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

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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 "misgivings" 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 Maughan 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-a-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.

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"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.

* * *

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 Blee 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 Blee 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 Marea 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 \$64 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
Total	\$63,981,757	\$58,327,581	+ 9.7	\$621,686,247	\$568,642,061	+ 9.3

1960 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	TOTAL
January	\$13,260,010	\$23,477,358	\$20,980,897	\$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September	11,875,080	21,103,437	18,436,653	51,415,170
October	15,239,570	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 Metreacal, 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 Chicle (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.; WWNR 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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WALTER H. ANNENBERG, President

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JAMES T. QUIRK,
Business Manager

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

JAMES B. DELEHANTY,
Asst. Business Mgr.

DAVID LACHENBRUCH, Asst. Mng. Editor
HAROLD RUSTEN, Associate Editor
PAUL STONE

WASHINGTON BUREAU

Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, Chief
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU

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

WEST COAST BUREAU

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

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Personals: 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 Bcstg. Corp. gen. attorney to resume private practice, specializing in bcstg., 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 Bcstg. 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, headquartering 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 Bcstg. 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 6⅓% 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	5,196,817	\$13,243,224
February	9,627,662	24,831,570	5,393,377	14,560,056
March	12,021,606	28,700,129	6,310,286	18,117,560
April	9,891,236	23,198,576	5,906,786	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	18,081,693
July	7,070,884	18,083,802	6,030,265	15,618,315
August	9,782,993	22,739,969	7,129,696	18,054,188
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
TOTAL	114,581,061	\$273,516,636	74,467,926	\$199,189,791

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	Jan.-Sept.		1958	1959	Jan.-Sept.	
			1959	1960			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
TOTAL	—	—	—	—	21,775	75,642	46,166	63,052

* Less than 500.

† Not shown separately.

More about

IEWS 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 light-weight 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 ¹	\$40,080,741	\$22,054,741 ¹	\$3.23 ²	6,754,600
	1960—53 wks. to Jan. 3	204,887,424	44,635,899	24,335,899	3.57 ²	6,754,600
GE	1960—year to Dec. 31 ²	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 ²	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 ¹	—	4,226,645 ¹	.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 ³	1,469,743
	1959—year to Dec. 31	86,504,443	8,909,042	4,339,042	2.82 ³	1,441,009
Minneapolis-Honeywell	1960—year to Dec. 31 ²	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 ²	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 ⁴	827,445
Universal Pictures	1960—year to Oct. 29	58,429,592	—	6,313,357 ¹	6.92	—
	1959—year to Oct. 29	52,639,256	—	1,031,066 ⁵	.95	—
Varian Associates	1960—13 wks. to Dec. 31	12,747,932	—	865,008	.26	3,374,695
	1959—13 wks. to Jan. 2 ¹	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: ¹Record. ²Preliminary. ³After preferred dividends. ⁴Adjusted for Nov.-1960 5% stock dividend. ⁵Excludes \$3,367,387 profit (\$4.07 a share) on sale of studio properties. ⁶Adjusted to include Semicon Associates, acquired June 1960. ⁷Excludes 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 S., 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	9¼	Meredith Pub.	41½	44½
Allied Radio	21	22½	Metropolitan Bcstg.	22	23½
Astron Corp.	1¾	2¼	Milgo Electronics	23	25¼
Baird Atomic	24¾	26¾	Narda Microwave	5¾	6¾
Centron Electronic	5¾	6	Nuclear of Chicago	39½	42½
Control Data Corp.	80¾	84¼	Official Films	2¼	2¾
Cook Elec.	12¾	13¾	Pacific Automation	4½	5¼
Craig Systems	13¼	14¾	Pacific Mercury	6	6¾
Dictaphone	34	36¾	Phillips Lamp	150½	156¼
Digitronics	23	25½	Pyramid Electric	3	3-7/16
Eastern Ind.	14¼	15¾	Radiation Inc.	26¼	28¾
Eitel-McCullough	17¾	19¼	Howard W. Sams	43¼	47
Elco Corp.	16	17½	Sanders Associates	39½	43
Electro Instruments	25	27¾	Silicon Transistor	5¼	6¾
Electro Voice	9¾	10¾	Soroban Engineering	45¼	49
Electronic Associates	32¾	35½	Soundsciber	14¼	15¾
Erie Resistor	13¼	14¼	Speer Carbon	18¼	19¾
Executone	22¼	24¼	Sprague Electric	58¾	62
Farrington Mfg.	25¼	27¼	Sterling TV	7¼	9
Foto-Video	3¼	3-11/16	Taft Bcstg.	12¾	14¼
General Devices	9¾	10¾	Taylor Instrument	42	45¼
G-L Electronics	8¼	9¼	Technology Inst.	6	7¾
Gross Telecasting	21¼	23¼	Telechome	10¾	11¾
Hallcrafters	35¼	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	9¼	10¾
Interstate Engineering	18¼	19¾	United Artists	6¾	7¾
Itek	50	54¼	United Control	15¼	17¾
Jerrold	7	7¾	Universal Trans.	¾	1-3/16
Job for Electronics	48	51¾	Vitro	13	14
Iel Inc.	5¼	5¾	Vocaline	2¾	2¾
Ma-na Theater	2¾	3-1/16	Wells-Gardner	23¼	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 replaced 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 Landouceur, 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).

