 for his expenses to date. Cunningham approved the agreement, granted Hennepin. The Broadcast Bureau also granted its first translators, under a similar delegation. The Commissioners have thus begun to rid themselves of time-consuming trivia, as critics have for years urged them to do.

Top FCC staff appointments, previously reported (Vol. 17:11 p2), have been announced officially: Max Paglin, general counsel; Henry Geller, associate general counsel; Gerald Cahill, asst. general counsel (legislation); Daniel Ohlbaum, asst. general counsel (litigation); James Juntilla, asst. to chief of Broadcast Bureau. Chmn. Minow's own office staff was announced as follows: Tedson Meyers, administrative asst.; Joel Rosenbloom, legal asst.; William North, engineering asst.; James Sheridan, special asst.; Gloria Coe, confidential asst.

**Westinghouse, GE and Antitrust:** While FCC has been studying the impact of electrical equipment antitrust convictions on the TV-radio licenses of Westinghouse & GE (Vol. 17:7 p8), the 2 companies have been moving to deflect any possible onus from their licenses.

Westinghouse went quickly to the Justice Dept., got what it considers to be a clean bill of health. On March 14, vp E. V. Huggins sent to the FCC a copy of the March 10 letter it received from W. Wallace Kirkpatrick, acting antitrust chief. In it, the latter quoted Justice Dept.'s attorney's statement to the court in the antitrust case:

"The government does not claim that any member of the Westinghouse board of directors had personal knowledge of the conspiracy pleaded in the indictment nor does the government claim that any Westinghouse director personally authorized or ordered commission of any of the acts charged in that indictment."

Three Westinghouse Bestg. Co. directors are also directors of the parent Westinghouse Electric Corp.—WEC Pres. Mark Cresap, WEC Chmn. Gwilym Price and Huggins.

The Kirkpatrick letter then went on to say: "The recent Philadelphia cases related solely to the manufacture & sale of electrical products used in the generation, transmission and distribution of electrical energy. These cases did not relate to radio or TV broadcasting, nor did they involve the manufacture or sale of radio or TV apparatus."

Therefore, Huggins told the Commission, there is an "absence of any relationship between these antitrust cases and the operations of the Westinghouse Bestg. Co."

GE has a letter to FCC under preparation, presumably similar. Last week, J. Milton Lang, mgr. of GE's broadcast properties, issued a statement declaring that there is no relationship between the antitrust case and GE broadcast operations. He said he was sure FCC wouldn't hold the antitrust convictions against the stations.

At FCC, even the most experienced people vow that they're unable to predict how FCC will react.

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**Landis concedes FCC gains:** In a copyrighted 4½-page interview in March 27 *U.S. News & World Report*, President Kennedy's regulatory advisor James M. Landis cites recent improvements in FCC procedures & policies. The Commission has taken steps in right directions, he says, by delegating more authority to hearing examiners and by trying to do something to make programming better. But Landis adds that he has no easy answers to questions re regulation of networks & federal supervision of network shows.

**Another vhf for Pittsburgh sought:** The addition of Ch. 6 or 7 to Pittsburgh has been requested by off-air WENS (Ch. 16) which has petitioned FCC for allocations changes affecting stations in Johnstown, Clarksburg, Weston, Altoona and Wheeling. The changes involve short spacings, site changes, channel shifts, moves to uhf, etc.

**Eaton short license:** Radio WOOK Washington, owned by Richard Eaton, has been granted a renewal until July 1, 1962. Five other Eaton stations have also been given short permits by FCC which said that he had failed to give his outlets adequate personal supervision (Vol. 16:50 p3).

**Three left in Wilmington:** Wilmington TV Co. was granted permission to drop out of the race for Wilmington, Del. Ch. 12 last week, leaving 3 contestants—Metropolitan Bestg. Corp., Rollins Bestg. and WHYI Inc. Previously, NTA had bowed out.

**Vhf-uhf-set legislation delayed:** FCC's recommended bill to require manufacturers to make only all-channel TV sets is still stalled at the Budget Bureau, which has the duty of studying all legislation proposed by govt. agencies. Submitted in early February, the bill has been delayed longer than expected. Word at FCC is that the measure is so substantial that the administration is giving it extra consideration, and the betting at the Commission is that it will be forwarded to Congress with a non-committal attitude. It's understood that the Justice Dept. has concluded that the measure would be Constitutional and has so advised administration leaders.

**FCC money prospects bright:** House Appropriations Subcommittee under Rep. Thomas (D-Tex.) gave FCC "the most favorable hearing" on the Commission's budget last week. Members of the Subcommittee, it's reported, even went so far as to ask the Commission whether it was asking enough money for certain functions. FCC made to receptive ears a particularly strong pitch for funds to conduct renewal hearings in the field and to support activities of its Complaints & Compliance Division. The Commission also put considerable thrust into its plea for money to support its space communications work.

**Bakersfield deintermixed:** All-uhf allocation for Bakersfield has been ordered by FCC as anticipated (Vol. 17:11 p6). KERO-TV's Ch. 10 is deleted and the station is ordered to shift to Ch. 23. Ch. 51 is added to the city and Ch. 39 is reserved for ETV, while Ch. 45 is substituted for Ch. 37 in Delano. Fresno's Ch. 12 is assigned to Santa Maria. Comr. Cross dissented. The shift of KERO-TV to Ch. 23 was made effective Dec. 1, 1962, which is the date when the station's license expires—"or on any earlier date that station ceases its Ch. 10 operation." The Commission also ordered a hearing on the shift.

**FCC seeks N.Y. uhf bids:** Bids for installing 1,000 vhf-uhf sets for its N.Y. uhf experiment are now being sought by FCC with a closing date of April 5. It's expected that bids for the receivers themselves will be invited in about a month. Meanwhile, the Commission's engineers have been working with receiver manufacturers, examining & testing their current models. Bids for measuring vhf-uhf signals at 5,000 locations during the experiment are being accepted by the Commission until April 27 through the chief of its Administration Services Division.

**Committee dropped:** Telecommunications Advisory Board is one of the 17 interdepartmental committees abolished as unnecessary by President Kennedy. Membership: OCDM, FCC, USIA, FAA, Post Office, CIA and departments of State, Treasury, Defense, Commerce.

**Program comments delayed:** At the request of NAB, FCC has extended the deadline for industry comments on the proposed revision of its program-service form (Special Supplement, Feb. 27) from April 3 to May 1. Reply comments are due May 10 instead of April 17.

**Transfer of radio KRKD & KRKD-FM Los Angeles** to the International Church of the Foursquare Gospel for \$1.5 million has been approved by FCC (Vol. 17:1 p9). KRKD has been sharing time with the church's KFSG; 24-hour operation is planned, using KRKD call letters.

Charles E. Escola, FCC asst. general counsel in charge of administrative laws & treaties div., resigns to join Kansas Public Utilities Commission, Wichita, as special counsel on oil & gas cases.

## Technology

**\$10,000 TV TAPE SYSTEM:** In a tiny exhibit at last week's IRE show in the N.Y. Coliseum, Japan's Sony Corp. pulled large crowds with the first showing of its low-priced transistorized video-tape recorder. Since it's incompatible with Ampex & RCA broadcast TV tape recorders, Sony doesn't recommend it for broadcast use. (The Sony machine also presumably will be incompatible with the recently announced RCA & Ampex closed-circuit recorders [Vol. 17:11 p14, 12 p12], which will also be incompatible with each other.)

Although the pictures we saw on the monitor were not of highest quality, there is no reason to dispute Sony's claim that "both video & audio signals are unbelievably reproduced with true fidelity." Sony says the recorder, to be available in about 10 months, will be priced at around \$10,000, including transistorized vidicon camera & monitor. The RCA & Ampex broadcast recorders begin at just under \$50,000 and their upcoming closed-circuit machines will be priced at \$20-25,000.

The neatly packaged Sony recorder is housed in a desk-type console, measuring 3x3x2 ft., small enough to fit in a station wagon, and weighing only 440 lb. It has 2 rotating heads (instead of the 4 in broadcast recorders) and uses a helical (spiral) scan technique. The heads rotate at 1800 rpm and the tape speed is 7½ in. per second—both figures just half of the comparable broadcast recorder speeds. Each of the 2 heads records one field of video information, a combination of the 2 heads making up one frame. A unique feature of the Sony recorder: The tape can be stopped at any position, producing a still image on the monitor.

The tape recorder has 96 transistors. 101 diodes, will record 66 minutes on 2,400 ft. of 2-in. tape. The signal-to-noise ratio is given as 36 db or more. The camera has 14 transistors, 3 diodes, the camera control unit 50 transistors, 22 diodes. The recorder is capable of 280 lines of resolution on the U.S. 525-line system. It will be imported by Sony Corp. of America, 514 Broadway, N.Y. 12. A Sony spokesman said it will not be exhibited at the NAB convention.

**International TV Symposium:** East will meet West in the first worldwide interchange of TV technical data May 17-21 in Montreux, Switzerland, under the auspices of the International Telecommunication Union. As a part of the May 15-27 International Festival of TV Arts & Sciences, the Symposium will feature papers by leading TV scientists from all over the world. As described in a news conference last week at the IRE convention by Symposium Chmn. John H. Gayer & ITU Deputy Secy. General M. B. Sarwate, these will be highlights: Honored guests, receiving citation and presenting papers, will be: RCA Chmn. Brig. Gen. David Sarnoff; British Marconi Chmn. Sir Noel Ashbridge; French Prof. J. Boutry; Swedish Posts & Telegraph Technical Dir. Erik Esping; Leningrad TV Institute Prof. P. V. Shmakov; Japan Victor Managing Dir. Kenjiro Takayanagi. Discussions will center on TV systems in various countries and on new technical developments. Most interest will be focused on papers on space TV relays and on plans for worldwide broadcast use of the first proposed TV-relay satellite—Project Relay, due in 1962. A TV equipment trade fair will be held simultaneously with the festival.

**AT&T "no space monopoly":** Disturbed by widespread new reports that it may be seeking to dominate satellite communications, AT&T last week informed FCC it wants nothing of the kind. James E. Dingman, vp & chief engineer, wrote: "We do not seek a monopoly in satellite communications. We do not wish to exclude other international carriers either from establishing such systems or from sharing the use of the system we propose. We seek only the opportunity to employ private initiative, management and capital in the public interest & under public regulation in a manner wholly consistent with traditional public policy with respect to international communications . . . Ownership of the facilities involved could be handled in the traditional way. The foreign terminals would be owned by the foreign telecommunication agencies. We have had many years of mutually satisfactory operating experience with these agencies all over the world and are completely confident that we can come to an equitable arrangement with them concerning the ownership and use of the satellites. Use of the U.S. portion of the satellite system would be made available, of course, to all international communications carriers servicing the U.S. for any services they now are, or may in the future, be authorized to provide by the FCC . . . We believe the low-orbit system proposed by the AT&T is the preferred system at this time. The technology is well advanced for the low-orbit satellite."

High-altitude airborne TV system has been developed by RCA for remote control of a 36-in. telescope suspended from a balloon 15 miles above the earth. The balloon telescope, Stratoscope II, will include 2 transistorized TV cameras, each weighing about 58 lb. and incorporating a new ultra-low-light image orthicon tube. A wide-angle TV camera will look directly into space and send to the ground a large-area picture to be used by astronomers in selecting targets for detailed viewing. The 2nd camera will be positioned to look through the telescope to show astronomers what the telescope is seeing. It will guide the ground station for exact control of the telescope. The telescope's views will be recorded by a film camera in the airborne assembly. The smaller Stratoscope I project (with 12-in. telescope) in 1959 resulted in the clearest photos ever recorded of the surface of the sun and the areas surrounding sunspots. The project is being prepared by Princeton U. under the sponsorship of the Office of Naval Research and the National Science Foundation, supported by NASA.

7 steps to interstellar TV are diagrammed by March *Fortune*, which notes: "A multitrillion-mile TV link may carry some of the first communications between man & other intelligent beings in the universe. TV would be ideal, because pictures can be readily understood even if parts of them are erased or distorted during transmission. Any beings sophisticated enough to communicate with us would be bound to know TV. Cornell physicist Philip Morrison believes he could easily teach another civilization how to receive our pictures by the scheme diagrammed [in article 'Are We Being Hailed from Interstellar Space?']"

Good primer on TV propagation for non-technical people, is a lecture by Washington consulting engineer Howard T. Head of A. D. Ring & Associates, delivered recently at the Capitol Radio Engineering Institute. Copies may be obtained from the firm at 1710 H St., N.W.

**"FCC Relation to Space Communication":** That's the title of a new 4-page informational release issued by the Commission describing its activities & duties. It's Public Notice G, Mimeo 1627, available from the Commission.

## Advertising

**Autos Stepping on Gas Again:** Indications earlier this season that auto companies would cut back fall TV expenditures (Vol. 17:9 p10) weren't, apparently, so indicative after all. Last week, ignoring a large unsold backlog of cars and banking on an upturn in the nation's economy, Detroit auto makers were back in strong position in the ranks of bigtime network TV advertisers.

Chrysler is the latest to get back on TV's bandwagon, signing with NBC for a large package of special events. Included: Co-sponsorship (with Gillette) of the World Series, both All-Star baseball games, the Rose Bowl and Blue-Gray post-season games. (Chrysler's sports co-sponsorships, incidentally, run counter to a reported trend away from major-sponsorship baseball buys.)

NBC-TV, which last season had approximately 50% of all network auto billings, is likely to repeat its high score. Also signed by that network: Ford Motor Co., for full sponsorship of *Alfred Hitchcock Presents* (Tue. 8:30-9 p.m.), *Ernie Ford* (Thu. 9:30-10 p.m.), and participations in *Wagon Train* (Wed. 7:30-8:30 p.m.). Buick has bought a segment of *Sing Along with Mitch* (Thu. 10-11 p.m.) and Dodge is reportedly interested in the planned Wed. 10:30-11 p.m. public-affairs series with David Brinkley.

ABC has re-signed Chevrolet for full sponsorship of *My Three Sons*, (Thu. 9-9:30 p.m.) CBS can count on Ford TV dollars for the 1961 pro-football games, but Chevrolet & Plymouth renewals for *Route 66* and *Gary Moore Show* are doubtful.

Dealers were also deep in spring sales promotions last week. One such was a joint sales scheme devised by 2 Levittown, N.Y. dealers, one of whom sells Fords and the other Chevrolets. When an ad-attracted customer came in to test-drive a Ford (or Chevy), he was given a gift—one cuff link. The matching link could be had by buying the car, or by going to the rival dealer across the street to make a comparison. Both dealers have recorded "substantial sales increase."

\* \* \*

Success (cover) story: Latest *Time* magazine cover story is devoted to Jim Moran who "through hard work, hard sell and his TV pitches on behalf of his autos, has built his firm [Courtesy Motor Sales, Chicago] into the nation's biggest auto dealer in business at the same stand & the world's largest Ford dealer." When TvB dug further, Moran told the industry organization: "I believe we have been successful because we have attempted to dominate & use our TV shows to their fullest potential power, not only as far as advertising our dealership, but in public relations, charitable benefits and good institutional promotion."

**When to sell groceries & drugs:** A new study by rep Avery-Knodel Inc. is being circulated to agency time-buyers and admen who handle TV-spot-sold products that are retailed in supermarkets & drug chains. Divided into 4 basic regional station groupings (Eastern, Midwestern, Southern, Western), the study gives basic data on the 32 markets in which there are Avery-Knodel-repped TV stations, includes: (1) Names of leading supermarket & drug outlets, and what they stock. (2) What nights these chains are open. (3) The days & nights of heaviest buying volume. (4) Working hours for industrial labor shifts. (5) Opening & closing hours for businesses. (6) Saturday business schedules. (7) Home-ownership statistics. Copies of the study are available to admen from Avery-Knodel, 720 Fifth Ave., N.Y. 19.

**Dixon Takes Over FTC:** The "life & death struggle" of democracy depends in part on FTC's success in helping to maintain a free U.S. economy, new Chmn. Paul Rand Dixon said March 21 at his swearing-in ceremonies.

Dixon, confirmed by the Senate a week earlier (Vol. 17:12 p2), pledged his "best effort" to enforce FTC laws governing unfair advertising & trade practices. Outgoing Republican Chmn. Earl W. Kintner, who presided at the ceremonies in FTC's big meeting room, said he was "delighted" with his successor. Like Kintner, Dixon is a longtime govt. career man.

The oath was administered by U.S. Court of Claims Judge Samuel Whitaker while Dixon's old Senate boss—Chmn. Kefauver (D-Tenn.) of the Judiciary Antitrust & Monopoly Subcommittee—held the Bible.

Dixon started out in the FTC business with an admonition from House Small-Business Committee Chmn. Patman (D-Tex.) to do something to clear up a "shocking situation" represented by the agency's big backlog of cases left.

"The tragedy of it is that all the improvement possible cannot bring the resurrection of the many small firms which have been destroyed as a result of the practices & conditions challenged by cases which have all but withered & died on the vine at the FTC," Patman said.

Meanwhile, the Senate Commerce Committee put off until April 11 its vote on confirmation of Philip Elman, political independent from the Solicitor General's office who is President Kennedy's choice to take over Republican Edward K. Mills' FTC chair. There were no reports that Elman was in trouble, however.

**No Squawks on New NBC Rules:** Far from being unhappy about NBC-TV's relaxed rules on nighttime "product protection," major ad agencies are accepting the changes "without a single negative reaction," an NBC sales official told us last week. Generally, agencies have indicated that the narrowing of "protection" traditionally given to advertisers to prevent back-to-back scheduling of competitive products will bring more advertisers & more products to network TV.

The major changes in NBC's policy are these:

(1) In weekly or alternate-week sponsorships, competitive products won't be sold within 10 minutes of a sponsored period. (Exception: "Programs of indeterminate length, news, sports, public-affairs programs.") Previously, the rule was 15 minutes.

(2) Daytime strip shows, participation-type series, and various kinds of specials are excluded from the revised protection. They will operate under a separate set of rules. For example: Advertisers are allowed 2 "protected products" per quarter-hour segment in daytime strip shows, with a 10-minute leeway.

(3) Recognizing the trend toward sponsorship of 60-min. shows on a "one-third" or "one-sixth" basis, NBC now allows advertisers to designate up to 2 products as "protected" with no competitive products permitted within the show and within 10 minutes in adjacent shows (but not in adjacent specials, news, etc.).

One segment of the TV industry reportedly quite pleased with NBC's move: Station reps. Since multi-product advertisers juggle products around frequently on network TV shows, it's long been a headache for reps, agencies & stations to avoid product conflicts at station-break local periods. The relaxed NBC rules, reps feel, will thus make their job easier, since affiliates generally apply a policy similar to that of the networks.

**Ideal Toy doubles TV dollars:** \$2 million of the \$3 million Ideal Toy 1961 ad budget is set aside for a network show, local spots and TV specials—"twice as much as we spent in 1960"—according to Ideal ad mgr. Melvin Helitzer. "We are presently negotiating with all 3 networks for a show," Helitzer told us. "We have until July 1 to decide which network we will go with." NBC probably has a bargaining advantage however, because Ideal "is very interested" in color commercials. A 40-market spot schedule on children's shows will include some color commercials, Helitzer said. "You'd be surprised how many local stations make color available for kids' shows, for instance WGN-TV Chicago & KHJ-TV Los Angeles." Ideal will again sponsor the Thanksgiving Day Parade in N.Y. and is eyeing a number of other local TV specials. Helitzer predicted more emphasis this year on the medium-priced toy. "We [the toy industry] are still smarting under public attacks on 1960's high-priced toys," he said.

**FTC toy parade:** The toy industry, now involved with NAB's TV Code Review Board in a hassle over Christmas-season commercials (Vol. 17:10 p14), also is embroiled in 2 big FTC test cases. In formal answers to FTC complaints, Santa's Official Toy Prevue Inc. of Philadelphia & 33 wholesalers and Billy & Ruth Promotion Inc. of Philadelphia & 16 wholesalers have denied charges that they induced discriminatory promotional payments from suppliers. Toy catalogs published by Santa's and Billy & Ruth carried advertising solicited from manufacturers by the wholesalers in allowance deals which prevented other manufacturers from competing on equal terms, the FTC complaints alleged.

**New toy ad "guide lines,"** issued early this month by NAB's N.Y. Code Office (Vol. 17:10 p14) is "a good thing," according to Edward P. Parker, pres. of Toy Mfrs. of the U.S.A., "but it is surprising that we were not consulted, since toy manufacturers are directly concerned with the presentation of their products."

**"Untouchables" (cont.)—Now it's Armour:** Last week's truce between Desilu Pres. Desi Arnaz and the National Italian-American League to Combat Defamation (Vol. 17:12 p7) apparently won't alter plans of the original N.Y. group to protest *The Untouchables*—the Italian-American Democratic Organizations of N.Y. The latter group has announced a boycott of products of Armour & Co., another *Untouchables* sponsor, effective March 23. IADO also plans to picket the March 8 annual meeting of Liggett & Myers stockholders. According to IADO, the tobacco firm's agency, McCann-Erickson, indicated that it had asked ABC-TV to keep L&M commercials out of upcoming shows which made "excessive use of Italian names in fictionalized stories." Whether ABC would do so, IADO didn't know—and until it did know, the boycott would remain in force. Meanwhile, ABC had reportedly lined up Miles Laboratories, J. B. Williams, and Alberto Culver to fill the half-sponsorship gap created by L&M's planned exit from *The Untouchables* this fall. ABC denied, when we asked, that L&M's agency had officially requested a re-scheduling of L&M commercials. McCann-Erickson didn't throw any light on the situation either. Late last week, no one at the N.Y. hq of M-E knew whether a schedule change had been sought.

**Quote:** "Figures covering past 3 years indicate 80% of all TV sales were national—only 20% local. Radio's picture is just the reverse with over 60% of sales made in local retail trading zones."—Robert Hurlleigh, pres., MBS.

**How to make good commercials:** Be simple, make a definite point and tell the client's story directly, Stephen Elliot told the Art Directors Club of N.Y.'s 6th annual Visual Communications Conference March 22-23. The exec. head of Elliot, Unger & Elliot (TV commercial production firm owned by Screen Gems) went on to say that some art directors "are just plain crazy." He challenged his audience to "find better ways of saying things that we hear over & over again in the same old way." Many agencies, added Elliot, now realize that the art dir. must be "an integral part of the creative group," that over-specialization is disastrous, that all-around creative men or "visualizers" are necessary to supervise the production procedure. At the conference's awards luncheon, TV medals were presented to: Helmut Krone, Doyle Dane Bernbach art dir. for a Volkswagen dealer-use film commercial; Stephen Frankfurt of Young & Rubicam for Bristol-Myers and Bill Melendez of J. Walter Thompson for Ford Dealers of Southern Cal. commercials. Ogilvy, Benson & Mather (Schwepps, Bristol-Myers, Maxwell House, Pepperidge Farm, etc.) was also cited "for distinctive merit" in TV. Louis Dorsman, CBS-TV sales promotion & advertising creative dir., received 2 Distinctive Merit awards—one in the packaging classification for his promotion kit for affiliate use, the other for his program-promotion announcements using live-action film.

**TV grows in favor:** A survey of 6,663 men & women by the Chicago research firm Louis Cheskin & Associates shows that in January this year 55% of them reported "favorable associations" with TV advertising. In Jan. 1960, following quiz scandals the figure was 49%—down from 83% in 1957. Despite the "favorable" attitude, most of the viewers surveyed in January considered TV commercials "insincere" or "deceptive," the Cheskin firm said. As for advertising "impact," TV was far ahead of other media. Magazines (4th in 1960) were 2nd; newspapers (2nd in 1960), 3rd; radio (3rd in 1960), 4th. Billboard ads ranked lowest of all in both years.

**Ayds needs aid:** Ayds, diet control candy, stung by the inroads made into the reducing market by Metrecal & other liquid diets, is moving into TV with hard-hitting, competitive, one-minute commercials. Agency Erwin Wasey, Ruthrauff & Ryan, reports *Printers' Ink*, had been trying for 2 years to switch Ayds into TV from print & radio.

**Newspapers are 60% commercials:** Newspapers ran 23.11 pages of advertising to 14.39 editorial pages in 1959—giving ads the better of a 60-40 relationship, reports the American Assn. of Newspaper Representatives. Commercial time represents only 11% of nighttime network TV, 15% of daytime and in radio something under 20%.

**Magazine ad volume dips:** A "substantial" 7.7% fall-off in magazine ad lineage for the first quarter of 1961 from the same period of 1960 was reported by *Printers' Ink* March 24. In March alone magazines were off 11.4% from March 1960, "the largest monthly loss this year," according to *PI*.

**Ad People:** John D. Leinbach, BBDO TV-radio supervisor, elected a vp . . . Sylvia Dowling named a Benton & Bowles vp . . . R. B. Collett, ex-Lever Brothers, named senior vp, McCann-Erickson (Canada) Ltd. . . . Leonard Carlton and Carroll Pfeifer elected vps, Kenyon & Eckhardt . . . William E. Holden, ex-Doherty, Clifford, Steers & Shenfield, named Fuller & Smith & Ross senior vp & mgr., N.Y. office . . . Lewis Snyder, ex-Leo Burnett, named J. M. Mathes vp.

## Film & Tape

**DEBUT OF FILM BOXSCORE:** Our boxscore of Hollywood TV-film companies producing & selling network shows indicates that Revue Studios is this season's leader. Its 14 series compare with runner-up Four Star Television's 12. These 2, plus Warner Bros. (3rd), Columbia Pictures' TV subsidiary Screen Gems (4th) and CBS-TV (5th) turn out 48 series—more than half of the network product made in Hollywood.

Revue, as the chart below shows, has been a consistent leader in the field. But Four Star did not achieve its powerhouse status until 2 years ago, when the William Morris Agency became its sales agent.

One surprising point brought out by our tabulation is that Desilu Productions, generally regarded as a leader in the industry, has never had more than 4 network series a year for the past 5 years, and sometimes has had only one. Desilu rents its facilities to many series, owns few.

Warners and Screen Gems are thus far the only major studios to rate favorably in the network boxscore. While both 20th Century-Fox TV and MGM-TV have reorganized their TV departments, are making comebacks and are expected to hit record production levels next season, their history in TV film has been at best sporadic. The other major movie studios are not doing so well in TV. Walt Disney has one series, but Allied Artists, Universal-International and Paramount have no TV production. UI doesn't even have a TV-production unit. Looking ahead to next season, now—in the midst of the buying season—Revue Studios leads in total sales (new series & renewals) with 11. Next comes Warner Bros. with 7, followed by CBS-TV at 5; Four Star, MGM-TV and Screen Gems, 3 each; Desilu and 20th Century-Fox TV, one each.

## TV FILM BOXSCORE

The leading Hollywood TV-film production companies ranked in order of the number of series each supplies to the networks.

	1960-'61	1959-'60	1958-'59	1957-'58	1956-'57
Revue Studios	14	12	9	10	3
Four Star Television	12	11	4	3	2
Warner Bros.	9	8	5	3	1
Screen Gems	7	6	7	6	7
CBS-TV	6	6	6	5	5
Desilu Productions	4	4	2	1	1
Ziv-UA	4	3	5	3	1
20th Century-Fox TV	3	3	2	2	1
MGM-TV	3	0	2	1	1
NBC-TV	3	1	0	1	1

**Westinghouse-Desilu Talks Confirmed:** Confirmation that discussions were held between Westinghouse Bcstg. Co. and Desilu Productions regarding the sale of Desilu—reported exclusively in TELEVISION DIGEST (Vol. 17:10 p3)—was made last week by Desilu administrative vp Edwin Holly.

He stressed that Westinghouse has made no firm offer to date, and said he had not met with WBC Pres. Donald McGannon since early this month—a meeting first reported here.

Holly said that he & Desilu Pres. Desi Arnaz are always ready to listen to offers and there could be a sale "if the price is right."

## HOLLYWOOD ROUNDUP

**MGM-TV Hits Production High:** MGM-TV will have a record TV-film production next season, with series on each network. It's an impressive upsurge for a studio which had been floundering in TV—an impetus which has taken place since Robert M. Weitman became production vp last year. MGM-TV will have before the cameras three 60-min. series and one half-hour show. This contrasts sharply with last season when the studio had nothing on the networks at all.

The latest MGM-TV sale is *Father of the Bride*, which will be on CBS-TV next season. Previously, the studio had sold its *Dr. Kildare* and *Cain's Hundred* series to NBC-TV. Its *Asphalt Jungle* will debut on ABC-TV April 2.

*Father of the Bride* will be sponsored by General Mills and Campbell Soup. GM financed the pilot via BBDO. It's a 30-min. show; the others are 60. Another MGM-TV entry is *National Velvet*, on NBC-TV this season.