* * *

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 Bcstrs. 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 Québec; 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.

* * *

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).

Bcstrs.' 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 sourdough, 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 CPs 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 Bestg. & 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 WRAK-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 Bestg. 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."

* * *

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 mullied 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 Bcstg. 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-ibeer.") 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 ¹	160 to 175	Jan. 1
KOLN-TV Lincoln, Neb. ..	500 to 550	115 to 125	Jan. 1

¹This 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.

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JAMES T. QUIRK,
Business Manager

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PAUL STONE

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Asst. Business Mgr.

WASHINGTON BUREAU

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

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

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU

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

CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU

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

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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	626,494	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	459,492	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
TOTAL	5,708,346	6,349,380	428,527	435,571	5,945,045	5,748,646	TOTAL	17,126,518	15,622,357	6,432,212	5,555,155	10,705,128	8,897,451

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 nuvistor uhf amplifier—one of 2 new nuvistor 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	756,827	15,505,481	33,916,000	29,065,000
July	681,785	13,898,468	34,883,000	28,810,000
August	923,164	18,843,067	38,540,000	31,702,000
September	913,496	18,345,103	34,612,000	28,007,000
October	771,324	15,478,435	33,506,000	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-Ferranti 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/Electronics 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 Zugsmitb 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.

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

Amphenol-Borg. Byron C. Booth exercised option to buy 1,000, held 3,034.

Artbur J. Schmitt sold 600, held 32,508.

Avco. Henry J. Oecbler 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 Bcstg. Donald A. Pels sold 500, held none.

Cinerama. Nicolas Reisini 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. Rube Jackter 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. Cbauncey 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 1,180, 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 Bcstg. & Development. B. Goodwin bought 100, held 100.

Storer Bcstg. 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. Sberard 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. Cresan Jr. exercised option to buy 8,150, held 8,785. Tomlinson Fort sold 534, held 1,484. W. O. Lippman sold 300, held 300. Dale S. McFeaters 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. Carol 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 ⁶	\$389,210,550 ¹	\$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 ¹	—	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 ¹	—	35,263 ¹	.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 ²	593,684
Espey 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 ³	—	—	—	—	—
GPE	1960—year to Dec. 31	244,000,000 ¹	—	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 ⁴
	1959—year to Oct. 31	47,745,073	8,148,315	3,899,941	.40	9,845,012 ⁴
Hoffman Electronics Story on p. 22	1960—year to Dec. 31 ⁵	54,120,000 ¹	—	(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 ⁵	6,064,233	—	206,399	.20	1,025,000
	1959—4 mo. to Oct. 31 ⁵	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 ⁴
	1959—year to Oct. 31	6,047,570	—	270,414	.66	410,000 ⁴
NT&T	1960—year to Sept. 27 ⁶	46,544,000	—	(3,098,148) ⁷	—	2,816,247
	1959—year to Sept. 27	52,850,000	—	1,497,000 ⁸	.53	2,700,283
	1960—qtr. to Sept. 30 ⁷	12,151,000	—	(18,000) ⁹	—	2,816,247
	1959—qtr. to Sept. 30	13,202,000	—	(206,000) ⁹	—	2,700,283
Republic Corp.	1960—year to Oct. 29	29,073,164	4,396,209	2,096,209	.85 ²	2,004,190
	1959—year to Oct. 29	29,834,070	1,484,883	884,883	.24 ²	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: ¹Record. ²After preferred dividends. ³Not available. ⁴Outstanding Oct. 31, 1960. ⁵From SEC report. ⁶Preliminary report. ⁷After special charge of \$4,061,000. ⁸After special charge of \$1,037,000. ⁹After

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	20½	22½	Magnetics Inc.	8¾	10
Aerovox	10	11	Maxson Electronics	12	13¼
Allied Radio	21	22¾	Meredith Pub.	34	37¾
Astron Corp.	1¾	2¾	Metropolitan Bcstg.	22¼	23¾
Baird Atomic	25	27	Milgo Electronics	22¾	24½
Cetron Electric	5¼	6	Narda Microwave	5¾	6¾
Control Data Corp.	85½	89¾	Nuclear of Chicago	39½	42½
Cook Elec.	12	13¼	Official Films	2¾	2¾
Craig Systems	16	17½	Pacific Automation	4½	5¼
Dictaphone	33¼	35¾	Pacific Mercury	5¾	6¾
Digitronics	25½	27¾	Philips Lamp	153½	159¼
Eastern Ind.	14½	15½	Pyramid Electric	3¼	3-13/16
Eitel-McCullough	18	19¾	Radiation Inc.	26½	28¾
Elco Corp.	15¾	17½	Howard W. Sams	42	46½
Electro Instruments	28½	31¾	Sanders Associates	39¾	42¾
Electro Voice	10½	11¾	Silicon Transistor	5	6
Electronic Associates	35¾	38¾	Soroban Engineering	43½	47
Erie Resistor	13¾	15¼	Soundscribe	13	14¾
Executone	20¾	22½	Speer Carbon	18¼	19¾
Farrington Mfg.	24¼	26¼	Sprague Electric	59¼	62¼
Foto-Video	3¼	3-9/16	Sterling TV	1¾	1¾
FXR	30	33½	Taft Bcstg.	12½	13¾
General Devices	10¼	11¼	Taylor Instrument	46	49¾
G-L Electronics	8¼	9¾	Technology Inst.	7	8¾
Gross Telecasting	22	24½	Telechrome	13¾	14¾
Hallcrafters	36¼	38¾	Telecomputing	7¼	8
Hewlett-Packard	26	28	Time Inc.	100	106
High Voltage Eng.	220	247	Tracerlab	9½	10½
Infrared Industries	17	18¾	United Artists	6¾	7¾
Interstate Engineering	18¼	19¾	United Control	20	22
Itek	49½	53½	Universal Trans.	1	1-5/16
Jerrold	6¾	7½	Vitro	12¾	13¾
Lab for Electronics	46¾	50¼	Vocaline	3	3-7/16
Lel Inc.	7	7¾	Wells-Gardner	23¾	25¼
Magna Theater	2½	2¾	Wometco Ent.	13¾	14½

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 5¾% 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 . . ."

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 prejudgment 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 Philippine 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.

Cabriel 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 Marqu ez, 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 roundtable 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 Bcstrs. 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.

KKCW-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, KKCW-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.