**The Most Expensive Pilot:** *Counterintelligence Corps*, a 2-part 60-min. pilot financed by Desilu Productions and McCann-Erickson, is undoubtedly the most expensive pilot ever filmed. Originally budgeted at \$500,000 and with a 17-day shooting schedule, the two 60-min. shows were completed at a cost of \$750,000, and were 5 days over schedule. M-E sources told us they weren't concerned about the pilot going over budget, because it is planning to release the hour-long shows as a movie abroad. This is expected to recoup the investment.

Danny Thomas, whose own series had such a wobbly start that there was doubt it would continue, has achieved the status of a TV tycoon, by Hollywood standards. In addition to his own well-rated series on CBS-TV, Thomas & his partners, producer-director Sheldon Leonard and exec. producer Louis Edelman, financed *The Andy Griffith Show* (also on CBS-TV); *All in a Day's Work*, the comedy starring Dick Van Dyke, which has been sold for next season; and *The Joey Bishop Show*, which has just been sold to NBC-TV for next fall. Thomas is following the example of other TV stars (e.g., Dick Powell, Desi Arnaz) who branched out from one-series companies into multiple production.

Screen Gems has transferred UCLA-SG fellowship winner John Rhone to its production staff, following completion of his fellowship study-period with SG. He will be asst. to exec. producer Harry Ackerman.

NBC-TV has bought Screen Gems' *Donny Dru* series for next season. Scott Lane, Jeff Donnell, Del Moore and Cheryl Holdridge are cast in the show Clarence Greene & Russell Rouse produce; Robert Sparks is exec. producer.

Revue Studios is filming a pilot, *My Uncle Louie*, starring Eddie Albert, this week. The comedy will be seen on the studio's *GE Theater*.

Four Star Television Pres. Dick Powell & exec. vp Tom McDermott were in N.Y. last week conferring with sponsors regarding next season's shows.

Revue's *Thriller*, *GE Theater* and *Laramie* have been renewed for next season.



## NEW YORK ROUNDUP

Where MCA's money comes from: Music Corp. of America has come a long way from the days when it existed on a 10% slice of dance-band earnings. Last year, according to MCA's latest financial statement (see financial table), slightly less than 13% of its \$67-million income resulted from talent commissions. By far the largest share of MCA's income (85%) came from its own telefilm activities (Revue Productions network shows, syndication distribution, Paramount backlog sales) and studio rentals at the Universal City lot. Compared with 1956 income, 1960 MCA agency commissions show an increase of only about \$1 million. But telefilm & studio rental income has nearly doubled from 1956's \$23.7 million.

BBC signed another U.S. distribution agreement last week, this one with Lester M. Malitz Inc. of N.Y. covering special-events shows. A contract signed earlier this month with Peter M. Robeck was for distribution of *An Age of Kings* (Vol. 17:12 p10). Malitz will handle BBC-TV's "outside broadcast" dept., which devotes 8 hours a week to sports and 2 hours to national & world events. U.S. network interest has been expressed in films of the Grand National, the University Boat Race, other events, said BBC.

Add syndication sales: Seven Arts has sold its post-1950 Warner Bros. feature-film library in 57 markets to date. New sales: KOLO-TV Reno, WHEN-TV Syracuse, WISH-TV Indianapolis. Alfred Hitchcock's "Dial M for Murder" has been added to the Warner package, replacing "Prince & the Showgirl." Interesting sidelight: During last year's writers strike, Warner Bros. TV made a 60-min. adaptation of "Dial M" for its 77 *Sunset Strip* series on ABC-TV, later repeated it.

Bankruptcy film sale: Creditors of Guild Films have been notified that Latin American rights, title & interest for 5 years in 4 TV film series, will be sold at auction at 10 a.m. April 3 in U.S. Courthouse, N.Y. before Referee Herbert Loewenthal. The series: *Sherlock Holmes*, *Paris Precinct*, *Captain Grief*, *I Spy*. Starting price is \$5,000. Daniel Glass is trustee in bankruptcy.

UAA has taken over syndicated distribution of the Lopert Pictures backlog, forming a new Lopert Films div. which Harvey Reinstein, ex-Lopert sales mgr., will head. Among the Lopert Pictures available to TV, all post-1954, are "La Parisienne," "The Horse's Mouth," and Laurence Olivier's "Richard III."

Film Producers Assn. of N.Y. has extended an "official endorsement" to the 1961 American TV Commercials Festival, scheduled for May 4. "We are firmly convinced the Festival is an activity which will advance the progress of the entire film industry," said exec. dir. Harold Klein.

People: John Rhone, first Screen Gems-UCLA fellowship winner, has joined the SG production staff as asst. to vp & exec. producer Harry Ackerman.

### Obituary

Lloyd L. Lind, 49, vp & gen. sales mgr., Interstate TV Corp., TV-film production & distribution subsidiary of Allied Artists, died March 19 following an operation. He had formerly been with Monogram, Republic and Pathé. Surviving are his wife and 2 daughters.

## Networks

### More about

**THE CLEARANCE PROBLEM:** One reason why public-affairs shows generally lag behind entertainment shows in national audience figures is simply that their station line-ups are generally shorter (see p. 3). Here are some network-by-network highlights of the current season's station-clearance situation among informational series:

**ABC-TV public-affairs shows:** The Ralston-sponsored *Expedition* series, carried (in station-option time) Tue. 7-7:30 p.m., has a line-up average of 74 stations. *Bugs Bunny*, which follows it (also in station time) at 7:30 p.m., has a clearance of 140 stations—a figure which equals the ABC nighttime program average. There's a drop-off from the Sun.-night *The Islanders* (9:30-10:30 p.m.) with its 140 stations to the Mead Johnson-sponsored Winston Churchill series which closes the network schedule (10:30-11) with 115. Bell & Howell's *Closeup* series of specials averages 104 stations, but can range all the way from 64 (Feb. 16, 1961) to 147 outlets (the Dec. 7 telecast of "Yanki, No"). The subject of the lower ranking special was school integration in New Orleans, but it should also be pointed out that this program had the handicap of very late scheduling.

**CBS-TV public-affairs shows:** This network has a unique distinction—its *20th Century* series, from which Prudential is exiting at season's end, actually has a larger station clearance (161 stations) in its Sun. (6:30-7 p.m.) slot than does *Lassie*, following at 7-7:30 with 145 stations. The relationship between *Gunslinger* (Thu. 9-10 p.m.) on 156 stations (similar to the CBS-TV nighttime all-program average) and the prestige-laden following show, *CBS Reports*, on 106 stations, is more in line with the usual drop-off pattern. It's interesting to note that CBS-TV's *Woman*, daytime public-affairs special, has averaged 130 stations—a respectable clearance rate.

**NBC-TV public-affairs shows:** The same problem exists here that faces the other networks. The Tue. 10-11 p.m. news specials ("J.F.K. Report No. 1" etc.) average about 150 stations, vs. a clearance for the preceding show, *Thriller*, (9-10) of 168 stations. Similarly, the Sat.-night *The Deputy*, 9-9:30 p.m., is seen on 160 outlets, but the 9:30-10:30 *The Nation's Future* (unsponsored) drops to 99. The line-up for the shows which lead off NBC's Sun. night parade reveals an odd pattern. *Omnibus* (5-6 p.m.) is carried on 71 stations—principally because Aluminium Ltd., the show's sponsor, wanted a short line-up. The next show, *Meet the Press* (6-6:30) is seen on 117 stations—a fairly good line-up, achieved by the fact that stations can earn local-level revenue with the show on a co-op basis. In the 6:30-7 period is slotted *People Are Funny*, with 119 stations—not much higher than *Meet the Press*. NBC-TV nighttime public-affairs shows on a pre-emption basis are seen on an average of 150 stations—the same average as for all nighttime NBC pre-emption shows, including entertainment specials. Average NBC-TV daytime line-up (all shows), 140. Average clearance for NBC daytime specials (Purex shows, etc.), 134—a figure considered good since such shows often occur in non-network periods.

**Shreveport affiliation switch:** ABC-TV affiliate in Shreveport, La. will be KTBS-TV, eff. Sept. 3, when KTAL Texarkana, Tex.-Shreveport takes over NBC-TV programs for the area (Vol. 17:10 p12). KTBS-TV has been an NBC-TV affiliate which also carried ABC-TV programs.

## NETWORK SALES ACTIVITY

### ABC-TV

- Naked City, Wed. 10-11 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. Sept.  
*du Pont* (N.W. Ayer)
- Lawrence Welk Show, Sat. 9-10 p.m., part. eff. Oct.  
*Union Carbide* (William Esty)
- The Hathaways, Fri. 8-8:30 p.m., part. eff. fall.  
*Ralston Purina* (Guild, Bascom & Bonfigli)
- Daytime Programming, Mon.-Fri., part. eff. March.  
*Hartz Mountain* (George H. Hartman)
- 5 Musical Specials, 60-min. each, full sponsorship eff. Nov. 21.  
*Westinghouse Electric* (McCann-Erickson)

### CBS-TV

- The Million Dollar Incident, Fri., April 21, 8:30-10 p.m., full sponsorship.  
*Timex* (Warwick & Legler)
- Daytime Programming, Mon., part. eff. immediately.  
*Lever Bros.* (JWT and SSC&B)
- Alvin and the Chipmunks, Wed. 7:30-8 p.m., part. eff. fall  
General Foods (Benton & Bowles)
- 6 Original Dramas, 60 min. each, full sponsorship eff. Jan. 12.  
*Westinghouse Electric* (McCann-Erickson)

### NBC-TV

- JFK Report No. 2, Tue. April 11, 10-11 p.m., full-spon.  
*Procter & Gamble* (Benton & Bowles)
- Purex Special for Women, Thu. April 13, 4-5 p.m., full-spon.  
*Purex* (Edward H. Weiss)
- Project 20, (Gen. Grant) fall & (Gen. Lee) Jan., full-spon.  
*Union Central Life Insurance* (no agency)
- Westinghouse Preview Theatre, Fri. 9:30-10 p.m., full-sponsorship eff. summer.  
*Westinghouse Electric* (McCann-Erickson)
- Daytime programming, Sat., part. eff. immediately.  
*General Mills* (Dancer-Fitzgerald-Sample)
- 6 Specials, 60-min. each, full sponsorship eff. fall 1961.  
*Westinghouse Electric* (McCann-Erickson)

**2nd Canadian Network Looms:** Canada's second TV network is ready to begin operations in 3 cities in September if it gets a go-ahead from the BBG. Spencer Caldwell, pres. of Canadian Television Network, reports that under agreements concluded last week, CFTO-TV Toronto, CJOH-TV Ottawa and CFCF-TV Montreal will serve as the nucleus of the Dominion's first privately-owned TV network. Tentative approval to form a private network was granted by BBG last year (Vol. 16:50 p3).

Caldwell said that the new network will be extended to include 5 other private "key" stations across Canada as microwave facilities become available. He estimates it will take 18-to-24 months to complete the microwave links. The 8 "key" stations, which represent 27 studios & some \$30 million in equipment, compete with CBC outlets.

**Top billings % gainer:** The publishing & media classification topped all others in percentage increase of network-TV timebuying last year with an 8,331% soar in billings to \$2,242,022 from \$26,593 in 1959. TvB also reported last week that 1960-over-1959 increases were posted by 23 of the 29 classifications surveyed.

## Programming

**Westinghouse Plans \$8-million Specials:** A 3-network series of 60-min. specials will be Westinghouse Electric Corp.'s TV spearhead next fall. The \$8-million schedule will span the entire entertainment spectrum, including drama, comedy, music, entertainment, world events and public affairs, according to marketing vp J. H. Jewel.

CBS plans 3 Westinghouse-sponsored original dramas—"a writers' theater" according to program vp Oscar Katz. Gordon Duff will produce the series, which begins in October. Westinghouse will also sponsor a Jan. 12, 1962 Leland Hayward special based on Walter Lord's *The Good Years*.

ABC has scheduled 5 Westinghouse musicals. The first, a Robert Saudek production entitled "An Old-fashioned Thanksgiving," is set for Nov. 21. To follow are: "Nutteracker Suite," the Dartmouth Winter Carnival, an adaptation of "Destry Rides Again," and a variety show featuring Meredith Willson.

NBC's 6 shows will include 2 entertainment specials. The other 4 will feature Chet Huntley & David Brinkley in a series of high-budget public-affairs shows.

Another Westinghouse TV move announced last week: The company will sponsor a 12-episode, 30-min. comedy series this summer on NBC-TV (Fri. 9:30-10 p.m.). Titled *Westinghouse Preview Theater*, this is a series of pilot films "new to TV," each starring a different personality "ranging from Vivian Blaine to Milton Berle."

**Role of TV critics:** TV critics are "indispensable," but only to the extent that they serve "as a conscience," author Martin (*Madison Avenue, U.S.A.*) Mayer told a March 21 RTES seminar. TV critics have modeled themselves after "service critics," who perform a function for theatergoers, movie fans and book buyers, he said. "But the TV critic can't perform this sort of service, because what he reviews was here last night & gone today." What is needed, Mayer challenged, is service, not to the reader as a consumer, but "to the art form criticized & its current executives." TV criticism must follow music criticism, he said. "The music critic has served his art by making people ashamed of shoddy work . . . If ever a group of people needed a conscience, it is the people in TV." No critic has gotten very far, he charged. "Even Jack Gould, far & away the leader in the field, has won only a very limited influence over the people who do the work."

**Quiz-show renaissance:** Under the euphemism of "game shows," quiz programs have been quietly edging back into the fall program plans of all 3 networks—although there won't be any giant jackpots. Late last week, NBC-TV announced plans to include *Stop the Camera* in its 1961-'62 prime time schedule. The show is packaged by Harry Salter, who once packaged radio's *Stop the Music*. ABC-TV has scheduled an April 3 daytime debut for *Seven Keys*, a Wellington Productions audience-participation show with Jack Narz as host. CBS, first to chop quiz shows from its schedule after the Van Doren quiz scandal, has announced 3 fun-packed game shows" in its 10 a.m.-noon schedule (Vol. 17:8 p14).

**Court won't review censorship issue:** Joint media appeal to the Supreme Court for reconsideration of its Jan. 23 decision that cities & states may pre-censor movies (Vol. 17:10 p16) has been turned down. In a brief order March 20, the Court refused to reopen the case, in which NAB and newspaper & magazine organizations had joined with movie-industry lawyers in pleas for another hearing.

**Morgan Sees Hope for TV:** ABC commentator Edward P. Morgan, winner of an Alfred I. du Pont award for jumping into "matters of controversy," lit into TV last week in Washington—but said its "sinful sloppiness" isn't hopeless.