KCKO-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	
Newspapers					
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
Magazines					
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
Television					
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
Radio					
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
Farm Publications					
(Regional)	34.0	0.3	36.4	0.3	-6.6
*Total Farm Pubs. (66.0)		0.6	(71.0)	0.6	-7.0
Direct Mail	1,620.0	14.0	1,573.0	14.2	+3.0
Business Papers	600.0	5.2	569.3	5.1	+5.4
Outdoor					
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
Miscellaneous					
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
Total					
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
Grand Total	\$11,582.2	100.0	\$11,117.3	100.0	+4.2

*Included in other media totals—not to be added.

†Revised.

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 Niensens. 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%

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."

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 paperwork 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 KTHT 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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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK,
Business Manager

JAMES B. DELEHANTY,
Asst. Business Mgr.

MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Assl. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*

WASHINGTON BUREAU

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

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

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU

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

CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU

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

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Personals: 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 bcst. & 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 Hägel 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

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	118,400	341,329	459,729	184,147	177,336	361,483
February	92,649	324,666	417,315	164,873	188,750	353,623
March	63,264	242,523	305,787	119,075	168,117	287,192
April	30,962	142,409	173,371	47,153	125,111	172,264
May	36,793	146,176	182,962	33,356	89,827	123,183
June	69,293	198,407	267,700	44,976	152,900	197,876
July	70,992	222,559	293,551	44,591	158,668	203,259
August	109,321	307,517	410,838	65,179	277,545	342,724
September	146,997	384,289	531,286	102,399	377,785	480,184
October	143,160	391,821	514,980	139,579	456,471	596,050
November	177,786	343,006	520,792	167,879	455,582	623,461
December	123,991	295,075	419,066	154,574	407,744	562,318
TOTAL	1,183,608	3,339,777	4,523,385	1,267,781	3,035,836	4,303,617

PHONO RETAIL SALES

Month	1960			1959		
	Mono	Stereo	Total	Mono	Stereo	Total
January	151,813	367,839	519,652	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	44,601	165,663	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
November	174,801	263,182	437,983	183,774	469,048	652,822
December	234,705	672,018	907,723	229,989	592,772	822,761
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 inktg. 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	19¼	21	Magnetics Inc.	8¾	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	Milgo Electronics	23	25½
Cetron	5½	6½	Narda Microwave	5¾	6¾
Control Data Corp.	83½	87¾	Nuclear of Chicago	43½	47¼
Cook Elec.	11½	12¾	Official Films	2-11/16	3-1/16
Craig Systems	16¾	18¾	Pacific Automation	4½	5½
Dictaphone	33	35¾	Pacific Mercury	5¾	6¾
Digitronics	24¾	27	Philips Lamp	157¼	163
Eastern Ind.	14½	15¼	Pyramid Electric	2¾	3-5/16
Eitel-McCullough	17¾	19	Radiation Inc.	28½	30¾
Elco Corp.	17¼	18¾	Howard W. Sams	43½	47
Electro Instruments	29½	33	Sanders Associates	38½	42
Electro Voice	12½	13¾	Silicon Transistor	4½	5½
Electronic Associates	34¼	37	Soroban Engineering	43½	47
Erle Resistor	15¼	16¾	Soundscribe	12¾	14¼
Executone	20	21¾	Speer Carbon	18¾	20¾
Farrington Mfg.	22½	24¾	Sprague Electric	59¾	63
Foto Video	2¾	3-7/16	Sterling TV	1¾	2¼
FXR	31	34¾	Taft Bcstg.	12¼	13¾
General Devices	10¼	11½	Taylor Instrument	44½	48¼
G-L Electronics	7¾	8¾	Technology Inst.	6¼	7¾
Gross Telecasting	22½	24¾	Telechrome	13¾	14¾
Halicrafters	36½	39	Telecomputing	7¾	8¾
Hewlett-Packard	30¾	32¾	Time Inc.	100	106
High Voltage Eng.	214	229	Tracerlab	8¾	10
Infrared Industries	19	21	United Artists	7¾	7¾
Interstate Engineering	18½	19¾	United Control	21¾	23¾
Itek	50½	54½	Universal Trans.	1¾	1¾
Jerrold	6½	7¼	Vitro	15¾	16¾
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 ³	899,723
	1959—26 wks. to Dec. 31	9,035,000	846,000 ⁴	846,000	.91 ³	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 ²	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) ⁵	—	975,086
	1959—year to Oct. 31	15,794,325	711,988	349,988	.38 ³	889,625
Bendix	1960—qtr. to Dec. 31	181,661,340	—	7,632,537 ⁶	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 ⁷	—	817,263	.71	1,149,798
	1959—year to Dec. 31	6,067,424 ⁷	—	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 ³	244,000,000 ¹	—	5,300,000	3.46 ³	1,127,000
	1959—year to Dec. 31	215,588,430	—	4,198,200	2.63 ³	1,126,625
	1960—qtr. to Dec. 31 ³	67,800,000	—	1,690,000	1.18 ³	1,127,000
	1959—qtr. to Dec. 31	59,168,125	—	1,154,572	.72 ³	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 ²	20,824,173 ¹	—	1,943,450 ¹	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 ⁸	1,252,331	632,509	.48	1,322,936
	1959—6 mo. to Dec. 31	28,468,938 ⁹	4,142,576	2,202,854	1.69	1,299,621
NTA	1960—year to Sept. 30	19,018,000	—	(7,001,891)	—	—
	1959— ¹⁰	—	—	—	—	—
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 ³	1,325,692
	1959—6 mo. to Dec. 31	6,544,676	—	374,778	.29 ³	1,300,092 ¹¹
Siegler	1960—6 mo. to Dec. 31 ¹²	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 ¹³	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 ³	28,458,945	—	345,943	.16	2,211,679
	1959—year to Dec. 31	27,250,407	—	237,160	.12	2,034,346