Sharing a National Civil Liberties Clearing House mass-communications panel program with movie producer Dore Schary & *The Reporter's* Washington editor Douglass Cater, Morgan said recent developments in the industry show that TV's "promising potential" may yet be realized.

"There are hopeful signs here & there that the broadcasting industry is experiencing twinges of guilt over its huckstering, its practice of a kind of mass hypnosis to induce desires for opulent excess," he told the 13th annual NCLCH conference.

Among signs noted by Morgan: (1) "Bracing" speeches by NAB Pres. LeRoy Collins. (2) Fresh breezes at FCC from "lively" new Chmn. Minow. (3) Willingness by the networks to pre-empt "*Bugs Bunny & The Early Show* to make way for [such] sobering spectaculars" as White House news conferences. (4) "Growing evidence that broadcasting is beginning to do a better job of informing the public than many if not most newspapers."

Morgan also cautioned representatives of 100 national organizations at the conference that more govt. control of broadcasting leading toward censorship isn't the answer to the industry's troubles. "It would only pose another problem," he said.

TV show delays court sentence: Convicted kidnaper-murderer Melvin Davis Rees Jr. won postponement of his sentencing by Federal Judge Roszel C. Thomsen following an hour-long re-enactment of jury deliberations by WBAL-TV Baltimore. The station described the show, in which 9 jurors participated, as an "unprecedented public revelation of juryroom activity." But defense counsel told Judge Thomsen that the taped program was a "shocking" departure from court tradition. Among other things, the defense said the show revealed that the jurors discussed issues which weren't introduced at the trial of Rees. Judge Thomsen agreed to delay sentencing until the lawyers could study the script to see if they had grounds for arguing that Rees didn't get a fair trial.

First family favors TV: President John F. Kennedy will open the first ATAS International Assembly—"a much needed effort in the field of international communications," according to the President. The Assembly, set for Nov. 4-11 in N.Y., will include 50 discussion sessions in a global exchange of information & ideas. Arrangements for other world leaders to participate are being coordinated by ABC news vp James C. Hagerty, a member of the Assembly's agenda committee. Mrs. Jacqueline Kennedy, making her first TV appearance since the Inauguration, graced CBS-TV's March 19 *Accent* show as guest on a show saluting the National Gallery of Art.

Official Films will distribute a 30-min. documentary series on Africa, produced by William Alexander and narrated by Alexander Scourby. Vp Russ Raycroft called the series a "departure" for Official, "but we feel the U.S. audience wants authentic informative programs in line with today's headlines." Other new Official Films properties: A 26-episode, 60-min. documentary series utilizing the recently acquired Paramount newsreel library, and a 39-episode, 30-min. series on explorers, sports figures and other interesting personalities, set for fall release. Ready for June delivery will be 260 five-min. shows called *Humor in the News*—gleaned from the Paramount library.

## Stations

**NEW & UPCOMING STATIONS:** Educational KCSB-TV (Ch. 19) Kansas City, Mo. began program tests March 22 and planned a formal opening April 2. It has a GE 1-kw transmitter in the City Hall and a GE helical antenna on a stub tower on the roof. Studios are in the Board of Education Bldg. Owner is Kansas City School Dist., with James A. Hazlett as supt. Zoel Parenteau is producer-dir. and Clyde Howe chief engineer. The new starter changes the U.S. operating total to 584 (91 uhf) of which 56 (16 uhf) are non-commercial outlets.

From Canada comes a report of another new station. It is satellite CHCB-TV (Ch. 10) Banff, Alta. which began repeating parent CHCA-TV (Ch. 6) Red Deer, Alta. on March 17. Banff outlet is an unattended automatic repeater and is sold as a bonus to CHCA-TV. It has a Benco 5-watt transmitter and a Gates antenna on a 65-ft. tower supplied by Beatty Bros. The new satellite boosts the Canadian operating total to 87 stations.

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

KYMA (Ch. 9) Flagstaff, Ariz. hopes to begin testing next fall-winter and to start programming shortly thereafter, writes F. Keith Tranton, pres. of grantee Coconino Telecasters Inc. Offices have been established at Suite 1900, 15 Broad St., New York 5, N.Y. A firm order has not been placed for equipment, but the station plans to purchase a 5-kw Gates transmitter. It also proposes to use a newly-developed Jampro 8-section antenna on a 200-ft. Utility tower. A September delivery date has been tentatively set for the antenna. Plans for the studio & transmitter buildings are on the drawing board. Base hour hasn't been reported and rep has not been chosen.

CHAT-TV-1 (Ch. 4) Pivot, Alta. now plans an April start as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, Alta., according to Sid Gaffney, CHAT-TV chief engineer. It has a studio-transmitter building ready for a 2-kw Canadian GE transmitter, which was scheduled to arrive there March 24. Construction of 500-ft. Wind Turbine tower began March 19 and GE antenna is scheduled for installation in the first week of April. The station will be sold as a bonus to CHAT-TV.

CHCB-TV-4 (Ch. 5) Salmon Arm, B.C. expects to start about mid-May as a satellite of parent CHCB-TV (Ch. 2) Kelowna, B.C. However, construction awaits official government ratification of the BBG recommendation for a license, reports T. E. Wyatt, CHCB-TV chief engineer. The station will have a Benco 5-watt transmitter and the tower will be a 50-ft. wood pole. It will be the 5th unattended automatic satellite that repeats CHCB-TV, which already has such outlets in Lumby, Keremeos, Vernon and Penticton, B.C. The Salmon Arm station will be sold as a bonus to CHCB-TV.

CBC's tower for Montreal TV & FM stations will be built by Canadian General Electric and is expected to cost about \$625,000. The 238-ft. structure in Mount Royal Park will have space for CBC's o&o French language CBFT, English language CBMT (latter to boost to 100 kw) and privately-owned CFCF-TV & CFMT-TV, as well as all Montreal FM stations. It also will have space for 12 vhf and 6 uhf services for public safety and commercial use.

**East Lynne at WNTA-TV:** Ch. 13 N.Y. was putting on a real cliff-hanger. Would fearless ex-NTA Chmn. Ely A. Landau raise the money to pay the mortgage on WNTA-TV N.Y.? Would Squire David Susskind, backed by Paramount Pictures to the tune of \$6.6 million, purloin the deed to the independent-station TV homestead? Would a vigilante committee of ETV-minded citizens (whose \$4-million initial bid has already been turned down by owner NTA) ride through the night to the rescue with \$5.5 million in the group's saddlebags? Was wealthy John Hay ("Jock") Whitney's Corinthian Bestg. Co. casting a roving financial eye in WNTA-TV's direction? Or, was movie magnate Spyros Skouras in the wings, discussing a possible acquisition of the station for 20th Century-Fox? Last week, the sale of WNTA-TV resembled nothing so much as "The Perils of Pauline," with each day bringing a fresh plot twist. Meanwhile, NTA officials and NTA general counsel Justin M. Golenbock, were maintaining a poker face that would have befitted Dangerous Dan McGrew. If there was a high bidder, they weren't saying.

In Hollywood for a board meeting, NTA Pres.-Chmn. Oliver A. Unger told us: "Maybe in this next week one of these deals will come to a head." He added that there are no negotiations on with 20th Century-Fox, terming the brief 20th talks so tenuous that they didn't deserve the description of "negotiations."

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**WBC switches to Grey:** Westinghouse Bestg. Co.'s ad account, and those of TvAR, AM Radio Sales, and WBC Productions, have been switched from the N.Y. office of Ketchum, MacCleod & Grove to Grey Advertising, effective April 1. WBC meanwhile announced a star-studded guest list for its forthcoming (April 9-12) public-affairs programming conference to be held in Westinghouse's home city of Pittsburgh. Due as participants: Mrs. Eleanor Roosevelt, Pa. Gov. David Lawrence, producers Fred Coe & Albert McCleery, Ambassador William Attwood, Dr. Bergen Evans, Garry Moore, White House press secy. Pierre Salinger, TIO Dir. Louis Hausman and critic Marya Mannes. Previous WBC conferences have been held in Boston (1957), Baltimore (1958) and San Francisco (1959).

**Collins at White House:** NAB Pres. LeRoy Collins, who presided at the Democratic convention which nominated John F. Kennedy, asked the President March 22 to speak at NAB's May 7-10 Washington convention. Collins won no final commitment during his White House call but said Kennedy was hopeful that he could accept. Another convention speaker was scheduled definitely. New FCC Chmn. Minow will address a May 9 luncheon session. Minow & other Commission members will join in the traditional FCC q-& a panel session May 10.

**NAB labor unit set up:** A special NAB subcommittee has been formed to recommend ways in which TV stations can get better representation in national AFTRA & SAG negotiations for contracts covering spot commercials & syndicated programs. Named by NAB Labor Relations Advisory Committee Chmn. Ward L. Quaal (WGN-TV Chicago), members of the new unit are Joseph O. Schertler (Westinghouse), William C. Fitts Jr. (CBS), Abiah A. Church (Storer), Charles H. Crutchfield (WBTV Charlotte).

**WOAI-TV San Antonio expanding facilities:** Addition of a 3rd TV studio is part of a \$350,000 expansion program whereby the station extends its building to cover the remainder of the city block on which its present plant is located at 1031 Navarro St. Work is to be completed by next October.

**Fines for ad infractions only:** Canada's BBG believes fines are fine to punish TV stations which violate ad regulations, but it would levy fines for no other infractions. BBG Chmn. Dr. Andrew Stewart stated this position in response to a suggestion of the Parliamentary Bestg. Committee that fines be applied for breach of regulations banning dramatized political broadcasts. Responding to Committee suggestions that short-term license renewals be used to enforce over-all adherence to regulations, Dr. Stewart said short-termers have an effect on programming, but he believes that such threats must be followed eventually by suspension or cancelation of license.

**Dot denies payola complaint:** FTC payola charges have been denied by Dot Records Inc., accused last year of making illegal payments to TV & radio disc jockeys and other station personnel to increase sales of its records (Vol. 16:31 p9). The Hollywood firm & its officers R. C. Wood & Christine Hamilton asked dismissal of FTC's complaint.

## Educational Television

**Airborne ETV demonstrations:** Stratovision ETV in the Midwest Program on Airborne TV Instruction will be tested in tune-up demonstrations this spring at 31 elementary & secondary school locations in Ill., Ind., Ky., O., Mich. and Wis. "Each demonstration school will serve as a showplace for visitation by school people and parents & students over a period of time," said MPATI Pres. Dr. John E. Ivey Jr. The experimental operations, leading into the system's first full academic year starting in September, had first been scheduled for January (Vol. 17:6 p14). Most of the demonstration schools are being equipped without cost by such firms as Admiral, GE, Motorola, Philco, RCA, Westinghouse, Zenith, Jerrold, Blonder-Tongue.

**Another ETV "patron" joined the growing roster** recently when the Joseph Horne Department Store signed to underwrite NTA's *Open End* series on WQED Pittsburgh. The store will get a "WQED wishes to thank . . ." corporate message in compliance with FCC rules. Recently, San Francisco Brewing Co. bought *Open End* on educational KQED San Francisco, and Bank of America made a similar deal with the same station for CBS Films' *Robert Herridge Theater*. Both patrons have reported very favorable public reaction and "a definite increase in sales" (Vol. 17:10 p10).

**Educational-commercial program swap:** Two Columbus, Ohio stations—commercial WBNS-TV and educational WOSU-TV—have set up a programming exchange. The initial trade involves the televising of WOSU-TV's *University Hall* on WBNS-TV weekdays at 7:30 a.m., in return for which WOSU-TV will show *Play of the Week*. (WBNS-TV purchased the right to give the educational station a run of 13 episodes in the series.)

**Albany ETV:** Another channel in Albany, N.Y., Ch. 23, is sought by the State Board of Regents even though educators hold an unused CP for WTVZ (Ch. 17) there. FCC started rule-making to reserve Ch. 23, noting that the Regents say they'll put both channels to work just as soon as the legislature gives them the money.

**ETV trust fund of \$50,000 for the Greater Washington Educational TV Assn.** has been established under the will of the late U.S. Register of Copyrights Arthur Fisher, who died last November. An early ETV enthusiast, Fisher was GWETA chmn. from 1957 until his death.

## Congress

**Equal-time Probe Set:** A score of witnesses—some of them “mystery” figures whose identities were carefully withheld—have been lined up by Chmn. Yarborough (D-Tex.) for this week's hearings by his Senate Commerce Freedom of Communications Subcommittee on political equal-time complaints against broadcasters.

In announcing the “watchdog” unit's schedule for March 27-29 proceedings in Room 5110 of the New Senate Office Bldg., Yarborough listed only 2 broadcasters for testimony. But he said “50 selected complaints” would be explored before the sessions are adjourned.

Broadcasters known to have been summoned for questioning by “watchdogs” Yarborough and Sens. McGee (D-Wyo.) & Scott (R-Pa.) are: (1) Pres. Peter Straus of radio WMCA N.Y., which aroused Republican ire by coming out editorially in 1960 for John F. Kennedy for President (Vol. 16:45 p3). (2) Pres. W. Boler of KXGO-TV Fargo, who got in a hassle with Subcommittee counsel Creekmore Fath over Subcommittee's equal-time inquiries (Vol. 16:43 *et seq.*).

Other witnesses on Yarborough's list include Cal. state Democratic Chmn. Roger Kent, GOP National Committee Chmn. Thruston B. Morton, N.D. state Sen. Charles L. Murphy. FCC spokesmen also were expected to go back on the Hill to expand on equal-time data submitted by the Commission to the Commerce Communications Subcommittee in February (Vol. 17:6 p2). FCC Chmn. Minow is due to introduce the Commission presentation, then turn it over to Renewal & Transfer Div. chief Joseph H. Nelson.

**The Ev & Charlie Show:** New political show on TV, featuring GOP floor leaders Sen. Everett M. Dirksen (Ill.) & Rep. Charles A. Halleck (Ind.) in weekly news conferences, has been dubbed *Ev & Charlie* by the *Washington Post*. Staged in the Capitol's old Supreme Court chamber and covered regularly by the networks which use clips in news programs, it replaces TV reports by Dirksen & Halleck from the White House steps during the Eisenhower Administration. Noting that the legislative leaders relish their exposure on the air in the new format, the *Post* reported that unnamed Republican “progressives are frankly getting nervous” about the old-line party “image” presented to viewers. A “long run” for the Dirksen-Halleck show was predicted, however. Long-time GOP staffer Robert Humphreys has been signed up (at a reported \$25,000 per year) by the Republican National Committee “to handle public relations, if not write the script.”

**Govt. subsidies for political broadcasts:** Senate hearings on a proposal (S-227) by Majority Leader Mansfield (D-Mont.) for govt. subsidies to help pay for political campaign broadcasts (Vol. 17:3 p16) have been set tentatively for late April. Chmn. Cannon (D-Nev.) of the Rules & Administration Committee's Privileges & Elections Subcommittee said he'd invite spokesmen for TV & radio networks to testify. Under Mansfield's plan, Democratic & Republican parties would be entitled to \$1-million reimbursements from the U.S. Treasury for broadcasts in behalf of Presidential tickets. Minority parties could qualify for \$100,000 TV & radio subsidies if they polled more than 1% of the vote in a national election.

**Tariff exemption asked:** Magnetic tape & other sound recordings for radio music broadcasts would be placed on the Tariff Act's free list under a bill (HR-5856) by Rep. Van Pelt (R-Wis.),

**Crime charges challenged:** Senate testimony by the National Council on Crime & Delinquency that TV & movies contribute to juvenile delinquency (Vol. 17:11 p13) has been questioned by 2 N.Y. specialists. In a letter to Judiciary Juvenile Delinquency Subcommittee Chmn. Dodd (D-Conn.), Donal E. J. MacNamara of the Institute of Criminology said: “While many programs & movie scripts are admittedly not educational, elevating, or even entertaining—and some are immoral & unnecessarily sadistic—there is no adequate research or case material to support the conclusion that such shows incite, stimulate, or cause the commission of criminal acts.” In a separate letter, N.Y.U. sociology teacher Paul W. Tappan cautioned Dodd against accepting the charges as arguments for official censorship: “The control of children's exposure to mass media should be left to the judgment & discretion of their parents and not to a govt. agency.” MacNamara & Tappan asked that their letters be in the Subcommittee's hearing record.

**Exploring industry's role in space:** Outer-space TV prospects will be explored soon by the House Science & Astronautics Committee in public hearings planned by Chmn. Brooks (D-La.). He said he wants to develop the role to be played by private industry in exploiting use of communications satellites for intercontinental TV & telephone transmissions. The Committee especially wants to know what problems—as well as possibilities—are presented in the space realm, Brooks said. Meanwhile, Communications Workers of America Pres. Joseph A. Beirne warned the House Labor Unemployment Subcommittee that proposed satellite systems could affect jobs of “hundreds of thousands” now employed in conventional communications jobs. The head of the AFL-CIO telephone-workers union pointed out (for one thing): “There won't be one inch of wire from the earth to that satellite. And there are hundreds of thousands of persons in the U.S. who are manufacturing wire.”

**Deintermixture proposal:** Shifts from vhf to uhf, if ordered by FCC without the licensees' consent, would be forbidden under a bill (HR-5570) by Rep. Bray (R-Ind.) unless the moves are a part of a general deintermixture program. The measure, referred to the House Commerce Committee, is a by-product of the Commission's long-litigated proposal to move WTVW Evansville from Ch. 7 to Ch. 31 (Vol. 14:51 p2). The Evansville case has been in & out of court, is in an FCC hearing phase now. Bray's bill would amend the Communications Act's Sec. 316, governing modifications of CPs & licenses, by tacking on a new subsection spelling out limitations on FCC's authority to make uhf assignments.

**Probe demand renewed:** House Commerce Committee member Avery (R-Kan.) has called again for a Congressional review of White House relationships with & influences on such regulatory agencies as FCC. Raising new questions about President Kennedy's memorandum asking for monthly reports from the agencies (Vol. 17:12 p4), Avery said such “intervention” was cause for “much apprehension” in Congress. He noted that the President's “secret” request for information went to agencies which control TV & radio licenses and pipeline certificates—“many valued in the multimillion-dollar bracket.”

**Reorganization bill cleared:** The House Govt. Operations Committee has approved proposals authorizing President Kennedy to revamp federal regulatory agencies in plans which would go into effect unless the Senate or House vetoes them by majority vote. Similar legislation has been passed by the Senate (Vol. 17:7 p14),

**Wants PR man for Cabinet:** A Dept. of Public Relations with Cabinet status would be established under a bill (HR-5788) by Rep. Anfuso (D-N.Y.). A leader in Italian-American boycott moves to force censorship of ABC-TV's *The Untouchables* (Vol. 17:12 p7), he said a Madison Avenue-style White House set-up is needed to "screen" govt. statements & releases before they are made public. Such a Cabinet dept. could combat Communism more effectively, Anfuso argued. Appointed by the President and advised by 9 "public-relations experts," the Public Relations Secy. would assume USIA jurisdiction as well as keep a close watch on what govt. officials say.

**FCC license curb:** The House has passed a bill (HR-4469) by Un-American Activities Committee Chmn. Walter (D-Pa.) forbidding FCC to issue radio licenses to any merchant seamen who refuse to answer questions at Congressional or agency hearings about "subversive" activities. Pushed through the House without debate, the measure would also bar recalcitrant witnesses from employment "in any capacity aboard any merchant vessel of the U.S. or within any waterfront facility." It specifies that such witnesses must tell what they know about "the Communist Party, Fascist Party, or other subversive party" if they want to hold their jobs.

**Cal. Assembly vs. foreign sound:** Imported TV soundtracks threaten "the future of American music," the Cal. State Assembly told Congress in a petition calling for enactment of laws "to prevent these abuses." Backing up the AFM in its long campaign against foreign recordings, the Assembly expressed its "condemnation of the unregulated importation of foreign-made sound tracks and their use in wholly American TV productions."

**Raise for hearing examiners:** A bill (HR-5655) sponsored by House Judiciary Committee Chmn. Celler (D-N.Y.), provides pay raises applicable to examiners in all administrative agencies. The measure would promote them as high as the GS-18 Civil Service classification, in which the present salary is \$18,000. FCC examiners are paid from \$13,730 to \$15,030 now. A similar bill introduced last year by Rep. Broyhill (R-Va.) got nowhere (Vol. 16:18 p11).

**Communications Act amendment** permitting FCC to eliminate duplication in processing modifications & renewals of licenses for safety & special radio services has been introduced by House Commerce Committee Chmn. Harris (D-Ark.). His bill (HR-5710) duplicates FCC-drafted legislation (S-1371) submitted by Commerce Committee Chmn. Magnuson (D-Wash.) earlier (Vol. 17:12 p4).

**Shipboard radio inspection:** FCC-requested bill (S-1288) to simplify Communications Act requirements for inspection of shipboard radios has been introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Identical legislation is sponsored in the House by Chmn. Harris (D-Ark.) of the Commerce Committee (Vol. 17:9).

**Robert W. Lishman,** chief counsel of the old House Commerce Legislative Oversight Subcommittee, has turned down a bid to carry on with its successor, the Regulatory Agencies Subcommittee (Vol. 17:11 p12). He told Chmn. Harris (D-Ark.) that he preferred to return to private law practice in Washington. Lishman's desk is being taken over by his staff legal asst. Charles Howze.

**Honor for hams:** National Amateur Radio Week would be celebrated in the 3rd week of June each year under a proposal (H. J. Res. 340) by Rep. Montoya (D-N.M.).

**Handy booklet:** *Govt. Public Information Officers* available from Carl Byoir office, National Press Bldg., Wash.,

## Auxiliary Services

**Telemeter's Breakeven Point:** Although Telemeter continues reticent regarding the P&L of its Etobicoke pay-TV experiment, its forward-looking Pres. Louis Novins recently pegged the operation's breakeven costs—in terms of future expansion.

Operating with 20,000 customers, more than triple the current Etobicoke registration, the make or break for pay TV would be \$1 per home per week, he told *Daily Variety*. This breakeven cost is based on Canadian Bell service charges & programming costs. An operation with 10,000 homes, he estimated, would have a breakeven of \$1.30 per week per subscriber. Although Novins offered no breakeven figures for Telemeter's actual 6,000-home experiment, the profit-loss divider is estimated by observers to be about \$2 weekly (Vol. 16:38 p6).

Particularly heartening to Novins in the Etobicoke experiment, he noted, is the apparent successful co-existence of movie houses & pay TV. Attendance at Etobicoke's 2 theaters has not been affected materially by the presence of pay TV, he said, adding: "One house actually did better in 1960 than was the general trend for second-run houses in the Toronto area." Conversely, pay TV may have tapped a vein of movie viewers who do not go to theaters.

Novins said that Telemeter, in 1960's last quarter, offered 11 pictures which had been shown previously by Etobicoke's 2 movie houses. Telemeter grossed two-thirds of the combined gross of the 2 theaters. The only picture he would identify, "Psycho," was televised 2 weeks after its movie run. It pulled a TV gross of \$2,550, compared with a total \$2,241 for the 2 theaters.

\* \* \*

**Exhibitors' pay-TV appeal:** The expected court appeal of theater owners is now definite, said Philip Harling, chmn. of the Joint Committee Against Pay TV. He announced the plans during a board meeting of the Theatre Owners of America in Washington. Said he: "The FCC in its Third Order said it would act on pay TV only after sufficient information indicated it was in the public interest. Yet in granting the Phonevision authorization, the FCC took the position that such a test would be in the public interest. These 2 statements are inconsistent. We do not believe the public airwaves can legally be subjoined by private interests for private profit, and therefore the FCC has no authority to make such a grant. We shall ask for a court ruling on these points, and if necessary, carry our appeal right up to the Supreme Court."

**Hotel network proposed:** Plan to connect 125 midtown N.Y. hotels via TV cable to pipe special programs & ads into rooms is being studied by Manhattan Dir. of Franchises James J. Thornton. The project was proposed by Sterling Information Services, 375 Park Ave., which has applied for permission to run coaxial cables through wiring ducts under Manhattan between 23rd & 86th Sts. Sterling said the closed-circuit telecasts would include information on entertainment & other N.Y. City attractions, traffic and weather, with not more than one minute of paid commercials every 5 minutes. Thornton said he would report on the project to the Board of Estimate in late spring.

**Translator starts:** K72BF, K76BD & K80AY Booker, Darrrouzett & Fallet, Texas began March 13 repeating KGNC-TV, KVII & KFDA-TV Amarillo • K8OAX Big Fork, Mont. began March 20 with KXLY-TV Spokane.

Closed-circuit TV system utilizing long-distance telephone lines was announced recently by ITT. The new "Videx" system is designed principally as an inter-plant communication system for transmitting maps, charts & photos. It's a slow-scan system, won't transmit moving images, but is described by ITT as one of the fastest image-transmission systems of its kind. A complete picture can be scanned in 15 to 60 seconds. The entire system is transistorized & portable. In addition to telephone-line transmission, ITT suggested these possible applications: (1) Ship-to-shore picture transmission via marine radio channels. (2) On-the-spot news picture transmission from location via radio voice channels. (3) Recording & storage of still pictures on a standard audio tape recorder.

**CATV Sales:** Coleman, Tex., Midwestern Co. Inc., to Charles Nolen, local rancher & oilman; Prescott, Ariz., TV Services Inc., to H&B American Co.; Leadville, Colo., Leadville Community TV Co., to Televents Inc. All 3 negotiations were handled by broker Daniels & Associates which reports that 3 more "large" sales will be announced within 3 weeks. Pres. Bill Daniels has also formed Fine Arts Bestg. Co. which has bought radio KFML Denver.

Legal test case to determine whether CATV & wired pay-TV systems are or can be made subject to Canada's general broadcasting regulations (Vol. 17:10 p8) was suggested recently by CBC Pres. Alphonse Ouimet. He recommended to the Parliamentary broadcasting committee that it ask the Justice Dept. for an opinion and then, if desired, submit it to the Supreme Court of Canada.

**Uhf translator CPs:** Ch. 70, Columbus, N.D., to Columbus Lions Club; Ch. 75, Phillips County Mont., to Phillips County TV Assn.; Ch. 78, Carroll, Ia., to Carroll Area TV Inc. • **Four vhf translator CPs** were granted: Ch. 11, Terry, Mont., to Prairie TV Club; Ch. 7, Center, Neb., to Village of Center; Ch. 13, Kadoka, S.D., to Kadoka Commercial Club; Ch. 12, Troy, Mont., to Troy Non-Profit.

Leland B. Hallett has been named area supervisor in the Pacific Northwest for CATV properties which H&B American Corp. operates through its subsidiary, Transcontinent Communication Systems Inc. H&B owns CATV systems in Wenatchee, Walla Walla and Richland, Wash., and will soon announce acquisition of another in that state.

**CATV-station conflict resolved:** The protest by WIBW-TV Topeka against microwave grants to Midkansas Inc., which plans to feed CATV systems in Manhattan, Junction City and Salina, Kan., has been called off. FCC closed the case at both parties' request.

**New TV projectors:** Giantview General TV Network last week announced 2 new transistorized TV projection systems—one for portable & the other for fixed operation. No prices were given. Information is available from Giantview General, 1280 Fifth Ave., N.Y. 29.

**Jerrold loses in Supreme Court:** Antitrust decision against Jerrold electronics, covering its relationships with CATV customers, was upheld by the U.S. Supreme Court in a brief ruling which affirmed the decision of Philadelphia U.S. District Court Judge Francis L. Van Dusen.

**Boosters get more time:** FCC has extended from April 1 to June 1 the deadline by which unauthorized vhf boosters must apply for FCC-approved facilities.

**TelePrompTer** has moved its executive offices to 50 West 44 St., N.Y. and has grouped all engineering & technical functions at 311 West 43 St. headquarters.

## Foreign

**CBS ON GLOBAL TV:** Worldwide TV penetration is approaching, said Howard L. Kany, CBS stations div. dir. of international business relations, last week. Kany told a March 22 joint session of the International Ad Assn. and the International Executives Assn. that from 1952 to 1956 the number of TV homes in non-Communist countries outside the U.S. grew "from a few thousand to 9 million." Since 1956, the number has expanded to 33 million, he said. "If this growth rate continues, at the end of 1962 there will be more free-world TV sets in use for the first time outside the U.S. than inside."

Foreign TV differs sharply from the U.S. version, said Kany. In many countries TV has emerged as "a community function," with sets in clubs, hotels & special "TV theaters." Single-channel TV is common, as is complete govt. ownership & operation. The latter has resulted in "strongly nationalistic" programming fare, but regional associations of broadcasters have been formed in Western Europe, Latin America, Asia and Africa to "work toward minimizing traditional barriers at national frontiers," he said. In many underdeveloped countries, TV is primarily "an educational tool," he added.