Notes: ¹Record. ²Preliminary. ³After preferred dividends. ⁴No tax provision because of carry-forward credit. ⁵After \$424,000 tax credit. ⁶Includes \$3,215,287 (60¢ a share) from sale of Elliott-Automation stock. ⁷Broadcasting revenue. ⁸Including \$5,518,795 from broadcasting. ⁹Includ-

ing \$5,777,343 from broadcasting. ¹⁰Comparison unavailable because of change in fiscal year. ¹¹Adjusted for June-1960 2-for-1 split. ¹²Including Jack & Heintz, merged Feb. 2, 1960 (Vol. 17:6 p16). ¹³Including 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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WEEKLY ^{ANALOG LIBRARY} Television Digest

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

WITH THIS ISSUE: Text of FCC Public Notice on Program Forms (Supplement)

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 UPHOLD 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).

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 nighttime 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. Hagerty'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 employees, 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. Hugger-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. Chill 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 (*Checkmate*); 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 (*Tigger*); 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 Bles (*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 Rapp.

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 & CFMT-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 Tacyagi 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 Bestg. 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 Pa'hoa, 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 Bestg. Co. An ownership report filed with FCC shows that it purchased the 500 shares (25%) formerly held by the Central Bestg. 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 Bestg. 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. Horning 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 Bestg. 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 Bestg., 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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WALTER H. ANNEBERG, *President*

PUBLICATION OFFICE Radnor, Pa., MUrray 8-3940, TWX: Radnor 1028

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

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Asst. Business Mgr.

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PAUL STONE

WASHINGTON BUREAU

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

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

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU

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

CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU

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

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Personals: 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 Best. 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 Bestg.'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 McColgan 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." KVTU Sioux City for "The American Way." WBRC-TV Birmingham, for coverage of the arca'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 Speach.