"Stubborn govt. opposition in many countries is yielding to private-industry demands for commercial TV operations," Kany said. Although overseas commercial TV is now largely abbreviated & experimental (except in Canada, England, Australia, Japan and Latin America), "it is readying itself for expansion as soon as political & economic restrictions are removed."

### Expansion of Commercial TV

Other highlights of Kany's report:

In Canada, authority was granted only recently for the formation of a 2nd TV network, to begin operations in September and to subsist on commercial income alone. In Western Europe, fully commercial stations operate in Finland, Luxembourg and Monaco. In Japan there is a 27-station govt. network, and 35 independent stations joined into 3 commercial networks. Australia has 10 privately-owned stations, and 13 additional commercial outlets will begin telecasting this year.

Soviet Russia began telecasting in 1953, said Kany, and there are now 84 TV centers & 75 relay stations in operation. Some 4 million sets are in use. At the present rate of growth, "Moscow will have 3 TV channels producing a total of 25 program hours daily within the next 4 years."

The sale of U.S. programs overseas has "experienced a phenomenal rise," Kany told the session. During 1960 CBS Films increased its international sales by 30% over 1959 and by 250% over 1957. It provides more than 1,100 half-hour programs, dubbed into more than a dozen languages for 40 countries.

**CATVN scores sales:** ABC-TV scored 5 more U.S. sales last week for the Central American TV Network, which it represents & in which it has an interest. Scott Paper, S. C. Johnson & Son, and Super-Det (a Central American detergent product) will sponsor *Star Performance* beginning April 17. Pan American has signed for *Markham*, and Corn Products Refining Co. for *Circus Boy*, both effective in mid-April. U.S. sponsors already on the 5-station, 5-country network: Goodyear, Parker Pen, Vick Chemical and Nestle.

# Television Digest

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**Personals:** James L. Wilson, ex dir. of engineering administration & advance planning, named NBC engineering dir. . . . Larry H. Israel promoted from gen. mgr. to pres., TvAR, succeeding Donald H. McGannon, now chairman. Robert M. McGredy promoted from gen. sales mgr. to exec. vp. Lamont (Tommy) Thompson, mgr. of TvAR's Chicago office, named a vp . . . Joseph P. Dowling, ex-CBS-TV Spot Sales, named sales promotion mgr., Storer TV Sales . . . Frank LaTourette appointed liaison executive between news dept. & international div. of ABC.

Shaun F. Murphy promoted from national sales mgr. to vp-gen. sales mgr., KTVI St. Louis . . . Ray Owen, ex-WTVN-TV, named chief engineer, WKRC-TV Cincinnati . . . Julian Anthony, ABC News correspondent, elected pres., Working Press Foundation.

Robert D. L'Heureux, formerly FCC's liaison with Congress, recently counsel to Senate Commerce Committee's transportation study group, named house counsel of NCTA . . . John V. Buffington, veteran FTC staffer, named ast. to new FTC Chmn. Paul Rand Dixon.

Sam Zelman returns to Los Angeles as West Coast bureau mgr. of CBS News and news dir. of KNXT after 18 months in N.Y. as asst. to the vp-gen. mgr of CBS News. William T. Corrigan, who was West Coast bureau chief during Zelman's absence, has been assigned by CBS to represent the 3 networks in supervising video-tape coverage of the Adolph Eichmann trial in Israel . . . Edna K. Hanna, sales promotion mgr. of KOMO-TV & KOMO, Seattle, was married March 11 to John T. Strosnider . . . Gil Stratton, KNXT Los Angeles sports dir., and actress Dee Arlen were married March 18.

Ray Niblack, radio WINA Charlottesville, Va. news dir., joins Federal Housing Administration as special public-information asst. . . . James F. O'Grady named exec. vp, Adam Young Inc. and Young-TV (he had been associated only with the TV company). Stephen A. Machcinski appointed gen. sales mgr. & vp, both companies.

William E. Rine named to new post of administration vp, Storer Bestg. Co., succeeded as radio vp by Lionel F. Baxter, who was radio operations dir. . . . John McArdle, mgr. of WTTG Washington, reportedly is joining Metropolitan Bestg. Corp. hq in N.Y., to be succeeded by Donn Colee from Metropolitan's WTVH Peoria; Colee's wife Lee is sales mgr. at WTVH. . . . Howard K. Smith appointed

chief correspondent & gen. mgr., Washington Bureau, CBS News, effective April 3 . . . Jack Dolph promoted from asst. dir. to dir., CBS-TV Sports. Don Hamilton, former business affairs dir., CBS News, named to same position, CBS Sports . . . Richard J. Wright named publicity & promotion dir. KGW-TV Portland, Ore.

**Awards:** Thomas Alva Edison Foundation mass media awards have been presented to *The 20th Century* (CBS-TV) for "the TV program best portraying America," *Lamp Unto My Feet* (CBS-TV) for "the best children's TV program," *Expedition!* (ABC-TV) for "the best science TV program for youth," WBC for "distinguished educational service to the nation through imaginative public affairs radio & TV programming such as *Lab 30* and 'Anne Frank: the Meaning & the Purpose,'" NBC for "distinguished public service through meaningful reporting" of the national political conventions of 1960, Bell & Howell for "courageous & distinctive public service" in sponsoring "Cast the First Stone" (ABC-TV), CBC for TV & radio science series *The Nature of Things* and *Science Review*.  
• Alfred I. du Pont TV-radio awards of \$1,000 each went to KDKA-TV Pittsburgh, radio WAVE New Haven, and ABC's commentator Edward P. Morgan. (KDKA-TV has announced that it will contribute its prize to the college education of a local student.)

"NBC White Paper No. 2" ("Sit-In") received the only 1960 George Polk Memorial Award presented for TV or radio. The award was established by Long Island U. for "significant achievement in journalism" • NBC also received the Outstanding Citizenship Award from the American Heritage Foundation for news coverage of last year's political conventions & campaigns • David Mark, N.Y. novelist & playwright, won the \$5,000 top prize in the first International Teleplay Writing Competition.

Meetings next week: Audio Engineering Society, West Coast spring convention (April 4-7). Ambassador Hotel, Los Angeles • Ohio Assn. of Bcstrs. meeting (5-7). Vincent Wasilewski, NAB govt.-affairs vp, will speak. Greenbrier, White Sulphur Springs, W.Va. • Mont. Bcstrs. Assn. annual meeting (6-8). Billings • N.M. Bcstrs. Assn. convention (7-8). Howard Bell, NAB industry-affairs vp, will speak. Angiers Motor Hotel, Farmington • Southwest Assn. of Advertising Agencies annual convention (7-8). Mariott Hotel, Dallas.

Meetings this week: Academy of TV Arts & Sciences, Los Angeles chapter (March 30). CBS-TV City, L.A.

John FitzGerald, retiring FCC general counsel, on Sept. 1 joins the faculty of Southern Methodist U., Dallas. Meanwhile, he'll serve as a legal consultant to the minority of the Housing Subcommittee of the House Banking & Currency Committee. Harold Cowgill, retiring chief of the Broadcast Bureau, says he hasn't made definite plans, will take an extended vacation.

Alexander A. Klieforth, who has been in charge of Radio in the American Sector, American German-language station in Berlin, is the new Voice of America program director. The RIAS executive replaces Barry Zorthian in the USIA post in Washington.

Glen A. Wilkinson, Washington TV-radio attorney, has bought former Vice President Nixon's Washington home he had added about \$26,000 in improvements since then. For about \$102,000. Nixon paid \$75,000 for it in 1957, said



# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

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**GE—COLOR SETS & NEW COLOR TUBES:** It's still a toss-up whether GE will be offering color sets to its dealers next fall. If it does—and we should know soon—they'll use the only color tube now available: the 21-in. RCA shadow-mask tube. No other type will be ready for production for a long time.

GE's tube & receiver operations, nevertheless, have stepped up their color engineering work in a crash effort to come up with a color set which is completely different, and, presumably, less expensive—but it won't be for this year and probably not for next. In a big way, the company is now taking up where it left off in color tube & set development in 1956 & 1957.

GE is devoting attention to the "post acceleration" tube which it showed to the industry in 1955 (Vol. 11:40 p2). It was demonstrated at that time in a 22-in. rectangular version. It differs from the shadow-mask type in that it uses "electron-optical" masking, with parallel color stripes instead of dots. Like the RCA tube, it used 3 guns in the 1955 version. We saw the 1955 demonstration, and at that time observed that brightness was extremely good, but picture quality was inferior to that of shadow-mask tube.

There are strong indications GE is working on a single-gun version of this tube. This could simplify circuitry, cut set costs by as much as \$150 at retail—if it can succeed where other attempts at a single-gun tube have failed. Such a tube would be an important color breakthrough. One of GE's big problems in this approach, we understand, is tube life.

GE cathode-ray tube dept. gen. mgr. David Scott told us, in answer to a question: "GE is continuing laboratory development work on many types of color tubes, just as we have for many years. Several years ago we demonstrated to the industry a satisfactory 3-gun post acceleration tube which offered performance superior to anything then available. It was never put into production because it did not then offer a potential of cost reduction to the degree necessary to generate a large-scale market for color TV. However, we have recently decided to re-examine the post acceleration approach to color." He declined to answer any of our questions about a possible single-gun version of the tube.

Single-gun or 3-gun—or possibly both—it's obvious that GE engineers are working feverishly & excitedly in color tube & circuit research again. And they're not the only ones with renewed interest. But any fruits of this research probably will take 1½ to 2 years to get to market—or longer. And it has to find a market, has to be considerably cheaper or better than the present much-improved production color set.

There may be breakthroughs coming. But they're still in the research department. That's why you may see GE, and others, come out with RCA-type color sets, while accelerating their own unique color work in the labs.

**AN ADVANCE TOWARD FLAT-SCREEN TV:** Picture-on-the-wall TV isn't here—and nobody knows how many years it will be in coming. But this week there's a feeling that it's somewhat closer than the 15-to-20 years away most engineers had believed it to be.

New optimism is the result of work described at last week's IRE convention toward "a solid-state display device" by GT&E Labs chemistry-lab-section head Stephen Yando. Developments he described surprised even his co-workers at GT&E and electroluminescent scientists at GT&E's subsidiary Sylvania.

Yando's work started as "a minor project" and "is rapidly becoming a major project—perhaps the major project" at GT&E Labs, a company spokesman told us. For military & industrial purposes, Yando's tubeless display is described as "not too far away." For TV—nobody knows yet.

The development is described by Yando as "an entirely new combination of electrical phenomena

that have been in general use for a number of years—piezoelectricity & electroluminescence." (Piezoelectricity is the ability of certain materials to expand & contract under electrical charge, and to develop electrical charges when mechanically stressed. Electroluminescence involves production of light through excitation of a phosphor coating on a flat panel.) The result is "a solid-state device of low complexity" which can produce a moving, lighted image.

The panel described at the IRE convention is less than ½-in. thick, can be controlled by electronic drive mechanisms 12 ft. or farther from the screen. How far has the work gone? Yando says he is now completing a 5x5-in. unit to display a 1-mc image (which could show a very crude TV picture).

Present prototype, however, can display only one line of scanned information. Obviously, many problems remain to be solved, including: (1) Development of unit which can scan 525 lines. (2) Increase in size. (3) Development of satisfactory phosphor colors for TV displays. (4) Boost in brightness (forthcoming developmental unit will provide only about ½ foot-lambert).

As to applicability to TV, Yando himself said: "It is anticipated that a means of displaying TV signals can ultimately be achieved by employing [these] principals & structures . . . It should be emphasized that much work remains to be done in the years ahead before the commercial feasibility of piezoelectric-electroluminescent display can be fully established."

**CALENDAR OF TV-RADIO-PHONO SHOWINGS:** Most of the 1962 lines will be shown to distributors (and, in some cases, dealers) in late May or June again this year.

We've compiled all the latest information into a table for easy reference. Among the missing—with plans still incomplete or unannounced—are Du Mont, Emerson, Motorola, Philco & Westinghouse. We'll fill you in on them as details are made available.

Miami is most popular site for those taking their new lines on location—RCA, Sylvania and Zenith plan showings there. Las Vegas attracts Admiral this year for its large-scale airlift of dealers (in 4-day shifts over an 18-day period), and RCA will host its Western distributors & dealers at Las Vegas.

Manufacturer	Items Shown	Dates	Event & Location
Admiral	TV, radio, phono	May 16-June 3	Dealers, 4-day meetings, Las Vegas
Capehart	TV, radio, phono	July 16-20	Music Show, Chicago
General Dynamics/Electronics	Stromberg-Carlson stereo	March 28-30	Key dealers, Rochester, N.Y.
GE	TV, console stereo	May 22-June 2	Distributors, Louisville, Ky.
Motorola	TV, radio, phono	_____	Dates & location not yet decided
Olympic	TV, radio, phono	June 18-22	Distributors, Congress Hotel, Chicago
Philco	TV, radio, phono	June	Details to be announced
RCA	TV, radio, phono	May 16-17 May 23-24	Distributors & dealers, Las Vegas Distributors & dealers, Miami Beach (Dealers will see color-TV line only)
Sylvania	TV, radio, phono	May 24	Distributors, Miami Beach
Symphonic	TV, phono	July 16-20	Music Show, Chicago
Zenith	TV, radio, phono	June 5-8	Distributors, Miami

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 17 (11th week of 1961):

	March 11-17	Preceding wk.	1960 wk.	'61 cumulative	'60 cumulative
TV .....	95,479	103,323	106,733	1,114,010	1,351,510
Total radio .....	285,464	277,470	349,896	3,035,071	3,819,682
auto radio .....	80,313	75,154	132,255	936,931	1,633,327

Tube complaints settled: Four companies—National Television Tube Co., Saddle Brook, N.J.; Hi-Glo & Sylvan Electronics Corps., Goodrich, Mich.; Ultravision Mfg. Corp., Hawthorne, N.J.; Mercury Tube Corp., Newark—have signed FTC orders forbidding misrepresentation of rebuilt TV picture tubes as new. The consent orders, closing the FTC cases, require them to label their products clearly.

Closed-circuit ad campaign: Sylvania Electro-Specialties is starting a 6-month ad campaign to familiarize business executives with its closed-circuit vidicon camera, which lists at \$650. Ads will appear in *Business Week*, *Fortune* and *The Wall Street Journal*.

Prices of Grundig-Majestic German imports are due to go up 7% because of increases by the manufacturer.

**TAPE WITH GROOVES:** Combining features of phono records & tape, Westrex has placed on the U.S. market a new German-made music reproducer different from anything previously sold in this country. The device is currently being sold at Macy's in N.Y. and Polk Bros. in Chicago under the Westrex trade name, but the firm says it is now negotiating with TV, radio & auto makers for inclusion of the unit in car radios as well as domestically made TVs & radios.

The Westrex grooved tape comes in completely self-enclosed plastic cartridges. The tape is wound around a hub in a continuous belt. Made of a strong polyvinyl material, the 3/5-in. wide translucent red tape contains 75 to 100 microgrooves which run lengthwise, spiraling along the endless tape. A tape 10 yards long can play for one hour, a 30-yard tape 4 hours. Also available: 20-min. tapes.

The playing mechanism, extremely compact, uses a standard Ronette pickup cartridge & stylus. The best way to visualize the Westrex concept is to imagine taking a group of grooves from an LP disc and placing them on an endless belt, which revolves 57 to 100 times as the needle travels from the top groove to the bottom groove, playing all the recorded material on the record. Tape speed is 7 1/2 inches per second.

The tape cartridges and Westrex tape-playing equipment are manufactured by Tefi Werke, Polz, Germany, and have already been marketed in Europe.

Westrex now is offering 4-hour tape cartridges at \$18.95 each, one-hour units at \$6.95, and 20-minute cartridges at lower prices. Playing mechanisms being offered initially include: (1) A 110-volt AC player without amplifier (demonstrated at Macy's playing through a TV set), for \$69.94. (2) A battery-operated tape player with amplifier at \$89.94. (3) A battery-operated tape-player with AM-FM radio at \$149. The system is designed for playing pre-recorded tapes only; recording equipment won't be offered. A stereo version is forthcoming.

The cartridge is dropped into the playing mechanism, like placing of a record on a turntable. Westrex vp Harry Rich told us the tapes are extremely tough and show little wear. He said Westrex will record the library of "one of the largest" record labels to supply program material in addition to the small catalog now available. Cartridge program material will be recorded in U.S. by Westrex. The "Westrex 111" grooved-tape recording system is one of the first products to be marketed by the new Westrex Co., Alpine (76 Ninth Ave., N.Y.C.), newly created consumer-products subsidiary of Litton Industries (Vol. 17:11 p18).

**First thermoelectric appliance:** Westinghouse will begin production next month of its first thermoelectric appliance—a bottled-water cooler for homes & offices which will retail for under \$100. Unlike conventional compressor-equipped coolers, the thermoelectric model will have no moving parts. Its refrigerating qualities come from the passage of electricity through junctions of 2 dissimilar materials. John W. Craig, Westinghouse vp & gen. mgr. of the major appliance div., explained: "We have just recently uncovered materials which can be used efficiently enough to permit practical applications, such as in the thermoelectric water cooler." Westinghouse estimates that one million homes in the U.S. depend upon bottled drinking water in areas of water scarcity or impurity.

**It was bound to happen:** Spinning in the juke boxes is "He Couldn't Resist Her with Her Pocket Transistor."

**Actions by EIA:** Public relations drives in the fields of imports and FM stereo broadcasting are in the planning stage at different EIA levels. At the recent spring conference in Washington, EIA's Board of Directors approved recommendations by Electronic Imports Committee Chmn. Robert C. Sprague "to intensify the Assn.'s public-relations program on the effects of foreign competition on employment & the economy by providing more information to member companies."

At the same time, the Consumer Products Div. executive committee heard from its radio section that plans were under way to develop a consumer & trade information program on FM stereo broadcasting, to be released after the FCC decides on transmission standards for the new service. Other EIA actions, in addition to those reported last week (Vol. 17:12 pp14 & 15):

(1) The Industrial Parts Marketing Committee released results of a survey by a trade-show subcommittee, revealing that the average cost of exhibiting at trade shows is \$12-\$15,000 a year, but some manufacturers spend more than \$100,000 annually on shows.

(2) The Educational Coordinating Committee received a recommendation from its PR subcommittee for the publication of an electronics-career booklet to be distributed through high schools. The full Committee will make a definite recommendation in May.

(3) The Industrial Electronics Div. exec. committee voted to form 2 new sections—educational & institutional (marketing of products to educational institutions, hospitals, churches, prisons, etc.) and RF transmission component (with subsections on antennas, coaxial cables, waveguides).

(4) Tube & Semiconductor Div. exec. committee elected C. R. Hammond, Raytheon, chairman of its imports committee, succeeding L. S. Thees, RCA.

**Mergers & acquisitions:** Telectro stockholders last week approved the proposal to grant Emerson Radio & Phonograph a 5-year option to purchase a controlling 800,000 shares of unissued capital stock (Vol. 17:11 p19). Prior to the vote, Telectro Pres. Harry Sussman reported a 1960 loss of \$800-850,000, warned that the company would "probably have to close up shop" if shareholders rejected the Emerson agreement • Loral Electronics is negotiating to acquire Accurate Specialties, Hackensack, N.J. producer of high-purity metals & ceramics for semiconductor components. The proposed amalgamation would exchange one share of Loral common for each 2 1/2 of Accurate Specialties • Oak Mfg. and Hathaway Instruments have suspended their merger talks for an indefinite period. Oak Pres. E. A. Carter said his firm would accelerate its program to acquire electronics companies & products soon.

**RCA sells a business:** After nearly 2 decades of plugging its electronic beverage-inspection equipment, RCA has sold the entire business to Crown Cork & Seal Co. for an undisclosed sum, effective this week (March 31). Crown will manufacture the \$20,000 electronic inspectors in its Philadelphia plant, anticipates annual sales of more than \$1 million. The units electronically inspect bottled liquids, detect & reject bottles containing foreign particles. RCA will continue to furnish service for the machines.

**Record standards revised:** Record Industry Assn. of America has published standards for the manufacture of the new 7-in. 33 1/3-rpm records. They're contained in Bulletin E 4, along with standards for LP & 78-rpm records, available on request from RIAA, 1 E. 57 St., N.Y. 22.

**1960 JAPANESE EXPORTS:** Shipments of Japanese electronic products to the U.S. showed a 24% increase in 1960 over 1959—totaling \$94 million, up from \$75.6 million. The 1960 export figure shows the beginning of what may be a tendency to level off—since the increase isn't comparable with the previous jumps from \$7.6 million in 1957 to \$21.8 million in 1958 to \$75.6 million in 1959.

The figures, as compiled by the Electronics Div. of the Commerce Dept.'s Business & Defense Services Administration, show a gain of 11% over 1959 in dollar volume of radio exports. The hotly competitive pricing situation in transistor radios is evidenced by the fact that exports of radios with 3 or more transistors increased by 4% in number of units, but declined by 4% in dollar volume. Offsetting the decline in the 3-or-more-transistor class were sharp increases in exports of tube-type sets and "toy" radios (fewer than 3 transistors). Radios accounted for 74% of total electronics shipments.

About 10,000 TV sets were shipped to the U.S. last year, at a total value of \$507,000—averaging out to less than \$51 per set. Other products showing large gains were recorders, 48-phonos, speakers & receiving tubes. The U.S. received 40% of Japan's total electronics exports in '60.

Here is the BDSA's table of Japanese exports of electronics products to the U.S. in 1960, compared with 1959 (converted to dollars at 360 yen=\$1):

Product	Units (add 000)		Value (add 000)	
	1959	1960	1959	1960
TV receivers & chassis .....	*	10	*	\$507
Radio receivers & chassis.....	6,052	7,871	\$62,373	69,317
tube type .....	457	881	2,552	6,277
3 or more transistors .....	3,990	4,149	57,272	55,056
other .....	1,605	2,841	2,549	7,984
Radio-phonographs .....	21	39	547	1,252
Sound recorders & reproducers ..	41	199	1,617	6,068
Amplifiers .....	34	97	460	765
Microphones .....	161	248	321	446
Speakers .....	455	1,940	1,155	2,023
Capacitors .....	8,925	16,604	533	972
Earphones .....	2,741	2,724	619	573
Electron tubes, total .....	7,911	16,572	2,088	4,598
receiving tubes .....	7,704	16,289	2,034	4,470
other .....	207	283	54	128
Transistors .....	2,393	3,415	1,581	1,758
Semiconductor devices, other ....	597	776	92	88
Electronic components, other .....	.....	.....	2,815	3,545
Phono parts & accessories .....	.....	.....	824	973
Other electronic products .....	.....	.....	617	1,130
<b>TOTAL .....</b>	<b>.....</b>	<b>.....</b>	<b>\$75,642</b>	<b>\$94,015</b>

\*Less than 500 (units or dollars).

**"Buy Japanese" campaign:** Series of ads "to counteract anti-Japanese trade propaganda" is being planned by the American Radio Importers Assn. (ARIA). The initial ad will emphasize "the dealer sales & profits stimulated here by the opening of new markets by Japanese transistor radios and will also point out that Japan is one of the few countries with which the U.S. has a favorable trade balance." It will quote from a recent report by Sen. Mansfield (D-Mont.) to the Senate Foreign Relations Committee on U.S. exports to Japan. Said ARIA Publicity Chmn. Richard Stollmack, gen. mgr. of Transistor World Corp. (Toshiba): "The American people are not aware that U.S. electronics exports to Japan increased by 70% in 1959 over 1958, and again by 15% in 1960 over 1959." The campaign will be handled by Milton Samuels Advertising.

**Emerson to Canada:** Fleetwood Corp., Montreal, has been licensed by Emerson Radio Export Corp. to manufacture & merchandise Emerson TVs, radios & hi fi in Canada. Fleetwood is already licensed to make & market Emerson's Du Mont line.

**'Sheep-Dip' Tube Coming?** A completely new approach to laminated picture-tube implosion shielding—in which the tube is dipped into liquid plastic, as an Eskimo Pie is dipped into chocolate or a lamb into sheep-dip—is being explored in the labs of at least one tube maker.

At present, the Corning laminated twin-panel, or bonded-shield, method is the only widely used approach to affixing safety shields directly to picture tubes. A new Pittsburgh Plate Glass lamination technique is attracting the attention of tube & set makers, and du Pont is pitching for adoption of its developmental Mylar plastic safety shield, which is also laminated directly to the tube's face.

One tube maker—which will have to remain unidentified for the time being—is experimenting with a safety shield which can be applied in molten form. It is currently using various forms of polyethylene plastics into which the tube face can be dipped. The process hasn't been successfully developed yet, but this tube maker wants: (1) A plastic dip which will harden on the face of the tube, as it cools, into a clear, transparent shield of adequate strength, without bubbles. (2) A plastic shield which can be removed easily from the face of rejected tubes simply by re-melting.

We know that the manufacturer hasn't yet reached these goals—but we also know that its efforts in this direction are continuing.

**Watts predicts color growth:** Color TV unit sales by distributors "will be up at least 30%" in 1961, while black-&-white sales will be down 8%. So said RCA group exec. vp W. Walter Watts last week in an address to National Retail Merchants Assn.'s 7th annual Home Furnishings Conference in N.Y. He pointed out that 7 companies, "together accounting for close to 50% of the TV business," are now making color sets, and "by the end of the year it should be 65%." He said that RCA key dealers, who pledged late last year to sell 51,500 color sets between Nov. & March have topped that pledge with 54,100 sets sold. One of every 2 visitors to the RCA Exhibition Hall now asks about color, Watts added—up from one in 6 just 2 years ago. There's profit in color—"the average color sales ticket is at least 2½ times greater than b&w," and for the last 3 years profit margins have been "maintained without liquidation or dumping."

**New GE portable radios:** 7 basic models were introduced last week, bringing total in the line to 9 (including 2 hold-overs). The line starts with a 5-transistor set at \$19.95, the lowest-priced transistor set ever marketed by GE. Highlight of the line is a unique 8-transistor set in camera-type case, "The General," with adjustable whip antenna and spring clip to use as stand or to clip to car window, bicycle handlebars, etc. The 3-lb. set lists at \$59.95. Other sets are: 7-transistor full-sized portable, \$49.95; 6-transistor full-sized, \$39.95; "flyweight" (7½ oz.) 6-transistor, \$29.95; shirt-pocket 6-transistor, \$24.95.

**More Compactron TVs:** Admiral, which recently introduced its 1962 line of 19-in. TV sets and became the first manufacturer to use GE's multi-function Compactron tubes (Vol. 17:12 p16), last week announced that it would license GE to use its "Picture-Guard" interference-rejection circuit, which is built around a triple-triode Compactron. The special circuit is designed to eliminate electrical interference, provide cooler operation, greater reliability & life. GE has requested a license for the new circuit, on which Admiral has filed for a patent. At last week's IRE Convention, meanwhile, GE's Tube Div. displayed a 1962 GE 23-in. TV chassis containing 2 Compactrons.

**Trade Personals:** W. Allen Bridges named to new post of European operations dir., Dynamics Corp. of America, headquartering in London.

L. A. Bown named Ottawa resident mgr., Philco Corp. of Canada Ltd. . . . Boyce Adams named sales mgr., Omnitronics Inc., a Borg-Warner subsidiary . . . A. David Russell named div. counsel, Sylvania electronic tube div.

Harold W. (Bill) Johnson, ex-RCA, named gen. sales mgr., General Television Network (TV projection systems). John L. Mayer promoted from mgr., closed-circuit TV & videotape operations, to vp, Giantview div. . . . John J. Raney named mktg. mgr., Wurlitzer electronics div.

Thomas Fitzgerald named consumer-products regional sales mgr., Motorola Midwest area, succeeding Robert Hennessy, resigned. . . . Dr. John J. Brennan Jr., Electronics Corp. of America vp, named treas. & a dir. . . . Carl F. Miller named to new post of patent & licensee administrator, Westinghouse electronic tube div. . . . Glenn A. Dusch will direct Cornell-Dubilier's new mkt. research & product planning dept.

Donald S. Parris, dir., Electronics Div. of Commerce Dept.'s Business & Defense Services Administration, will participate in a regional conference of commercial officers of the U.S. Foreign Service to be held in Hong Kong, April 3-7 . . . Theodore A. Flynn named to newly-created job of mgr., Packard Bell Sales Corp. Western sales & sales promotion. . . . Herbert J. Hannam, ex-GE Research Labs, named mgr. of indicator & pick-up devices engineering (including TV camera tubes), GE cathode ray tube dept.

Lt. Gen. Bernard A. Schriever, chief of the USAF Air Research & Development Command, being introduced as speaker at EIA's annual govt.-industry dinner in Washington was identified as an accomplished golfer. Introducer Robert Sprague, EIA past president, noted that a Schriever golfing exploit "had appeared in Ripley"—but he didn't tell what it was. By curiosity possessed, we asked the General for details which he gave as follows: "At my home course in San Antonio, the 17th hole is about 330 yards. In one month, I dropped my tee shot on the green 3 times, and holed my putt for an eagle 2 each time."