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
TOTALS	127,928,586	\$301,432,285	82,294,120	\$222,009,722

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 ¹	\$5.53	219,233,530 ¹
	1959—year to Dec. 31	7,392,997,000	—	1,113,152,000	5.22	312,403,096 ²
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 ²	1,178,000,000	—	72,400,000	1.04	69,000,000 ³
	1959—year to Dec. 31	1,081,000,000	—	72,253,000	1.13	62,990,000 ³
Globe-Union	1960—year to Dec. 31 ²	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 ⁵	1,124,552 ⁵
Magnetics Inc.	1960—year to Dec. 31	5,297,237 ¹	—	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 ⁴	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 ⁶	3,152,605
	1959—year to Dec. 31	417,748,953	19,813,918	9,743,918	3.02 ⁶	3,119,503
Tung-Sol Electric	1960—year to Dec. 31 ²	66,471,971	—	1,476,259	1.37 ⁶	924,928
	1959—year to Dec. 31	72,345,248	—	2,712,552	2.70 ⁶	924,321

Notes: ¹Record. ²Preliminary. ³Average. ⁴No tax provision because of loss carry-forward. ⁵Adjusted for June-1960 2-for-1 split. ⁶After 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	18¼	20½	Magnetics Inc.	8½	9¾
Aerovox	9½	10½	Maxson Electronics	15¼	17
Allied Radio	20¾	22½	Meredith Pub.	36½	39¾
Astron Corp.	1¾	2½	Metropolitan Bcstg.	23½	25½
Baird Atomic	23¾	25¾	Milgo Electronics	26¼	28½
Cetron	6¾	7¼	Narda Microwave	6	6¾
Control Data Corp.	82½	86¾	National Co.	—	—
Cook Elec.	11½	12¾	Nuclear of Chicago	44	47¼
Craig Systems	18½	20½	Official Films	2-11/16	3-1/16
Dictaphone	34¾	36¾	Pacific Automation	4½	5½
Digitronics	25¼	27	Pacific Mercury	6¾	7¾
Eastern Ind.	15¾	17	Philips Lamp	160½	166½
Eitel-McCullough	17	18¾	Pyramid Electric	2¾	3-1/16
Elco Corp.	17½	19¼	Radiation Inc.	27¾	30¾
Electro Instruments	33	36¾	Howard W. Sams	45½	49
Electro Voice	12¼	13¾	Sanders Associates	45	48¼
Electronic Associates	36½	38¾	Silicon Transistor	4½	5½
Eric Resistor	13¾	14¾	Soroban Engineering	47	50¾
Executone	19¾	21½	Soundscribe	12½	14
Farrington Mfg.	23¾	25¾	Speer Carbon	20¾	22½
Fischer & Porter	—	—	Sprague Electric	60½	64
Foto Video	2½	3-1/16	Sterling TV	2½	2¾
FXR	27	30¾	Taft Bcstg.	13	14¾
General Devices	10¾	11¼	Taylor Instrument	43½	46¾
G-L Electronics	8	9¾	Technology Inst.	6¾	7¾
Gross Telecasting	23¼	25¾	Teledrome	12¾	14
Hallcrafters	36¾	38¾	Telecomputing	8¾	9¾
Hewlett-Packard	31	33	Time Inc.	105	110
High Voltage Eng.	205	217	Tracerlab	8¾	10
Infrared Industries	18	19¾	United Artists	6¾	7¾
Interstate Engineering	22	23½	United Control	21¼	23¼
Itek	51	55½	Universal Trans.	1¼	1¾
Jerrold	6¾	7¾	Vitro	16½	17¾
Lab for Electronics	50	53½	Vocalline	2¾	3-3/16
Lel Inc.	6½	7¾	Wells-Gardner	25½	27½
Magna Theater	2¼	2¾	Wometco Ent.	14	15½

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 programming 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				PROPOSED		
(Check) Daily	(Check) Weekly	Amt. of Time During the Average Week		(Check) Daily	(Check) Weekly	Amt. of Time During the Average Week
_____	_____	_____	Religious	_____	_____	_____
_____	_____	_____	Instructive	_____	_____	_____
_____	_____	_____	Public Affairs	_____	_____	_____
_____	_____	_____	Agricultural	_____	_____	_____
_____	_____	_____	News	_____	_____	_____
_____	_____	_____	Sports	_____	_____	_____
_____	_____	_____	Entertainment	_____	_____	_____
_____	_____	_____	Other (Specify)	_____	_____	_____

(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. Other program matter	_____ min.
60 _____ min. Total	60 _____ 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.