**Praise for Sarnoff:** RCA Chmn. David Sarnoff "is a man of great accomplishment & of great vision," Sen. Hill (D-Ala.) said in a *Congressional Record* statement. Sarnoff's latest proposal—establishment of an electronically-linked national medical clearing house (Vol. 17:12 p15)—was cited in particular by Hill. It's "a challenge to all who would advance the cause of medicine, protect & strengthen the health of our people and help build the peace of the world," he said.

"RADC Reliability Notebook," compiled by the Air Force as a specifications handbook for ground electronic equipment at the Rome (N.Y.) Air Development Center, has been made available to industry by the Commerce Dept. Copies at \$4 each may be ordered (PB 161 894) from the Office of Technical Services in Washington.

**Obituary**

Irving Sarnoff, 60, brother of RCA's chairman, and a founder, principal stockholder and exec. vp of Bruno-New York, died March 19 of cancer in N.Y.'s Roosevelt Hospital. A pioneer in radio sales, Sarnoff had been associated with the industry since 1925. He was vitally interested in military applications of radio and he forecast as early as 1929 the role the new medium would play in military communications & reconnaissance. He is survived by his wife, a daughter, and a son.

**Finance**

Ampex, which turned in a \$1.3-million loss for the first 9 months of its 1961 fiscal year (see financial table), expects "a considerable improvement" in the year's final 3 months. The quarter's profit picture still is uncertain, officials said, and the Feb.-April performance will be insufficient to overcome the 9-month deficit. "We expect an improvement in results this quarter & next year, but we can't go beyond that statement," said Pres. George I. Long Jr. He explained that inventory writedowns, a major cause of the 9-month deficit, will not affect the final quarter.

**WB stock sale:** Warner Bros. subsidiary Warner Bros. Pictures International has sold one million of its 3 million shares of Associated British Pictures. The purchaser & price were not disclosed, but the value of the shares sold was estimated at \$7 million.

**Reports & comments available:** Dynamics Corp. of America, report, Herzfeld & Stern, 30 Broad St., N.Y. 4 • Electro-Science Investors, review, Russ & Co., Alamo National Building, San Antonio 5 • Automation Labs, offering circular, Sandkuhl & Co., 39 Broadway, N.Y. 6 • U.S. Components, offering circular, Arden Perin & Co., 510 Madison Ave., N.Y. 22 • Monarch Electronics International, prospectus, Russell & Saxe, 50 Broad St., N.Y. 4 • "Electronics Still Have Long-Term Glitter," profile on "electronics leaders" in March 22 *Financial World*. movies, owns motion picture houses and has a stock interest in A.B.C. Television Ltd., TV programmer.

Common Stock Dividends				Stk. of
Corporation	Period	Amt. Payable		Record
General Dynamics . . . .	Q	\$0.25	May 10	Apr. 6
MPO Videotronics "A" . . . .	Q	.10	Apr. 14	Mar. 31
Howard W. Sams . . . .	Q	.15	Apr. 25	Apr. 10
Terminal-Hudson Elec. . . .	Q	.06	Apr. 24	Apr. 10

**OVER-THE-COUNTER  
COMMON STOCK QUOTATIONS**  
Thursday, March 23, 1961

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

Stock	Bid	Asked	Stock	Bid	Asked
Acoustica Associates . . . . .	22 3/4	24 1/2	Maxson . . . . .	20	21 1/2
Aerovox . . . . .	8 1/4	9 1/4	Meredith Pub. . . . .	39 1/2	43
Allied Radio . . . . .	24 1/2	26 1/4	Metropolitan Bcstg. . . . .	21 1/2	23
Astron Corp. . . . .	1 7/8	2 1/4	Milgo Electronics . . . . .	8 1/4	9 1/4
Baird Atomic . . . . .	25 3/4	27 3/4	Narda Microwave . . . . .	6 3/4	7 1/4
Cetron . . . . .	13 1/4	14 3/4	Nuclear of Chicago . . . . .	47 1/2	50 7/8
Control Data Corp. . . . .	93	98	Official Films . . . . .	2-11/16	3-1/16
Cook Elec. . . . .	14	15 1/2	Pacific Automation . . . . .	5 5/8	6 1/4
Craig Systems . . . . .	18	19 5/8	Pacific Mercury . . . . .	7 1/4	8 3/8
Dictaphone . . . . .	36 1/4	38 3/4	Phillips Lamp . . . . .	169 1/4	175
Digitronics . . . . .	28 3/4	31 1/4	Pyramid Electric . . . . .	2 5/8	3-1/16
Eastern Ind. . . . .	20 3/4	21 7/8	Radiation Inc. . . . .	26 3/4	29 1/4
Eitel-McCullough . . . . .	19	20 3/4	Howard W. Sams . . . . .	46 1/2	49 5/8
Elco Corp. . . . .	13 3/4	15 3/4	Sanders Associates . . . . .	58	62
Electro Instruments . . . . .	34	37 3/8	Silicon Transistor . . . . .	7	7 7/8
Electro Voice . . . . .	13 1/4	14 1/4	Soroban Engineering . . . . .	64	69 1/2
Electronic Associates . . . . .	37 3/4	40 3/4	Soundscriber . . . . .	14 1/4	15 3/4
Erie Resistor . . . . .	14	15	Speer Carbon . . . . .	21 1/4	23
Executone . . . . .	19 1/2	21 1/4	Sprague Electric . . . . .	63 1/2	66 3/4
Farrington Mfg. . . . .	17 3/4	19 3/4	Sterling TV . . . . .	1 5/8	2 1/4
Foto Video . . . . .	3 1/4	3-13/16	Taft Bcstg. . . . .	16 1/4	17 1/2
FXR . . . . .	27 3/4	30 1/4	Taylor Instrument . . . . .	46	49 1/4
General Devices . . . . .	17 1/2	18 3/4	Technology Inst. . . . .	7 1/4	8 3/8
G-L Electronics . . . . .	9	10 1/4	Telechrome . . . . .	16 1/2	17 1/2
Gross Telecasting . . . . .	20 1/2	22 1/2	Telemcomputing . . . . .	7 5/8	8 1/4
Hallcrafters . . . . .	42 1/2	45 1/2	Time Inc. . . . .	96	101
High Voltage Eng. . . . .	212	227	Tracerlab . . . . .	13 1/2	14 3/8
Infrared Industries . . . . .	20 1/4	22 1/4	United Artists . . . . .	6	6 7/8
Interstate Eng. . . . .	24 3/4	26	United Control . . . . .	20 1/2	22 1/4
Itek . . . . .	61	65	Universal Trans. . . . .	1 1/4	1 3/8
Jerrold . . . . .	7 3/4	8 1/2	Vitro . . . . .	22 1/4	23 3/4
Lab for Electronics . . . . .	61 1/2	65	Vocaline . . . . .	3 5/8	4 1/4
Lel Inc. . . . .	8 3/4	9 3/4	Wells-Gardner . . . . .	26 1/4	28 1/4
Magna Theater . . . . .	3 1/4	3-11/16	Wometco Ent. . . . .	17	18 3/8
Magnetics Inc. . . . .	11	12 3/4			

## Financial Reports of TV-Electronics Companies

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

Company	Period	Sales	Pre-Tax Earnings	Net Earnings	Per Common Share	Common Shares
AB-PT Story below	1960—year to Dec. 31 1959—year to Dec. 31	\$ 334,437,000 <sup>1</sup> 287,957,411	\$22,870,000 18,825,351	\$10,475,000 <sup>1-3</sup> 7,967,371 <sup>3</sup>	\$2.50 <sup>2</sup> 1.87 <sup>2</sup>	4,232,731 3,995,735 <sup>11</sup>
Ampex Story on p. 23	1961—9 mo. to Jan. 31 1960—9 mo. to Jan. 31 1961—qtr. to Jan. 31 1960—qtr. to Jan. 31	53,073,000 51,527,000 17,372,000 17,685,000	(3,571,000) 4,376,000 (4,217,000) 883,000	(1,303,000) 2,528,000 (1,762,000) 659,000	— .33 — .09	7,718,257 7,644,115 7,718,257 7,644,115
Automatic Radio Mfg.	1960—qtr. to Dec. 31 <sup>4</sup> 1959 <sup>2</sup>	3,096,954 —	— —	408,411 —	.20 <sup>2</sup> —	1,960,015 —
Avco	1961—qtr. to Feb. 28 1960—qtr. to Feb. 28	73,693,944 78,005,358	4,876,375 4,369,590	2,451,375 2,087,590	.24 <sup>2</sup> .20 <sup>3</sup>	10,349,959 10,295,432
Collins Radio	1961—6 mo. to Jan. 31 1960—6 mo. to Jan. 31	112,428,074 91,779,750	5,865,822 9,304,523	2,602,222 4,211,447	1.18 <sup>2</sup> 2.08 <sup>2-6</sup>	2,205,170 1,935,749
Electronics Assistance	1961—year to Jan. 31 1960—year to Jan. 31	3,745,000 911,000	— —	211,005 67,116	.35 <sup>2</sup> .13 <sup>2</sup>	591,074 511,264
Emerson Radio	1961—13 wks. to Jan. 28 1960—13 wks. to Jan. 31	— —	262,460 —	126,524 675,512	.06 .31	2,191,872 2,191,872
Erie Resistor	1960—year to Dec. 31 1959—year to Dec. 31	25,902,646 24,506,568	— —	616,517 359,340	.66 .34	— —
General Bronze	1960—year to Dec. 31 1959—year to Dec. 31	29,026,753 35,379,193	(75,382) 1,205,895	2,618 <sup>7</sup> 619,895	— 1.61	384,137 383,937
General Dynamics	1960—year to Dec. 31 1959—year to Dec. 31	1,987,748,715 1,811,871,384	(61,770,851) 54,156,069	(27,055,851) <sup>12</sup> 31,056,069	— 3.12	9,982,079. 9,944,488
Hewlett-Packard	1961—qtr. to Jan. 31 1960—qtr. to Jan. 31	16,265,000 13,539,000	2,499,000 2,425,000	1,286,000 1,185,000	.13 .12 <sup>2</sup>	9,859,971 9,804,573 <sup>3</sup>
ITT	1960—year to Dec. 31 1959—year to Dec. 31	766,768,806 <sup>1</sup> 705,557,267	— —	30,569,938 <sup>1-9</sup> 27,529,574	1.96 1.80	15,580,226 <sup>10</sup> 15,287,468 <sup>10</sup>
Ling-Temco Electronics	1960—year to Dec. 31 1959—year to Dec. 31	148,447,484 148,723,916	5,737,132 6,030,068	3,051,172 3,029,550	1.25 1.22	2,553,098 2,428,648
MCA Story on p. 11	1960—year to Dec. 31 1959—year to Dec. 31	67,317,103 <sup>1</sup> 57,786,616	12,962,433 10,617,466	6,270,230 <sup>1</sup> 5,186,066	1.55 <sup>2</sup> 1.28 <sup>2</sup>	3,995,735 <sup>11</sup> 3,995,735 <sup>11</sup>
National Co.	1960—year to Dec. 31 1959—year to Dec. 31	10,999,491 12,942,987	656,888 590,568	327,288 293,504	.40 <sup>2</sup> .37 <sup>2</sup>	785,806 <sup>11</sup> 785,806 <sup>11</sup>
Sonotone	1960—year to Dec. 31 1959—year to Dec. 31	20,776,364 24,756,708	890,610 2,432,302	490,610 1,132,302	.40 <sup>2</sup> .96 <sup>2</sup>	1,158,745 1,148,287
Sprague Electric	1960—year to Dec. 31 1959—year to Dec. 31	64,523,956 <sup>1</sup> 56,351,571	— —	4,882,042 <sup>1-14</sup> 3,502,328	3.40 2.61	1,433,449 1,340,229
Universal Pictures	1961—13 wks. to Jan. 28 1960—13 wks. to Jan. 28	— —	1,967,653 3,732,039	1,000,653 1,857,039	1.09 <sup>2</sup> 2.03 <sup>2</sup>	888,390 893,390
Victoreen Instrument	1960—year to Dec. 31 1959—year to Dec. 31	14,042,698 7,776,761	861,496 854,940	490,496 <sup>12</sup> 390,940	.31 .25	1,598,947 1,537,961

Notes: <sup>1</sup>Record. <sup>2</sup>After preferred dividends. <sup>3</sup>Excludes capital gains of \$1,342,000 (32¢ a share) in 1960 & \$186,792 (5¢) in 1959. <sup>4</sup>From American Stock Exchange report. <sup>5</sup>No comparison available. <sup>6</sup>Adjusted to reflect Aug.-1960 4% stock dividend. <sup>7</sup>After \$78,000 tax credit. <sup>8</sup>Adjusted

to reflect Sept.-1960 200% stock dividend. <sup>9</sup>Excludes \$7,902,032 (51¢) from sale of investments. <sup>10</sup>Average. <sup>11</sup>Outstanding Dec. 31, 1960. <sup>12</sup>Includes \$100,000 tax credit. <sup>13</sup>After \$34,715,000 tax credit. <sup>14</sup>Includes non-recurring profit of \$795,279 (55¢).

**AB-PT Sets Record Pace:** Peak sales & earnings were racked up by AB-PT in 1960 as operating profits soared 31% on a 16% gain in gross income (see financial table). The corporation's TV-radio operation also recorded record income & earnings. Income of the ABC Div. rose to \$222,439,000 from \$172,469,000 in 1959.

Pres. Leonard H. Goldenson also announced that AB-PT has received from Walt Disney Productions the \$5.5 million balance on the \$7.5-million sale of AB-PT's 37% stock interest in Disneyland Park (Vol. 16:28 p8). This prepayment, originally payable over 5 years, will add a net capital gains of about \$3.8 million (91¢ a share) to AB-PT's first-quarter 1961 earnings.

Commenting on the 1960 performance of ABC-TV,

Goldenson remarked: "At the year end, it held the largest share of the TV audience in the prime evening period in markets where the 3 networks have equal competitive facilities. Again for 1960, ABC-TV Network reported the largest dollar & percentage increase of all networks in gross time sales [see Vol. 17:10 p6 for TvB report on 1960 network TV gross time billings]."

Goldenson noted AB-PT's continued expansion in foreign TV in 1960 with acquisition of minority interests in TV stations in Venezuela, Ecuador and one to be established in Lebanon. "With the promise of international TV in the coming years," he added, "further expansion is expected which will enable AB-PT to gain a broader position in the foreign TV field."